



www.dezeen.com

Edited by **Marcus Fairs**, founder and former editor of **Icon magazine**, the Dezeen.com blog has become one of the web's prime resources on architecture and design with over **500,000 readers a month** drawn to its hallowed pages. Benefiting from its publisher's credibility as a writer, expert and renowned public speaker, the blog combines first-class reportage with a simple, but iconic, black, purple and white design to deliver the latest projects before anyone else. And it succeeds.



www.bldgblog.blogspot.com

The power of blogging is no more evident than on BLDGblog.com, written by LA-based writer **Geoff Manaugh**. Not only has the heavily-illustrated site appeared in **Time magazine's list of the 100 top style and design blogs**, but its eclectic mix of well-researched, well-written posts has solicited the attention of a specialist publisher. Set to be made into a weighty design tome, the blog's content will soon be transferred from the computer screen to someone's suitably stylish coffee table.



www.archinect.com

The blog also demonstrates the collective nature of blogging, and of architecture, with **Manaugh** also acting as editor for hugely-respected portal Archinect.com. Pooling designers and ideas from around the world to make the industry more connected, the **magazine-style blog** is updated frequently with a mixture of lengthy features and snappy news snippets.



www.cityofsound.com

Set out like a broadsheet newspaper, with black and white set in stark contrast, Cityofsound.com is for readers who like their **information without any frivolous distractions**, with a startlingly conservative blog design. **Produced by Dan Hill**, whose full-time job is Director of Web & Broadcast at Monocle (Tyler Brülé's latest title), his personal blog gravitates towards recurring themes of cities, architecture, design, media and culture, and sometimes the connection between all five.

INTERVIEW



> LOUD PAPER BLOG

Address> loudpaper.typepad.com
Author> Mimi Zeiger
Location> Brooklyn, NY, USA
Started> 2007

How many people work on the blog? One, but the zine has worked with several dozen people over the years.

When do you think it became well-known? May 2007 was the launch of the blog, loud paper, the zine started in 1997.

If you do hold a full-time position as well, where do you find the time? Catch as catch can.

What do you consider yourself? A writer? An architect? A critic? I am a freelance writer, trained as an architect.

Where do you think the best information on architecture is coming from? This is a hard question because architecture takes on so many forms. It could mean specific architects and buildings (big and small), urban planning, architecture school and the academy, art meets architecture practices, and museum takes on design. Each one of these areas has a different access point and audience. I get information from press releases, reporting legwork, magazine and newspaper articles in different fields (art, economics, science, material development), conferences, etc. It is almost overwhelming how many places you need to look to get a complete picture.

Who do you think is reading your blog? An extended circle of friends who have a love of architecture, art, music and quirky ideas.



> MOCOLOCO

Address> www.mocoloco.com

Author> Harry Wakefield

Location> Montreal, Canada

Started> 2003

When do you think Mocoloco became well-known??

We started in 2003 and by 2005 we got mentioned in the New York Times and Time magazine.

Why did you start it? In 2003, I couldn't find a design blog I wanted to read, so I decided to create the blog I wanted to read.

Do you run your blog from home or from an office?

From an office in Montreal. The space is actually the unofficial headquarters for MoCo Loco and the official HQ for Praized, a startup I'm part of that's making a web-based local search service for bloggers. Do you work on your blog full-time or do you hold another position? I have two full time jobs, one managing MoCo Loco and the other as CEO of Praized Media.

What do you consider yourself? A writer? An architect? A critic?

An observer with a blog.

Where do you think the best information on architecture is coming from?

From magazines, they're still the preferred outlet for many designers. Blogs are catching up though.

Why do you think your blog has been so successful on the Internet?

Because I was early to the web. It's a lot harder to succeed in the blog world today. It's estimated there are 125 million blogs now worldwide.



www.archidose.org

Run by **John Hill**, a New York-based architect, Archidose.org is perfect for busy bees who just don't have the time to trawl through post after post for their dose of **all things design**. With one **update a day**, this blog is easy to keep track of and only **selects the cream of the architectural crop**. A basic, retro-style design, short text entries and large photos also keep things simple.

www.architecture.myninjaplease.com

Architecture and design seem to be at the heart of the ninjas microsites although they do branch off into **other disciplines like politics and music**. The two **architects Ryan and Warren** and Spanish editor, **Cesar**, provide daily archi-picks with their own twist on topics that keep the blogs fresh. Look in the FAQ to see **how they compare ninjas to architects!**

www.tropicism.com

Called Tropicism.com because Metropolis.com was taken – we kid you not – the respected blog overflows with style, with an acid-green colour palette that acts as the backdrop to witty, fast-paced content. Founded by **New York-based architect, writer and designer Chad Smith**, the blog's editorial stance is that cities are the crowning achievement of modern-day civilisations.

www.an-architecture.com

Based in Austria but with its sights set internationally, An-architecture.com 'aims to **broaden the horizon of architectural design** – pushing the boundaries of what architecture can be'. Indeed, which is why the blog often features underground projects that slip below the radar on other sites. Written by sole **architect Christoph Wassmann**, the blog has an **anarchic, avant-garde feel** to it that's reflective of its content.