



THE AVASTAR

Your World. Your Voice.

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ITZA RIP OFF!



By *CARRIE SODWIND*

MEXICAN TOURIST BOARD IN ITZA PYRAMID COPY ROW

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THE UNIVERSITY OF (SECOND) LIFE

SEE PAGES 4 & 5



GEE WIZZ: SL GOES 4 JULY CRAZY!

SEE INSIDE FOR ALL THE ACTION

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INSIDE OPINION

"If people are sad enough to let SL take over their love or sex life it is no bad thing that they are effectively removing themselves from the gene pool."

W.C
p.11

"Thank God that the loony complaint filed by a French families association against Linden Lab for having pornographic material in SL has been duly dismissed. "It certainly gives one renewed faith in our RL judicial systems."



REGIS BRAATHENS p.12

WRITE FOR THE AVASTAR

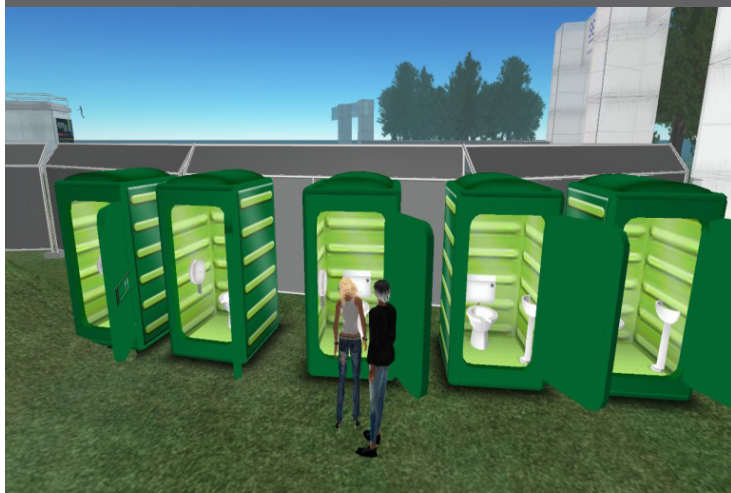
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NUMBERS OF THE WEEK

- 100** blog posts (mainly supportive) were left on the official Linden blog regarding the French court ruling in favour of Linden Lab.
- 10** July is when the 8 millionth registered user is expected to sign up to Second Life.
- 59** per cent of multinational brands in Second Life are fakes according to a new study (see business p. 15).

NO BLADDER PROBLEMS



ONE definite benefit to music festivals in SL – no queues for the toilets, as seen here at Second Fest last weekend. D.M.

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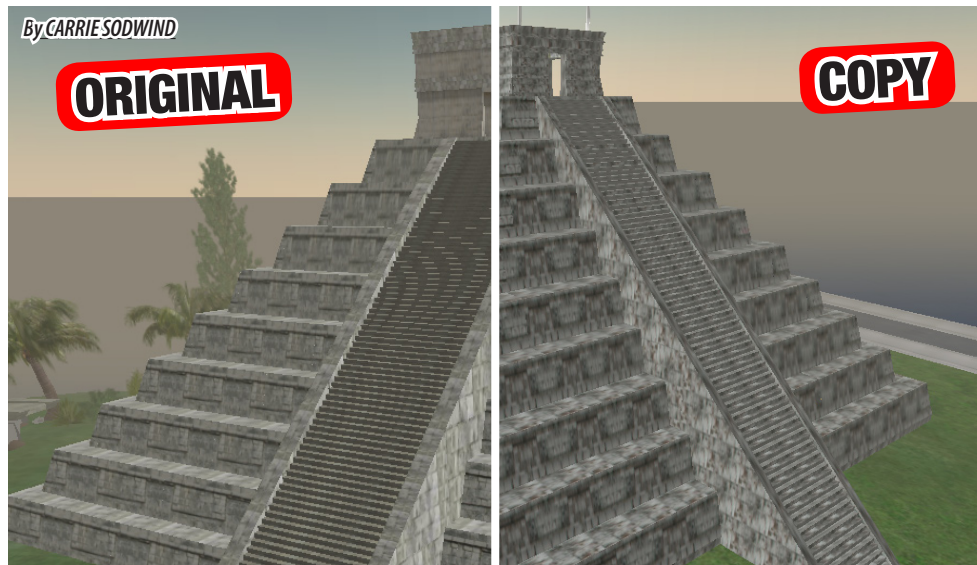
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By CARRIE SODWIND

ORIGINAL

COPY



SPOT THE DIFFERENCE!

'VISIT MEXICO' DEVELOPER OUTRAGED OVER DESIGN RIP OFF SEEING DOUBLE: El Castillo pyramids

AN ancient Mexican pyramid at the famous RL Chichen Itza site is the unlikely source of a major copying controversy in SL.

The El Castillo pyramid is the highlight of the Visit Meixco sim, which is run by the Mexican Tourist Board (MTB). Lester Nefarious, who has developed the project for the MTB along with Valiant Strangelove, claims that an exact replica of his pyramid has been erected on the Mexico sim.

The original SL pyramid was built by Selena Gateaux to promote the Chichen Itza archaeological site as a candidate for an upcoming vote to decide the RL 'New Seven Wonders of the World'. It attracted attention from RL media including USA Today, CNN Tech and the BBC upon its launch. Eyebrows were raised, however, when a replica appeared shortly after on the Mexico sim.

Nefarious said: "It is clear to us that the copied pyramid was intended not as a cultural celebration of Mexico but more to boost the commercial operations of the Mexico owner and to capitalise on the publicity of the original."

Close inspection of the Mexico pyramid reveals details such as

the texture have simply been lifted from a photo template of the Visit Mexico original, according to Nefarious.

DEFIANT

Mexico owner Chinobi Boa, however, has denied any plagiarism took place. He said: "The people like this disco, so it is going to stay. I have a Mexican flag - there are many similar Mexican flags in SL - it is the same thing!"

The issue is currently being investigated by Linden Lab.



COPYCAT: Chinobi Boa

THE VOICE OF THE PEOPLE

IS LEARNING EASIER IN SL THAN RL?



Banba Brewster

Instructor at the University of Central Missouri:

"The ability to bridge distances and share experiences is certainly better in SL. SL is excellent for demonstrations."



YouGetMe Huet

Student, University of Derby

"Reality is always better. You can speak to the person next to you, show them things and get them to help if the tutor is busy."



Grindan Graves

Project advisor, University of Bielefeld

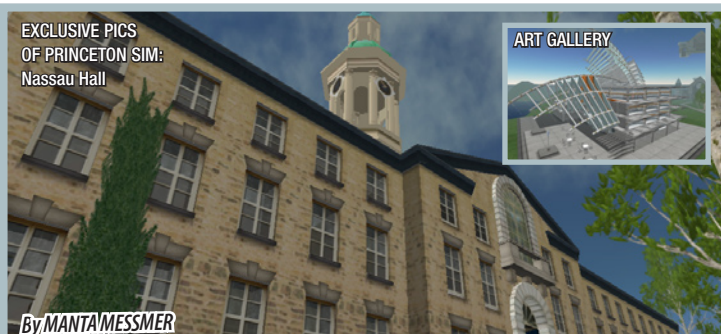
"I don't think it is a question of better or not, just different. In SL users are independent from time and place. They will learn when they want to."

Student, Universidad Autonoma



RaquelMG Menges

"I don't think so, virtual learning can be a great help for students and teachers, but never a substitute."



EXCLUSIVE PICS OF PRINCETON SIM: Nassau Hall

ART GALLERY

By MANTA/MESSMER

SL UNI OF THE FUTURE

PRINCETON'S LAUNCH REAFFIRMS SL'S VALUE TO UNIVERSITIES

SL's status as the future of virtual learning has been underlined by the arrival of one of the real world's most famous institutions.

Princeton University will open its five-sim site in time for the new academic year in the fall, joining more than 100 other educational institutions in taking the plunge into SL. The addition of one of the oldest and most renowned universities in the US will draw more attention to the educational value of SL as the perfect platform to improve RL learning.

