

Blue Centaur

Artistic Style, Classic Taste

Blue Centaur, Inc., a name you want to remember. Blue Centaur, Inc. is a web design company that beats any I have encountered. I looked into Blue Centaur's designs after Matt went down to Florida this fall and met up with and spent some time hammering with a Farrier named Cristobal Castro from Ocala. Cristobal is not only a farrier, but he had done some blacksmithing and told Matt to check out his website, Blue Centaur, Inc. The website is actually the Castro family's with a section of it for Cristobal's wife, Amalia, and a section for Cristobal. I wondered what type of design his wife was doing, so I checked into Blue Centaur design. Amalia's talent and skill for design is breathtaking.

As someone who has looked at hundred of websites from apples to zebras, as well as going through a somewhat extensive interviewing process with designer for a new website for the church and school I work for, I tell you, hands down, this is the most professional, eye appealing, as well as ease of access through a site, designer I have come across. The opening page of each site that I looked into was immediately intriguing and as I browsed through, I found depth, character; I felt as if I were getting to know the site owners, not just learning about them. No run of the mill templates here!

I contacted Amalia to extend a sincere WOW, and was able to learn a something about Blue Centaur's foundation. Amalia is from Bogota, Columbia, where she was educated in French, English and Spanish before attending school in Helvetia. She then went on to receive an undergraduate degree in Fine Arts and Psychology, followed by Masters Degrees in Journalism and Communication. She took advantage of an opportunity to participate in a seminar "The Digital Revolution" by Nicholas Negroponte. (Mr. Negroponte was perhaps best known for founding and directing MIT's Media Lab, driving the multimedia revolution). That seminar turned her passions toward the internet and began the learning process of website design.

Believing that good photography is 95% of the success of a good website, Amalia takes most of the pictures for the sites herself. While pursuing her Degree in Fine Arts, she spent one year only studying photography. Blue Centaur also offers professional videos edited and customized in order to offer a complete project that helps clients sell their horses and send the correct message to the sites readers.

Blue Centaur doesn't build a site and say good-bye. They are dedicated individuals who continue through the life of the site to make changes for the client as requested. This type of service along with the obvious perfect mix of education has brought Blue Centaur some of the leading horse industry associations as clients.

Amalia indicated that although the majority of her site design involves the horse industry, they are always interested in moving in additional directions, and lucky for you, this includes farriers.

Farriers, Associations, Horse Owners, Barn Owners, you will be doing yourself a favor by contacting Blue Centaur, Inc. to see what they can do for you.

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Today's ProFarrier

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