

THE AVASTAR

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WOMEN ON TOP IN SL

TAKE TO THE SKIES - see The Guide on page 23

BLACKLIST FOR UGLY ADVERTS

• SIM OWNERS BAN AD SPAMMERS

By LEIDER STEPANOV

UGLY adverts could soon disappear thanks to a new blacklist scheme. *Full story - Page three*

INSIDE OPINION

"To own land in SL is a priceless advantage over non-paying customers, with the countless social benefits of a teleport point, a private meeting place, and increased privacy."

Rael Dyrssen
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"Women are also leading the way in business, with the most successful content creators and businesswomen dominating their male rivals. The Women 2.0 revolution is taking over SL - so what is the secret to their success?"



Regis
Braathens
p.8

WRITE FOR THE AVASTAR

DO you have a story or an exclusive? Do you want to work for The AvaStar and earn big Linden bucks? Come visit us at The AvaStar Island 107.210.81, send an email to newsdesk@the-avastar.com, or visit www.the-avastar.com.

E-MAIL OF THE WEEK

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Do you have something you want to tell our readers? Is there an issue which angers or moves you? If so, we want to hear from you. Send us an email with your views, comments and opinions to yourmail@the-avastar.com. The best emails will be printed in the newspaper, and you can earn L\$500 for each one which is published.

WORLD WOMEN'S DAY



GERMAN Agony Aunt Diana Simons from FriendScout24 gave out crowns to women and advice to men on how to spoil their ladies on World Women's Day.

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EYESORES: Adverts dominating the skyline

AD 'FARMS' COULD VANISH

By LEIDER STEPANOV

BLACKLIST OF WORST OFFENDERS MAY HELP TACKLE PROBLEM

UGLY clusters of giant adverts which have harassed thousands of residents could soon be a thing of the past thanks to new software which blacklists the worst offenders.

As revealed in The AvaStar last month, colourful posters and rotating boxes have sprung up across the grid recently, blocking views, chopping up sims and slashing the value of nearby homes.

EYESORES

Many neighbours, unable to afford to buy the affected land, have been forced to sell their own property cheaply.

Since the clocktower network blacklist was released by the Arbor Project earlier this month, however, sims are being spared the eyesores.

Xerses Goff is behind the scheme, which uses software written by James Gill to identify residents responsible for so-called ad farms elsewhere in SL. They are put into a database, and landowners can then activate the project's 'probe' to ban anyone in the database from buying or renting their property.

Xerses said: "There are over 4,800 plots of 16 square metres for sale alone.

"We get stories and

complaints every day from residents who completed a build that took them a lot of time and money, only to find it surrounded by ads.

"Clocktower was born to give residents a voice; a tangible way to say this is not why they came to SL."

DIALOGUE

The probe is now running in 240 regions, with four names on the blacklist.

James says talking to advertisers and residents who cut up land into smaller plots is the first step.

"The blacklist is an absolute last resort. Our first line of action is to educate those who do the actual 'cuts'."

NEWS BITES!

'CREATING YOUR WORLD'

VETERAN SL creators Ai-mee Weber and Catherine Omega are set to publish a book on creating in the virtual world. The book, called 'Creating Your World', will go on sale in August.

GAMERS SAY SL LEADS THE WAY

SECOND Life will lead the way in virtual worlds - at least in the short term. That is the view of senior figures in the gaming MMPORG world, speaking at the Game Developer's Conference in SL's home city of San Francisco this week.

EVENTS AT LL

A WEEK of mixed fortunes at the Lab as around 300 customers were kept sweating on the late delivery of islands. However Wednesday's grid update which took three hours less than expected helped to put a smile back on residents' faces.

SL TAGGING

RESIDENT Atomo Hosho has developed a new system to tag locations in Second Life and access them later on the Web. Sloog will compete with two other existing SL applications, BlogHUD and the SLurlMarker.

FIVE OF SL'S MOST INFLUENTIAL WOMEN

Aimee Weber is one of the most imaginative content creators and designers in SL, and is responsible for some of our builds.



Anshe Chung is a virtual real estate and financial services guru and the first SL millionaire.



Tateru Nino is a mentor and renowned blogger, and is also known as the 'mother of mentors'.



Simone Stern owns 'Simone!' fashion and also founded the VirtualAngels charity.



Torley Linden of Linden Lab is a prolific blogger and creator who started SL as a male avatar and evolved into a beautiful woman.



GIRL POWER TAKES OVER SL

By CARRIE SODWIND

WHY WOMEN AVATARS ARE SO SUCCESSFUL IN SECOND LIFE

FEMALE residents had cause to celebrate World Women's Day in SL yesterday - as girl power tightens its grasp on the virtual world. Stilettos are dominating under conference tables and businesses run by women are sprouting up around the grid. After landbaron Anshe Chung became the first to make a million RL dollars in SL, thousands have entered the world wanting to follow in her footsteps.

An AvaStar survey revealed there are now more women than men who own businesses. The clothing industry is totally dominated by female designers who have risen to celebrity status in SL, and other virtual stars include people such as musician Takamura Keiko, who was spotted by MTV.

INFLUENTIAL

Women like Simone Stern, owner of a successful fashion label, board member of the World Stock Exchange and founder of charity VirtualAngels, even earn their RL living in SL. She said: "A guy came into my huge store and said I needed a male partner. He really believed he could handle my customers and bookkeeping better than I can!" Alicia Encinal created the group



BEFORE AND AFTER: The two faces of Blaze Columbia

THE VOICE OF THE PEOPLE

DO WOMEN RULE SL? YES

YES, because they own a lot of the creative things here and also because sex is a big part of the SL experience.



Satine Heart:

I WOULD say that they have a degree of power over the males that are here to ogle the women - much like a RL club.



WilYum Kidd:



Wildswan Legend:

TO be honest yes, I think we do. Most of the men here seem to have an alternative motive. But I have found through good female friends that this is not a problem.

DEFINITELY ! We can do so much more - our AVs are more interesting, we have more interest in clothes, we do more modelling and always get chatted up.



Jayne Benedek:

Business Women of SL for women to share their experiences. She said: "Anshe Chung is not just the most influential woman in SL, she is the most influential person."