The AvaStar was given exclusive access to the finished

parts of the Princeton site, including the virtual recreations of the Gothic Chancellor Gree Student Center, Alexander Hall and the ornate and imposing centrepiece, Nassau Hall.

The aims of Princeton's project is to offer classroom sessions and writing seminars for the Schools of Architecture and Visual Arts and a wealth of web information resources. There are also plans for a human behaviour experiment as well as live concerts and conferences.

Persis Trilling, in charge of building the project said she is confident that education has a positive future in the metaverse: "I think it will catch on gradually, in a few more years spaces like this will be ubiquitous."

The fate of Woodbury University's sim recently, however, is perhaps a warning to similar institutions that SL is far from the perfect learning tool. The sim was removed from SL by Linden Lab, who cited reports of "attacks, racism and intolerance [and] per-

sistent harassment of other residents" as reason for their actions - leading to some scathing criticism.

A PICTURE OF BEAUTY: Chancellor Gree Student Center



BACK TO SCHOOL

By MANTA/MESSMER

HIGHER education is becoming a major part of SL with institutions springing up all over the grid. Many are already teaching students on elaborate virtual campuses as the

flood of universities entering SL continues. Universities such as Oxford, Illinois and Porto are among those currently planning their presence. The AvaStar takes a look at some of the largest and most popular.



UNIVERSITY OF AVIERO became the first Portuguese university in SL when it arrived last month. The project was founded to explore the educational and institutional possibilities of SL, and the virtual university was constructed by five technology students.



The UNIVERSITY OF SOUTHERN QUEENSLAND is a PhD project of its Faculty of Education, and features an online teaching and learning facility perched on the top of a mountain.

The UNIVERSITY OF EDINBURGH opened in October 2006 and now offers an online MSc course in E-Learning including study in SL. It also features an artificial intelligence lab for the RL School of Infomatics.



COLORADO TECH opened in June. Its virtual presence was conceived as a marketing concept intended to attract students to the multi-campus institution with bases in five different US cities.



RHEINISCHE FACHHOCHSCHULE KÖLN offers orientation facilities for German language newbies including photo taking tutorials and a colourful introduction to sculpted prims. The site allows features a vast open air cinema for conferences and exhibitions.



HARVARD UNIVERSITY was one of the earliest institutions to arrive on the grid when the Harvard Law School launched on Berkman Island last year. Anyone can enrol to the Harvard Extension School, which offers portions of the RL law school class including discussions, lectures and videos.



OHIO UNIVERSITY was one of the first organisations to create a virtual campus in SL as an extension of their RL 'Ohio University Without Boundaries' program, which aims to explore the potential of technology-based learning.



SL STUDENT LIFE

By CARRIE SODWIND

MAN Michinaga takes SL classes with his RL students from the Columbia College Chicago at the I AM Chicago Sim.

THE AVASTAR: Why is SL a good platform for education?

MAN MICHINAGA: It broadens the horizons, not only through technology, but also it makes many more things affordable. For example, a student show can only take place for a few days in RL, but here they can show their work for months - to potentially a global audience. When the students respond to SL positively, it is fantastic to see them explode with creativity.

TA: How does education in SL need to improve?

MM: We have a long way to go. I would say we are only at step one of a hundred. Firstly, less lag, more fluidity, and essentially the student's own engagement with SL is still very new to most.

TA: Has SL had an effect on college life?

MM: Students can have their own studios, a feeling of ownership, and that may help them to take a more active part in building student life.

NEWS BITES!

POLICE LOOK TO SL FOR RECRUITS

THE Vancouver Police Department has taken their search for technology savvy recruits into SL. A spokesman said they believe residents could be the ideal candidates in RL to work against internet fraud and cyber crime.

SL FEATURES IN ITALIAN POP VID

ITALIAN singer Irene Grandi has become the first mainstream performer to feature SL in a music video. In 'Bruci la Citta', she is seen travelling through the world searching for her boyfriend.

SLCC SET TO SELL OUT IN CHICAGO

THE third annual Second Life Community Convention is set to be a sell out. The event takes place in Chicago in October, and more than 800 guests are expected, according to convention owner Jennyfur Peregrine.

FRENCH MASTERS ON DISPLAY IN SL

FRENCH artist Ub Yifu has recreated some of the most famous works of French masters such as Picasso, Matisse and Magritte in an outdoor gallery on Troy.

SL SECURITY FEARS

RESIDENTS FEAR PASSWORDS MAY BE VULNERABLE AFTER THEFTS

By MANTA MESSMER

FEARS that Linden Lab's database security has been breached are rising after the latest incident in a spate of thefts involving stolen SL passwords.

Everett Linden posted a warning on the Lab's blog this week advising residents to ensure their passwords were strong - with a mix of letters and numbers - and to be wary of 'phishers', who ask for confidential information under an official guise.

PROBLEMS

The post comes after resident PingPing Zhaoying had US\$800 worth of L\$ stolen from her account after her password was changed, and Alex Warrior also reported having five unexplained charges made to her credit cards via SL despite adhering to LL's security guidelines.

Blogger Vint Falken has

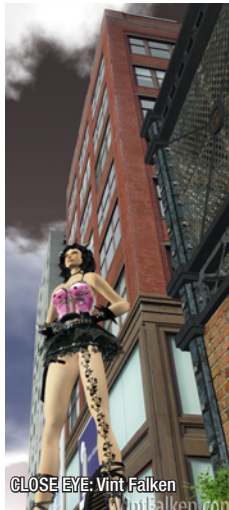
been keeping a close eye on the problems.

LOOPHOLE

She said: "I don't know if the database has been breached, or only individual accounts. I do think all this stuff is not coincidence and LL is not telling the whole deal.

"I think they are just trying to ignore it. [But] if a breach really did happen they would be legally inclined to warn their customers."

A security loophole on the official SL website has allowed users to hijack accounts and ransack account balances by changing the password on another resident's account. A user can bypass the security restrictions by claiming they have forgotten their password and their email account is no longer active and then by answering the easy-to-guess question of what their SL home is. It is not the first time

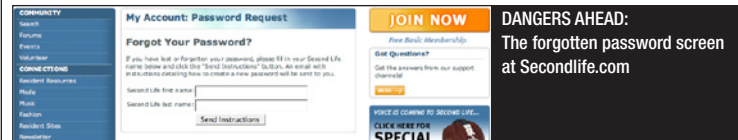


CLOSE EYE: Vint Falken

the Lab has suffered database security problems.

COMPROMISED

In September 2006 it reported that a cyber intruder had gained access to the SL database through the web servers. Investigation confirmed that information including account passwords and encrypted payment information was compromised, forcing the Lab to tell all residents to change their passwords as a precaution.



DANGERS AHEAD:

The forgotten password screen at Secondlife.com

BUG FIXERS OPEN UP

By COYNE NAGY AND CARRIE SODWIND



NICHOLAZ BERESFORD

What support do you get from the Lindens?

"I have seen more responsive open source projects which are organised more effectively but as this is still new to Linden Lab, I would say they are doing a fair job at the moment and they are really trying hard to get better."

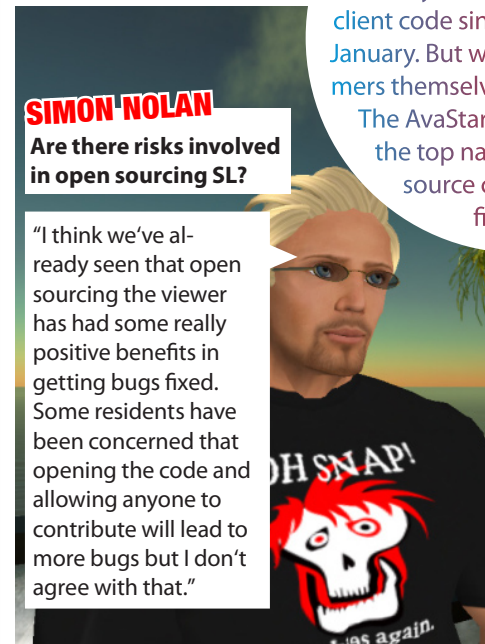


DALE GLASS

How will the open source work affect SL?

