

green chic

When it comes to conscious living, industryites are leading the way — and doing it with style. A five-part look at going green at home and on the set.

By **Janella Brown** Photographed by **Stephen Stickler**



SOAKING UP THE ENVIRONMENT Amy Smart, star of the upcoming "Butterfly Effect" and one of the most visible showbizzers touting the green life, strolls past architect David Hertz's eco-friendly McKinley House in Venice. She's in a tank by Nolita, skirt by Ooloon, Rock & Republic jeans and Palladium boots; the clothes featured are all environmentally conscious and leather free.



PHOTOGRAPHED BY STEPHEN STICKLER/2 AGENCY; STYLING BY ANGELA AARON/REX AGENCY; MAKEUP BY SHARON GAULT/MAGNET USING TONY & TINA AND AVEDA. HAIR BY JAMAL HAMMADI FOR ARTISTBYTIMOTHYPRIANO.COM/HAMMADI BEAUTY



PART I From cars to food to clothes, Hollywood embraces the eco-lifestyle

It's not easy being green. Between the Birkenstocks and the wheat germ, the scratchy recycled toilet paper and the burlap-sack fashion, being eco-friendly meant living life like a public service announcement.

But times have changed, especially in Hollywood. Instead of looking like, say, Jerry Garcia, the new eco-friendly role model wears an organic cotton Armani power suit and shops at Whole Foods. He might, for example, bear a resemblance to CAA agent Michael Wimer. Wimer composts his garbage, drives GM's EV1 electric car, buys organic produce and is installing solar panels at home. "People in the industry are dying to be eco-friendly," he says. "We all get it and are blessed to be wealthy enough to do this stuff."

The industry has become ground zero for eco-chic. Environmentalism is now in vogue, unlike the days when Robert Redford and Dennis Weaver were at the forefront of the cause. Green celebs such as Amy Smart, Leonardo DiCaprio, Alicia Silverstone and Cameron Diaz may snare the lion's share of public attention — appearing on the pages of *Us Weekly* sipping Steap (an organic green tea soda) and wearing Wildlife Works T-shirts — but countless power brokers, from managers to producers to media execs, have equally influenced the eco-friendly zeitgeist.

Consider Andrea Pett-Joseph, a talent manager at Brillstein-Grey who recently persuaded her office to start printing double-sided scripts to save paper. She shuns leather purses, buys natural beauty products and wears hemp T-shirts and "recycled" dresses by new designers like Ooloon. "It's become cool," she says. "It doesn't make you weird anymore. It's just keeping up with the times and doing what makes sense."

When the best supermarket in town happens to be organic, for instance, why would industryites go elsewhere? "People are predisposed to do the green thing, but they aren't going to completely rewrite the rule book," says producer Bill Gerber ("The In-Laws," "What a Girl Wants"). "Here, it's as easy to go to Whole Foods as Ralphs, so everyone just goes to Whole Foods." That could explain why the all-natural grocery chain has tripled its locations since 1994 in L.A. (growth has been equally explosive in Manhattan).

Perhaps more than anything else, however, a green car has come to symbolize a showbiz's commitment to Mother Earth. "Every studio I go to now has a charging station for electric cars," says director-actor Peter Horton, who drives an EV1. "This community traditionally has bought the flashiest, fanciest car, but suddenly there's a genuine consideration about the environmental impact of

what you drive." So much so that waiting lists for the Toyota Prius are growing daily, and the most eagerly anticipated car around town may be the Lexus hybrid. Even those who insist on a chauffeur can now call EVO Limo, the natural-gas luxury vehicle service that regularly shows up at red-carpet events.

Organics are also sneaking into luxury brands that have always appealed to industry types. Armani works with hemp and organic cotton, while Diane Von Furstenberg designs clothes from Tencel (a chemical-free tree cellulose). Stella McCartney rejects all animal hides, and trendy labels like Imitation of Christ "recycle" clothes. Even Hermes offers a canvas Kelly bag covered in tree sap. Add to the mix eco-friendly beauty products from high-end lines such as Aveda, Davies Gate, Jurlique, Hamadi Beauty, Tony & Tina and Dr. Hauschka, and it's easy to see why style-savvy insiders are ready to join the green party.

