

# EPIISODE 000

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## AN INTRODUCTION

A QUICK INTRODUCTION TO THE FOLLOW-UP WITH

Armin Vit, UnderConsideration

AND

Bryony Gomez-Palacio, UnderConsideration

**This is the 2nd draft of a transcript file. If this is useful to you please let us know if you have a preferred format (e.g., PDF vs. Word, plain text vs. designy text, etc.). We will keep iterating on this file as needed/requested.**

### **INTRODUCTION**

Welcome to The Follow-up, a weekly podcast that goes in depth into projects recently reviewed on Brand New featuring conversations with the designers, and sometimes their clients, uncovering the context, background and design decisions behind the work.

### **BRYONY GOMEZ-PALACIO**

Hi, this is Bryony Gomez Palacio.

### **ARMIN VIT**

This is Armin Vit and welcome to episode zero of The Follow-Up.

### **BRYONY GOMEZ-PALACIO**

So we are here today to tell you about how and why we started this podcast. What you can expect from it and in general, to get you as excited about it as we are.

### **ARMIN VIT**

So Bryony and I have been discussing whether to do a podcast for years, probably the last five, six years. And we've always been so busy with The Conference and ah First Round after that, and then just general busy-ness with life that we simply didn't see how we could pull it off. We could also never quite find the right angle to create a podcast, like what would make it different from the dozen, the different other dozen design podcasts out there. Ubut like for most of you, everything changed drastically this year.

### **BRYONY GOMEZ-PALACIO**

So that schedule that Armin was mentioning that was always super jam packed is where the direct repercussion of COVID-19 was mostly

felt for us. We had to postpone all of our in-person events to 2021, basically destroying our business plan for 2020 and clearing that schedule completely blank. So this left us with absolutely no income and maybe even worse, nothing to do.

**ARMIN VIT** And we actually enjoy doing stuff. I mean, we don't like to just sit around watching TV or reading books or stuff like that, which is nice, but just as a 24/7 job or a 9-to-5 job, that doesn't seem quite right.

**BRYONY GOMEZ-PALACIO** Well we thrive on deadlines, we thrive on being busy. And so the more we add to our plate, the more successful we, all of our projects become because we are so driven by it.

**ARMIN VIT** Yeah I think when when deadlines went away, we were like lost puppies. We had no idea what to do. Like once you lose that motivation to finish something by a certain date, you, you, we, we just felt lost. So from March to May, after, you know, crying ourselves to sleep for the first few days of this whole situation, we've been trying to figure out what to do. You know, how to make money, how to survive the next year. You know, whether that includes taking on client work more diligently than we've been, that we've done before to try to come up with alternative ways to delivering different kinds of content, whether it's the Brand New Conference content, the First Round content, whatever content that may be, just trying to figure out how to bring it to you in this new limited way. But exactly 19 days ago, we finally decided to do a podcast. It all with a post I published on Brand New on May 26, titled ah "State of the UnderConsideration", "State of the Union", whatever we're basically I explain how much this all sucked.

**BRYONY GOMEZ-PALACIO** And sucked it has. What didn't suck was the response in the comments from our readers, which was amazing uplifting, and many of you mentioned how you would be willing to support Brand New financially, be it through donations or Patreon., um while other shared ideas about adding a premium content layer to Brand New, things like that. In essence, that's a good idea and it's something that we considered, but there is only so much more that we can write on a

daily basis that would be worth paying for. And it's also extremely time consuming. Others also suggested the idea of a podcast. And we initially explained that, yes, it's a good idea. And it's something that we've considered, but we really weren't sure how we could add to the conversation and how that would help.

**ARMIN VIT** Then in the comments, uh Evan, no last name, eight days have to restart the post, uh he mentioned the podcast created by John Gruber and Ben Thompson called Dithering and how they created a subscription model, a subscription-based model that was \$5 a month or \$50 a year. And that sort of made it click for us. Uh, it just felt like it wasn't too cheap. It wasn't too expensive. It felt just like the right balance of you get you give us something, we give you something in return. They publish three times a week, which is insane, ah which I don't think we could do that pace, but we could, we could commit to one. One episode a week. So then we had to figure out what content could we provide once a week?

**BRYONY GOMEZ-PALACIO** The answer was right in front of us, follow up interviews and projects recently featured on Brand New. This killed many birds with one stone. It was a premium layer of content, it was timely and relevant content, and we had an endless range of projects to choose from. So it's a way for our readers to support us by getting something in return. And that is a balance that we're much more comfortable with.

**ARMIN VIT** So we read Evan's comment on May 28, and then we followed that up with reading John Gruber's post about it, about their podcast and Ben Thompson's own posts. They're all filled with information. And from that moment on all of our energies, since then, May 28, has been focused on getting this podcast off the ground.

**BRYONY GOMEZ-PALACIO** So there was only one big problem. We have never done a podcast and there is a lot to learn.

**ARMIN VIT** But as we mentioned, we didn't have, we don't have much else to do so as the saying goes, we learned a new skill on the job. We figured out

the technicalities of recording, of editing, and publishing a podcast. We figured out how to set up a subscription engine, um WordPress thingamajig that makes this whole work magically, and we're currently learning how to be good hosts and figure out the dynamic of the show.

**BRYONY GOMEZ-PALACIO** So for the structure of the podcast, we realized our schedule was going to drive most of it. Given that we have the young kids at home outside of school, outside of the summer camps, my schedule is rather limited. I am first Mom and Designer second. So we figured Armin would be the one to conduct all of the interviews while I help introduce and close each episode. This allows me the flexibility to record whenever time allows and not having to schedule designers around my ah limited hours.

**ARMIN VIT** She also has a much better voice and diction than me, which makes for a much better first impression when the podcasts are playing.

**BRYONY GOMEZ-PALACIO** So in essence, this is what you will be hearing every week as we bring you conversations with designers from around the world, sometimes with their clients, when we follow up and subjects too lengthy to explore on a daily blog, but perfect for a meaningful conversation.

**ARMIN VIT** Our goal is to publish every Tuesday and feature projects that have been on the blog in the past few weeks and simply have fun and loose conversations about how those projects came to be. We recorded the first episode last Friday, and we are super excited about the content. We'll reveal, who, the first case [Bryony interrupts] where we're going to reveal [Bryony interrupts] what [Bryony interrupts] we're not [Bryony interrupts] going to [Bryony interrupts] I thought [Bryony interrupts] kn.

**BRYONY GOMEZ-PALACIO** No, no, they're going to have to wait until Tuesday when the first episode drops.

**ARMIN VIT** Okay. So we're not going to reveal the guest, the first guest anytime soon. So you are going to have to find out when, as Bryony said, when the first episode drops on next Tuesday.

**BRYONY GOMEZ-PALACIO**

So now you know why we're doing this, and if you have already subscribed a big thank you. And if you're waiting until the first episode drops, that's fine too. In the end, whenever it is that you join, we think that you're really going to enjoy this. Today, thanks for listening. Until next time we'll be here, we hope you'll be there.

**THE END**