



THE AVASTAR

Your World. Your Voice.

NEWS	p.2-11
Conman exploits loophole in island sale scam	
BUSINESS	p.13
RL hotel chains checking out of SL	
STYLE	p.16-18
The best exotic African fashion	
AVASTAR OF THE WEEK	p.29
Fashionista Iris Ophelia	

DRUNK AIDE IN GRIEF SHAME

RL STAFFER TURNS SENATOR MIKE GRAVEL'S SL CAMPAIGN INTO A FARCE



BY CARRIE SODWIND

AN aide to a RL US presidential candidate has shamed his boss' in-world campaign by apparently carrying out a grieving attack while drunk.

FULL STORY - PAGE 3

NEWBIES FACING JOB DISCRIMINATION

SEE PAGES 4 & 5



VIVA LAS VEGA!

PIONEERING PERFORMER SUZANNE VEGA RETURNS



SEE PAGE 14

INSIDE OPINION

"There is a completely different generation of users; they have managed web-based businesses or been freelancers for a long time, and SL is just a new way to offer their own content."

GWYNETH LLEWELYN p.5

"I don't pretend to be too technically proficient, but surely, if someone seemingly committed a massive fraud on the world YOU created and ran, you would hope you had the means to prevent him enjoying his loot?"

LEIDER STEPANOV p.10

WRITE FOR THE AVASTAR

HAVE a story? Want to work for The AvaStar and earn big L\$? Send an email to newsdesk@the-avastar.com.



NUMBERS OF THE WEEK

10

...new styles of hug are included in the new animation pack for the Pandora HUD by London Spengler.

4,900

...residents have signed Project Open Letter, a petition to Linden Lab calling for better stability in SL.

90,000

...has so far been raised in US\$ by Relay for Life, the in-world cancer research charity.

RACING AT A SNAIL'S PACE



THE pace was surprisingly quick for SL's Second Annual Snail Race on July 14 in aid of the Relay for Life campaign. Pic by Tina (Petgirl) Bergman.

THE AVASTAR STAFF

- CEO**
Lorenz Philbin
- BUSINESS MANAGER**
Ikarus Santos
- EDITOR-IN-CHIEF**
Regis Braathens
- ASSISTANT EDITOR**
Leider Stepanov
- WRITERS & CONTRIBUTORS**
Randi Barracuda, Honey Bender, Tina (PetGirl) Bergman, Zelmo Boucher, Isabel

- Brocco, Callie Cline, Gaetana Faust, Lionila Lightfoot, Gwyneth Llewelyn, Manta Messmer, Dylan Miles, JenzZa Misfit, Coyne Nagy, Pham Neutra, Petronilla Paperdoll, Carrie Sodwind, Deeep Witte, Babu Writer, Kitty Otoole
- GRAPHIC DESIGN**
Ronsen Sungsoo, Raoul Cimino
- ADVERTISING & DISTRIBUTION**
advertising@the-avastar.com
- WEBSITE**
www.the-avastar.com

By CARRIE SODWIND

"I WAS DRUNK" SAYS AIDE

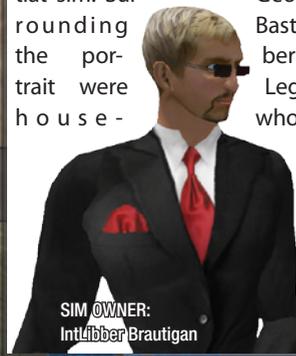
CONTROVERSIAL: The grieving attack



RL US SENATOR'S AIDE IMPLICATED IN GRIEFING ATTACK ADMITS BEING DRUNK

AN aide to a RL US presidential candidate has shamed his boss' in-world campaign by apparently carrying out a controversial grieving attack while drunk.

Last Friday, two Lindens confiscated a giant portrait of Hitler from the public Bastiat sim. Surrounding the portrait were house-



SIM OWNER: IntLibber Brautigan

sized banners displaying popular pink Nintendo character, Kirby, adorned with Hitler moustache, Nazi salute, and swastika. The banners were accompanied by the slogan 'Kirby Hates our Troops', and topped by RL pictures of US President George Bush. Bastiat owner IntLibber Brautigan said Legoean Ferraris, who in RL works for Senator Mike Gravel, admitted being responsible for the offensive display. Brautigan claims Legoean

tried to bully him into kicking his neighbours, Kirby Avatar Emporium, out of the sim, as he believed they destroyed the serious image of his build, a week before the attack. Brautigan firmly refused. **DRUNK** Ferraris has publicly denied being responsible, claiming a RL house guest discovered his SL password and used his avatar without his knowing. However, Brautigan said: "Legoean told me in IM that he had been drunk that night and needed to be unbanned so he could

clean up his mess. I had banned him from the estate for ToS violations, specifically harassment and intolerance." **SCANDAL** The impact on Senator Gravel's campaign, however, remains to be seen. Astrophysicist McCallister is the campaign's SL director. He said: "The recent occurrence on said venue [the Bastiat sim] was not sanctioned by, associated with, or realized by Mike Gravel for President 2008." Legoean Ferraris was unavailable for comment this week.

A CAREER PATH

TAKE the time to research the right virtual career for you at one of SL's job centres:

PEOPLE POOL

(Danmu 41, 194, 48) Free advice, job descriptions and there are sometimes personnel available.



JOB BANK

(The Dream 124, 31, 27) A good place to start because you can begin camping there straight away.



ARBEITSAMT

(Nueltin 46, 236, 66) A cutting edge building and buzzing forum for German residents.



SLJOB-

FINDER (TheIsland 52, 238, 24) An efficient but impersonal way to search a huge database of SL jobs.



THE JOB AGENCY

(Solchan 129, 72, 52) A select choice of contacts to SL companies seeking workers.



SLAVE LABOUR?

BOARD ROW SPARKS DEBATE OVER SL JOBS



By CARRIE SODWIND

AMBITIOUS newbie workers are facing discrimination in the virtual workplace, according to an ex-stock exchange board member.

Cadence Juran, who works in communications and finance for a Fortune 500 company in RL, said the business atmosphere in SL was one of extreme paranoia. She claims she was expelled from the board of directors of AVIX, one of SL's fastest growing stock exchanges, because her extensive knowledge led colleagues to believe she was an alt.