CHANGING SEX

With SL gender changeable at the click of a button, many of the most famous female avatars, including Torley Linden, Jade Lily, Francis Chung and Blaze Columbia, are

actually men in RL using female identities to get on in SL. Blaze Columbia, who has used avatars of both genders but settled on female, said: "More men choose to be women than the other way round. For me female is just more convenient since I'm designing for women, and yes, I'll admit - I'm prettier to look at." However, many women at the top are aware that where RL values are concerned, SL women still face prejudices. Innovative content creator Aimee Weber said: "Sabrina Doolittle, the editor of Linden Lifestyles blog, was savaged after her RL photo was exposed. Anshe Chung was attacked by flying penis when she did her CNet interview. Men are judged on accomplishments. Women are still reduced to lip gloss and hair style."



STAR TALENT: Takamura Keiko

THE VOICE OF THE PEOPLE

DO WOMEN RULE SL? NO

I DON'T think so, but I do think they are more equal to men than in real life because your sex doesn't matter as much as it does in RL.



Abou Arkin:

NO. I think there is a good proportion of both men and women here doing amazing things.



Anjo Mirabeau:



Cez Writer:

IT doesn't interest me what sex people are really. Much more interesting is what they do, not what sex they are.

I WOULD agree that there have been some amazing women designers in here who have done some great things but it doesn't mean they rule. I know some men use female avatars, but women use male ones too.



Enrique Crossair:

THE SECRET OF THEIR SUCCESS

SUCCESSFUL female avatars explain why SL is such a unique platform for them.

Content creator:

Aimee Weber
For women, the idea of building a career in SL is liberating. We can work in an environment that isn't hostile or condescending. **Blogger: Tateru Nino**
I can come here and be a woman who isn't a "skinny elf chick in a combat thong". Many women in other chat and online environments hide their gender. The circumstances that prompt that are less prevalent in SL.

Miss SL:

Natalia Zelmanov
I don't need to have a factory, manage stores, deliver goods. I can make an outfit and sell it without involving any men.

Designer: Simone Stern

I think SL affords women the opportunity to be successful, without having to deal with societally imposed glass ceilings.

Musician:

Takamura Keiko
There are many extremely talented women here, and as more RL companies come into Second Life, they will have the opportunity to show their talents.

THE VIRTUAL REALITY ROOM

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VRR Shop

IT'S STILL WISE TO PAY FOR SL

END OF FIRST LAND HAS NOT DEVALUED PREMIUM ACCOUNTS

THE AVASTAR Analysis

THE decision to scrap First Land has

provoked hot debate amongst residents in the last few weeks, with many accusing Linden Lab of devaluing premium accounts and depriving people of cheap land. RAELE DYRSSEN argues that the decision was actually the right one.

"Many paying Second Life residents were outraged when the First Land scheme was scrapped – but the reality is that there will be hardly any changes for premium account holders. In the weeks leading up to its end, it had been pointless to search for First Land. All of it got snapped up by landbots who were always quicker than normal residents. The First Land system was proving to be useless – and the Lindens were right to scrap it.

TIER

"So has the premium account been devalued? The answer is not really. The fact is, 512 m² of land is hardly worth anything – you can only use very few prims and it is not enough to build anything significant or do business on. Even with 1,024 square metres, the amount of available prims (220) is still ridiculously low. And as long as you don't have to pay tier for the first 512 square me-

tres, the land can still be considered cheap.

PRIVACY

"The great advantage of a premium account remains in place – namely the fact that you are allowed to buy land at all.

"To own land in SL is a priceless advantage over non-paying customers, with the countless social benefits of a teleport point, a private meeting place, and increased privacy. It is also a requisite for business, giving you the ability to create, build and sell on your property.

INVESTMENT

"Land, which currently costs around L\$15,000 for 1,024 square metres depending on the location, with affordable tier costs, therefore still seems a good 'investment'.

"It's a shame that Linden Lab couldn't control the landbots instead of scrapping First Land, but the actual negative impact on the premium account is very little. The cost of an account is still low compared to other virtual worlds."



RL DOC SETS UP PRACTICE IN SL

VIRTUAL consultations could bring medical advice into SL thanks to an innovative RL doctor.

DrPrang Jacobus opened his SL Practice, Piyobo, on February 23. His building in Neon (34, 24, 22), is set in the centre of a bed of tropical plants and is far more exciting than a real life visit to the doctor. DrPrang said: "I would like to interact with the audience of the web in a more personal way." The doctor will not diagnose or prescribe in-world, but will offer free advice to avatars. His nurse takes appointment bookings on

week days, while consultations take place every Monday.

HEALER:
DrPrang Jacobus

HUGS FOR KIDS

HUGS are being sold across SL in aid of children affected by HIV/AIDS in RL.

The Red Cross have organised the scheme, which sees donations to their cause from people who have received hugs from other residents.

For more information, visit Red Cross Island.



REGIS BRAATHENS

AGE PLAY BAN?

TWO weeks ago Age Play was tucked nicely under the carpet. Now the cat is out of the virtual bag.

Following my comments here last week demanding Linden Lab ban Age Play, my inbox has been bulging with readers' mail. Most agree that there is no place for sexual Age Play in our world - only a few wrote trying to justify the right of 'adult' avatars to do what they like.

OFFENSIVE

Fearing the carpet being tugged from under their feet, LL have quickly tried to stamp out Age Play before it lights up RL media and angers the now vociferous SL community.

"The depiction of sexual activity involving minors may violate real-world laws in some areas, and the SL community as a whole has made it clear that it views such behavior to be broadly offensive" said the Lab.

I find it great LL is taking this stand and commend them - but, rather than putting it on their official blog as company policy, it went out as a secret note-card to various residents and sim owners. Transparency is needed.

WOMEN RULE THE WORLD

THE WOMEN 2.0 REVOLUTION IS LEADING THE WAY IN SECOND LIFE

THE discussion about whether women rule SL at this week's AvaStar editorial meeting was very one-sided - perhaps because I was the only man among eight women!

In fact the media scene in SL shows that it's not only in the fashion world that women are making it big. Throughout the SL media women are taking a leading role, with many female

editors, publishers and journalists.

Women are also leading the way in business, with the most successful content creators such as Aimee Weber and businesswomen such as Anshe Chung completely dominating their male rivals.

The Women 2.0 revolution is taking over SL - so what is the secret to their success?

Women now have a

PLEASE SEND YOUR COMMENTS TO:
regis@the-avastar.com

platform on which they can fully express their creativity. In such a social environment where people skills are so vital, women will undoubtedly continue to dominate.

READER PRANK

I NEARLY had a heart-attack as I walked into my office on Tuesday.

On my desk lay a cover of the AvaStar with headlines such as 'Newbie killed by giant tit' and 'Linden fears Nipplegate II'. A cheeky AvaStar reader had made a mock-up of the cover for a friend. Thanks for the good laugh!



