



# ACADEMIC BLOGGING - WHO / WHAT IS IT FOR?! #RELAUNCH

written by Allegra  
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By now many of our devoted Allies may have gathered that ‘something’s up!’ The changing [Facebook profile](#), hints of ‘something to come’... Combined it can only mean one thing: our beloved website is being COMPLETELY re-designed as we write, and it will be re-launched right in time for [National \(=US\) Anthropology DAY, Feb 19!](#) And what do you know: we’re organising a bit of an event on the same day to celebrate – JIIHAA! We have been working frantically behind the scenes to get everything done just right, and we are thrilled to be collaborating with the fantastic graphic designers [Michel&Michel](#) on this.

We’ll be discussing academic blogging to accompany the re-launch – and we invite you to join us! If you find yourself in Berlin on this special date, JOIN US in



person – and email us at [things@allegrallaboratory.net](mailto:things@allegrallaboratory.net). And if you can't attend in person, join us VIRTUALLY! We'll be active both in Facebook and particularly [Twitter](#) – and there might be some action to look forward to also at our [Instagram](#). Send us your questions, thoughts & suggestions – and stay tuned for the grand unveiling of an all NEW & IMPROVED allegrallaboratory.net!!

***Academic Blogging - Who/What is it for? Seminar to Celebrate the re-launch of Allegrallaboratory.net***

19 February 2015, 10 am – 1 pm

Organizers: Allegra Lab Association (Helsinki/Berlin) & The Finnish Institute, Berlin

Georgenstr. 24 (1. OG), 10117 Berlin



What is the future of academic publishing? How do academic blogs fit in? What can they contribute to 'traditional' journalism, and how do online platforms facilitate experiments with scholarship and art? This seminar explores these questions by bringing together academic bloggers, 'traditional' academics, journalists, artists, and marketing specialists. It aims at finding tangible answers, which will be disseminated widely via the blogosphere and social media.



Simultaneously this seminar celebrates the re-launch of the website [allegralaboratory.net](http://allegralaboratory.net), a site that started in August 2013 as a modest online experiment, and grew into a global phenomenon that exceeded 100,000 views by its first anniversary. In addition to traditional academic post genres the website features discussions, poems, and the Allegra Virtual Museum of Obscure Fieldwork Artefacts (AVMoFA). The site features posts in numerous languages including German, and thus contributes to their continued vibrance and international visibility in this era dominated by English.

Participants include: [Miia Halme-Tuomisaari](#) & [Julie Billaud](#) (Directors of Things & Stuff, Allegra Lab), [Judith Beyer](#) (Reviews Editor for [allegralaboratory.net](http://allegralaboratory.net) & Junior professor for Ethnology and Political Anthropology, University of Konstanz), [Laura Hirvi](#) (Director of Finnish Institute, Berlin), [Alexandra](#)



[Kemmerer](#) (MPI Heidelberg), [Hannah Birkenkötter](#) & [Alik Mazukatow](#) (Verfassungsblog & Humboldt University, Berlin), [Helen Faller](#) (ZMO), [Stefanie Rentsch](#) (Forum Transregionale Studien, Berlin)

THANKS to [Kristos Mavrostomos](#), Visual Director of [Allegra Lab Helsinki](#), for the fabulous poster!!