"Green has become sensual," says Danny Seo, editor-at-large of *Organic Style* magazine (quickly becoming the bible of eco-hip, with a subscriber base of 750,000). "You even see it at industry events, like organic catering at the Oscars. The lifestyle has really become accessible and easy."

The rise of this hip organic marketplace owes much to the showbizzy who are on a public crusade championing the cause. Actress Amy Smart, for example,

records public service announcements for the Environmental Media Assn.; models for her friend's green clothing line, Ooloon; and appears at nearly every nature-related fundraiser in town. "What I can do is use those products and publicize them as much as I can, find a way to make them attractive to people so they'll want them," she says. "We all seem to think that consuming things will make us happy, so why not consume things that are more eco-friendly?"

Further, fast-growing nonprofits such as the EMA and National Resources Defense Council are adding biodiesel fuel to the fire by evangelizing green living to industryites. (In the process, their boards are turning into a who's who of Hollywood. The EMA counts Michael Eisner and John Travolta among its directors, while Warner Bros. prexy Alan Horn serves as a trustee for the NRDC.)

"There's a confluence of concern and consciousness about new alternatives," Horton says. "Everyone you talk to now is at least aware of the need for it."

NATURAL BEAUTY This page: Smart lounges with a glass of organic wine from Santa Barbara's Sunstone Winery, in a sequined collar and recycled cashmere slip dress by Alicia Lawhon, and a "Fur Free" necklace by Alex and Ani. Opposite page: Going green doesn't mean you have to sacrifice looking pretty. Smart's Hamadi haircare products and makeup by Tony & Tina and Aveda are all-natural and organic. She's wearing a sweater by Stella McCartney and a necklace by Felix Carole Dicaire.

FARM FRESH With a growing number of Whole Foods outposts and countless farmer's markets throughout town, shopping organically is the only way to go for many industryites. Smart, checking out the produce offerings from Weiser Family Farms at the Venice Farmer's Market, is in a kimono jacket and top by Ooloon, Rock & Republic jeans and a necklace by Kim Faith.





DRIVERS WANTED Green cars are showing up everywhere, from film sets to the Oscars. Smart, wearing a blue cotton dress by Rami Kashou and synthetic heels by Steve Madden, holds the keys to a Honda FCX prototype. The ultraclean car represents the future of eco-driving; it uses hydrogen, which produces no CO₂ or other harmful emissions, as the primary source of power. Currently, Honda is only leasing the cars to city governments in California and Japan.

Still, being totally green can get complicated, especially in a town so fixated on conspicuous consumption. (Indeed, Hollywood players almost singlehandedly put the SUV on pop culture's hip list.) "The business puts some pressure on you to have the biggest, the best, the newest," says Kevin Reilly, NBC's president of program development. Although Reilly composts, shops organic, volunteers for the EMA, and picks up garbage at the beach, he still hasn't given up his gas-guzzling Benz or traded in his gabardine for hemp. "The truth is, sadly, in this day and age, it still takes effort to live a green lifestyle," he says.

But part of the appeal of the new green chic is its open-minded pragmatism. Recycled toilet paper chaffing your sensitive behind? Fine, use Charmin — just be sure your light bulbs are energy efficient. "We're simply trying to get you to do what's comfortable on the spectrum," says EMA president Debbie Levin. "It's not that you have to buy into the whole package, you just need to pick and choose what you do."

When all is said and done, it could very well be that going green has become so popular in Hollywood because this conscious lifestyle feeds into the industry's biggest weakness: vanity. "Look at us, we all weigh 4 pounds, we're so self-consumed," says producer Carla Shamberg ("Erin Brockovich"). "But we're also all getting older. If you eat the right foods, breathe cleaner air and don't fill your life with poison, you can have an active life until you're past 80."

And what's not chic about that?

PART II

Filmmakers pitch in by greening their sets

Immediately after director Bernardo Bertolucci wrapped his latest film, "The Dreamers," he went out and planted a thousand trees on the Isle of Skye in Scotland. Well, actually, the British nonprofit Future Forests planted them on his behalf, after calculating that the production resulted in 792 tons of ozone-depleting carbon dioxide from on-set diesel generators, vehicles and energy usage.