VOICE CHAT SUCCESS

IT sounds like the integrated voice chat which has gone into beta test is a great success.

Friends on the test grid have given me rave reviews of the system and have said that it will change SL in so many positive

ways. Voice chat mimics speech in RL, so you can hear voices only faintly when far away. Lip-synching and integrated character animations will follow. Look out next week for a full-report here from the beta test-grid.



your mail @

YOURMAIL@THE-AVASTAR.COM

AGE PLAY IS JUST WRONG

Hey Regis, I HAD been deliberating what I wanted to say regarding 'Age Play' in SL. Then, I ran across your article about it in last week's AvaStar and it got me thinking a bit more clearly on the topic. You wrote, "We should be clear about this - there is no place for 'Age Play' in real life, and there is no place for it in SL. It is wrong both morally and ethically and it should be stopped."

Amen to that! I find it morally repugnant and absolutely disgusting and unnerving on SO MANY levels. While LL may not (apparently) be concerned with 'Age Play', we are policing our sims, Catwalk City and Gotham City, with the utmost of care! We

shall regulate ourselves within the game if LL is turning a blind eye. It just feels *safer* to me that way as a human being, an SL Resident and an SL Island Owner of two sims. Not all 'Age Play' is bad, ie. the non-sexual part, but creating child pornography because you can is definitely something that needs to be immediately stopped.

BooBookKittie Haight
<http://boobookittie.blogspot.com/>

E-MAILS OF THE WEEK

500 LINDEN DOLLARS

WRITE TO: YOURMAIL@THE-AVASTAR.COM

NO TO AGE PLAY WITCH HUNT

Hey Regis, FIRST off: I'm not an Age Player, also not a secret one. But, I can't say that I approve of the article.

I quote: "The majority would gladly see the back of Age Play in SL. However, too many people still don't seem to care." So what then? Is the majority really for it? Or does the majority not care?

Age Play is a game that

has nothing to do with sexually abusing children, nothing to do with it at all. The article is terribly researched and just leads to a witch hunt.

By Cecile Pfeffer

THE BIG ISSUE

This week our readers debate the issue of AGE PLAY. What does the community think, should Linden Lab ban it, or should adults be allowed to decide themselves?

BAN THE AGE PLAY PERVERTS

Dear Editor, I JUST want to say thanks for speaking out against Age Play.

I have said for some time that it is sick and that these perverts who play sexual games with child-like avatars should be stopped.

I hope that now people are speaking about it, the Lindens do something about banning it, before it ruins SL.

By Hildama Babii

AGE PLAY: WE MUST ACT NOW

Dear Regis, REGARDING Age-Play: I know that they are adults on both sides but that does not make this right.

I believe that something should be done against this. Personally, I find this very disgusting, and at least half the people that I know do not think this is right. I'm glad that someone finally decided to say something about this because it's not likely that the creators are going to take responsibility and do something about this. So it is up to the users to do something.

By Jeremy Marquez

AGE PLAY IS DANGER TO SL

Hi Regis, AGEPLAY is a danger to our community. Even if it is done between consenting adults and doesn't harm children directly, it does indirectly. It encourages paedophilia and that is terrible. Also, it gives us all a bad name, as people associate SL with it.

By Deep Voight

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A STATE WITHIN A VIRTUAL STATE

VIRTUAL VERSION OF HOLLAND SET TO BE CREATED *By REGIS BRAATHENS*

DUTCH financial services giant ING wants to create a virtual version of Holland in Second Life.



PRIVATE: ING sim

As the AvaStar revealed in early January, ING launched a private sim for selected employees to test the water in SL and to learn more about the virtual world. Now the company wants to expand the brand's involvement by creating a virtual mini-state.

The OurVirtualHolland sims will be made up of Dutch SL residents and RL businesses who will be encouraged to create a community based on their homeland with both commercial and non-profit initiatives. The ING art collection will also be on display, with other artists' work. ING have created a SL strategy in

order to ensure maximum user participation, learning first how the world ticks before exposing residents to their RL services. Press officer Nanne Bos said the experience of the last few months had helped focus ING on what works in SL. "The final phase will be to develop new services for this new world.

"We will be working with a number of brands in the Netherlands to ensure enough activity on the two sims and enough people use it. "Many companies set up an island, have an opening, and then nothing happens", he added. "We want to actually have something to offer."



OURVIRTUALHOLLAND: Work in progress

WSE LAUNCHES...AGAIN

THE World Stock Exchange has officially opened up for trading for the fourth time.



WSE: New look

Hope Capital founder LukeConnell Vandeverre insists that the troubled exchange has put its technical problems behind it, with shares in the company rising 375% since trading reopened. "I'm not focused on the critics because there

will always be critics" said Vandeverre. Ginko Bank founder Nicholas Portocarrero said: "I think the chances of success are good. It's a step forward for the SL economy." WSE boasts over 600 traders, eight IPOs and eight listed companies.

BIZ BITES!

VIRTUAL BOOKS

GERMAN internet bookshop Bol.de is soon to launch a shopping and entertainment centre in SL. The BOL Mediadome hopes to entertain residents as well as providing SL customers special offers for its online portal.

SPENDING HIGH

THE amount of US Dollars spent in SL soared last weekend to an all-time high of around US\$2.6m on March 3, before stabilising at around US\$1.5m a day during the week.

L\$ SPECULATION

SAXO Bank has plans to allow its customers to trade in Linden Dollars. The Danish bank is working on its RL 'VirtualTrader' platform, which would allow both SL and non-SL residents to speculate in Linden dollars against other currencies.

VENTURE CAPITAL DISCOVERS SL

PROPERTY giant Anshe Chung Studios has sold 10 per cent of the company to EFF. The venture capital firm, backed by the founders of eBay Germany, is the latest to join the RL company scramble for shares in successful SL businesses.



A-STAR GOSSIP

JenzZa Misfit

By Tina (PetGirl) Bergman

AFTER months of building work, the newest centre for shoe addicts in SL opened on Saturday.



Getting down at the party

There are more than 65,000 square metres of shoes for shoppers to choose from at the Heavenly Shoes sim, from sexy to everyday use and both

HEAVEN FOR SHOE FANS

women's and men's. Estrelle Fauna of PrimAdonna and Yoshinori Shirakawa from YS Authentics were at the event which had a live DJ.



Designer Dolly Heart

Host Estrelle Fauna

DJ BASH

By Tina (PetGirl) Bergman

HIPPIES and other residents danced till the morning light at a beach party to celebrate the birthdays of two DJs.

