

# **Modenus Kicks Off Blog Tour 2012 with a trip to NYC during the Architectural Digest Home Design Show, March 20 – 25, 2012**

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Modenus Kicks Off Blog Tour 2012 With Expanded Itinerary and Additional Venues  
*Building on Success of Blog Tour 2011, Blog Tour 2012 Involves Design Tours of New York, Milan, Paris and London*

Orlando/London — Modenus, the online hub for design enthusiasts and manufacturers of architectural and home design products, has just announced the team of bloggers to participate in this year's first BlogTour to New York City and the competition for design bloggers who want to be a part of other international Blog Tour 2012 destinations continues. Bloggers are encouraged to leave a comment explaining why they should be included on Modenus.com

Blog Tour is the brainchild of Modenus Founder Veronika Miller, and the 'Tour' involves bringing a team of 15 influential design and lifestyle bloggers to cities where they are immersed in the latest exhibitions that are taking place at the time of their visit.

“The idea for Blog Tour grew out of my desire to harness the online experience from my website Modenus, and bring it back to the real world,” said Veronika Miller, founder and CEO of Modenus. “Modenus has become synonymous with great design and unique products and I wanted to find a way to bring our audience along as we scour the globe for great new design inspiration.”

Supported by sponsors in the design world and in the travel and hospitality industry, BlogTour is a wholly sponsored trip for those who win the competition. The initial tour last year brought 17 bloggers from the U.S. to London for a 5-day tour and complete immersion in the London Design Festival and London's culture. Highlights of the tour included stops at 100% Design, Tent London, Decorex, conversations with London designers Lee Broom and Nicky Haslam, behind the scenes tours of showrooms like Victoria & Albert Baths, Samuel Heath and Poggenpohl and sponsored dinners at Terrence Conran's penthouse and Wright Brothers Oyster House.

The success of the first blog tour has become legend, and over 190 entries have been received to date from bloggers hoping to be included in the next group. For designers, Blog Tour has become 'the' event that they most want to be involved with and which they follow on a daily basis.

What does Blog Tour give back to the sponsors? The phenomenon of Blog Tour generated over 45 million social media impressions for BlogTour 2011 and its sponsors, over 150 blog posts, which in turn generated extensive and long-lasting online visibility. This year's first tour will bring UK and US based bloggers to New York City during New York's 'Design Week' in March, which coincides with the Architectural Digest Home Design Show and includes tours of showrooms in and around New York. In September, it's off to Paris for Maison et Objet then back to London and in April its Milan for Salone del Mobile.

For more information about becoming a BlogTour participant or to become a sponsor please contact [veronika@modenus.com](mailto:veronika@modenus.com)