"Initially with bug fixes and performance improvements. Those are the easiest things to get done. For example, Nicholaz Beresford has done some great work on fixing memory leaks which means that SL will stop being such a horrible memory hog and run better on lower specification computers."

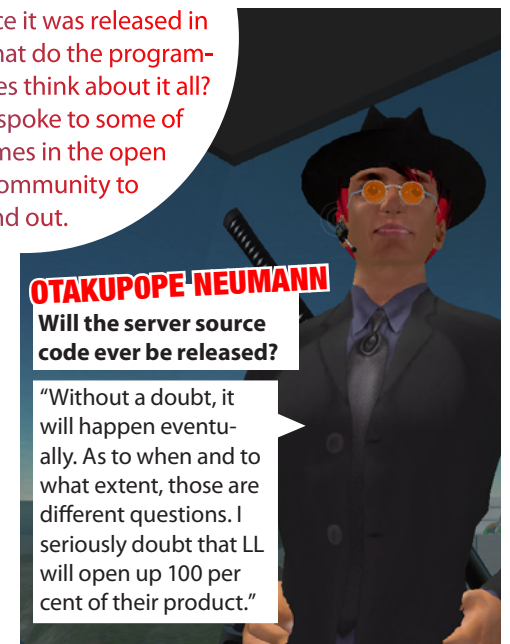
THE open source community has received rich praise from Linden Lab recently for their work on the SL client code since it was released in January. But what do the programmers themselves think about it all? The AvaStar spoke to some of the top names in the open source community to find out.



SIMON NOLAN

Are there risks involved in open sourcing SL?

"I think we've already seen that open sourcing the viewer has had some really positive benefits in getting bugs fixed. Some residents have been concerned that opening the code and allowing anyone to contribute will lead to more bugs but I don't agree with that."



OTAKUPOPE NEUMANN

Will the server source code ever be released?

"Without a doubt, it will happen eventually. As to when and to what extent, those are different questions. I seriously doubt that LL will open up 100 per cent of their product."

LAB HIT BACK IN RL LAWSUIT

LAB FILE COUNTER CLAIMS CRITICISING BRAGG'S ATTEMPTS TO CAST CASE AS STANDARD

By LEIDER STEPANOV

LINDEN Lab have hit back in the ongoing RL court case over claims they unfairly banned a resident from SL.

The Lab and its CEO Philip Rosedale, aka Philip Linden, have filed counter-claims alleging that Marc Bragg engaged in a fraudulent scheme to obtain money to the detriment of LL and other residents.

SLAMMED

In the papers filed last week



with the court in Philadelphia, USA, and printed on the official SL blog, LL slammed Bragg, known in SL as Marc Woebe-gone, for attempting to "cast this as a case with broad implications about whether 'virtual

land'... is subject to the laws governing real property. This is not what this case is about." Bragg filed the suit last year, demanding compensation for money lost when he was kicked out of his SL account after allegedly buying land in SL fraudulently. The Lab was dealt a blow earlier this year when a judge refused its motion to dismiss, criticising LL's Terms of Service as one-sided and not legally binding.

"WE WANT MINIMUM WAGE!"

PROTEST IN NEWBERLIN SIM TO SUPPORT DEMONSTRATIONS IN REAL LIFE By MANTA MESSMER

GERMAN residents staged a protest at the newBERLIN sim to call for a minimum wage to be established in their RL country.

The demonstration marked the opening of the 'Arm trotz Arbeit' (working but still poor) exhibition at the recreation of Berlin's famous Alexanderplatz square on July 3, to coincide with a national RL protest tour that reached the German capital on the same day.

When they click on a container gallery created by Marc Brinkmeier and Judka Strittmatter,

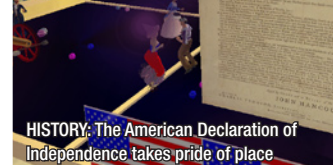
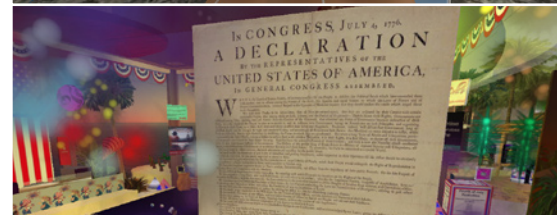
visitors to the site are transported to a virtual gallery featuring photographs and statements from people across Germany who earn less than the proposed minimum wage.

The newBERLIN sim has been the site of numerous protests since it opened in April, including the annual May Day riots and a demonstration against child pornography in SL.



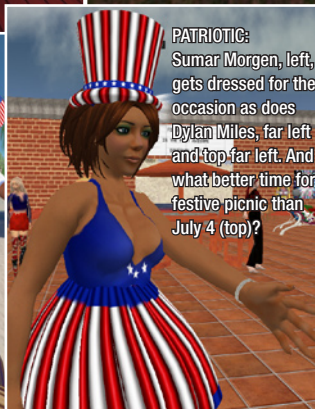
FOURTH OF JULY IN SL

PICS BY DYLAN MILES AND BABU WRITER



BY BABU WRITER
INDEPENDENCE Day was celebrated in SL by American residents this week with a host of fireworks and fun.

The famous RL holiday on July 4 proved to be just as popular in SL, with thousands joining in the party. Among them was Tommy Parrott, who celebrated with fireworks at the Ginsburg Arts Center where 60 avatars enjoyed the hour-long show. Atlantic Waves at Atlantic City was decked out with bunting, a copy of the American Declaration of Independence and other historic décor for July 4, while the Shelter Pool also put on a fireworks display.





PATRIOTIC PHIL!

DRESS PHIL UP!
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 REGIS@THE-AVASTAR.COM

OUR Phil Linden brate Independence Day on July 4. God bless ya Phil.
 avatar took time out this week to cele-

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SL LOVERS? GET A LIFE!

Hey Regis,
 I NOTICED the story in last week's paper discussing the threat SL poses to real relationships.

While this undoubtedly may apply to some people, what I can't figure out is quite why anyone is concerned about this. If people are sad enough to let SL take over their love or sex life it is no bad thing that they are effectively removing themselves from

the gene pool. Let's be completely honest, when you hear about some of the deviant sexual practices which some people apparently undertake in-world, it is, quite frankly, for the greater good of society that they remain busy playing SL in the privacy of their own bedrooms rather than venture

out into the big wide world, and leave the rest of the normal people to get on with their real lives in the outside world.

I love playing SL, the reason being that I enjoy chatting to people from all over the world but when I do, I am only playing a game. When I want a 'partner' I think I will wander out into the real world and find someone I can actually touch.

By W.C.

SL LOVE HELPS

Dear Regis,
 Regarding the baroness' comments in the article last week (The AvaStar 28, p 4&5) that relationships in SL will mean people won't have RL ones - I can't disagree more!

SL is a means to get more RL love in many ways! So many people are meeting in SL, falling in love, and then getting together in RL. It's also a great place for people to test and improve their chatting up skills to help them in RL.

By Dancing Burt

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PET SHOP BOYS IN 'SECOND FARCE'

Dear Avastar,
SECOND Fest rapidly degenerated into Second farce last week as the grand finale, an 'exclusive' performance in-world by the Pet Shop Boys, was besieged by technical glitches and the mutterings of disillusioned attendees.

