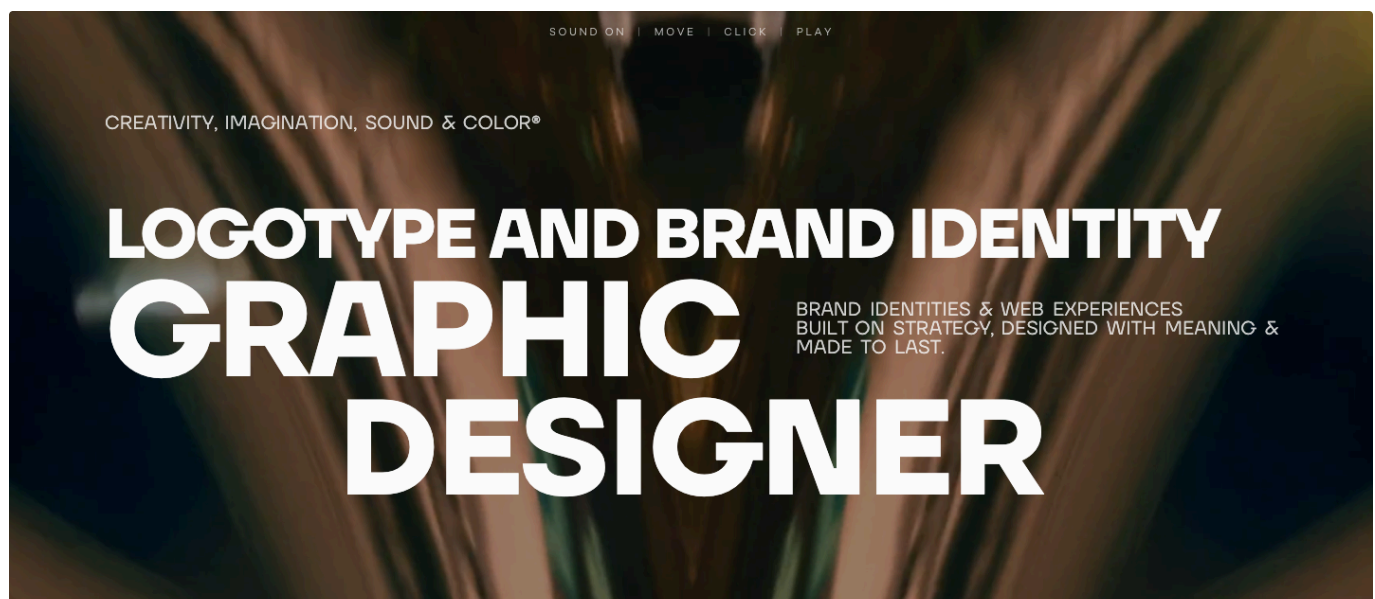


FOR IMMEDIATE RELEASE

Victoria designer rebuilds his studio site with AI in 15 days, directing every motion and sound himself

Piero Salardi used Claude as a building partner to launch a new pierosalardi.com, three free interactive web tools and a design journal



VICTORIA, BC, October 15, 2026. Brand identity designer Piero Salardi has relaunched pierosalardi.com after a 15-day build with Claude, the AI model from Anthropic. Salardi set the direction, reviewed every change on desktop and phone, and approved each release. Claude wrote and tested the code on the live WordPress site.

The new site carries its own motion and sound: a home hero that reacts to the cursor and plays a soft chord on click, a 12-column grid that every page follows, and a single header, menu and footer across 15 pages and 17 project case studies. The site now runs without a page builder plugin.

The build also produced PlayGrnd, a free space for interactive pieces anyone can use or embed:

- **PS-16 GrvBox**, a 16-pad drum machine with a step sequencer, mix effects and loop sharing
- **PS-LQ Liquid**, a customizable liquid background people embed on their own sites
- **PS-RD RollDck**, a deck of slides visitors build, tune and share

The records of the build show 200 screenshots and notes sent by Salardi, 58 tracked tasks and 311 saved page versions, with the About page alone revised 64 times.

15

DAYS

200SCREENSHOTS AND
NOTES**311**

SAVED PAGE VERSIONS

3

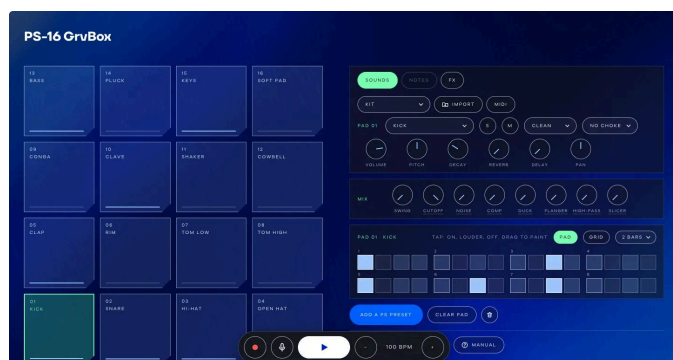
FREE TOOLS LIVE

"I wanted to see how far an idea could go when I direct and a machine builds. I sketched, tested, broke things and asked for them again until every motion and every sound felt right. The tools expand the possibilities. Meaning and care guide the work."

