



V LIFE

The People and Passions of Entertainment

THE OTHER SIDE OF
**VIGGO
MORTENSEN**
A PORTFOLIO OF SELF-PORTRAITS FROM
NEW LINE'S RELUCTANT 'KING'



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 **Janelle Brown** Photographed by **Stephen Stickler**



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



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 organ-

Consider Andrea Pett-Joseph, a talent manager at Brillstein-Greer who recently persuaded her office to start printing double-sided scripts to save paper. She shuns leather purses, buys natural beauty products and wears her own and "recycled" dresses by new designers like Ooloon. "It's become a trend," 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 right thing, but they aren't going to completely rewrite the rule book," says actor Bill Gerber ("The In-Laws," "What a Girl Wants"). "Here, it's as easy as going to Whole Foods as Ralphs, so everyone just goes to Whole Foods." He explains why the all-natural grocery chain has tripled its locations in L.A. (growth has been equally explosive in Manhattan).

Perhaps more than anything else, however, a green car has come to symbolize a showbizzer's commitment to Mother Earth. "Every studio I go to



NATURAL BEAUTY This page:
Smart lounges with a glass of