Arriving early to secure a good view, I had hoped to see a crowd of people enjoying themselves. Instead I was face to face with 'ruthed' avatars, grey

goo and portions of the sim missing. That was coupled with no sound and/or no visuals for many. Eager fans poured into the sim, and frustratingly I was booted out twice and had huge issues getting back in. And when I did what did I see? A recorded performance, in fact, it was the PSB's 'Cu-

bism' DVD which I recognised instantly. The PSB avatars were no better either alas, Neil and Chris looked decidedly odd, a strange cap perched on Chris's head and a rather odd hat on Neil's.

It seemed to blend into the flowing locks adorning Neil's head. Which in itself was interesting, as all PSB's fans know Neil hasn't had much hair for a rather long time. Nice to see that they'd put in hours of research and

produced such life-like avatars.

This incident cast a shadow for me on what had been a hugely enjoyable weekend. The festival island itself looked and for the most part sounded great.

Don't get me wrong, I really appreciate the hard work by all those involved which went into creating this event, it was a superb idea - but alas failed spectacularly in its final execution.

By Kitty Otoole





REGIS BRAATHENS

LIND-O-METER

THE password furore rumbles on, with another appeal from LL for people to set strong passwords. But some readers believe there is more to it than meets the eye.

YOUR VERDICT:

Phil-ing blue!

"What I don't understand, is why did they ever use avatar names as login names. That makes it so much easier for anyone to crack!" Alfred Schroeder "You should run a story on LL's database being hacked - that's what has clearly happened!" W.I

JUDGE SEES SENSE OVER DANGER OF SL COMPLAINT

FRENCH COURT DISMISSES SUIT CLAIMING SL ENDANGERS CHILDREN

THANK God that the loony complaint filed by a French families association against Linden Lab for having pornographic material in SL has been duly dismissed. It gives one renewed faith in our judicial systems that they saw sense in chucking out what was a clearly ridiculous law suit. The internet is riddled with porn, so unfortunately you have to ex-

pect it in SL. But Families de France and the DUFAA feel that this means SL (and not the internet) constitutes a danger to kids as it features, things such as ads for alcohol and 'pornographical' content. Firstly, kids shouldn't be in SL. Secondly it's much easier to find porn by searching the internet rather than SL, where the search engine is not exactly

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

state of the art. and where you have to spend hours trying to work out how SL works before you can begin your search. At the end of the day, the average age of SL is thirty-two, not thirteen. Surely there are more pressing child safety problems to be dealt with elsewhere?

YOU DON'T HAVE TO WAIT FOR VALENTINE'S DAY!

GOT your eyes on someone special but don't know how to make the first move? Well thankfully you don't have to wait for Valentine's Day to come back round, as July 6 is officially 'Kissing Day' in many countries around the world! (Apparently so - check google!) So if you missed the chance to 'Kiss a Linden' a few months ago and you're still waiting for you first virtual peck, then there's no time like the present. German company FriendScout have even set up a 'kiss zone' on their sim (Stadtrand 101, 19, 22) and will be handing out free kissing animations.

You might even bump into The AvaStar assistant editor Leider Stepanov - also after his first virtual kiss. In fact maybe we at The AvaStar could set up a 'Kiss a Leider' event, if there is enough popular demand. (Email regis@the-avastar.com if you would like us to set that up)



LOOKING: Leider Stepanov

L\$500
PICS
OF THE WEEK
yourphotos@the-avastar.com



MAXIMILLION KLEENE was pictured while performing on stage to celebrate Canada Day last Sunday during the Kat Festival.



EMMA LINDEN was rocking away at Second Fest last weekend, as seen in this picture by **KEY CEAWLIN**.



Putting the pedal to the metal - **AYUMI CASSINI** was having loads of fun with the go-karts at Go-Go Mini-Racing when she took this pic.



ROBERT MÉNARD, founder and secretary general of Reporters Without Borders, gave a video conference on Ile Verte this week. The event, organised by Natacha Salomon and Tatiana Salomon of the Associated Humans, was to promote the new RWB campaign 'Beijing 2008' to draw attention to the lack of freedom of expression in China.

Lab-solutely awful!

Phil-ing blue!

Lagging behind!

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SL FACES COPY-FIGHT

NEW STUDY SHOWS EXTENT OF COPYRIGHT PROBLEM *By COYNE NAGY*

THE widespread violation of corporate copyrights and trademarks in SL is a ticking time bomb which could explode in the face of in-world businesses.

That is the conclusion from new research carried out by German company Partner4Management on 44 global brands. The study revealed that while 23 per cent of the brands are officially represented in SL, 59 per cent are fakes. As The AvaStar reported in February, it may be only a matter of time before many of those SL businesses are hit with legal proceedings, with Linden Lab's role also likely to come under scrutiny.

Wolfgang Greipl is the RL manag-

ing director of P4M, a company which helps clients such as Lacoste, Yamaha, Warner Bros., and Hewlett Packard protect their brand image and sales on the internet. He said: "Individuals [dealing with fakes] are often completely unaware that they are breaking the law."

UNSAFE

Greipl is also concerned that on top of possible legal action, the mass copyright violations could have an adverse affect on SL's economy. If they cannot exclusively control their trademarks in SL, it is safer not to be involved at all, Greipl added.

But Kainam McAlpine, who sells Nike sportswear from a store on Kimokeo Cove, feels differently. He said: "Designers who use logos are giving free advertising to the brands. There is no harm being done."



LAWSUIT OVER A SEX BED!

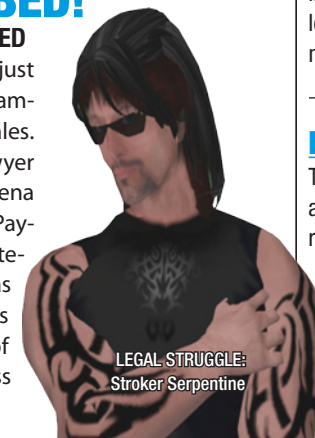
SEX GIANT TO SUE RIVAL FOR 'COPYING' BED

By COYNE NAGY

SL sex magnate Stroker Serpentine has filed a RL lawsuit against Volkov Catteneo for selling copies of his SexGen bed.

The beds normally retail for L\$12,000 but Serpentine claims that Catteneo managed to copy the bed and put

them on sale for just L\$4000, severely damaging legitimate sales. Serpentine's lawyer intends to subpoena Linden Lab and PayPal to reveal Catteneo's RL identity as he seeks to win his client damages of three times the loss suffered.



BIZ BITES:

A TAXING TIME

SOUTH Korea has become the first RL country to tax money made through virtual world sales. The Korean National Tax Service have announced they will charge value added tax on real-money transactions in virtual worlds including SL.

VIRTUAL ITALY

ITALIAN firm Piemonte are recreating a virtual Italy across 30 sims. The company are set to invest US\$250,000 in the scheme due to be finished in November.

COKE RELEASE

SOFT drink giants Coca Cola will allow their trademark to be used for certain in-world designs. They maintain all legal rights and will forbid use in conjunction with violent or sexually explicit material.

NEW BIZ TOOL

TUE Torok has invented a new system to help residents find businesses more easily. The search system for a visual and 3D environment, was tested for the first time this week.



A-STAR GOSSIP
Jenzza Misfit

A-STAR GOSSIP SCOOPING THE JACKPOT

WINNERS OF THE DEUTSCHE POST SCULPTURE COMPETITION UNVEILED

By **BABA COEN**

FOUR people scooped the top prize of the Deutsche Post Sculpture competition - winning land on their own island. Five other people took home **L\$20,000**.

The jury, consisting of art and media experts, revealed the winners at a ceremony on Post Island. The creations can now be sent from SL as a postcard to RL.

The event was also used to unveil the new Deutsche Post-competition 'On the trail of the mysterious stamp'.



MINGLING:
Artists network

WINNERS: Ales Allen, Ge-paecknetz Boronski, Emo Biedermann and Aljoscha Fitzgerald



MYSTERIOUS STAMP:
The new Deutsche Post challenge is unveiled

SPECTACULAR PARTY FOUR ARTISTS!

MUSICAL EXHIBITION HITS THE RIGHT NOTE WITH FINALE BASH

A UNIQUE exhibition combining art and music finished this week with a bang.

