

BY LYNNE DELUCA
MIND'S EYE PRESENTATIONS, INC.

You hear it over and over – less is more. Everywhere you look, people are trying to unclutter and uncomplicate their lives. From advertising to lifestyles, the trend is toward simplicity. In the online world, this concept translates to minimalistic Web site design with an effective use of white space. Eye-catching designs that don't bombard the eyes or overwhelm the senses; a moment of peace in a crowded world. Isn't that what we're all looking for? A simple approach to Web site design will help site visitors find what they're looking for. Take a few minutes to enjoy these Web sites by Nashville area designers who truly understand that less is more.



www.chrischickering.com

This site is for Chris Chickering, a magician bringing “New York Style Close Up Magic” to the Nashville area. The homepage, designed in Flash by ICGLink, uses a monochromatic look in soft blue tones, and simple but intriguing photographic images to draw the visitor into different areas of the Web site. At a glance, the visitor can find out about this magician – who he is, where he is from, what kind of performances he offers, and how to contact or book him easily.



www.therowatghent.com

The homepage for this urban condo community evokes the feeling of having turned a page in someone's personal photo album. Without the use of text on the homepage, the “album page” look, combined with evocative photos and renderings, draws the visitor into the upscale lifestyle possibilities in an eclectic, renovated, historic area of Nashville. The site is designed by WebGraphiti.



www.dianasharp.com

The site for this educational consultant, writer, and research specialist has a clean, uncluttered homepage featuring a relaxed and casual, yet professional photo of Dr. Diana Sharp. The nature of the site is clear – Dr. Sharp's experience in many areas is visible at a glance! Site visitors are immediately led to her various areas of expertise, and can easily contact her to find out more information or to enlist her services. The site design is by Carolyn Stalcup.