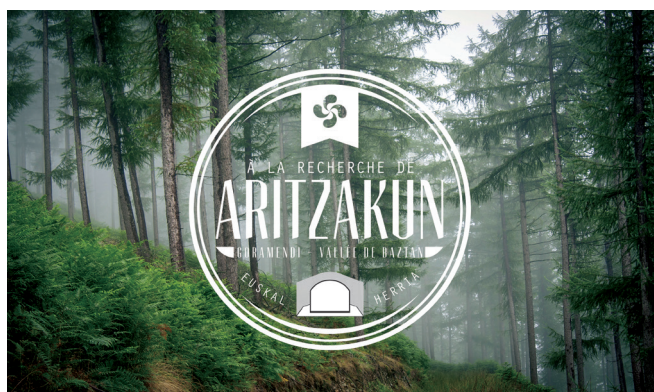


Photo Blog “Review of the World”

A chance to meet Cécile and William, authors of the blog

Today there are 200 million blogs across the world. From fashion to politics, education to food, there's a blog for every subject. Travel blogs are a growing sector and allow readers to discover, through photos and stories, different regions of the world, from the far afield to the close to home. So what motivates these intrepid travellers to share their discoveries?



You seem incredibly keen on travel and photography, which came first?

We really wanted to discover different places, countries and traditions, and to meet people and discover their way of life. Photos are essentially all about bringing back memories, recording as an image what we have been able to see with our own eyes. A love of photography and travelling in fact go hand in hand; now one couldn't exist without the other. But we are part of the travel blog community, and it is essentially travelling that makes photo reportage possible.

What made you want to share your photos, articles and travel diaries?

When we came back from travelling, our friends and family were always full of questions about what we had seen, the people we had met and the landscapes. The idea of a blog came from wanting to share our travels, photos and adventures with those around us. And I am also a big fan of travel blogs. I used to read them a lot before I was able to travel myself, as a kind of virtual escape, and also as a source of inspiration for new destinations. I like the idea of giving those not able to travel a part of our journey, and to those who



have already visited these destinations, the chance to see what they already know through somebody else's eyes.

How do you go about taking your shots? Are they influenced by the article you have in mind, or vice versa?

It's a more instinctive approach, nothing is prepared in advance, and the photos are never set up. I like the idea of taking my camera and having some fun. Like capturing a sunset in Sweden as you leave someone's house – it's more about the emotional appeal than aesthetics at any price. And as far as linking the photos to the blog is concerned, we actually have no idea what we are going to write about when we set off. The photos just happen naturally. When we come back, we look at the photos, recall the most memorable moments, chat about what would be of interest to share and record it. We have even been in the situation of regretting not having taken a particular shot, which would have illustrated our writing perfectly.

Do you see yourselves as explorers?

That's a big word! For me, an explorer is someone who sets out to the other side of the world, to places where virtually nobody has set foot. It's like a solitary voyage, to remote areas. When we set off to a destination like Iceland, we go to a place we have never seen and we discover it, so for the purposes of our humble blog, it's a personal exploration. So I guess we do have a touch of the explorer about us...



The “other travellers” page is a link to other travel blogs. Is there an element of competition among you or is it more a sense of community?

The travel bloggers community is very disparate. There are several types of traveller: those who set out with only a rucksack on their back, and leave everything to chance, those who travel alone in often extreme conditions, and those who are a little more organised... Travel bloggers tend to be categorised by the way they travel, but also by destination and climate. So there are a few of us who write about cold countries for instance, and we have even set up a mini-website where we have met. There isn't really any competition, more as you say, a community link.

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