

A Toy Box for Architects + Designers

Description

If anyone knows how to write about architectural building products, it's Rita Catinella Orrell.

The former products editor at *Architectural Record* and founding editor at its sister publication, *SNAP*, also established www.designythings.com about two years ago.

Now, after 17 years of editing magazines, she's established her second blog at www.architectstoybox.com.

"It's about interior and exterior products with a focus for architecture, written with the profession in mind," she says. "It's a continuance of what I was doing with *SNAP* and *Record*, but writing about what I like."

She's populating the site with smart ideas and products that solve problems, with a sustainable edge.

"They need to be a little special, different or extremely beautiful," she says.

Recent posts cover a new line of porcelain tile from Crossville, a combined door, screen and shade from Centor, and heated outdoor seating from Galanter & Jones.

Where www.designythings.com focuses on gifts, gadgets and gear for the consumer, www.architectstoybox.com is aimed at architects and interior designers. It's intended to be a resource and a place to display the newest products on the market. She looks at it as a way of giving back to the profession and the industry, and to help individuals find the latest and greatest.

And it's a one-of-a-kind site.

"No one else is writing about building products exclusively – this is the only genuine architectural products blog," she says. "And if anybody can do this, it's me."

She's proving that with every post.

For more information, go to <http://www.architects-toybox.com/>

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