Juria Yoshikawa's '4' creative exhibition has been on show at the White Cube Gallery for a month. Juria collaborated with a different SL composer each week.

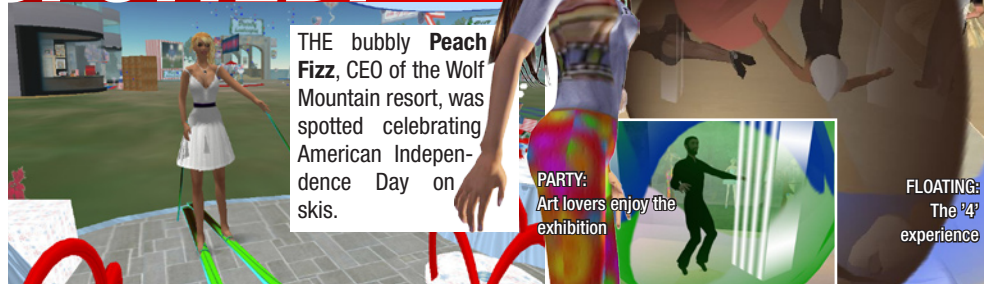
By **PETRONILLA PAPERDOLL**

SPOTTED!

THE bubbly **Peach Fizz**, CEO of the Wolf Mountain resort, was spotted celebrating American Independence Day on skis.

PARTY:
Art lovers enjoy the exhibition

FLOATING:
The '4' experience



A-STAR GOSSIP FEAST OF A FEST

By **DYLAN MILES**

NINJA FAN: Babbage Linden enjoy the festival

SECOND Fest reached a climax on Sunday with a performance by RL duo **The Pet Shop Boys**.

Concerts including acts like **Slim Warrior** and **VLB** took place on two different stages over three days at the festival, which was spread across nine sims. **Babbage Linden** said: "I'm a big ninja tunes fan, so I was super happy with the line-up. It's like someone stole my CD collection and turned it into a festival!"

The event was organised by the Guardian newspaper and Rivers Run Red.



UP FOR IT: Doubledown Tandino, above, and the Pet Shop Boys, right and below.

SHOWING PRIDE

By **JENZZA MISFIT**

BINARY FINARY DAZZLE CROWDS

A PERFORMANCE by British RL trance duo **Binary Finary** provided the climax to last week's **Second Pride 2007** festival. A scantily-clad crowd of avatars gathered to dance the night away at the Osmium sim, which was colourfully decorated for the occasion. There were also various merchants set up in rainbow-coloured kiosks.

second pride

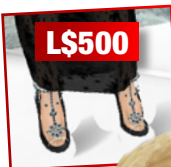
SCANTILY GLAD:
'Pride merchant' Dragontat Zagato



FINEST LACE AND NET

SOME OF THE BEST SHEER FABRICS IN SL

ACHIEVING the texture and lightness of a fine or sheer material in SL is a big challenge. But many brave designers are playing with the effect of seeing skin through delicate fabrics, and the results can be very sexy:



L\$500

Bedazzled shoes
by PrimAdonna
PrimAdonna (196, 149, 27)



Urania sheer dress
by Nonna
Details (137, 39, 42)

L\$1000

Necklace
by Yummy
Tableau (89, 162, 17)

L\$130

Jeans
by Slab
Albata (144, 42, 26)

L\$340



Net top with Bra
By Simone
Simone (128, 128, 0)

L\$100

Shoes
by Cookie
Solo Island
(88, 115, 22)

L\$250

Virgin Angel outfit with boots
by Ghetto girl
Isle of Ecstasy
(3, 83, 23)

L\$275



By ISABEL BROCCO

Callie cLine's STYLE HOTLINE MIX N' MATCH SUMMER!



TRY ON A HODGE PODGE OF DIFFERENT STYLES FOR THAT HOT LOOK

IT'S summer, it's hot, and it's time to be cool, look fab and have a little fun!

So why not try short hair this week, throw on a bit of this and that, a cool pair of shades, some sandals, and put together a look that wont cost you a penny. For this outfit, I wore a winter skirt, a summer top, some short hair, an old pair of sandals and simple hoop earrings, and I think its a really cute, stylish look.

Who says you can't mix

prints?

MIX

What's 'in' today is 'out' tomorrow, so just be your own stylist and do your own thing.

In SL, like RL, the world of fashion is a mix and match hodge podge of whatever you want. Thank goodness the days of 'don't mix this with that' are over!

Put on a mini, be bold, be crazy,

mix up things you never thought would work.

TAN

If you have short hair, go long, just try the opposite of everything you normally do, and see what you come up with!

I even wore a 'tan' skin, something I haven't done for a year! So be bold, it's hot these days, and you can look the part!

Skirt and top by Vitamin Ci, shoes by Shiny Things, glasses by Toast, earrings by me, hair by Tami McCoy, bracelet by Elexor Matador, skin by Nev-ermore.



SCORCHING: Summer mash-up Callie

INVENTORY SNEAK PEEK ACCACIA BRISSOT OF INFERNAL

By HONEY BENDER

One of my best finds...

"My black latex top. It was the first thing I ever oohed and ahhd over in SL. I was a confused noob and in those days shopping was more of a challenge. Nobody has done latex better - I wish she'd do more."



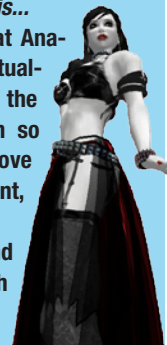
I can't do without...

"My spiky belt. I used to wear a similar one all the time but it wasn't as nicely done. I was looking for something better but couldn't find one. My husband, Ronin Stormwind, custom made this for me."



What I always wear is...

"My skirt I bought at Analise Fashions. It's actually part of a set, but the skirt just goes with so much of my stuff. I love it because it's elegant, and flows nicely. "It has that click and rip thingy in it which is fun!"



WHAT'S HOT!

ALLA RUFF AND SAILOR STUFF

By CARRIE SODWIND

CLOSET Crises hosted a catwalk contest last Sunday to find the latest trendy look on the street.

From the fashionistas vying to set the pace in the SL fashion world, the winner was Alla Ruff, owner of Veschi. She extracted a pair of cute high-waisted white shorts from a sailor outfit by G.L.A.M and paired them with some maroon spandex tights from D3volution! The sailor shorts have paved the way for a playful but uniform-smart style with crisp curvy lines.



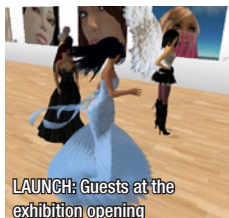
WINNER: Alla Ruff's sailor style

13 ALLURING AVS

By PETRONILLA PAPERDOLL
 AN Italian-style party helped launch an exhibition of the '13 Most Beautiful Avatars' in SL. Avatars crowded into the Eup sim for the event on July 3, which saw the launch of work by well-known RL artists Eva and Franco Mattes, Pei Twang and Pei May in SL. The pair won the New York Prize in 2006 with the exhibition, which combines the class of glamour photography with the colourful, precise lines of SL aesthetics, with a striking RL effect.

PORTRAITS

It was inspired by two films by famous RL artist Andy Warhol in which the models stayed in front of the camera communicating only their appearance. The same happens in the virtual equivalent, with 13 close-up portraits. The work has been shown in RL in New York, and is now at the Istituto Italiano di Cultura, a recent entry into SL which arranged the in-world exhibition along with web-3d.



LAUNCH: Guests at the exhibition opening

STAR CRIBS

MY FAB HOME

1



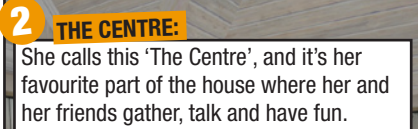
HOUSE:

A real brick home-sweet-home with a garden fence. The windows are an important feature as they make the rooms light and airy.

