

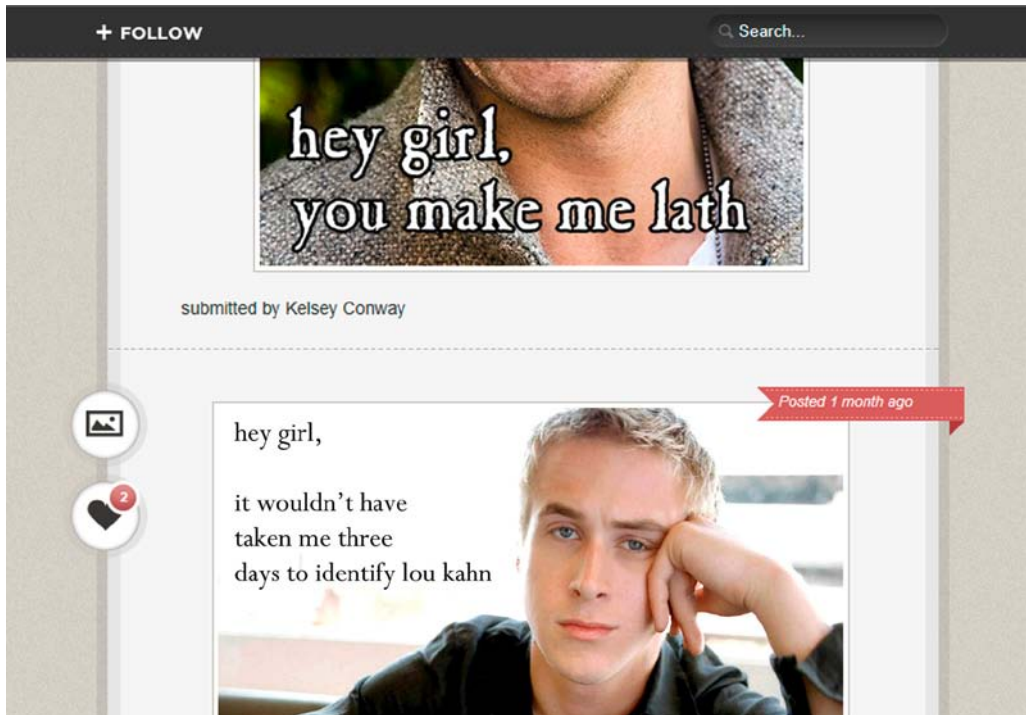
Bigham and Wiles show what they learned in theory class

Text [Katya TyLevich](#)

For those architects who welcomed the new year with champagne and an open laptop, 2012 proved more rousing than such a scene would suggest. In January, two new Ryan Gosling memes, both architecture-related, hit the online circuit.

Briefing: Gosling is a popular film actor (*Drive*, *The Ides of March*) whose trademark good looks have been compared to those of a puppy ([ryangoslingvspuppy.tumblr.com](#)). Since 2008, photographs and movie stills of the alleged hunk have been appropriated as an internet meme, 'Hey Girl', followed by a pun based on the relevant subcategory, be it medieval history ([medievalhistorianryangosling.tumblr.com](#)) or feminist theory ([feministryangosling.tumblr.com](#)). The only people deemed unworthy of laughter, apparently, were architects. But, in the words of Ashley Bigham, grad student at Yale School of Architecture: 'Everybody needs an inside joke.' That's why, over her winter break, Bigham created 'Architecture Ryan Gosling' ([architectureryangosling.tumblr.com](#)), posting a series of zingers like 'Hey girl, let's make like Frank Gehry and crumple some sheets' and 'Hey girl, let me show you what I learned in Los Vegas.' Taking it to new heights, a mid-February post reads 'Hejduk girl, I can't mask my love for you.' So far, Bigham's tumblr has readers in over 200 countries and on every continent. 'It was a big day when we were mentioned on Archinect,' she says by phone from New Haven. Asked where she gets her inspiration, Bigham cites 'theory classes'.

Kelly Wiles, University of Pennsylvania preservation-program grad student and creator of 'Preservationist Ryan Gosling' ([preservationistryangosling.tumblr.com](#)), also points to the classroom as her muse. She, too, spent her winter break giving architects (and preservationists) the satisfaction of baffling non-architects with funnies like 'Hey girl, it wouldn't have taken me three days to identify Lou Kahn.' Feels good to be in on it, doesn't it, architects? But if looking at Ryan Gosling isn't your thing, consider the more veteran [fyeaharchitecturememes.tumblr.com](#), which plays off a variety of recurring internet memes, caricatures and jargons but ultimately gets at the same thing: Sometimes an architecture pun is just a way of asking, 'Is anyone else out there?'
[architectureryangosling.tumblr.com](#)
[preservationistryangosling.tumblr.com](#)



Meme featuring Ryan Gosling
by Kelly Wiles.



Meme featuring Ryan Gosling
by Ashley Bigham.