This means Bertolucci, hardly the granola-crunching type, can officially designate his production CarbonNeutral. The movement, increasingly championed by many in the industry, measures the amount of carbon dioxide generated by individuals, businesses and productions, and then plants enough trees to offset the emissions. Other proponents include Working Title Films, Jake Gyllenhaal and the always-ambitious Leonardo DiCaprio, who has said he'd personally like to compensate for 11 tons of CO₂ per year.

"It's a vicious business with chemicals and bad electricity, and it caught my imagination to try to neutralize that effect on the environment and plant a few trees," says "Dreamers" producer Jeremy Thomas, who budgeted \$20,000 for the project. "It is a modest amount of money

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considering how much you spend on a film." (Generally, the cost for a production is about a quarter of 1% of the below-the-line budget.)

The idea originated with late punk legend Joe Strummer, who aspired to become the "world's first Carbon-Neutral human," according to friend and Future Forests founder Dan Morrell. Luminaries in the music world such as the Rolling Stones and Coldplay have tried to compensate for the 2½ pounds of carbon dioxide each CD produces and the 30 pounds per fan at a concert.

And while they're not talking to plants or hugging trees yet, many filmmakers now refrain from buying luan, a rainforest hardwood typically used for set building. Several directors and producers have also started to green their sets — thanks in part to the efforts of the Environmental Media Assn., which has been lobbying hard at studios — by curbing the use of toxic paints, diesel generators and plastic.

"I figured if I was doing an environmental popcorn movie, I might as well do something for the environment," says Gary Pearl, who produced the upcoming NBC earthquake miniseries "10.5" with an entirely green set, complete with low-emission vehicles, clean diesel fuel and on-set recycling. Even craft services had to ditch the styrofoam cups. "Everyone got into it," Pearl says, noting that crew members were voluntarily refilling their water bottles to reduce waste by the end of the nine-week shoot.

To encourage the repressed hippie in all filmmakers, director-actor Hart Bochner, working with the EMA, developed a Green Seal for productions: If producers hit a target of environmental responsibility, they'll get the official pat on the back (much like the Humane Society's stamp for animal-friendly productions).

"The bottom line is we've taken the environment for granted," Bochner says. "I'm trying to make people in the industry feel responsible for their actions. If you show people what they are accountable for, they totally get it."

PART III

Sustainable architecture, solar panels and all, is gaining fans

The beachside bungalow of Julia Louis-Dreyfus and her husband, writer-producer Brad Hall, is 100% green. This doesn't mean, however, that they live in a grass-roofed hut. Rather, their Santa Barbara home,



SKY HIGH Amy Smart takes in the view atop architect David Hertz's green McKinley House in Venice.

designed by architect David Hertz, is all modern concrete, glass and wood — and it also happens to have a retractable roof for natural cooling, solar-generated electricity, a chemical-free hot tub, green concrete known as Sydecrete, and hardwood floors harvested from sustainable forests.

"It's beautiful, tactile, sensual and environmentally sound," Louis-Dreyfus proudly boasts. Hall adds, "David's work stops people in their tracks."

It seems that driving a Toyota Prius is just a first step toward helping the environment. Homes and office buildings consume a whopping 40% of the world's natural resources, so a growing sustainable architecture movement is out to prove that it's possible to design a structure that's both eco-friendly and contemporary. Now recycled and nontoxic building materials, as well as natural heating and cooling systems, are showing up all over L.A.

"Interest is growing," says Hertz, who has also designed green houses for other industry clients, including director-producer Michael Bay. "I get an increase in phone calls every time there's an energy crisis." (Hertz's own Venice home, the McKinley House, is a showcase for eco-architecture and has been featured in "Adaptation" and "CSI: Miami.")

While Louis-Dreyfus and Hall's home was built green from the ground up, most conscious homeowners are taking a more piecemeal approach by installing energy-efficient appliances or skylights for natural light. A current hot project involves going solar; the Environmental Media Assn., along with Edward Norton and his family's Enterprise Foundation, has recently persuaded

dozens of industryites — including writer-producer Al Jean ("The Simpsons") and Pierce Brosnan — to install solar panels. (As incentive, the nonprofit will also convert low-income residences.)

But nowadays, many clients don't even know they're going green. Architect Larry Scarpa has designed sustainable environments for the Firm's offices on Wilshire Boulevard and the Bedford Falls Co. on Santa Monica Boulevard, even if they didn't specifically ask for it. Rather than using wood, for example, he'll build with recycled materials made from walnut shells and sunflower seeds; or he'll use nontoxic paint or install waste-recycling systems. "We're not absolutists," he says. "We just try to do as much as we possibly can."

