



> ARCHIDOSE

Address> archidose.blogspot.com

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Full-time occupation> Architect

Location> New York City, USA

Started> 2004

How many people work in Archidose? Just me.

Where do you work from? Home

What do you consider yourself? A writer? An architect? A critic?
An architect, so-so writer, aspiring critic.



> SOCIAL BOOKMARKING

A way for Internet users to save bookmarks and establish profile settings allowing some bookmarks to be public, some to be private, and some only to be shared with specific people or groups. Some of the most famous social bookmarking websites are:

- www.digg.com
- www.stumbleupon.com
- www.technorati.com

POWER TO THE PEOPLE.

Despite renowned British editor Janet Street-Porter saying that “blogs are for anoraks who couldn’t get published any other way”, a blog is one of the most powerful forces in publishing today. So influential are blogs – with subject matters that range from architecture and design to politics and showbiz – that some of them have become as authoritative as any respected print newspaper or magazine. Because they are so regularly updated, many of them daily, blogs are often the first place readers go to find out the very latest news, way before the newsstands flash the same headlines. While some blogs are run by a single person, airing their personal views and opinions, others are run by companies as marketing tools to raise their corporate profile. Other blogs have been set up as companies themselves, earning enough revenue through advertising to employ full-time staff, including ‘bloggers’ and consultant experts. Special interest blogs seem to generate the highest number of readers - made up of those passionate about the subject, as well as architects, designers, students, editors, journalists and publicists - particularly if they’re written by an authority on the subject. Many architecture blogs are written by professional architects who update them in their downtime, some are put together by students or lovers of architecture, and others are penned by interested editors and journalists. Used to assemble an online community of likeminded folk, architecture blogs don’t only trace the industry they write about, but shape it.

Like other forms of publishing, blogs are used to mould our cultural surroundings. In fact, leading blogs have become the modern-day ‘tastemakers’, telling us what to like and what to dislike, what’s hot and what’s not. Some blogs even shape what print publications run with, often ahead of them with regard to breaking news. In fact, it has been known for respected print titles to cut, paste and plagiarise blogs – not mentioning any names! - simply because the copyright rules for this ‘new media’ are blurred, and lazy journalists can get away with it. Referred to as



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‘citizen media’, blogs are written by the people for the people, and ensure our freedom of speech isn’t jeopardised by censorship and corporate biases. Bringing publishing into the public sphere, blogs are the present – and future – of architectural commentary.

READ ALL ABOUT IT

As good as we are, we’ve trawled the Web for the best architecture and design blogs out there, so you don’t have to. Simply enter the address of the blog into your Internet browser, hit enter and salivate over all the gorgeous stuff you find.

> TWINGLY SCREENSAVER

If you have ever thought that the world of blogging is too big to comprehend, you are not alone. Primelabs.com understood the need to communicate to the blog community where all the action was when it came to blogging. So they have come up with the Twingly Screensaver a free download which is a visual representation of real-time global blogging activity. www.beta.twingly.com/screensaver

