International Museum of Pretentious Art (website) – simple website copy

I'm thinking of a layout vaguely similar to the front page of <http://deyoung.famsf.org/>, with margins on the sides and a top, middle, and bottom layer.

1) Top layer says International Museum of Pretentious Art, reasonably large, on one line, in some sort of traditional/classical font. Background can be a solid color (not too bright) or some kind of traditional-looking graphic (more like <http://legionofhonor.famsf.org/>, less like the De Young site).

2) Middle layer shows one of our altered pictures, but one of the three subtlest ones: that's Dali, Monet, or Renoir. (If you're not already looking for the painting to be different, few teams will notice that they're not the originals.) If you want to be fancy, you could use all three and have them rotate, just like on the Legion of Honor/De Young sites – I don't know if that's easy or hard to implement.

Still in the middle layer, on top of the painting(s), it says

THE MUSE OF PAINTING

*The Timeless Representation of the Female Form*

Opens February 12, 2012

3) Bottom layer has two sections, left and right, with solid (soft) colors, again vaguely like the museum sites above.

Left section says:

International Museum of Pretentious Art

20 Park Road

Burlingame, CA

94010

Right section says:

UPCOMINGEXHIBITION:

The Muse of Painting

*Recreation of the famous 1972 exhibit*

*Audio tour available with original commentary by Kat Timely*

Opens February 12, 2012