BIZARRE

Having only entered SL on June 17, Juran says she used her RL experience to land a job managing invest-

tors at the World Stock Exchange, before being accepted onto the board at AVIX. The next day, however, the company's CEO Investor Allen dropped the bombshell that she had been removed. Juran said: "I am more than qualified to be on the board. The behaviour that I encountered is most insulting and bizarre."

EXPLOITATION

This week, Allen told The AvaStar his decision was backed by staff members and shareholders, and was due to the fact Juran's self-nomination to join the board had not been seconded. Juran's tale is one of many to emerge

from SL in recent months, with avatars, especially newbies, reporting exploitation by their employers.

SLAVERY

In a recent survey by The AvaStar, 75 per cent of residents questioned said they or someone they knew had been treated unfairly by an employer. Many said they had been ripped off or had been lied to or conned after entering into a casual business 'friendship'.

Event organiser Briana Stawberry said: "I was underpaid and over worked at the Club Baa-chus working long shifts seven days straight. My friends called it slavery."



EXPERIENCED: Cadence Juran

LAWLESS JOBS

THE VOICE OF THE PEOPLE

SL HAS A WARPED BUSINESS ATMOSPHERE - BUT THAT MAY CHANGE

Analysis GWYNETH LLEWELYN



ARE employees being exploited in-world? SL legend GWYNETH LLEWELYN gives her view.

RUMOURS frequently abound about how SL companies ruthlessly exploited creative and talented residents and resell their work for huge profits.

So are these tales true or just the work of disgruntled employees? Not many people, employees or employers, seem willing to discuss this issue openly. A few anecdotal cases have popped up, where people were hired to do full-perm objects or scripts for as little as L\$500 or so for companies that resold the same work for up to US\$500. But these workers were told they were 'trainees' and their talents needed

to be evaluated before they were given regular wages - common practice in RL.

ABUSED

So where are the real cases of exploitation? First, we have to understand that business transactions in SL are totally unregulated - there are no laws governing them, and no consumer associations. Secondly, for most residents, SL is their first contact with the business world. They might feel stressed, overburdened or even abused by their RL employers, and they recreate, in the 'pseudonymity' of SL, a warped business atmosphere based on what they perceive to be what goes on in RL. In essence, many seem to think that business

owners can get away with anything in RL. In SL, there is no law, so they can do whatever they please.

TALENTED

More and more people with solid business experience are coming into SL and establishing themselves. This is a completely different generation of users; they have managed web-based businesses or been freelancers for a long time, and SL is just a new way to offer their own content. They're not easily exploited. As SL becomes increasingly the focus of professionals, they will dominate the landscape - and creative, talented amateurs will have new role models to aspire to.

ARE EMPLOYEES IN SL EXPLOITED?



Livinda Goodliffe

"It's more common than you think. The one thing you can't change here is human nature. You have to learn to look out for the people that don't care about others."

ture. You have to learn to look out for the people that don't care about others."



Sugar Seville

"I think an employee position in SL is really role play, for fun. If I had employees I would definitely try to provide them with a competitive wage and avatar health insurance."

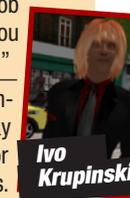


Elwe Eldrich

"A lot of SL businesses are run by people with no RL experience, so they are badly managed. It's more fun if you have a job with people you know and like."

ly managed. It's more fun if you have a job with people you know and like."

"I make RL contracts and pay RL money for all my workers. I have heard of some SL problems, often because they start off as friends and as the business grows without a contract, it causes terrible fights."



Ivo Krupinski



WAITING FOR WORK: Avatars outside a job agency

NEWS BITES!

INVENTORY LOSS STRIKES AGAIN

THE plague of disappearing inventories which struck the grid recently has returned, according to one of its biggest victims. Land baron and blogger Sarah Nerd has so far seen more than 2,000 items vanish from her inventory.

RELAY FOR LIFE

CELEBRITY designers such as Rebel Hope and Alyssa Bijoux have donated prizes for the Relay for Life auction on July 23. The charity ball will be hosted at the glamorous Rivers of Venus venue.

MONROE IN SL

THE New York-based Monroe College will launch their Office of On-line Learning Internships in SL this Sunday. A big bash will take place in the educational centre of the NMC to mark the occasion.

US\$1.1M BOOST

EDUCATION in SL has been given a US\$1.1million boost by the MacArthur Foundation. The foundation's president, Jonathan Fanton, recently appeared in-world with Philip Linden.

HELP THE HOMELESS

SHELTER COMES TO THE AID OF AVATARS WITH NOWHERE TO GO



HOME COMFORTS: The interior of one of the houses

A NEW START: The Homeless Shelter

By DYLAN MILES

AVATARS sleeping rough on the streets of SL have found a new saviour in the form of a generous landowner.

Trrrol Troll had the idea of sharing his land with homeless residents, and so he built the Homeless Shelter on a 2,600 square metre plot earlier this year. There are currently nine small houses at the shelter, all of which are rented out for free to penniless residents. In addition, there is a common area, a lake and even a fitness centre.

Trrrol, who lives at the shelter himself, recently added racing tracks, where he likes to spend his free time on his motorbike. Luigi Rosca was a wandering avatar who found a home at the shelter. He said: "I absolutely love it. I've lived here for almost three months and really call this place home now."

His thoughts were echoed by Alessia Allen, another resident who has benefited from Trrrol's generosity. She said: "I like it here, it's a place where I can relax and feel safe."

GENEROSITY

Trrrol, who lives at the shelter himself, recently added racing tracks, where he likes to spend his free time on his motorbike. Luigi Rosca was a wandering avatar who found a home at the shelter. He said: "I absolutely love it. I've lived here for almost three months and really call this place home now."



SAFE: Alessia Allen

CONMAN STRIKES

By COYNE NAGY



ISLANDS FOR SALE: But beware of a con

RESIDENTS LOSE THOUSANDS OF US\$ AFTER ISLAND SALE PROCESS FLAW IS EXPLOITED

A COLD-HEARTED conman Jack Linden promised to try and recover the money of those who had paid in L\$ but on July 17 he sent a further message saying he had been unsuccessful. Juggernaut Stoklitsky is alleged to have sold an island to an unknown buyer on July 4, but during the delay in the transfer of ownership he sold the same land to a further five residents. Linden Lab was informed of the scam on July 9 but was unable to prevent Stoklitsky cashing out an estimated US\$10,000 before he was banned on July 11.

