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Christian Hall reveals this month's hottest new websites

1-5 MLS Mashups

Company Evolution Bureau (EVB)

Now that David Beckham's on his way to LA Galaxy, the world of Major League Soccer is about to become a much bigger deal. There's dozens of slick sites about the American league on the web, but there's nothing quite like MLS Mashups – another EVB site for Adidas.

San Francisco-based EVB have mashed up highlights from eight playoff-bound MLS soccer teams with eight up-and-coming bands. The result is a visual and aural assault on the senses. It takes the web mashup experience to a new level by blending quality video footage with studio sound. Campaign-wise, it's a stroke of genius, too. Gone are the brand references to MLS sponsors Adidas, replaced by the true stars of the MLS and new musical icons. A unique lesson in branding and a benchmark in mashup technology.



6-10 Dizzain

URL www.dizzain.com

Company In-house

URL In-house

New York web design company Dizzain brings glamour and corporate edge to its site, but it doesn't forgo its creative spirit in the process.

"We decided to start with our location – what kind of images does the Big Apple bring to mind?" says Alex Krasner, Dizzain's CEO. "While walking to the 34th street station, I noticed merchants packing up pictures of NYC that are popular with tourists. There was a photo of a German Zeppelin flying over Manhattan. While discussing a theme for the new website, it came to mind. We wanted to create a futuristic world that's far from reality, yet still captures something that we may see every day." A trick the team used was to place the header at the bottom, so slower internet users could get the content before the page is fully loaded.



"While discussing a theme for the new website, a Zeppelin over Manhattan came to mind"

Alex Krasner