Tinkar Daligdig and Lucifers Baphomet - who admitted he was turning 667 years old - are two of the best known DJs at Phreak Radio.

The beach crowd danced and drank all night, with music by Leck-

tor Hannibal, and guests included Freya Junot, IsaDaft Trollop and Hermia Linden.



Party guests - above and below



Tinkar Daligdig

Hermia Linden

YOUR PHOTOS!

Have you been at an event and taken some great snaps? Send them in to us and earn L\$500 for each picture published in The AvaStar! Simply email us your pics to yourphotos@the-avastar.com.

PHAT CATS LAPS IT UP

BEAUTIFUL BALL GOWNS AND TOP TUXEDOS AT PARTY

By JenzZa Misfit

THE long-awaited new home of Phat Cat's Jazzy Blue Lounge called Phatland opened last Friday.

Designer Nonna Hedges created a special Phat's Gown which was given away free for those who didn't own any formal wear, with

tuxedos for the gentlemen. Sim co-owner Charity Colville thanked everyone who had turned up, with a night of dancing rounding off the event.



Co-owner Charity Colville



Co-owner Dilbert DiIweg



The party in full swing

SPOTTED!



PARTYGOERS had to look twice when they saw Janis Joplin last Friday - but in fact it was just CKS Designs owner Courtlyn Cunningham in costume at the rocker-themed party held at her house.

A-STAR GOSSIP

HEROIC VIRTUAL WOMEN

By REGIS BRAATHENS

ON World Women's Day the French Minister of Culture and Communication open-

ed the exhibition 'Heroic women: a modern mythology' both in Paris and in SL.

An array of heroic SL celebrities were also at the party organised by Jane Calvert and The Electric Sheep Company, among them prominent designers, artists

and media personalities. Kurt Jano also entertained the guests with beautiful guitar and piano music.



Circe Broom

Minister RenaudDonnedieuVabres Runo



Artemis Fate

Simone Stern & Mathew Linden

Amelia Abernathy and Bethany Heart



Torrid Midnight

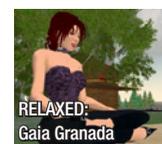


Kurt Jano

BREATHE IN AND OUT... AND NOW RELAX

AN eclectic group attended the Yoga class at Mystic Academy, Huron. Yogini and instructor Merry Dix led residents through an explanation

of breathing technique basics. "Very few people breathe entirely correctly and about one third of all people breathe so poorly it contributes to their ill health and lack of vitality", said Dix. The participants clearly enjoyed the hour of relaxation.



RELAXED: Gaia Granada



MERRY MOMENTS: Yoga

By JenzZa Misfit

SEA, SIM AND SWIM

THERE ARE PLENTY OF BEAUTIFUL BEACH RESORTS IN SL, AND THEY ARE GREAT PLACES TO MEET PEOPLE AND SHOW OFF YOUR GREAT BODY AND TAN. TO STAND OUT, YOU NEED TO ACCESSORISE, SO SWING YOUR PARASOL OR GRAB YOUR SURF BOARD AS YOU STROLL THROUGH THE WAVES.

By ISABEL BROCCO

Sunglasses Model TK16
D2TK Cafe Cazbar (189, 179, 68)
L\$100

Sunglasses Model TK17
There is a great range of styles for men and women
Wisteria (118, 150, 25)
L\$100

Shade Hat (LEFT) Firework Girl
Turing Isle (66, 249, 24)
L\$50

Shade Hat Janus
Janus (99, 243, 69)
L\$75

Casual Batik Sarong set
comes with 2 shirt jackets, swim trunks, casual trunks and sarong
Deco (82, 94, 34)
L\$300

Embroidered Bikini
Wall (221, 148, 100)
L\$150

Parasol in wide range of colors
Turing Isle (66, 249, 24)
L\$50

Bora surfboard
Scripted and comes in 13 colours
Bora Bora Isles (188, 38, 22)
L\$695

Surfer shorts
HCT, Troubled City (111, 6, 25)
L\$100

Mens sandals
Mare (183, 124, 45)
L\$75

Butterfly sandals
comes with three pairs
Mare (183, 123, 45)
L\$100

callie cline's STYLE HOTLINE



BUYER BEWARE!!!!

I'M SURE IT'S HAPPENED TO YOU, IT'S HAPPENED TO ME, MY FRIENDS, AND MOST EVERYONE I KNOW. AT ONE TIME OR ANOTHER YOU HAVE BEEN UNSATISFIED WITH A PURCHASE OF CLOTHING, HAIR, SKIN, OR SHOES... SO WHAT CAN YOU DO ABOUT IT?

HERE are a few rules I try to follow. If an item is 'no transfer', chances are it's just too bad if you're not happy.

So when buying one, like hair or a skin, USE THE DEMOS!!!

So what do you do if you're not happy after spending L\$1,000 or more? My advice, write to the seller and ask for an exchange. To me, business in SL should work like business in RL, which should be to serve the customers. How you complain is

important, as rude, angry customers put off some sellers, yet some customers have the right to be very upset. I had one experience with a very popular skin maker, who had a clear policy of no refund or exchange, but due to an SL bug I purchased the wrong skin. After a few IMs she made an exception in her policy, and in doing so made me a customer for life! With established merchants, I would contact them for ANY reason if

you're not happy. Most have worked very hard to maintain a thriving business and besides a few exceptions, many are more than willing to make a customer happy. If you find a seller that isn't, remember there are many alternatives. If a store has huge posters stating no refunds etc., purchase carefully. If you are not happy, all you might get is a rude "didn't you read my policy" reply. My advice? Shop somewhere else.

WHAT'S HOT! KEEPING UP APPEARANCES

By Isabel Brocco

THIS week I discovered the definition of shopping in pure comfort.

A realisation came to me when I visited a shop tucked away in Tableau - make the shopping experience as luxurious as possible and people will BUY BUY BUY! At Paper-Couture, the palace of a shop is decked out with cream couches, glossy catalogues, a beautiful water feature, and a big portrait of the designers there. It is small enough to be atmospheric but large enough to try things on comfortably. What a way to shop!



INVENTORY SNEAK PEEK THIS WEEK: BLAZE COLUMBIA OF BLAZE

By Carrie Sodwind

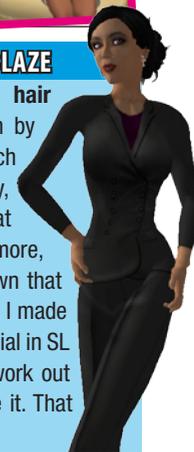
MY all time fav is a Dominus Shadow car that was given to me for Christmas. I'm not a big car fan in RL, but this is fun and put together very well. The scripting and HUD are top notch.