Jack Linden promised to try and recover the money of those who had paid in L\$ but on July 17 he sent a further message saying he had been unsuccessful. Stoklitsky's other island has since been removed by the Lab.

RUMBLED

Among the victims was JR Unknown who lost L\$485,000, about US\$1,850. It was Unknown who rumbled the scam and reported the plot to Linden Lab when he spotted another advertisement of a region for sale from Stoklitsky.

A series of bids from Unknown's friends and family were all accepted, prompting him to take action.

CRIMINAL

Gigs Taggart was conned into giving Stoklitsky L\$430,000 and is part of a group trying to take RL legal action against him. He is also furious with LL, and said: "I'm outraged because this was entirely preventable through technical means. It's negligent that such valuable assets have to be traded this way. If we have the correct information, he [Stoklitsky] is a career criminal, a convicted felon. "SL is becoming an attractive place for this scum." Jack Linden declined to comment.



VICTIM: Gigs Taggart

THE SL-ITTEST HOBO

"SPARE A DIME, BUDDY": Phil hits the streets

DRESS PHIL UP!
SEND US YOUR SUGGESTIONS TO
REGIS@THE-AVASTAR.COM

BIG PHIL LINDEN tried living on the streets this week, after hearing about the homeless avatars who had been given a place to live - for free!

ADVERT

Mobile & Internet TV Awards 2007

Deadline July 22

www.mipcom.com

Calling machinima producers:

- Send us your mobile & tv content!
- Showcase your digital creations to the world!
- Let your creative juices flow!

To take part visit
MIPCOM: 254.124.24

your mail @

YOURMAIL@THE-AVASTAR.COM

RADIO REPRIEVE RELIEF

Hey Regis,
I WAS really relieved to read the story last week about radio stations in Second Life being exempt from internet royalty hikes.

I love that SL is a talent spotting place, and there are some really good small-time DJs here just waiting to be discovered. Without this kind of diamond digging aspect to it, SL would simply lose some of its unique

magic!
But what pleased me the most about the story is the report of Tory Linden's involvement in the issue. It is great to see one of the Lindens in SL properly taking something like this on her shoulders, even at risk of being underground.

She has been acting as

talking to DJ Double-down Tandino who is at the heart of SL small radio DJing, and taking the problem back to Linden Lab to try and get them to tackle the issue and sort it all out sooner rather than later.

It is great to see, and I think we need to see more of this from the Lindens, and not just for this particular problem.

By **Gymshoes Toll**

L\$500
E-MAILS

WRITE TO:
YOURMAIL@THE-AVASTAR.COM

BLAST-OFF LOOKS GOOD

Hey Regis,
I WAS fascinated to read the story about NASA in last week's issue. While I have had little interest in space exploration in the past I will definitely be making an effort to watch the launch in September.

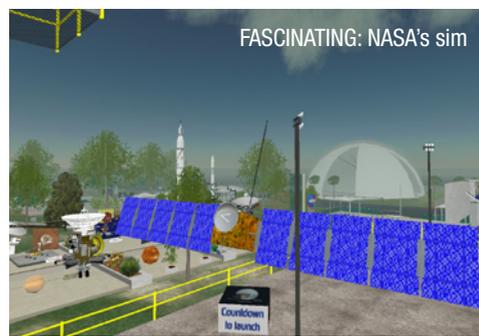
One of the great strengths of Second Life is that it can bring some amazing technological advances to a whole new audi-

ence.

I am sure that the scientific community will find a good use in sharing information and meeting through SL but it is also helpful to engage normal people in the process of discovery and who knows, maybe a

future Nobel Prize winner or astronaut could be inspired by watching the events in-world!

By **A.H.**



FASCINATING: NASA's sim

DON'T STICK TO WHAT YOU KNOW

Dear Regis,
HAVING read the story in last week's AvaStar about sims named after countries, I was a little disappointed.

Not because I have anything against people calling their sims after countries - if you pay for the land, you can do what you like with it, in my book.

It was just the fact that they are proving so popular.

One of the things that really bugs me about some people in SL is that they all come in here, supposedly looking for a new experience, and end up sticking with what they know and are comfortable with - whether it be buying clothes with RL labels or hanging around at the sim named after the place where they live.

I understand a lot of people, especially those who don't speak English, may want to hook up with others who speak the same language as them, but in my opinion, everyone in SL should branch out a bit and take a walk on the wild side.

By **Janny Maertens**



LEIDER STEPANOV

LIND-O-METER

THE arrival of six new Lindens got the week off to a good start for the Lab, before major outages on the grid and problems with the phones systems spoiled them mood. But it's not all doom and gloom, as the Lindens gear up for the Concierge party this weekend, and a day by the sea in Brighton, UK, to recruit for their first international office.

YOUR VERDICT:
"I hope they have a good time by the sea - while my sim crashes yet again." K.F.

OUR RATING:

- Lab-solutely awful!
- Phil-ing blue!
- Lagging behind!
- IMproving
- Sim-ply the best!



WHY DIDN'T LL STOP THE CASH FROM LEAVING SL?

'OMNIPOTENT' LAB NOT SO POWERFUL AFTER ALL, IT SEEMS

I HAVE always found it puzzling that for an all-seeing, all-knowing and all-powerful entity like Linden Lab, they sure aren't very effective.

To the cynic, this might appear as an 'eyes screwed shut, hands over ears' reactions to the woes of SL residents.

Yet it seems as though the Lindens genuinely did attempt to bring the perpetrator of a large-scale land fraud to justice this week. And failed, miserably.

I don't pretend to be too technically proficient - I can work a keyboard and a mouse, that's enough - but surely, if someone seemingly committed a massive fraud on the world YOU created and ran, you would hope you had the means to prevent him enjoying his loot?

The result of it is that the victims have turned to the RL courts in an attempt to retrieve the not-insignificant amounts they have lost, and that means

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

EBAY WATCH

With Regis sunning his pale legs on a beach somewhere, it is left to me to report that it's now four weeks without word from the Lab of whether buying L\$ on eBay is legal or not.

another legal headache for a company who desperately want it all to just go away.

ATTACK OF THE GREENIES!