ABOUT MYNEKOGIRL ANSETT:

Born: 10/22/2006
 Activities: Model, bar hostess and socialite
 Home base: The L Word South
 Rooms: Modern, earthy and elegant.

2



THE CENTRE:

She calls this 'The Centre', and it's her favourite part of the house where her and her friends gather, talk and have fun.

3



ESCAPE:

Myneko's ski loft in Digital Nirvana is darker and more exotic for when she feels like a change.

4



STEAMY:

Lounging in the enormous hot tub is a great way to relax – which is why she is always squeaky clean!

PAOLO'S PHOTO PREMIERE



INSPIRED: Paolo Bade at work

By PETRONILLA PAPERDOLL

AVASTAR EXCLUSIVE ART PREVIEW

THE inspiration behind his new exhibit is easy for Paolo Bade to identify – he has recreated a set of photos by RL artist Helmut Newton.



ARTIST: Paolo Bade

homage to Newton. Giving an exclusive preview to The AvaStar, he said: "I have always loved Helmut Newton because of his peculiar and always striking mix of beauty and eroticism. But this exhibition is not only a tribute: it is intended to be a starting point for new artistic researches in SL."



GRIPPING: The gallery

Bade has used his careful, passion-

ate artisan work to recreate 14 pictures in SL at the exhibition, which opens on July 10 at 16:00 SLT at The Raft (211, 22, 22). Bade will auction the originals off after the exhibition ends, September 15, in aid of the SLRFL Ubuntu charity created by Sue Stonebender.

SPLASHIN' ABOUT



By TINA (PETGIRL) BERGMAN



Tiki Bar

Includes poses for singles, couples and a bartender. By XTrojan Ramos Ramos Island (48, 40, 28)

L\$400

Lil Twist Slide 1.2

By Siggy Romulus WaterWorks (214, 74, 29)

L\$350



Bora Bora JetSki V

With passenger seat. By Mathieu Basiat Bora Bora (175 38 21)

L\$995



Inner tube spinning

Many different textures, L\$10 each. By Kim Manilow Parrot Island (66, 137, 402)

L\$10

DON'T FORGET: SPLASH, FLOAT AND SIT BY POOL ANIMATIONS, L\$150 EACH FROM THE ISLAND (233, 85, 23)

NEW SIMS

A NEW BANKING CONCEPT, A VERSION OF SUNNY PORTUGAL AND A GERMAN SL EMBASSY...

By REGIS BRAATHENS THE future of banking has arrived in SL. Talking at a press conference in Berlin streamed live into SL the member of the board of Deutsche Bank AG, Hermann-Josef Lamberti, referred to SL as the "killer application" of the next few years that enables us to see how the future of the internet will unfold.

That's why Deutsche Bank have decided to launch their future-oriented Q110 banking concept in SL. The build, set on the IBM Boeblingen Lab sim, is a both

DEUTSCHE BANK AG



interactive and informative, with a basketball simulation, holodeck experience alongside

the possibility to get your avatar photo printed on your RL credit card. There are also themed in-

PORTUCALIS



formation points about wedding and future planning and buying a house.

But those wanting to escape the banking world should head down to the sunny sim of Portucalis. With straw huts, sandy beaches, a Portuguese citadel and art galleries, photo exhibitions and shopping stores - it's a portuguese delight. Elsewhere, a Dutch NGO opened 'Goede Doelen Eiland' (Good causes island) and the first German embassy, 'SL Botschaft' will open on July 9.

Q110 CONCEPT



ADVERT

MY TRAVEL TIPS

By MANTA MESSMER

JULIAN AUGUSTUS is the emperor of ROMA.

THE AVASTAR: Which sims have you explored recently?

JULIAN AUGUSTUS: I rarely get out of the palace in ROMA

these days. I do like exploring the Subura, the resident sim attached to ROMA.

The residents there have each built their own wonderful Roman villas to live in, as well as a legionary fort, a harbour, a public latrine

and several public parks.

TA: Where do you party?

JA: ROMA has festivals in the middle of every month. These are usually three day parties with events and games. Those who attend are both international and intellectual, which I find much more appealing than a mainland nightclub with dance-pad zombies and all their drama.

TA: What sims do you find the most creative?

JA: I think the builders of Colonia Nova did a wonderful job on their Roman city. However I find the most creative things are not full sims, but hidden corners of the mainland. The Garage of

and several public parks.

TA: Where do you party?

JA: ROMA has festivals in the middle of every month. These are usually three day parties with events and games. Those who attend are both international and intellectual, which I find much more appealing than a mainland nightclub with dance-pad zombies and all their drama.

TA: What sims do you find the most creative?

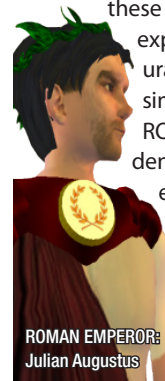
JA: I think the builders of Colonia Nova did a wonderful job on their Roman city. However I find the most creative things are not full sims, but hidden corners of the mainland. The Garage of

DOOM in the Louise sim is such a hidden treasure, although unfortunately it will be closing shortly.

TA: What are your top tips for exploring SL?

JA: Find out what communities interest you and check them out, but also be open to finding new communities.

"Vale te omnes!"



ROMAN EMPEROR: Julian Augustus

TAKE YOUR PICK

Take a quick peek at the hot destinations in profile picks. This week: **BAR OWNERS**



SKCOR KOKEN

TREASURE ISLAND

Treasure Island (115, 56, 27)

A wild island of rampaging forest and flowing rivers awaits the adventurous - but beware of the pirates who lurk in the darkness! You can also earn up to L\$500 a day if you are a successful treasure hunter, so keep your eyes peeled!



SKADI NORDWIND

THE CAMPGROUND

Talakin (16, 15, 32)

The big city life getting you down? Need to take a break and recharge your batteries? Then get back to nature in this idyllic beach and palm tree setting and spend relaxing and merry evenings singing songs around the campfire.



HUPEN KLAAR

PASSION PARK

Cisco (103, 95, 120)

Whenever you need some time alone with that special someone Passion Park should be high on your list. A peaceful green area awaits for you to dance, cuddle and kiss but there is also a social scene here so meeting new people is possible too.



YOUR Photos

L\$500

yourphotos@the-avastar.com

Did you spot something unusual? Have you got exclusive snapshots of a SL celebrity? Were you at a great event or party? Have you seen something new that you want to share with

others? Then send us your photos and you could earn yourself Linden Dollars. For each photo published in the newspaper the author will receive 500L\$.





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

DEAR

MY BOYFRIEND WANTS US TO DO IT IN PUBLIC



SEX ON A PUBLIC BEACH IS NOT MY IDEA OF FUN - BUT HOW DO I TELL MY MAN THAT?

Dear Randi: I RECENTLY met a really great guy in a class sponsored by the Lab. He's smart, funny, sensitive, handsome and very attentive in bed. I think he may be someone I'd like to marry, although when we discussed it recently I gave him a "maybe" and said I'd like to get to know him better first. But a problem arose last week, when

he said he had fantasised about having sex with me on a public nude beach with lots of spectators. I told him I'm definitely not interested, but now he's starting to pressure me about it. What should I do? — P.H.

Randi says: Tell him very firmly that while you love him dearly, it's never going to happen. And tell him it has nothing

to do with him, but with your own value system. If you don't want to show your body to strangers, that's your decision. If you're comfortable with it, suggest a cybersex session in which you allow him to play out his fantasy in words only. But if he keeps on pressuring you, perhaps you should reconsider your future with him.

BISEXUAL PARTNER IS KEEN ON THREE-WAY

Dear Randi: I'VE been gay for as long as I can remember, and have met a lot of really wonderful men here in SL. The guy I've been dating most recently says he has been living a bisexual life but is more interested in his gay side. Then last week, he told me he had a fantasy of hiring a female escort and participating in a three-way with me. I'd like to accommodate him, but women just don't turn me on. Should I help him with his fantasy anyway? — K.R.

