The advance of the internet seems to accelerate people’s living pace so much that we are always more interested in what is happening at the moment, other than the value of what has happened in the (recent) past. It is true that web, as a new media, is far more effective to spread information in a short time period, and that everything on web is changing rapidly, constantly, ceaselessly, in order to catch upon time. However, in my opinion, web is not all about present, it is also about the past.

It becomes a trend nowadays to express the nostalgia for the past, where technology was not yet fully-developed. The trend is called retro. Webs using only HTML to code; webs that look like a windows 98 desktop; webs

I’ve always been fascinated by the idea of presenting the past with new media, especially digital media. It is the response to what we have experienced and what makes everything appears to be the thing in our life. Through the response, we think about the relationship between the present and the past; we think about how the technology has become mature; we think about what we have lost in our modern life, that contributes to our nostalgia for the past.

To make a simple (naïve) metaphor, I think the various webs are like different kind of cuisine. It is often a hit when new fancy plates are introduced to the public, and people are willing to spend time and money and energy on perusing what is new. However, it is also true that sometimes, all one miss and need is just a slice of apple pie, that mom used to make at home. The same as how I feel about the internet.