GREEN MACHINE: A good laugh

FULL credit to the forces behind the invasion of 'greenies' which has struck SL.

I don't know who these little guys are, or what they want, but they sure do have a great sense of humour! The pics our journalist came back with from the home of the 'greenies' certainly gave us a good laugh.

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



Watch these Kimmee'tude dancers go! The girls, occasional support act for Kim Seifert, were photographed by TEJA MERLIN.



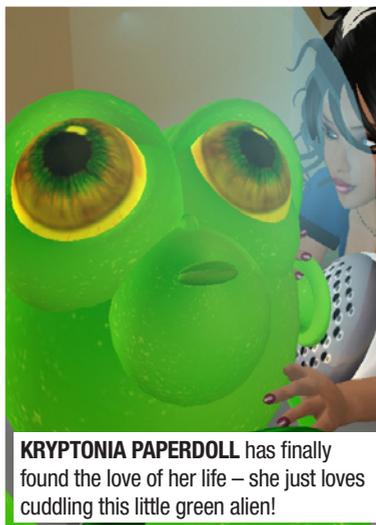
Money really does grow on trees, at least in SL! Pic by ARKADY LUNDQUIST.



HUGE HOMEWOOD took to the dancefloor to show his future wife how romantic he can be.



SAMANTHA LAMONT captured on camera this crazy hat party at Havens Paradise.



KRYPTONIA PAPERDOLL has finally found the love of her life - she just loves cuddling this little green alien!

NOW!



ADVERTISE IN SL'S FAVOURITE NEWSPAPER

IT'S THE BEST WAY TO GET THE WORD OUT

EMAIL ADVERTISING@THE-AVASTAR.COM

OR IM COYNE NAGY

HOTELS CHECK OUT OF SL

By COYNE NAGY

UNCERTAIN FUTURE: A+O Hostels



RL HOTEL CHAINS QUESTIONING LOGIC OF STAYING IN-WORLD

HOTEL chains are becoming the latest RL companies to question whether their presence in SL is worth their time or money.

With a promotion offering free RL accommodation attracting only ten interested residents, recent arrival A+O Hostels have admitted their in-world future is in the balance – while more established firms such as Aloft have already pulled the plug. Others are now questioning what is to be gained by opening for business in a world where no one sleeps. Super Hynes is a spokesman for A+O, who are offering a free night's stay in their RL Berlin hostel on Au-

gust 19. He said: "I do not know yet if we want to have a longer presence in SL."

HYPE

We just wanted to be a part of the community. My personal opinion is that the SL hype is over!" Aloft are pulling out after showing a replica of of RL hotel to be built next year. Crowne Plaza, however, may fare better, as they are offering virtual conference facilities to RL companies.



SLCC MUSIC ROW TO END?

PHREAK Radio could end the controversy over SLCC performances after issuing an apology to the musicians involved for any confusion.

The row erupted earlier this month when some performers were outraged at being asked to sign a legal waver late

in the day, and threatened to boycott the event in Chicago in August. But Phreak's CEO Taco Rubio has drawn up a new waver, along with The Future United law firm, to appease musicians including Slim Warrior and Doubledown Tandino. Under the new terms,

Phreak will pass on rights to music recorded at the SLCC to a Creative Commons Work release. The music will be archived on the Internet, where it will be available to the public. Many of the affected performers have accepted the new terms and the apology.

BIZ BITES:

BANKING GIANTS

EXPAND IN SL

BANKING giants Credit Agricole are stepping up their presence in SL. The group is now spread over five sims but is presently restricted to offering information rather than banking services.

DESIGN YOUR SL

A **NEW** book is set to help residents struggling to get what they want from SL. Avatar Mera Luan launched 'Designing Your Second Life' this week, and it provides SL tips and RL wisdom to give residents an in-world edge.

LIGHTWEIGHT

VIEWER LAUNCH

A **NEW** lightweight SL viewer has been released this week. SLeek allows users to use chat and IM and to view inventories and profiles without the usual system requirements of SL.

WIDGET GADGET

PR Newswire have invented new technology called Widget, which sends automatic news feeds, pictures and videos to blogs or websites.



A-STAR GOSSIP
Jenzza Misfit

A-STAR GOSSIP SHE'S BACK!

PIONEERING PERFORMER SUZANNE VEGA BACK ON STAGE IN SL

By JENZZA MISFIT

PIONEERING RL musician Suzanne Vega returned to SL nearly two years after she became the first major recording artist to perform in-world. Vega, who has the same name for her avatar as in RL, was in SL last Friday to promote her new CD, 'Beauty & Crime', with a special release party. Against a backdrop of a recreation of lower east side New York, a crowd of guests gathered at the Iced Out sim to see Vega's new music video streamed in-world, as well as an interview she gave to Walker Spaight. Visitors also created their own street graffiti.

ICED OUT:
The New York street scene



WELCOME BACK:
Suzanne Vega

By CARRIE SODWIND
Pics by Valerie McDermough



SILKY:
Arabian style

'BLINK, TWO ROOMS AND AN ISLAND' OPENS

ARTIST AND MUSICIAN CO-OPERATE ON ANOTHER EXHIBITION

VISUAL artist Juria Yoshikawa and ambient musician AldoMantio Abruzzo have teamed up again for their new project, Blink, Two Room and an Island (Velvet Underground 48, 176, 70) which opened on July 14. The pair recently worked together on a successful exhibition at the White Cube Gallery.