My Mysti tool by Mystical Cookie made my life a lot easier. It is a handy HUD which is attached to me at all times. Amongst other things it's a radar, flight assist, even a light weapon. It also tracks where you've been so you can TP back to any spot again.



Apart from my hair by Naughty and skin by Starley Thereian which make me look pretty, oh and hair I have that Erika doesn't sell any more, I'd have to say a gown that I've never released. I made it for someone special in SL and it just didn't work out that she ever wore it. That remains a secret.



Naughty Tonight?

*Classy Lingerie
Slutwear
Bondage Queen
Sexy Costumes
Thigh High Boots
Sex Furniture*

Night Prowler

Venus Bloom

Schoolgirl

Szentasha Fashions

(Glow Estates)

Designs by Szentasha and Jynne Salome

Our high quality outfits satisfy the most discriminating tastes

Many ensembles are tintable, have variants, and include interactive extras

Ask about our newbie special

Conquest

DESIGNERS IN THE SPOTLIGHT

Shai Delacroix

SL Birth Date:

5/5/2006

Famous for:
Creating sophistication through fashion

By LIONILA LIGHTFOOT

LL: Why do you create fashion in SL?

SD: I am living out my dreams here. SL is an introspective journey into my subconscious.

LL: How would you describe your style?

SD: I am a classic girl with girly ambitions and secret alter egos. My style revolves around a chic, modern woman in her 30s who has lived through a lot of faux pas but knows what she wants.

LL: Does Second Life inspire your creations?

SD: Yes! The recent disco revival was inspired by a small party we had on top of my shop last December. My DJ friend Menno played all the bad music of the 70s and it had me thinking bell-bottoms.

LL: Will SL create its own trends one day, rather than following those in RL?

SD: Actually it is happening as we speak; SL folks dictate now what they want, though personally I think we are still governed by our RL preferences. This is new media and hopefully SL can dictate our RL choices in lifestyle and fashion. Don't you feel sometimes in RL that you would like to buy that couch, or that hair you just bought in SL, or that blouse you saw on an avatar the other day?

LL: Is your fashion influenced by other design disciplines like architecture?

SD: I am not really influenced by any genre. Most of my work is connected to what music I am listening to at the moment. I get pumped up by house music, a staple for me. I also listen to a lot of down tempo boss nova stuff.

LL: What is your message to aspiring fashion designers who want to earn money with their own line?

SD: Be true and persevere. You are your own style wizard and yes, listen a lot to your consumers. They know what they like about you.

LL: What are the upcoming trends in SL fashion?

SD: Right now the trend is business wear but I think it will be going into feminine and pretty. There will be a lot of dresses for sure but the key thing is self expression and individuality. Menswear is also in the big time.

BONDAGE IN SECOND LIFE



By TINA (PETGIRL) BERGMAN

Amethyst Collar (slim)

SL's most used collar, in a thin or normal width. Fill it with scripts and have fun!

By Amethyst Rosencrans
Aurora (106, 220, 35)



L\$600

LULU PLUS Play Cuffs

With well scripted updates for free.

By Lulu Ludovico
Wolof (9, 201, 30)



L\$750

Xcite! Riding Crop with colour mode

Now you can whip someone into shape. By Javier Puff

Main Store & Upgrade center
Eventide (127, 128, 26)



L\$150



L\$300

"Precious Metals" Human Throne

Configuration of the human throne is done through a notecard.

By Siobhan Taylor
Eloise's ONE
Honawan (121, 143, 127)

Black Spanking Horse

By Riann Maltese
Deviant 112, 140, 26)



L\$900

DRAWING THE AVASTAR

By LIONILA LIGHTFOOT

THE AvaStar has been immortalised in a picture thanks to one of Second Life's best artists.

Filthy Fluno created his piece called 'Read' in tribute to SL's favourite tabloid, and the benefits of reading. The picture hints towards the different spheres at AvaStar Island and uses text and imagery to convey the message of the newspaper.

Filthy, an RL artist who has been in SL since May 2006, said: "It is full of detail; fun but serious at times, just like the AvaStar itself."

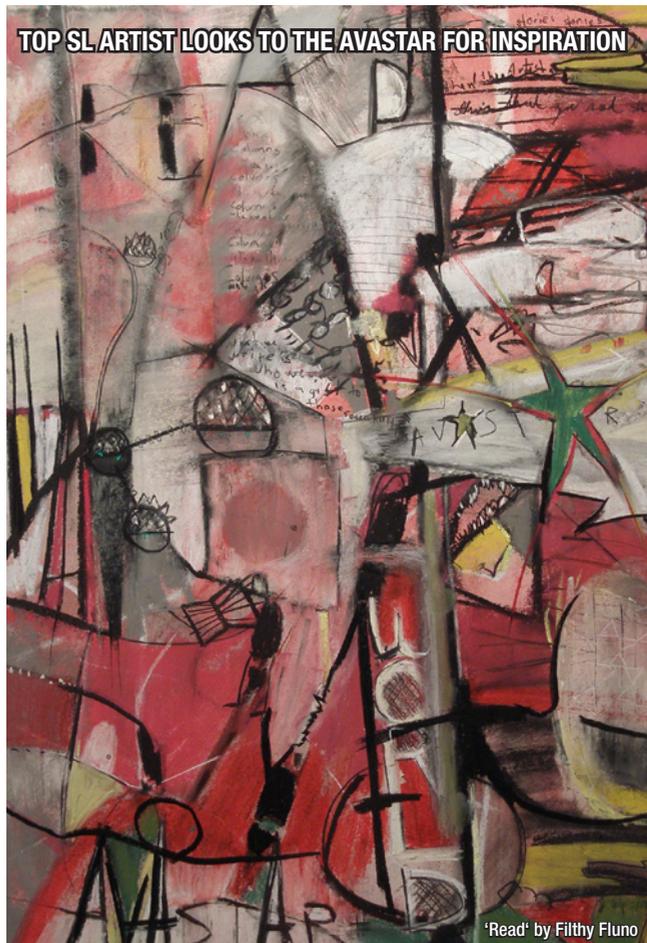
STORY

The title is a hint towards a personal passion of the artist "Reading is still worthwhile! We need to educate and exercise our brains", he added.

The drawing took Filthy a week in which he demonstrates his unique style of using charcoal and pastels. He did not put down his implements until the image was telling part of a story. After all his hard work, the artist has only one demand from his audience: "Do not look but watch!" Indeed, his art is not static but is very much breathing and alive.

