Slug

FAMOUS ON TUMBLR



Online media has delivered its share of stars. Myspace brought us Tila Tequila: Twitter delivered @shitmydadsays; and let's not forget, before YouTube we were sad and Bieberless. Then there's Tumblr. Founded in 2007, the popularity of the a celeb to call its own. Until now.

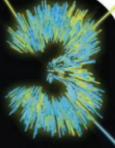
of high school angst. The Star Warsobsessed junior started her Tumblr last summer, posting comic panels from her diary. "It was a way of venting my frustra-people online that like me." Baldwin's and in a few months she had 15,000 followers. Her posts often get thousands of notes-reblogs, likes, and replies. One got President Obama. -- Marisa Meltzer

more than 35,000, which is on par with posts by mainstream news orgs. And last fall, a Baldwin lookalike contest got 400plus adults, kids, and animals aping her style of band T-shirt, big glasses, and braid.

It's all the more surprising given this largely image-based blogging service has is her first foray into social media. "Before ebbed and flowed, but Tumbir never had Tumbir, I didn't check my email," admits Baldwin, who loves "old" technology like Taylor-Ruth Baldwin, 17, created Hang- VHS tapes. Walkmans, and records. ing Rock Comics, a first-person chronicle Spider-Man is her favorite superhero, and her new life seems to mimic Peter Parker's. "At school I disappear into the crowd," she says. "I go home and there's all these tions," Baldwin says. "I didn't think much breakout isn't the only sign that Tumble's would come of it." But she struck a nerve, own star is on the rise. Just weeks after securing \$85 million in funding, the platform scored its most famous devotee:

DATASTREAM Items recently caught by the TSA during airport screenings

Seven anakes and three tortoises stored in bags, 240 live fish in subcases filled with nater, two binds taped to a wenner's bedy, a half ounce of C-4 explosive in as obscoro con, ene double-sided the inch swerd in a case, 656,000 in cash in a woman's underwoot, several grams of pot in a peasut butter jar, thousands of knives hidden in such objects as a DVD player, a show, a secret competitizer in a subcase, and a careful crowelling.



SMART THINGS ABOUT LASERS

The power of the first laser as measured in Gillettes. In 1960,

while on the Red Planet.

3

well and good, but where's my dame

PHOTOGRAPHS BY ANNA KNOTT

Headline

FAMOUS ON TUMBLR



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SMART THINGS ABOUT **LASERS**

for testing by 2016. If it works.

PHOTOGRAPHS BY ANNA KNOTT



Subhead or Deck

This Indiana teen rules the microblogging platform with her wry comics.

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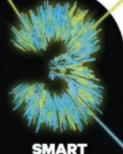
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THINGS ABOUT LASERS

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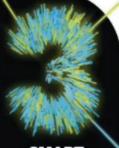
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SMART THINGS ABOUT LASERS

The power of the first laser

Body Copy

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SMART THINGS ABOUT **LASERS**

Credits

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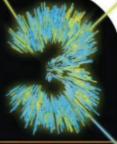
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The power of the first laser joules, or 1.2 million Gillettes.

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Factoid

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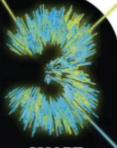
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THINGS ABOUT LASERS

Photo Credit

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