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Better Know A Blogger: John Lin of I Am Johnny Boy

By Christine Borges

As the head of Communications for The Webster Miami, the cultural programmer for The Standard Spa, the principal of Lin Projects, and the style editor at *Ocean Drive* magazine, you could say **John Joseph Lin** has a lot on his plate. Now add blogger to that long list. The creator of IamJohnnyBoy.com, Lin claims to be merely show off the "visual ramblings of a dreamer." But I Am Johnny Boy is so much more than that.

Lin counts cooking and entertaining as his hobbies and loves to watch horrible reality TV, but you won't find food porn or TV show breakdowns on I Am Johnny Boy. His blog shows off the fun side of society culture by posting invites and announcing/commenting on them in his own quirky tone. (Eg.: "the first being hosted by HARRY WINSTON, yeah you heard me right Bit*hes, Harry mother fuc*#ing Winston and Olatz Schnabel (yes, the ex), at a private home in honor of the FAB Marianne Goebl, Director of Design Miami.")

And though this arbiter of style has only been running I Am Johnny Boy since June, he has big plans for the site, like guest posts from some of his fashionable friends. "I like the way it's been going now," he says. "It's super simple, funny, and my voice."

Miami Art Week may just accelerate the success of his blog even further. He's been the first to announce everything art-related for the past few weeks with his "Art Basel Miami Beach Gossip" posts. We caught up with the fun and fashionable Lin recently to discuss his plan to attack Basel — and come out in one piece.

What inspired you to launch your blog? How long have you had it?
John Lin: I launched my blog because I constantly surfed the web, and finally ran out of websites that interested me or had content that was whimsical and actually kept my interest. So I sat in bed for two days, bought the site name and taught myself how to start a blog.

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How do you decide what's blog worthy for your site?
Whatever interests me is always a good start. Mostly things covering art, design, and fashion, where my readers can participate or further educate themselves is good.

Your Art Basel Gossip pieces seem to be really popular. Is your blog going to be strictly Basel for the next few weeks?
Thanks. Yeah, they've become a hit. But no, not strictly Basel. I'm dead in the middle of it, so I will be posting other things also happening in Miami.

What events are you most excited for in the coming month?
World Aids Day on the 1st of December. The Standard is doing Bayside Yoga with an event immediately following, and the MAM is showing a screening of *United in Anger, a History of Actup*, which I'm excited to see.

What is your plan of attack for conquering Art Basel/Miami Art Week and coming out in one piece?
I normally just go with the flow. Everyone is so super amped up and needs to do everything, but I always do my research before and strongly believe quality over quantity. I have a great knack for ignoring phone calls, texts, etc.

What are three things you can't live without in Miami?
Bug spray, suntan lotion, and my Droid Razr.

Tags: Art Basel, Miami Art Week, Ocean Drive