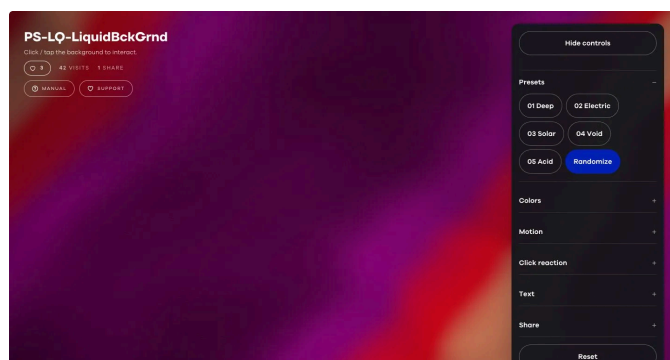
PIERO SALARDI

Salardi documents the process in his Sound & Color Journal, starting with the article "From idea to live site: building piosalardi.com with Claude."

<https://pirosalardi.com/building-pirosalardi-com-with-claude/>



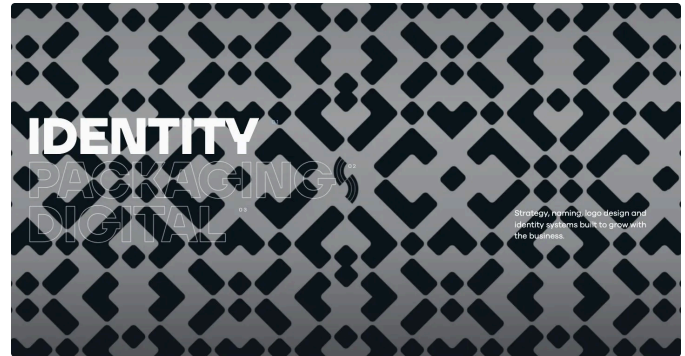
PS-16 GRVBOX



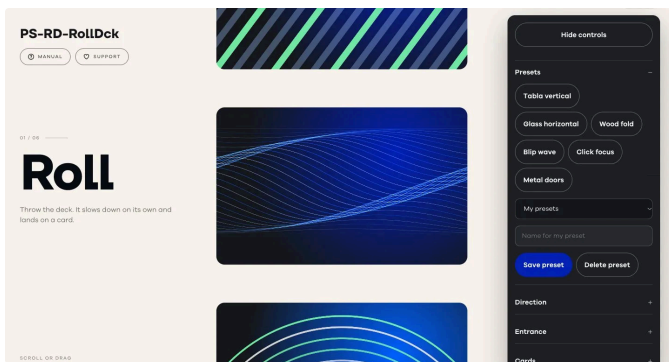
PS-LQ LIQUID



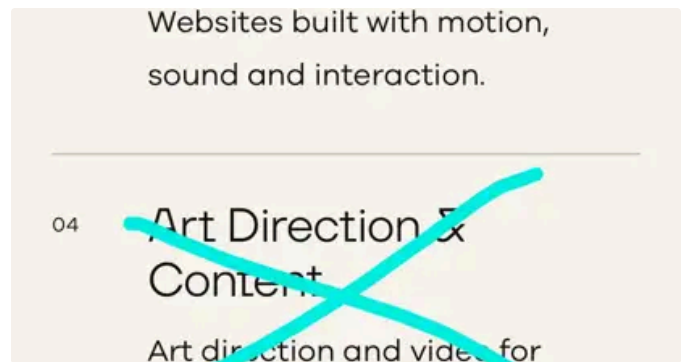
ABOUT PAGE



SERVICES PAGE



PS-RD ROLLDCCK



A DIRECTION NOTE DRAWN IN CYAN

ABOUT PIERO SALARDI

Piero Salardi is a brand identity designer born in Lima and based in Victoria, BC, with over twenty years of experience and clients on six continents. His studio, Piero Salardi®, works across identity, packaging and print, and digital experiences. His work has been featured by Computer Arts Projects, Creative W.E.B. Magazine, FWA, Adobe, Abduzeedo, The Dieline and Packaging of the World.

MEDIA CONTACT

Piero Salardi · hi@pierosalardi.com · pierosalardi.com

Try the tools: pierosalardi.com/play

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