



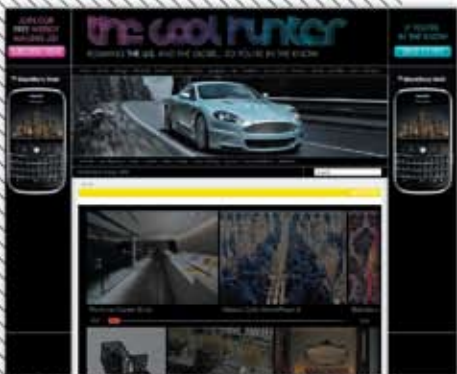
## www.designboom.com

A comprehensive briefing on everything **modern design**, Designboom.com is irreverent, intelligent and always in touch with its subject matter. With over **1,200,000 readers a month** from 165 countries, its mix of contemporary issues, international design shows, architecture previews, art exhibitions, interviews and profiles has certainly struck a chord with its readership.



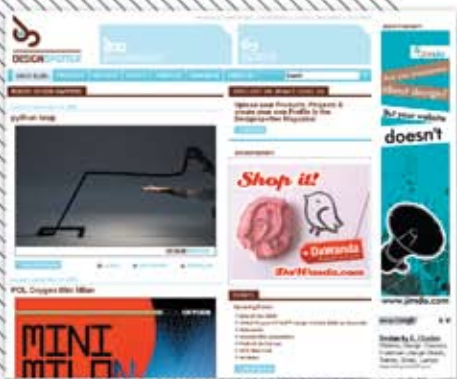
## www.mocoloco.com

Committed to **modern design and architecture**, Mocoloco.com is like a **dream shopping list for design aficionados**, with posts that feature the latest on residential architecture, interior design, furniture, accessories, lighting, floorcoverings, wallcoverings, books, websites, audio-visual, online shops and retail shores. The blog is also a respected source for reviews, with designers often submitting their products for consideration.



## www.thecoolhunter.net

A colourful celebration of creativity in all its modern-day manifestations, including architecture, culture and design, Thecoolhunter.net is a **reference point for the entire creative community**. Generating over **550,000 readers a month**, the simple blog uses large-scale photos and small amounts of editorial to deliver sought-after information to those on the go. This month, Harper Collins is set to publish the first in a series of Cool Hunter lifestyle books, firmly establishing the blog as a serious cultural influencer.



## www.designspotter.com

Acting as a showcase for up-and-coming designers, the Designspotter.com blog has gained momentum with professionals looking to get their career off the ground. With **content generated largely by readers**, who are able to submit photos and details of their products to the publisher, the blog features everything from residential architecture and interior design to accessories and prototypes. The perfect platform for designers looking to be published.

INTERVIEW



## > WE-MAKE-MONEY-NOT-ART

### Address>

www.we-make-money-not-art.com

### Producer>

Regine Debatty

### Location>

Berlin & Turin

### Started>

2004

### How many people work on the blog?

Only me. Sometimes collaborators living in other cities write a story but this happens only once a month.

### Why did you start it?

I was bored at the office and wanted to explore the relationship between art and technology. I knew next to nothing about the topic at the time so the blog was just a place where I'd archive my findings.

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

Home, hotel rooms, airports, wherever I happen to be.

### Where do you get your information?

I travel a lot so I get to attend conferences all over Europe, meet many fascinating designers and artists and see exhibitions.

### What do you consider yourself?

A writer? An architect? A critic?

A blogger.

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

Because my enthusiasm is contagious maybe?



## > ARCHITECTURE MNP

**Address**> [architecture.myninjaplease.com](http://architecture.myninjaplease.com)

**Producer**> Ryan McClain

**Location**> Pan American network

**Started**> Summer 2006

**Where are you located?** I'm based in Boston - but MNP itself [the network of websites] is made up of writers scattered all over, from San Francisco to Chicago to NYC to Boston to London.

**When did you start your blog and when do you think it became well-known?** Myninjaplease was founded in the summer of 2006, with the other sites [the 'microsites', as we call them] following in the winter of that year - starting with ArchitectureMNP and followed by GreenMNP and MusicMNP. I would guess that the site started to become somewhat more widely known after the first 4 or 5 months. What really seemed to cause a jump in our readership was my participation in the Postopolis! event held by BLDGBLOG, Inhabitat, City of Sound and Subtopia - and an article in Architect magazine on the event and the participants.

**Why did you start it?** To revolutionize these here internets, of course! Myninjaplease was founded as an amusing project that served as a collection of interesting online content that we came across. It then turned slightly more serious, and became MNP's collective 'filter' on the internet - singling out any goodness we came across for our readers. After Kiye founded the main site, I started writing occasional posts. I had just graduated with my B-Arch, and I was contributing architecture-related posts to the site - and after a few months we decided to branch out, creating a site entirely devoted to architecture and design.

**Do you run your blog from home or from an office?** We run all the sites from our homes/apartments/day jobs [unfortunately]. We get together in person when we can, but most MNP Network-related work is done through emails, phone calls, etc.

**Do you work on your blog full-time or do you hold another position?** My full-time job is as an intern-architect / designer at an architecture firm in Boston. That being said, ArchitectureMNP [and other MNP related issues] are typically always on my mind, if just pushed aside for later.

**If you do hold a full-time position as well, where do you find the time?** Before I go to work, while on the bus/train, during lunch if I have the time, after work...whenever and wherever I can. Also, ninjas don't sleep [in case you didn't know] - which makes it a little easier for us to juggle a number of different tasks.

**Where do you get your information?** Everywhere and anywhere. Magazines, books, newspapers, the radio, TV - and of course, all over the 'net. What's interesting about the internet is that there's so much out there to be read/watched and enjoyed - but people don't always know where to look. While we're trying to bring you exclusive/original content on MNP, we're also simply applying a filter to the internet - offering our readers information that might have otherwise missed. We also get some great content from readers, architects and designers who submit projects and articles to the site.

**What do you consider yourself? A writer? An architect? A critic?** I consider myself an architect/designer [minus a license], but not a writer - and I would argue that being an architect inherently makes you a critic. We just love criticizing everyone and everything, don't we?

**Where do you think the best information on architecture is coming from?** Blogs, of course! I very seriously think that the architecture

blogosphere has proven that the internet has forever changed how we get our news and information. For some things the 'net may not be that trustworthy - but with architecture it's pretty straightforward. You provide images, tell the story, and give your opinion - and then readers respond. Magazines + books may at times give more in-depth coverage of a project or more exclusive content - but you'll see it first in the blogosphere.

**Who do you think is reading your blog?** I really have no idea - I assume people who love architecture but know not to take it [or themselves] too seriously. I just hope we reach a wide audience - one of the original intentions of having architecture on MNP was to make it more accessible to non-architects. I would really like to reach more readers outside of the architecture internet scene.

**Why do you think your blog has been so successful on the Internet?** Blood, sweat and tears [all digital]. Seriously, while I'd love to say it was all hard work the reality is that it was probably a lot of luck [and a little hard work]. We just happened to create a site that both featured projects that people wanted to see and seems to be written in a tone that readers enjoy. Combined, that appears to bring the readers back for more. I think that having a 'network' of sites has also helped us - you can come to Myninjaplease to get some political commentary, watch an hilarious video, read up on the latest green movements, listen to some great music and see some interesting architecture all in one place.



Bloggin good pals, Ryan McClain (left) and MNP founder Kiye Apreala