

When and why did you start blogging?

I blog because I feel the need to see new things to nourish my inspiration. I don't have the luxury to travel a lot, which is why I surf and read extensively to make up for it. I always feel that research should be a continuous process that fuels and provokes thinking as opposed to doing it for the sake of accomplishing a specific project. I did not have a formal design background and all that I learnt, I did so by consulting books and obsessively trawling the world wide web.

The blog was started in June 2005 with a course mate but he left shortly after. There were better things to be done I guess since National Service took up most of our time then but I continued blogging and believed in it. It was hosted on 'blogspot' back then. The agenda was pretty simple- to blog about the things I like; to blog because I can discover new names and works I see from the expensive books which I couldn't afford and, as I was still a student; to blog so as to gain some exposure that will give us access to certain items for free and lastly, to blog so that I can approach people I want to know more easily.

It is now read in 177 countries including UK, USA, Germany, France, Australia, Spain, Canada, Hong Kong, Italy, Brazil, Sweden, Thailand, Netherlands, Japan. Knowing how far and wide its reach is makes it almost impossible to give it up.

What is your blog about?

It is a platform covering the areas of Art, Design, Fashion, Photography and Illustration from all around the world. It also acts as a virtual moodboard for everything and anything I like to be contained in one place. The good works I come across also spur and inspire me to continually push myself and work harder. I can also make new friends, connect with people I like and attend media previews for interesting events if I have the time.

Tell us a little about the people behind the blog.

I am Yanda born and based in Singapore. I do bit of design, do curation and installation, want to try to be an artist.

I founded 'DO NOT DESIGN' - a design practice where people can meet to work, research, collaborate and experiment. Having only started out for little more than a year in late 2009, I must say I was very lucky to get the opportunity to work alongside people like John Clang- a photographer/visual artist based in New York, 'Harry Halim'- a fashion designer who had runway shows in Paris, Zhang Jingna, a fashion photographer who is now based in Los Angeles as well as brands like TANGS, Fujitsu (HK) and Aquascutum. I also recently curated a visual exhibition for Fred Perry (Singapore)- presenting stories, both familiar and untold from 18 individuals of different backgrounds to celebrate the love of subculture and music.

I am currently busy working on a limited edition book for a photographer, a book for an art critic/reviewer, a self-initiated fashion project (which will probably involve ties) and the conception of a graphic design exhibition titled 'I HAVE A ROOM WITH EVERYTHING' (<http://ihavearoomwitheverything.com>). This exhibition will showcase out-of-print, rare and the most dedicated print material. It is done in collaboration with the award winning printer- AlsoDominie.

Apart from running my studio, I am also a regular contributor to 'THE DESIGN SOCIETY JOURNAL' - a biannual publication dedicated to the serious and professional discourse of graphic design. It is founded in 2009 by some of the most established names in Singapore's design scene. This includes Chris Lee of Asylum, Jackson Tan of Black Design/:phunk and Hanson Ho of H55 to name a few.

Where do you see "The Artist and his Model" in the future?

I will probably feature more interviews and include some special features. This may translate into a curated printed publication. I love what Hans Ulrich Obrist has done.

Do you follow any other blogs? If so, which ones?

Too many. Here's a few that is on my last viewed - dezeen.com, contemporaryartdaily.com,

stylesalvage.blogspot.com, dailyserving.com, lacollectionneuse.tumblr.com, vwork.com, amag.thepop.com, culturesinbetween.net, septemberindustry.co.uk, touchpuppet.com, coolhunting.com and retaildesignblog.net

Could you live without blogging?

Yes.

Describe the world of blogging in three words.

Dangerous. Stalking. Happy.