By PETRONILLA PAPERDOLL

JOINT EFFORT: The exhibition

ARABIAN NIGHTS

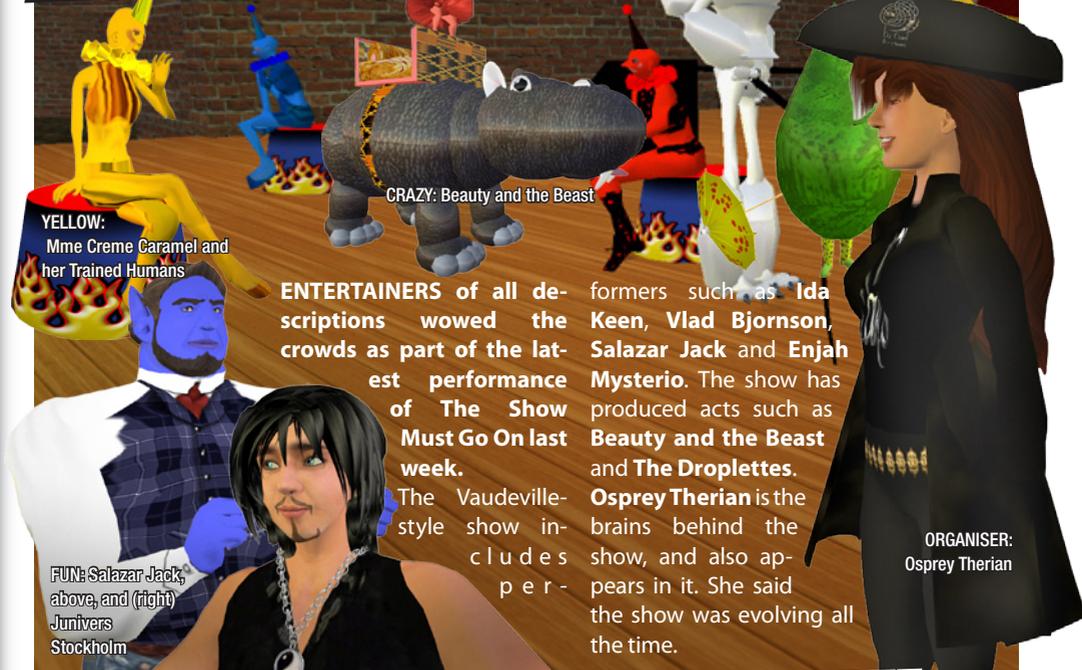
THE Dublin sim was injected with some spice at last weekend's Mirage fashion show. Oasis, Chevalier and Solange! were among the labels at the silk-themed event, which had an Arabian flavour.



LIGHTS: Guests enjoyed the show

THE CRAZY, WACKY SHOW MUST GO ON!

VAUDEVILLE-STYLE PERFORMANCE PROVING A HIT WITH RESIDENTS
By TINA (PETGIRL) BERGMAN



YELLOW:
Mme Creme Caramel and her Trained Humans

CRAZY: Beauty and the Beast

FUN: Salazar Jack, above, and (right) Junivers Stockholm

ORGANISER:
Osprey Therian

ENTERTAINERS of all descriptions wowed the crowds as part of the latest performance of The Show Must Go On last week.

The Vaudeville-style show includes performers such as Ida Keen, Vlad Bjornson, Salazar Jack and Enjah Mysterio. The show has produced acts such as Beauty and the Beast and The Droplettes. Osprey Therian is the brains behind the show, and also appears in it. She said the show was evolving all the time.

'GODFATHER' ON SCREEN

WILLIAM GIBSON DOCUMENTARY PROVES A HIT WITH CYBERPUNK FANS

By KITTY OTOOLE



PACKED: The crowd
Pics by Kronos/Kirkorian

RAPT:
Avatars watch the show

A DOCUMENTARY Residents rushed to author narrates his Gibson, said: "I think about the 'Godfather of Cyberpunk' William Gibson had its SL premiere this week. the Rivers Run Red sim to see 'No Maps for These Territories', in which the renowned author narrates his creative process while travelling across the US in a limousine. Nirgal Plasma, a huge fan of it's awesome that the author who invented cyberspace is showing his movie in SL!"

OUT OF AFRICA

THE BEST EXOTIC LOOKS FROM FANTASTIC AFRICAN CULTURES *By ISABEL BROCCO*

COSTUMES can be a brave and exotic way to stand out - but if you don't have the right occasion for the whole thing, try to mix 'n match a little bit. Dress up a slinky black dress with some elegant copper and gold Egyptian jewellery, or some colourful African bangles for the perfect look.

Hair Lando Deadlocks
SkyShop, Heaton (78, 156, 296)

L\$350

Kenya Maasia Warrior
IHS, Son (177, 132, 34)

L\$300

Egypt beaded wig and cobra headband
Wishedon, Wish (96, 194, 21)

L\$400

Osiris Mens skin
Wishedon
Wish (96, 194, 21)

L\$2500

Beaded wig
Wishedon
Wish (96, 194, 21)

L\$400

Egyptian Goddess Shape
Wishedon, Wish (96, 194, 21)

L\$2500



FURRY STYLISH, LADIES!

FASHIONISTAS PROVE YOU CAN LOOK GOOD WHILE PROTESTING

By CARRIE SODWIND
"I'D rather go naked than wear fur", so the saying goes.

At last week's protest against the RL fur trade, fashionistas didn't go quite that far, although the revealing cuts on display from celebrities like musician Slim

Warrior certainly did not disappoint.

Fashionistas set more than one fabulous example at last week's demonstration against wearing fur organised by PETA and Rivers Run Red, with some stunning outfits on display. Co-organised by

RL celebrity designer Stella McCartney, the occasion was the most glamorous rally SL has seen.

Of course, it was elegance without fur, except for any furies that turned up to wave their tails with their banners.



KIMBER ENOCH jumping for joy in embroidered denim hot pants.



SLIM WARRIOR in a gorgeous delicate low-cut dress.



REBECCA ROSETTA in a risqué low neckline shirt, with a cascade of necklaces.

WHAT'S HOT! NEO-CLASSICAL

By CARRIE SODWIND

THE freshest and most gutsy look to make its way onto the virtual shelves this week is Neo Multi. It is the latest release from SLAB! and a change in direction for denim expert, designer Pompo Bombacci. Pompo described the outfit as a "sleek, modern look for women with character". Neo Multi is Neo-Disco and multi-functional. Accessorise the 60s metallic spage-age pants with a silver hand grenade and some roller skates to be truly... shagadelic baby!



YEAH, BABY: The Neo Multi look

INVENTORY SNEAK PEEK COLLEEN DESMOULINS OF THE LOFT

By HONEYBENDER

MY ULTIMATE ACCESSORES...

"These bracelets. They are from Turnstyle, designed by Kingston Augustus. I never take them off, but I love them because they go well with everything I wear."



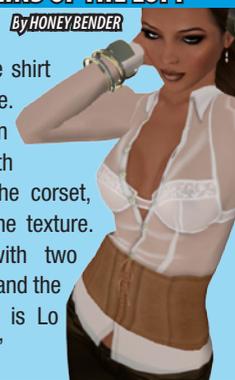
I COULDN'T BEAR TO LOSE...

