The new Architects' Journal app was conceived with the aim of giving readers an easily accessible, responsive and beautiful way to read the everyday AJ digital content they love while they're on the move. The process of designing and building the app, which works across Android and iOS smartphones and tablets and launched in May 2015, took around six months and was masterminded by AJ designer Ella Mackinnon, who rapidly learnt the host of new digital skills necessary to achieving this task.

The previous, iOS-only AJ app updated weekly in line with the printed edition and contained only content that appeared in print. The new app however updates as and when the stories and features go live, so the readers always have the latest. When AJ breaks the news, subscribers can read it straight away, wherever they are. On top of that, they can now easily tweet, post to Facebook and share via email the AJ stories and articles they're reading.

Architects by their nature care about aesthetics and design. So Ella put a huge amount of time and effort into ensuring that the look and feel of the new app reflected the 2015 redesign of AJ in print and its five easy-to-understand new categories – news, business, buildings, culture and opinion – the AJ 'five a day'.

However, while the two platforms complement each other, Ella also recognised it was necessary to distinguish the app and make the most of its capabilities. A perfect example of this is her adding a sixth category, video, to make sure the app fully exploited the many videos the AJ website publishes each day.

Within the first couple of months of going live the new AJ app far succeeded the number of downloads of its predecessor, and has proved to be very popular with subscribers. Since its launch it has gained around 1800 users, roughly a quarter of AJ's total number of subscribers, and is being used in over 85 countries, the top 10 being the UK, USA, Ireland, France, Australia, Spain, Hong Kong, Italy, Sweden and India.

As Alan Dunlop of Alan Dunlop Architects said: "The app design is easy to use and news and features are clearly structured. Downloading it too - for both phone and tablet - was simple."
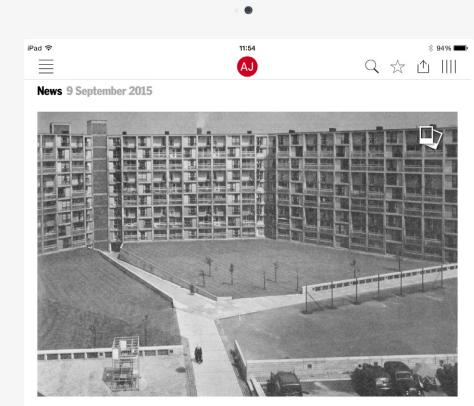
You can download the app in the AppStore and GooglePlay store by Searching for The Architects' Journal. You can access content with the following log-in:
Username: apptheaj+6@gmail.com
Password: abc123

News 9 September 2015

National Trust set to showcase Brutalist gems

Laura Mark

The National Trust has launched a nationwide programme celebrating the UK's Brutalist architecture highlights

The heritage organisation has partnered with the Southbank Centre, Urban Splash, and the University of East Anglia for a programme of events.

From 25 September 'Brutal Utopias' will offer tours of the Southbank's Queen Elizabeth Hall, Purcell Room, and Hayward gallery, the recently revamped Park Hill estate in Sheffield, and the Lasdun-designed University of East Anglia in Norwich.

The ten day long celebration will also offer Routemaster bus tours of

News

Rogers: 'We need to challenge the housebuilders' m...

KHBT wins Inverness contest with 'tilting pier'

National Tr to showcas Brutalist ge

Buildings

Y:Cube by Rogers Stirk Harbour + Partners

Crispin Kelly: 'How do you deliver a great design for...

Stephen La Prize: Skill imaginatio

Opinion

Video 27 August 2015

Laura Mark

Zaha: 'Our Tokyo stadium designs cannot be improved'

Zaha Hadid Architects has released a new video explaining why the