Family Matters

Sponsored by Subaru

The open spaces and transparency of modern architecture turn out to be extremely useful when there's a house full of customers.

By Dwell Staff | Photography by Joe Fletcher | Issue 3.2

The first part of Dwell was born a few months over from the bottom of the Bay Bridge, in a cramped office in a converted warehouse on the south side of San Francisco. We had a staff of two, a budget of $0, and a mailing list of 1,000 names, most of them our mom's parents. "Let's throw a party," our Chairman Emeritus, Tom Stringer, said. "Invite everyone we know and see what happens." Tom's logic being, for someone, the best way to find out if anyone is interested in modern design is to throw a party and see if anyone shows up. Our parents, who rarely dance and like to be in bed by 10 p.m., were skeptical. But they showed up in droves, and they brought their friends, and they stayed for hours. Which is how we learned that modern design is a great way to entertain a lot of people.



Dwell founders Tom Stringer and Sara Gilbane in the Dwell Studio, San Francisco, circa 2002. Photo courtesy of Sara Gilbane and Tom Stringer.

Dwell

Fast-forward to 2012. We're still finding out what modern design is all about, and we're still throwing parties. Our latest is a big one, in celebration of our 100th issue. We've invited a few hundred people to the Dwell Studio, which is now in a former textile factory in the Dogpatch neighborhood, a gritty area by the waterfront that's on the rise.



Dwell Studio, San Francisco, 2012. Photo by Joe Fletcher.

Dwell

Tom Stringer, Dwell's founding publisher, is here, along with a few hundred people from the Dwell community. Some of them are Dwell readers who've been with us since the beginning. Some are longtime contributors. Some are advertisers. Some are just curious. Some are all of the above.



Tom Stringer, Dwell founder and Chairman Emeritus, with readers and architects at the Dwell Studio, 2012.

Dwell