"My Shape - that is why I have several copies. "The right skin and make-up enhances it but you still need a good shape to set it all off. It is from Naughty Designs, and is called Alina."



I LOVE MY...

"Sheer white shirt from Luxe. You can wear it with or without the corset, and I love the texture. It comes with two undershirts, and the designer is Lo Jacob."



GET FIT SL-STYLE

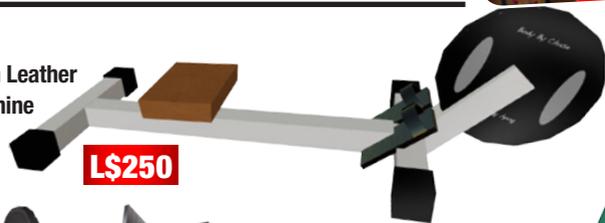


By TINA (PETGIRL) BERGMAN

Animated Tan Leather Rowing Machine

By Chase Hallard
Chase Island (231, 42, 21)

L\$250



ProGym Powerbench GS 100

By Amiryu Hosoi
Virgin Island 2 (133, 126, 23)

L\$225



LostDog Designs Punch Bag G-3000

By Ben Stravinsky
Brauer (68, 52, 30)

L\$350



Weight Bench

By Abramelin Wolfe
Abranimations (130, 38, 26)

L\$100



ADVERT

Purple Rose Jewelry & More

Jewelry Super Store

Located @ Babeli (180,178,23)

NEW SIMS

THIS WEEK – A VIRTUAL ITALIAN CITY, A HOME FOR LITTLE GREEN MEN AND A GADGET WEBSITE.

By Coyne Nagy and Petronilla Paperdoll

THE first part of one of the biggest projects in SL was inaugurated this week.

Italia Vera is an ambitious plan to rebuild Italy in-world, starting with the city of Torino at the Piedmonte sim. A two-day



Photo: Laura Ulich

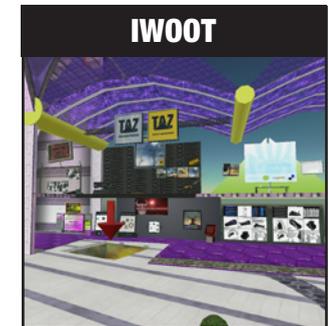
festival launched the 11 sims, starting on July 19.

All the little green men who have been appearing in SL recently have found their home at Greenies Home Rezzable. Speculation continues to mount as to just what the point



is but no doubt all will be revealed eventually. Gift and gadget site iwanto-

neofthose.com has opened a SL shop at its IWOOT sim. Residents can buy items with L\$ and have them delivered



to their RL doors. Unlike many other RL stores in SL, the transaction is completed in-world and there is no need to register with the site or use the web.

TAKE YOUR PICK

Take a quick peek at the hot destinations in profile picks. This week: NINJAS



MIMITE KLAAR
ATLANTIS AWAKENING
CANDY ISLANDS (13, 21, 85)

The search for the lost continent of Atlantis is over - it was in SL all along! Visit now and experience this Garden of Eden-like wonderland with waterfalls and unicorns before the hordes of tourists arrive and spoil its simple charms.



MANDALOR BARBOSA
LITTLE MOS EISLEY - STARS WARS CITY

Falkor (75, 202, 55)
Experience the joys of the spaceport town described by Obi Wan Kenobi as a "wretched hive of scum and villainy". A combat interface with a hit counter and life meter allows visitors to duel with each other.



TOMMY720 AUER
BALLERS CITY

Ballers City (128, 128, 0)
If you like to shoot the hoop round the clock then you'll think Ballers City a paradise. As well as courts it has its own club, apartments and medical centre so you can live and breath basketball, without breaking any windows.



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

DEAR

MY MISER BOYFRIEND IS CAUSING ME MISERY!



I THINK THE MAN SHOULD ALWAYS PAY FOR DATES - BUT HE SAYS HE CAN'T AFFORD IT

Dear Randi: I RECENTLY began dating someone who is good-looking, smart, funny, sweet, and just about everything I would want in a boyfriend. But there is one thing that has been bugging me lately. After he paid for our first two dates, he said that because he is unemployed here he could no longer pay every time and

asked me to begin paying for our evenings out "on occasion". Those occasions have now become five dates in a row, and although I have money I am a bit of a traditionalist who thinks the guy should pay except in an emergency. What should I do? — C.N.

Randi says: Tell him exactly how you feel. I agree that un-

less there is a dire emergency at work, men should pay for dates, period. There are plenty of jobs in-world even for those without special skills, and if he doesn't want to get one he can simply purchase more L\$.

If he's as wonderful as you say then keep him as a potential boyfriend, but keep your purse closed.

BAD EXPERIENCE WITH LOVE HAS PUT ME OFF

Dear Randi: JUST recently I went through an ugly divorce in SL. I was deeply in love with my 'wife' before we married, but once she had me she turned into a different person. She cheated on me and was verbally and emotionally hostile in both private and public. About the only good thing about the situation was that we kept our RL identities anonymous, which kept me from meeting her in RL and trying to take the relationship to another level. My problem now is that I'm having a hard time trusting women at all. Should I just give up on them? — G.B.

Randi says: Of course not. She was one bad apple and you're lucky to be rid of her. There are plenty of wonderful women out there. You are obviously deeply hurt, so you should just take things slow. Go ahead and date other women, but give yourself a couple of months before looking for any commitments.

RL HUSBAND LIKES HIS SEXY FEMALE AVATAR

Dear Randi: MY RL husband and I joined SL together last fall. Soon after we joined, he said he wanted to try out a female avatar. I had no problem with it, and once he assembled 'her' he ditched his male avatar and became a girl full-time. We have now become best girlfriends here. We love shopping together and having 'girl talk' with our other friends, who have no idea about our true identities. We rarely talk about SL unless we are in-world together, and none of our RL friends even know we are residents. Do you think we are weird? — F.V.

Randi says: Everyone is weird, and perhaps the two of you are just a bit weirder. But as long as there are no secrets involved, the whole thing sounds like great fun. SL is about having an outlet you otherwise might not, and he's sharing it with you. If he likes pretending here and keeps the ruse private, then you have no worries.