Architect Chris Sorenson, whose clients include Jane Seymour and her husband, actor-director James Keach, also designs using recycled materials and photovoltaic energy panels. "Industry people are busy," he says,

"They know it's a great idea, and if they can do it without having an adverse effect on their life, they will. So I don't approach them as a green person. Instead, I just slip it in on the side.



SAVING GRACE Diners at L.A.'s Grace can sample vegan meals.

First and foremost they still want to know you're a good designer."

As it turns out, greening spaces may also benefit the bottom line. Louis-Dreyfus notes that while initial costs for building an eco-home might have been slightly higher, their energy costs have plummeted as a result. "And since we're very, very cheap people this makes us happy," she laughs. "In the long run, good environmental decisions wind up being good economic decisions."

PART IV

Forget bean sprouts — organic eating has gone gourmet

It should come as no surprise that Hollywood is big on organic eating. After all, celebs dating back to Gloria Swanson and Greta Garbo espoused health food, and L.A. got its first raw-food restaurant back in 1917.

In fact, it's almost impossible not to eat organic in some way these days. Many of the best restaurants in town — from Campanile to La Cachette — get produce at farmer's markets, poultry from free-range farmers, and beef from Niman Ranch, where the hormone-free livestock are treated

humanely. Why? Because it simply tastes better.

"In the beginning it was all whole wheat and sprouts," says chef Akasha Richmond, who caters organic parties for clients like director David Fincher and Billy Bob Thornton, as well as hospitality suites for the Oscars and MTV's Video Music Awards. "But to get to the mainstream, it needed to taste good."

Still, certain restaurants have better organic pedigrees than others do. Topping the list is macrobiotic vegetarian chain Real Food Daily, which counts among its regulars Gwyneth Paltrow and directors Marc Forster and Curtis Hanson. Even industry legends like Lew Wasserman and Sid Sheinberg have sampled dishes such as the Salisbury Seitan (baked "wheat meat" cutlets) and lentil-walnut pate. "It doesn't have to be hippie granola food," chef Ann Gentry says. "The waiters don't have to not shave their legs and still be in Birkenstocks. It's hip to be a vegan."

Here are some of the best green-friendly restaurants:

Juliano's Raw, 609 Broadway, Santa Monica, (310) 587-1552

Everything in the kitchen is a fruit or vegetable, and nothing is cooked. Think thin zucchini strips "baked" in the sunlight subbing for noodles, and cauliflower as "mashed potatoes."

Border Grill, 1445 4th St., Santa Monica, (310) 451-1655

They may look like average tacos, but most ingredients are 100% organic.

Inn of the Seventh Ray, 128 Old Topanga Canyon Road, Topanga, (310) 455-1311

The classic new-age haunt serves complete organic dinners, from the wine to the lamb.

Grace, 7360 Beverly Blvd., Los Angeles, (323) 934-4400

Offered alongside nightly "American modern" dishes are rotating vegan dishes such as soy-tofu foam and egg-free chocolate ganache.

Hamasaku, 11043 Santa Monica Blvd., Los Angeles, (310) 479-7636

Yes, there is such a thing as vegan sushi. Chefs here are just as happy to slice tomatoes as tuna.

Teany, 90 Rivington St., New York, (212) 475-9190

Vegan icon Moby's Lower East Side teahouse serves only vegetarian snacks, as well as 90 varieties of teas.

Herban Kitchen, 290 Hudson St., New York, (212) 627-2257

The Soho hot spot reputedly serves the best organic cuisine in Gotham, from strict vegan to a good ol' grass-fed steak or two.

PART V

A green guru shows one manager how to eco-ize his day

By **Danny Seo**

Eco-friendly living doesn't mean you need to retrofit your house with solar panels or reconfigure your car to run on biodiesel fuel. You can proceed with your normal routine and be kind to Mother Earth without much additional effort. Call it "supernatural living," a hipper, more modern approach to being environmentally conscious. We spent the day with RK Talent Management's Brian Liebman, whose clients include Cathy Moriarty and Dominic Chianese of "The Sopranos," to illustrate how even a busy industryite can go green.

