

Never Knows Best is a (fictional) anonymous electronic artist - their debut album is *A Dream Forgotten Upon Waking*.

The project is inspired by artists such as Underscores, Purity Ring, Crystal Castles, Björk, FKA twigs, and Imogen Heap.

The target audience is listeners who gravitate toward experimental art-pop and electronic music with emotional depth.

The website design draws from the aesthetic of early CRT monitors and the original Apple Macintosh.