RANDI

The Virtual World's
No 1 Agony Aunt

DOES AGE MATTER IN SL LOVE?

Dear Randi: WHEN I first came into SL I had a difficult time finding love. But that was before I began dating a beautiful, sexy lady who shares many of my interests. We have amazing times together and the sex has been incredible. Last night I raised the subject of SL marriage, and asked for more infor-

mation about her. It turns out her typist is actually 57 while I am 24. She said she had been married and divorced before I was even born and has two daughters older than me. I am still intrigued, especially since I don't want to take the relationship into RL. Should I stay with her? — L.E.

Randi says: That is quite a large age gap - but in SL? Go for it! The lady has been honest, and you are both making each other happy. As long as you don't try to take the relationship of-line, not only might you have a secret paramour but also a wonderful 'auntie' you otherwise never would have had.

RANDI'S PHOTO CASEBOOK GAVAN'S GAMBLING PREDICAMENT: WEEK 4

Thierra confronts Gavan...

"I can't believe you're gambling, after you promised you wouldn't ever again! How much have you lost?"

"He has hurt me so much by lying to me, but I still love him. What should I do?"

"I've lost it all! I'm so sorry, I was just trying to give you a better wedding! Please forgive me, this time I never will gamble again, I promise!"

Randi says: "Gavan obviously needs help with his problem, so you need to be strong for him and make him seek assistance. But if he breaks his promise to you again, get rid of him."



web3Dcamp

SECOND LIFE

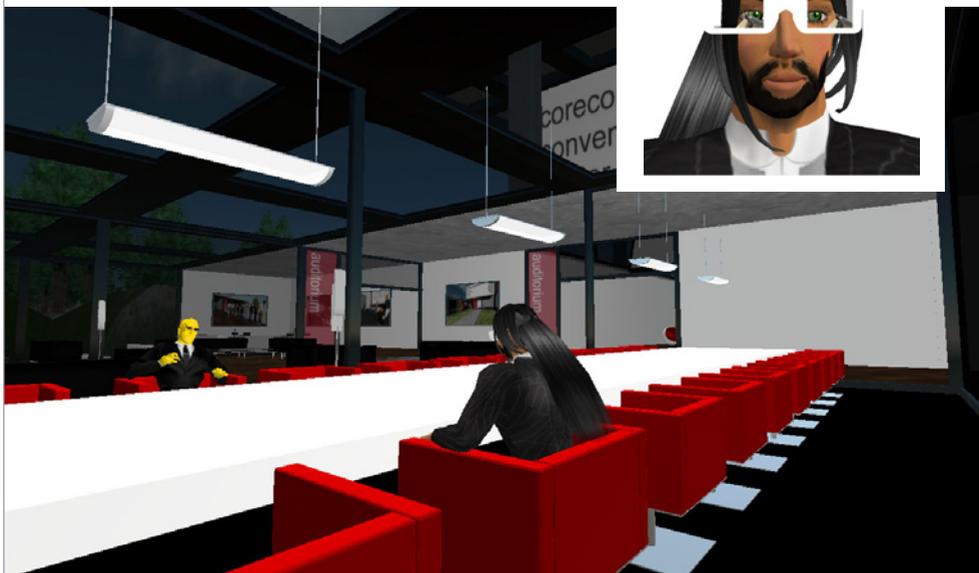
8th - 9th september 2007

share and discuss ideas about the 3D web

"The web3Dcamp is a free of charge and open un-conference for every resident, who wants to talk about the 3D web. You are invited to do presentations, participate in discussions or to just listen what other residents are thinking."

Sebastian Otaared, Initiator web3Dcamp

Join now:
<http://web3Dcamp.org>



THE GUIDE

TOP EVENTS AND ENTERTAINMENT

THIS WEEK: SL HISTORY



IMPRESSIVE: Second Life Wall of History

TAKE A JOURNEY THROUGH SL'S FASCINATING PAST

EXPLORE the amazing history of Second Life as you travel around today's grid.

There are a host of places to see where you can learn about SL's past, present, and future.

Start at Governor Linden's Mansion in Clementina (188, 122, 61). It's a bit primitive by today's standards, but it should be viewed as a cultural artefact of our past. Head to the basement to view some historical photos and objects that are part of SL's history, and marvel at how far we've come.

Gather up notecards on more than 40 classic SL builds at the Second Life Wall of History in Kirkby (132, 163, 23). Just click on one of the white balls that adorn the wall and learn fun facts about

LindenWorld, Cannabis Cathedral, and the Kentucky Fried Engineering Bucket. Kirkby is also where you'll find the Linden Village and Office (177, 206, 44). Explore the office for Real Life Education in Second Life and maybe even take a peek at the Linden Lab Recruiting Center to see if you have what it takes to be a Linden.

PEACEFUL

Another must-see attraction here is the Balloon Tour of Linden Village in Ambleside (55, 39, 33). Hop in a hot-air balloon and see where your favourite Lindens live and work, from Robin's peaceful garden to Philip's Forest. The balloon is scripted to give you a running commentary explaining what you're seeing.

CLASSIC DESIGN

RESIDENT ART GALLERY



Walk through the classically designed main office at the Linden Village, and browse through the Linden Gallery of Resident Art.

Where: Kirkby
(177, 206, 44)

SURPRISING FACTS

HISTORICAL MUSEUM



The museum is chock full of surprising facts and pictures of early builds.

Where: Phobos
(217, 167, 32)

A SIGHT TO BEHOLD

MOTH TEMPLE



Check out this historical orange and red structure which is topped by flames and a giant moth.

Where: Iris (201, 121, 30)

7.20. - 7.26.

DON'T MISS! –



EDUCATION

STARTING A BUSINESS

In this class, Feniks Stone will teach you all the ins and outs of running your own in-world business.

When: July 21, 17:00-18:30

Where: Caledon Highlands (165, 229, 39)



LIVE MUSIC

ANGEL STROMWIND

The singer has over two years experience in SL, and her soft and smooth voice can provide the perfect background for a romantic evening.

When: July 23, 21:00

Where: Clyde (124, 165, 32)



ART & CULTURE

BEAUTY OF INTIMACY

Well known artist Jegor Umarov launches 'Beauty of Intimacy', his first exhibition in SL.