NEED TO CONNECT

The image of the artist as an eccentric outsider is a thing of the past. Filthy belongs to a new generation of artists who long to connect with their audience,



TOP SL ARTIST LOOKS TO THE AVASTAR FOR INSPIRATION

'Read' by Filthy Fluno

who crave the public eye. He is active on various art projects in Second Life, including managing the Artropolis sim.

"I've always felt a need to connect to the world through art, and Second Life allows me to do this with breathtaking efficiency."

In April he will be presenting his road show, 'The Adventures

of Filthy Fluno', which will lead him to the Porto Gallery 555 in Portugal in an attempt to leave an impact on the globe with his inspiration from the virtual world.

For more information and to check out some more of Filthy's work, head on down to his gallery at Artropolis (165, 137, 22).

callie cline clothing • accessories • style

For advice write to
Randi Barracuda at:
dearrandi@the-avastar.com

DEAR RANDI



VIRGIN NO MORE

MY FIRST SL LOVER WON'T RETURN IMS BUT I STILL WANT HIM

Dear Randi: I AM new place" so we could relationships begin and to Second Life and be alone. I lost my SL end very quickly. Write don't usually do this virginity that night him a mushy notecard kind of thing in RL. But and the experience telling him all your feel- last weekend I went to was amazing! I can't ings and asking him for a club with a couple stop thinking about a second date at a spe- of girlfriends and the him. But every time I cific time on a weekend best-looking guy in have IM'd him since he evening. If he says yes, the place asked me to doesn't answer or says great! If not, wait three dance. He was articu- he's busy. What should days and try one more late, funny and sweet, I do? — F.D. time. If two chances and asked if I would **Randi says:** This is don't work, then it's like to go back to "his common in SL, as many best to move on.

MY SECRET LIFE AS A GIRL AVATAR

Dear Randi: I JOINED SL a few weeks ago out of curiosity, and I think I have found out something new about myself. Just for kicks I selected a female avatar and dressed her up in all sorts of great clothes and hair. Now I can't wait to sign in and go shopping with my girlfriends, and a certain guy is beginning to show interest. He has no idea the typist is a man. Should I play along? — X.Y.

Randi says: People come to SL to act out all sorts of different fantasies. In here, you can be a horse or a robot, a DJ or an Army general, all with a little bit of keyboard work. But before you start an SL relationship, make sure he knows there are no RL possibilities. And stay away from the voice chat!

RL HUBBY GOES TOO FAR IN SL

Dear Randi: MY RL husband and I signed on to SL together back when there were under a million residents, and we have generally had a wonderful time. We have bought a house and built a lovely bedroom, and run through all manner of sexual role play that we sometimes take offline. But recently he has begun asking me to do things in SL that are outside my comfort zone. How can I tell him I'm just not interested? — L.B.

Randi says: This is an issue which you might have to handle away from the keyboard. Your relationship seems perfectly solid except for this one issue. Just tell him what you're feeling and move onto another fantasy.

RANDI'S PHOTO CASEBOOK

Ness and Suzie meet for a chat.



I heard Jim has already found a new girl. Maybe I should warn her!



Err, I think you're best off leaving it well alone, Suzie.



Why are you like that? Is there something going on?

to be continued...

TRAVEL FEATURE

PERFORMANCE artist Wirxli Flimflam loves travelling.

THE AVASTAR: Which sims have you explored recently?

WIRXLI FLIMFLAM: I have been something of a home-body these days. I have not ventured too far away from my current home which is Odyssey Island. I only seem to find the time to explore new sims when I am scheduled to perform there or to scope out the sim as a possible future performance venue. I save casual exploration for my Alts :-)

TA: Where do you go to hang

out or party?

WF: Well, Odyssey Island at the moment has a lot of activity on it. Not only do I have my PR Office located on the top of Sugar Mountain there, I usually relax at Ian Ah's screening lounge which used to be a squat hiding lower down the mountain underneath my PR office. Ian and I are good friends and plenty of our mutual friends are there so we do not need to venture far to hang out with the usual sus-



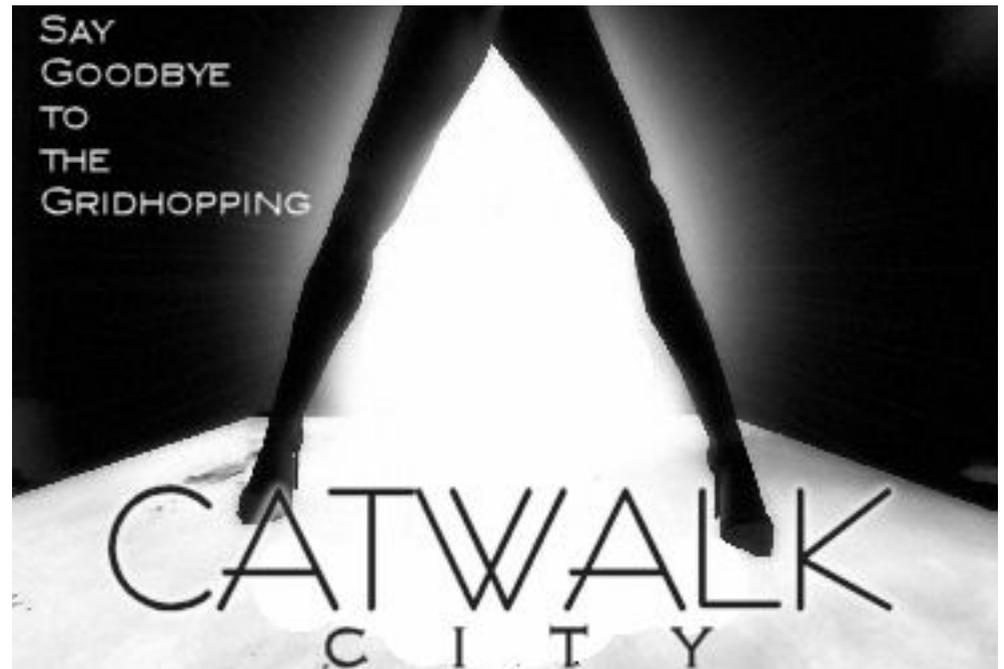
Wirxli Flimflam in the AvaBar

pects. My favorite drinking hole is the AvaBar located at the top of the AvaStar's main sphere. Aimee Weber did a great job designing that space! As for partying, sometimes I go to media-related parties to hang out with glamorous people. That is the only time I party really – if it is for a specially hosted event.

TA: What are your top tips for exploring SL?