7:30 a.m.

TYPICAL ROUTINE Liebman rouses from a night's rest on a feather-down pillow.

SUPERNATURAL ALTERNATIVE Try Natural Balance pillows instead. The filling is biodegradable, hypoallergenic spun corn, which feels just like down. Down feathers are downright cruel — they're plucked from live geese. www.bedbathandbeyond.com

7:40 a.m.

TYPICAL Time for a shower using Herbal Essences shampoo and Irish Spring soap.

SUPERNATURAL Swap the bar for Dr. Bronner's Magic Soap. The peppermint variety cleanses thoroughly and feels tingly from real peppermint oil. And don't be fooled by bottles that read "natural" or "herbal" — it doesn't necessarily mean eco-friendly. Read the label and look for certified organic ingredients; top brands include Kiss My Face and Aveda, which boasts an extensive line of shampoos. www.drbronner.com, www.aveda.com, www.kissmyface.com

7:45 a.m.

TYPICAL Puts on his uniform of jeans and a white cotton shirt.

SUPERNATURAL Shell out for a pair of Emporio Armani jeans made out of hemp and organic cotton, and a Tencel (wrinkle-free fabric derived from biodegradable tree cellulose) shirt from Joseph Abboud. As for accessories, Citizen offers an Eco-Drive watch powered entirely by light. www.nordstrom.com, www.citizenwatch.com

8:00 a.m.

TYPICAL Walks 3½ miles to work. On a rainy day, he'll use public transportation (gets green points for this).

SUPERNATURAL Sure, walking is great for New Yorkers, but Angelenos need their cars. Trade in that gas-guzzler for the Ford Escape, an SUV hybrid that gets an astonishing 35–40 miles per gallon. www.fordvehicles.com

9:15 a.m.

TYPICAL Arrives at work, where the computers are turned off at night (more points for saving electricity), but run all day long, even when not in use.

SUPERNATURAL Forget the screensaver and put your PC in "sleep" mode. A screensaver still uses full electricity, while sleep partially shuts down your system. Just hit any key to get it up and running again.

10:30 a.m.

TYPICAL Business meeting. Offers Poland Spring water to his client.

SUPERNATURAL Stock the office fridge with Keeper Springs bottles. All proceeds go to Riverkeeper, a



SEO OF APPROVAL The green guru on a break

nonprofit environmental charity. www.keepersprings.com

1:00 p.m.

TYPICAL Liebman eats healthy, so lunch typically means a salad with grilled chicken.

SUPERNATURAL Healthy? Yes. But organic? No. Better Burger in Gotham offers a Long Life Sesame Chicken Salad made with antibiotic-, hormone-free chicken and organic mesclun greens. Angelenos can pick up a soy chicken salad sandwich from Native Foods in Westwood. www.betterburgernyc.com, www.nativefoods.com

4:00 p.m.

TYPICAL His assistant orders a bouquet of exotic flowers to congratulate a colleague.

SUPERNATURAL Most flowers are covered in pesticides or herbicides, and are brought in from all over the world (meaning lots of fuel is used to fly them here). Go with organically grown domestic roses instead. www.organicbouquet.com

7:30 p.m.

TYPICAL Meets with a client after work and orders a glass of wine.

SUPERNATURAL Ask for wines that use organically grown grapes. Fetzer, Bonterra, Niebaum-Coppola and Frey are good bets. www.fetzer.com, www.bonterra.com, www.niebaum-coppola.com, www.freywine.com

8:00 p.m.

TYPICAL Heads to the airport in a chauffeured sedan and catches a red-eye to L.A.

SUPERNATURAL New York doesn't offer any green car services, but when Liebman lands at LAX, he can call Evo Limo, a company that'll whisk him off in natural gas-powered Chevy Suburbans equipped with satellite radio and PlayStation games. www.evo.us

Anytime

TYPICAL Big props to Liebman for not smoking. Besides serious health risks, most cigarettes are loaded with chemicals.

SUPERNATURAL If you absolutely must light up, Natural American Spirit cigarettes are completely additive free. But keep in mind that this doesn't make them any safer. www.nascigs.com

Danny Seo is editor-at-large of *Organic Style* magazine and the author of "Conscious Style Home" (St. Martin's Press). He also co-designs *Veteran*, a new eco-friendly clothing line.