Randi says: Not if it's something you're going to regret later. You shouldn't have to do anything that makes you uncomfortable, and if he really cares about you he'll honour your wishes. Many, and some would say most, people just have zero interest in bisexuality, and it appears that you could well be one of them. Tell your partner that your decision is final and not to ask you about it again.

FRIENDS JUST CAN'T HELP SETTING ME UP

Dear Randi: FOLLOWING a very painful breakup in RL, the last thing I want right now is another relationship of any sort, in RL or SL. My problem is that my two best SL girlfriends keep trying to set me up with new guys. I have made some gentle protests, but haven't really told them how much the breakup hurt me. I don't want to reveal all my personal business, but they're starting to get on my nerves. Should I just come right out and tell them to stop it? — B.G.

Randi says: Yes, that is the best course of action - but obviously you should do it gently. Many women just can't stand seeing their friends running around without boyfriends. If they don't know your reasons for being reluctant to date, then they're just trying to be good friends. But if you tell them the whole story and they persist in trying to set you up, then perhaps it's time to look for new friends.

RANDI

The Virtual World's
No 1 Agony Aunt

SHOULD I RELIGHT OLD FLAME?

Dear Randi: I WAS married in SL for seven months until my husband asked for a divorce in March. From the time we first met, it seemed as if we steadily grew further apart, and the only thing we had in common was the sex. Apparently he has remarried and adopted a baby daughter with his new wife.

But last week he began sending me suggestive IMs saying he was interested in hooking up again. I haven't found another love interest, but I'm sure I don't want to get involved with him. How can I tell him that? — L.O.

Randi says: It sounds as if you're better off divorced from

the guy! He left you, found and married another woman, has a new baby and then wants to cheat on her? Show him you have some self-respect and tell him you're not interested in having anything to do with him. If he brings up the subject again, kick him off your friends list forever.

RANDI'S PHOTO CASEBOOK GAVAN'S GAMBLING PREDICAMENT: WEEK 2

Gavan finalises details for his wedding to Tierra...



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THE AVASTAR

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The AvaStar is offering YOU the chance to install one of our stylish vending machines on your land and earn L\$! To get involved with distributing Second Life's favourite tabloid, IM Manta Messmer or email advertising@the-avastar.com.

THE GUIDE

TOP EVENTS AND ENTERTAINMENT

THIS WEEK: 3D ART

FINE SCULPTURE

By GAETANA FAUST



ART FANS CAN ENJOY A FEAST OF SCULPTURE IN SL. 3D: Fluid Creations

EXPLORE SL's art scene in all its 3D glory at the many sims featuring original sculptures.

Oyster Bay Aquarium and Sculpture Garden in Oyster (52, 184, 82) is one of the best destinations in SL, and there's also lots to see at the stunning Greek Isles Sculpture Garden in Troy (87, 202, 28). Classic jazz and a lovely fountain set the mood when you teleport in, and you can wander the white marble pathways to marvel at the 3D representations of RL 2D paintings by artists such as Matisse and Picasso.

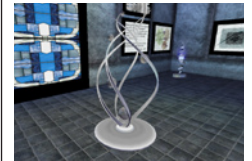
Shiver in the icy winter setting at Blekinge Sculpture Park at Blekinge (166, 37, 101), with a rather dramatic backdrop for some bold and interesting works of art like

'Fire' by Rusotu Salome. Devotees of modern sculpture will enjoy the new location of Faith Maxwell Sculpture Gallery in Aqua Pache (34, 45, 38). Her swirling contemporary sculptures are a treat for the eye, and you'll find that on close inspection, some of the 'paintings' on the walls are actually 3D sculptures.

The Elysian Art DeCole Gallery in Wedgewood (219, 188, 79) has a peaceful sculpture garden for enjoying the products of local artists, where you can sit and meditate, surrounded by beauty. Many of the sculptures at Rakapila's Fluid Creations (167, 125, 114) have organic shapes, animals of all kinds, and human hands poised in thought-provoking gestures.

MINIMALISM RULES

CHARLES HERA



Stark white walls and grey tiles set the scene for the simple textures of elegantly moving curves at the Charles Hera Fine Art Studio.

Where: Gembong West (74, 34, 23)

ART FLYING HIGH

TABER TUDOR VILLAGE

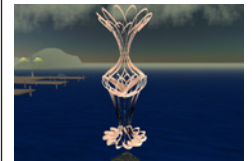


Solve the Mata Hari Puzzle or just enjoy the many works of art on display.

Where: Tabor (202, 93, 21)

SOMETHING FOR ALL

OYSTER BAY



All tastes are catered for, and check out the must-see Morphing Sculpture.

Where: Oyster (52, 184, 82)

7.6. - 7.13.

DON'T MISS! –



ENTERTAINMENT

THE SHOW MUST GO ON

Enjoy the amazing Vaudeville-style acts, with two free shows a month, including Crystal Ball and the Synchronised Knitters Precision Unicycle Drill Team.

When: July 7, 14:00

Where: Pemberley (172, 89, 26)



LIVE MUSIC

SOUNDCHECK

A free two-hour show by Mankind Tracer launches the SoundCheck scheme, to give new SL musicians the chance to try out their skills.

When: July 7, 14:00-16:00

Where: The Cape (45, 191, 21)



SPORT

TRIATHLON SPINNING

Spin for fitness by cycling in RL while watching your avatar work out in SL.

When: July 10, 12:00-13:00

Where: Kona Island (33, 43, 36)



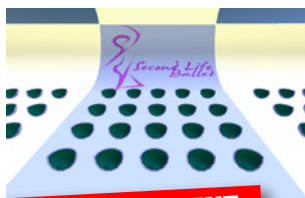
CHARITY

VIRTUAL ANGELS AUCTION

Donate some of your belongings or join the auction for the chance to buy some bargain SL antiques.

When: July 12, 18:00

Where: Cape Point (69, 45, 25)



ENTERTAINMENT

SL BALLET

Enjoy an evening of high culture as the SL Ballet present Omanen, followed by a Q&A session.

When: July 11, 16:00

Where: IBM 10 (20, 175, 26)



EVENT OF THE WEEK!

STARFRUIT LAUNCH

The 24 hour party live across four continents (Berlin, Brasilia, Los Angeles and New York) will also star SL's DJ Doubledown. Make a statement by broadcasting your own message on the live tower.

When: July 6, 11:00

Where: Starfruit (128, 128, 0)

EVENTS OF THE WEEK



LIVE MUSIC

U2 IN SL

Role play group U2inSL take to the stage for two free concerts in support of campaigns against the RL problems of world poverty and AIDS.

When: July 8, 12:00

Where: Dragon Moon (127, 98, 21)



ART

MULTIPLE HYBRIDS

Lance Kanno blurs the lines between RL and SL with his hybrid art featuring a live video stream from the city of Köln in Germany.

When: July 13, 05:00

Where: Cultureregion (198, 35, 111)



LIVE MUSIC

STING RHODE

Barbadian Sting Rhode gives a performance at a beach concert featuring jazz, indie and Caribbean music.

When: July 8, 15:00-16:00

Where: Fishers Island (126, 143, 22)



EVENT OF THE WEEK!

LIVE EARTH

The day-long global music phenomenon comes to SL, featuring musicians such as Luna Bliss and Songbird Writer performing in aid of global warming awareness.

When: July 7, 07:00

Where: Better World (36, 17, 21)



DISCUSSION

WILL SCIENCE FAIL?

Join the debate about the rationale behind scientific method. Not for the faint hearted but the setting is beautiful.

When: July 10, 15:30

Where: SupportforHealing (212, 142, 21)

WANT TO SEE YOUR EVENT HERE?

DO you have an event which you would like to see published in The AvaStar's Events section? If so, email us details at news-desk@the-avastar.com.



By Deeep Witte

How to...

Everything a newbie needs to know!

FIND TENANTS FOR YOUR LAND

BUYING whole sims to split into small parcels can prove extremely lucrative.