WF: I find it fun to explore a space with friends. Also, just because a sim is full of people does not mean that it is worth hanging out there. Quite often, the lag caused by the population will slow down the quality of enjoyment. My last tip - avoid the "chachi" and "jocky" spaces unless you plan to do a performance intervention there.

ADVERT



SAY GOODBYE TO THE GRIDHOPPING

CATWALK CITY

TAKE YOUR PICK

Take a quick peek at the hot destinations in profile picks. This week **DESIGNERS**



NEPHILAINE PROTAGONIST

THE owner of PixieDolls clearly likes her high-speed and slow-motion videos – she has chosen the SL home of website www.lucidmovement.com as one of her picks. Lucid Movement portrays the world you've seen as you've never seen it, and their sim has a gallery of clips taken in-world.

Chartreuse (189, 166, 33)



BARNESWORTH ANUBIS

BARNESWORTH seems to be a big fan of the virtual world content creator The Electric Sheep Company, as their SL headquarters is in his picks list.

Amusingly, the accompanying notes are made up of two humorous quotes – check them out for yourselves!

Sheep island (25, 149, 25)



JUNE DION

THE Bare Rose designer must have a passion for getting down on the dancefloor as his picks include Club Industry. The club plays a range of music including Industrial, Goth, Darkwave, Synthpop, EBM, Electro, Futurepop, Techno, Trance and JRock, as well as being GLBT friendly.

(Bowfin 207, 246, 60)

ADVERT

Club Silverstar
Where the party never stops!

Well equipped dance-floor
Money sploder Talented strippers & dancers & We have the music you want to hear!!
From Decadent Radio

Live Dj's, Audience Requests, pole dancers, strippers, escorts, complete entertainment.

THE GUIDE

WHAT TO DO THIS WEEK!

THIS WEEK: FLYING

SPACE ODYSSEY:
International Spaceflight Museum



By GAETANA FAUST

WAY UP IN THE CLOUDS

SEE SECOND LIFE FROM A WHOLE NEW VANTAGE POINT

FLYING in Second Life is usually just a way of getting from A to B, but to really experience air travel, visit some of the many flight-themed sims.

From airplanes to spaceships to skydiving, you can safely indulge your need for speed and experience SL in a whole new way. **Abbotts Aerodrome** (161, 151, 71) is a great place to start. Here you will find an airfield, helipad, and an extensive flight shop. Take a plunge from 3,000 metres using one of the free parachutes provided. Simple instructions make it a fun and easy excursion for even a novice paratrooper. At **J&S Aviation** in Cass (124, 232, 56), you can purchase your own hot air balloon or aircraft, or take advantage

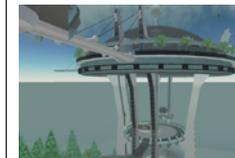
of the public skydiving facilities, available to anyone.

At **Dogfight Atoll** (81,103,24) you'll find the **Second Skies** store, specializing in aircraft with a steampunk twist. If you're interested in the history of space travel, you'll love the **International Spaceflight Museum** at **Spaceport Alpha** (47, 77, 24). An automatic tour carries you past satellites and rockets.

FlyinTails Airfield (175, 157, 23) caters to furries with a head for heights. Wet your whistle at the **Finish Line Bar** at **Gray** (155, 127, 111) after touring **Home of the Kazenoin**, a realistic small airfield for anything airborne. For an educational sky experience, take the **Balloon tour of Linden Village** in **Ambleside** (46, 40, 33).

BEGINNERS' LUCK

ABBOTTS AERODROME



A GREAT place for aviation enthusiasts to start, with an airfield, a helipad and a flight shop.

Where: **Abbotts Aerodrome** (161, 151, 71)

UP FOR A SKYDIVE

J&S AVIATION

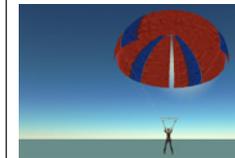


BUY your own hot air balloon or aircraft or check out the public skydiving.

Where: **Cass** (124, 232, 56)

A LOAD OF HOT AIR

THE CONCEPTS



FANS of hot air balloons and gliders can choose from the many available.

Where: **Guksu** (90, 168, 24)

2.9. - 2.15.

'DON'T MISS!' –**ART & CULTURE****ROADTRIP**

Osprey Therian opens his new exhibition called 'Roadtrip', which can be interpreted any way you like. All residents in SL are welcome as usual.

WHEN: March 11-29

WHERE: Grignano (118,116)

**OPENING****SALSA EN CIELO**

There will be a grand opening party for this new salsa club, with a competition for the most imaginatively coloured hair as well as other prizes.

WHEN: March 10, 11:00

WHERE: Ebersberg (128, 128)

**MUSIC****SPACEMAN OPUS**

Ampibicatt Gardens hosts the talented Spaceman Opus, an upcoming star in SL live music.

WHEN: March 13, 18:00

WHERE: Lingmell (199, 12, 271)

**MOVIES****MOVIE TRIVIA NIGHT**

Come along to the first Movie Trivia Night at Dae's Cafe if you think you know your 'flickers'.

WHEN: March 9, 15:00

WHERE: Dalarna (153, 27, 77)

**ART & CULTURE****DIVERSITY 2007 FESTIVAL**

The festival has speakers, discussion, music and cultural displays from around the world.

WHEN: March 10-11

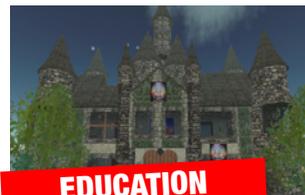
WHERE: Han Loso (68, 53, 64)

**EVENT OF THE WEEK!****SECOND CONVENTION**

The last two days of the big event by Second Citizen take place this weekend at Tower Penthouse. Make sure you don't miss the closing ceremony on Saturday evening, which follows the fashion show.

WHEN: March 9-10

WHERE: Artificial Isle (191, 160)

EVENTS OF THE WEEK**EDUCATION****MEDITATION**

Need some respite from the modern world? Join in meditation on the audio stream and find yourself some inner peace. The event has been organised by Jane Atkey and Baji Bourjade.

WHEN: March 14, 14:00

WHERE: Immortal Woman He (98, 157, 55)

**SPORTS****STORY BOOK AUTHORS**

Independent podcast authors Sharon Lee and Steve Miller will be in-world at the Second Life Library talking about how electronic media has changed the nature of their science fiction work.

WHEN: March 11, 12:00

WHERE: Info Island (141, 81)

**NIGHTLIFE****MODELS MODE NEW LOOK LAUNCH PARTY**

The networking group for models and their clients will hold a New Look Launch Party at the Carinosa Ballroom, with a sophisticated 1950's Hollywood glamour theme.