As long as you follow a few basic rules, finding and keeping tenants in SL can be easy. Firstly, set some rules for the land you want to rent out, un-

less you intend for it to be 'anything goes' unrestricted land. If so, be prepared for some major eyesores. On the other hand, setting too many rules may well scare off potential tenants.

CONSEQUENCES

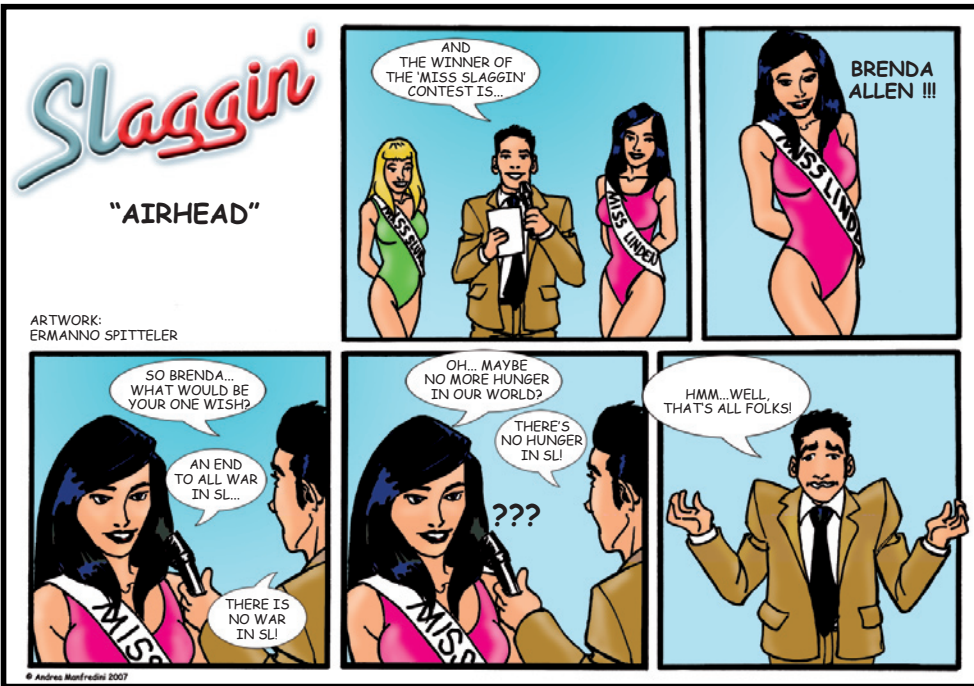
The rules for a piece of land are outlined in the 'Covenant', which you can read by clicking on the 'About Land' tab. It can be helpful to look at existing covenants for comparison. Tenants will usually pay their SL landlords either directly through L\$ or via a subscription such as PayPal. Keep details of both the rules and payment

methods in a non-modifiable notecard, which you can give to prospective tenants. Make sure that before they sign a lease, they understand the rules and the consequences should a payment be missed.

Secondly, tenants can be found in a variety of ways, including through word of mouth, advertising, on the recommendations of friends, a web page or simply by chatting with people. In general, though, word of mouth tends to be the best method. If you have one happy tenant, they tell their friends, who tell their friends, and so on.



FOR RENT: Finding tenants can be simple



By PETRONILLA PAPERDOLL

Freebies

SL's best FREE stuff!

THIS WEEK: TYPING WITH SL KEYBOARDS

AVATARS can look rather strange when they chat in SL – their hands raised and typing in mid-air.

There are lots of tools provided by builders and scripters to avoid this absurd gesture, and you can easily find books, pencils and notepads, laptops and more. One of the most popular kinds of these tools is keyboards, some of which are fully open source. That means that not only are you given the keyboard for free, but you can modify both the object and the script inside it.

COLOURFUL

Items are only open source if the author allows it, so it is good to let them know about your personal contribution to their product, in the interest of the whole community. It can also help you to learn more by comparing different scripts compiled for similar objects. Among the best free keyboards are the Simple Keyboard by Max

Case (Green 189, 167, 23) with its Greek keys, the colourful Yadni's Keyboard at his famous Junkyard (Leda 210, 28, 54) where you can also find, hidden in a box, the little NN keyboard by Nonnux White. They are easy to use – simply wear the keyboard, and it will appear when you start typing.

For residents who simply can't stand the typing gesture at all, head to Laila (33, 227, 83) and pick up the MS Typing Killer by Vista Barnes, a wearable gadget which allows you digit-free chatting.



HIDDEN: The NN keyboard

DO + DOS AND DON'TS OF FURNITURE - DON'T

By GAETANA FAUST

- + Shop around for the perfect furniture to fit your SL house, beach, or skybox.
- + Consider the style of furniture that best fits your taste.
- + Raid the yard sales for some fantastic bargains.
- + Purchase some rugs or upload your own carpet textures to give your virtual abode a homey look.
- + Try building your own shelves, bar, or bookshelves.
- Get exactly the same furniture you'd have in your RL house.
- Buy chairs and sofas with default or awkward sit poses.
- Feel obligated to furnish an SL bath or kitchen. What's the point?
- Forget to add lighting. It makes a huge difference to the look and atmosphere of your home.
- Think you need a billion prims for good looking stuff. Many great designs are economical with prims.

My First Day in Second Life

DRAGON'S DEN

By MANTA MESSMER

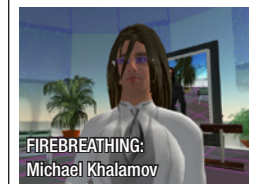
MICHAEL KHALAMOV IS A DESIGNER AND PART TIME DRAGON:

THE AVASTAR: How your first day?

MICHAEL KHALAMOV: My first day in SL was really my second day in-game, as I'd spent a whole day on Help Island getting used to all the controls and learning how to build. Firstly I headed up to a sandbox because I'd begun to build something on Help Island and wanted to finish it. It was there I had my first encounter with griefing, but I also met my first friends there too with whom I would go on to explore the world - so it evened itself out.

TA: What was your most embarrassing moment as a newbie?

MK: Surely being 'box-headed' after I tried to wear a boxed item I'd got. It isn't possible any more because boxes now attach themselves to the right hand instead of the head.



FIREBREATHING: Michael Khalamov

"caLLiefornia" now open !!!

enjoy our beaches, shopping, rock club, and more



home of:
caLLie cLine
tOmbOy
mainLine
hatchie wear
"caffeine au
go-go"
maLiboo cove

THE AVASTAR OF THE WEEK NICKY REE

IS A POPULAR SL DESIGNER WHO MODELS AND SELLS HER OWN CLOTHES AND IS PLANNING TO EXPAND HER RETAIL EMPIRE.



By COYNE NAGY

PROFILE

NAME:
NICKY REE
BIRTH DATE:
2/19/2006
PROFESSION:
Clothing designer
ATTITUDE:
Shy workaholic

THE AVASTAR: What is your best feature?

NICKY REE: Physically, I guess my face. I model my own clothes and it is versatile enough for me to change my look without too much tweaking.

TA: What is your favourite place in SL?

NR: My private beach on Tropical Orchid. I

like it for the peace and quiet, for the view but especially the ocean. This gives me the sun, sea and waves I crave.

TA: How do you spend your time in SL?

NR: I have wonderful friends and we chat together while running our businesses. I also love the shopping here as I can get what I want without worrying. And it is

more affordable in this life!

TA: What would you change in SL?

NR: Another layer for clothing. The jacket layer gets tucked into a skirt but it would be much better if it hung outside like it does with trousers.

TA: Which SL achievements are you most proud of?

NR: I am always amazed my clothing range is so well re-

ceived by the public. It is also really thrilling to see the store grow, I have gone from squatting through all the stages to owning an island.

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

NR: I think my cat, Max, would do a good job. He would have innovative ideas like milk and cat biscuits all over SL. He'd want a big sandbox too!