WHEN: March 15, 16:00

WHERE: Ellida (118, 100, 99)

ADVERT

Bollywood Fashions

**Exclusive beautiful dresses
Classy, unique Limited Editions**



How to...

Everything a newbie needs to know!

HOW TO USE PERMISSIONS ON OBJECTS YOU BUY AND SELL IN SECOND LIFE

WHEN you make something, you can set controls on how it will be used – called perms, or permissions.

If mod or modify is set, a buyer can change the object by re-naming, resizing, recolouring or unlinking it. This is useful, for example, when selling pictures which will probably need to be resized to fit the space on the wall.

Copy means a copy of the item always stays in the inventory. For example, what happens if you buy a dragon av and change its colour but then decide you hate it after all? With copy ena-

bled, you can simply pull a fresh av out of the container and start over.

Another example is complex skyboxes, as buyers sometimes make a mess of assembling them or accidentally delete parts. With copy, they can simply rez a pristine new one.

Transfer means the item can be given to someone else or sold at a garage sale. Pieces of jewellery are often sold with transfer ability so they can be given as gifts. Other sellers may choose not to have transfer on, but post a sign that they will personally work with buyers to give the

item as a gift. It is extra work for everyone, but the seller keeps better control over the items they make.

Two perms do not go well together. For example, never set both copy and transfer on. The buyer could then make copies and hand them out to everyone, still keep copies for themselves - thus cutting out the seller.



ADVERT

SL A new island is born.
the Interzone Island in Second Life

Glam, fashion, arts, entertainment, design, clubbing, fun, networking, beach, sun and much more on Interzone Island.

We provide Fashion Events, Catwalking, Customized Events and Shops for rent.

Please contact **Bianca Foulon** or **Cade Kidd** in IM.



the catwalk building



the mall



the club



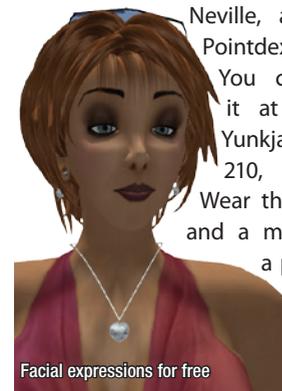
the art gallery

EXPRESS YOUR FEELINGS

By PETRONILLA PAPERDOLL

RESIDENTS in SL are used to expressing strong feelings and emotions through written words via chat. But are they enough?

Maybe you want to express disgust or surprise, but your avatar maintains a serene, slightly smiling face. If you want better control of your expressions, there is a free answer: EmoterHud by YadNi Monde, Seagel Neville, and 314 Pointdexter.



Facial expressions for free

screen with 19 expressions of Yadni's blue face. Click on the one you prefer, and make your avatar react. It's possible to combine multiple expressions (remember not to use too many at the same time - the effect can be scary!)

You can switch the Head Up Display (HUD) off – it will look like a blue dot in your screen. It is extremely easy to enable it - simply click on the blue dot, and you will be able to stick out your tongue at a moment's notice, if needed.



From smiles to frowns

DO + DOS AND DON'TS: INVENTORY - DON'T

By GAETANA FAUST

- + Use the Search bar to locate a specific item in your inventory.
- + In the Filters menu, Modify Current will let you look for specific types of item. Use this to locate any landmarks lurking in your inventory.
- + Use Sort to list your stuff either by date or by name.
- + Open the Recent Items tab to see things you've been using that day.
- + Select File/New Window to create a second inventory list in your viewer.
- Keep all the freebies you don't use any more and the notecards and snapshots you'll never look at again. Delete!
- Use only the default folders. Use Create Folder to generate new ones.
- Leave everything you have in the Objects folder. Keep your items organized in clearly labelled folders.
- Miss out on the Linden-provided free stuff available in the Library folder.

DIARY OF A NEWBIE



MY first job interview ended up with me flipping out – quite literally.

I had been given a whole load of freebies, including a dance animation with some incredible moves.

It started as a subtle sort of dance walk, where I would shake my hips and kick up my feet, but every ten seconds my avatar would do the most amazingly stylish forward flip. I felt like the coolest newbie around. I was confident that because I had mastered dancing, I could do anything.

But I was in for a tiring day, because as I left, I realised I didn't know how to stop dancing. I boogied all over the place.

I was still going strong when I was interviewed for my first SL job. I walked up to the boss but unfortunately I was swinging my hips somewhat seductively in his direction, and finished with a flip which

clumsily landed right on his head.

I swiftly turned and ran off, pausing here and there to turn yet more flips.



THE AVASTAR OF THE WEEK

NATALIA ZELMANOV

A WEEK AFTER WINNING THE MISS SECOND LIFE PAGEANT, THE LOVELY MERMAID NATALIA ZELMANOV PONDERED THE REASONS WHY SHE WON WHILE CASUALLY SWISHING HER TAIL AROUND BY THE POOL.

By CARRIE SODWIND

PROFILE

NAME:

Natalia Zelmanov

BIRTH DATE:

9/24/2006

PROFESSION:

Blogger, designer
and tutor

ATTITUDE:

Teach, learn, create

THE AVASTAR: What is your best feature?

NATALIAZELMANOV: My tail - though I can't always control it.

TA: What is your favourite place in SL?

NZ: I love Bliss Basin, the lake specifically. I just sit in the middle of the lake sometimes and watch people.

TA: What would you change in SL?

NZ: Fewer griefers. I teach a class in SL and it is really sad that a few people ruin the experience of many. But I do love the freedom that SL offers and the griefers are part of that freedom.

TA: How do you spend your time in Second Life?

NZ: Making clothes - with lots of attachments. I try to make some of the better-known gowns from movies. The Miss SL outfit I wore to the finals for example is based on the Ascot

gown worn by Audrey Hepburn in 'My Fair Lady'. And mermaid tails. I have a few tails for different occasions. I have also started writing tutorials and making things for them.

TA: Which personal SL achievements are you most proud of?

NZ: It would have to be the Miss SL Pageant. I put a lot into it. At the beginning of the pageant I made an agreement with myself to make all the outfits, which hardly any other contestants

did. Knowing that people are going to buy the best outfits available really motivated me to get better... fast!

TA: What is the most precious item in your inventory?

NZ: My Shape. Because that really feels like me.

TA: If SL had a president, who would you vote for?

NZ: Torley Linden. She is my hero. I've learned a lot from her blog. She really captures the artistic spirit of Second Life.