When: July 24, 15:00

Where: Linji (50, 40, 51)



EDUCATION

Q+A BEACH PARTY

Ask questions about SL and learn to dance at the same time.

When: July 20, 20:00

Where: Fishermans Cove (61, 181, 25)



ART AND DESIGN

FACES OF NEW ENGLAND

Giovanni Fellini is the first artist at New England's Cannon Square.

When: July 20, 22:00

Where: Nantucket (31, 118, 22)



EVENT OF THE WEEK!

CELEBRATION PARTY

Join the folks at the Cetus Gallery District as they celebrate being named 'Best Cultural Site in SL' with a party and a scavenger hunt.

When: July 21, 14:00-18:00

Where: Cetus (214, 9, 39)

EVENTS OF THE WEEK



LIVE MUSIC

NAPHTHALI HAWKS

Arguably SL's greatest reggae performer, Hawks has been involved in many collaborations but his great voice will be going solo in this gig.

When: July 25, 14:00

Where: Rothbard (58, 240, 332)



ENTERTAINMENT

ELVIS LIVES

If you believe the king is alive, head down to Club Sancity for a party which includes a cash prize for the best Elvis look-a-like.

When: July 26, 11:00

Where: Odessa Graceful (31, 181, 22)



LIVE MUSIC

BIRD

The six-strong band who claim to be SL's first all girl rock group will be performing at a four-hour rock show, with no cover charge.

When: July 21, 19:00

Where: The Enterprise (99, 71, 21)



EVENT OF THE WEEK!

NORTH BEACH OPENING

Celebrate the sim's launch with a fascinating SL version of a multimedia art project called TRIP, and the opening of the Hamburg Planetarium.

When: July 24, 13:00

Where: Hamburg North Beach (150, 205, 90)



ART AND DESIGN

FLOWERBALL

Douglas Story celebrates his new work entitled 'Flowerball' with a reception. Music will be provided by AldoManutio Abruzzo.

When: July 21, 14:00

Where: Princeton University (24, 193, 104)

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 WHAT YOU'RE LOOKING FOR IN SL

SL is a wonderful and diverse place, and the chances are that whatever you're looking for, someone has made it.

The most obvious way to find something is with the Search function. Simply click on Search at the bottom of the screen, then choose the All option, type in what you are after, and click on Search.

A list of items, many with teleport links, will come up. Even if you do not find exactly what you want,

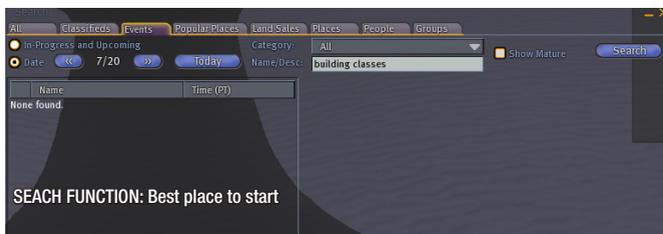
you can teleport to a store and talk to the owner.

EDUCATION

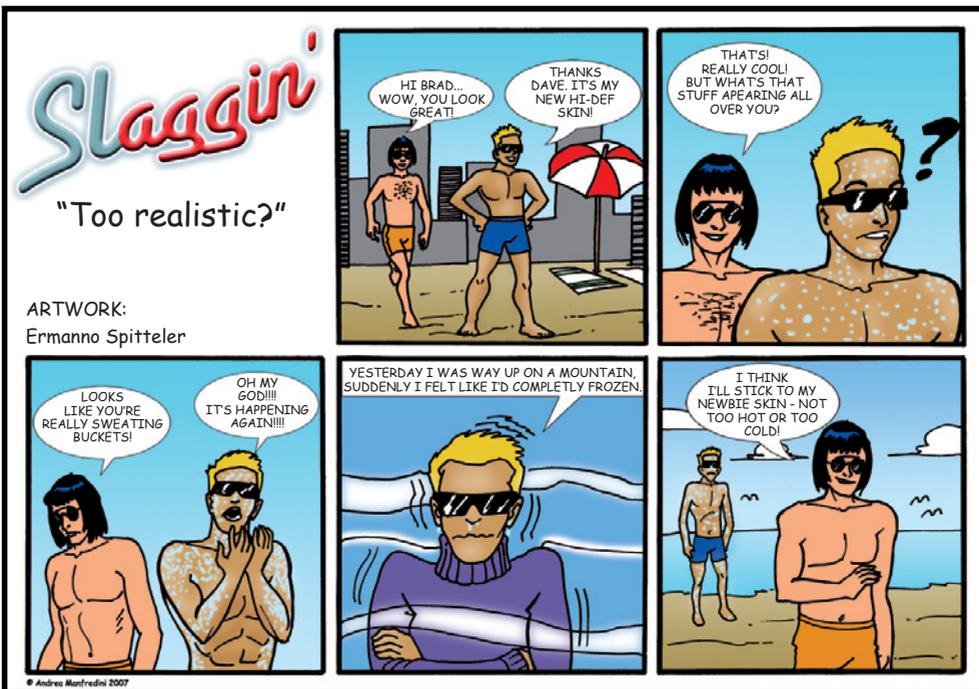
To identify the owner, click on an item in the store, select Edit and then More. You will see two names, creator and owner. Click on the Profile button by either name and select IM on their profile to drop them a note

about what you seek. If you can't find what you need, maybe you can learn how to make it – there are plenty of classes every day in SL. Go back to Search and select Events, before setting the category as Education. A list of upcoming classes will be displayed.

Finally, don't forget to just ask around. Talk to people you meet in interesting places – it's a m a z i n g how helpful they can be!



SEARCH FUNCTION: Best place to start



ARTWORK: Ermanno Spitteler



By Syene Cela

Freebies

SL's best FREE stuff!

My First Day in Second Life

THIS WEEK: FUN WITH FOUNTAINS

ADDING a fountain can provide the perfect finishing touch to gardens of all sizes.

There are plenty of good paying products, of course, but don't rule out the freebies. Waterquirks by Bau Ur is a simple, delicate, rainbow-shadowed fountain, available at the freebie hunter's paradise, Yadni's Junkyard, where it is also possible to find two more interesting pieces.

In the Ariadne Water Fountain by DeDe Doowangle, the water springs from the mouth of a classical relief. A different style – wood, plants and sound – characterises the 3 Tier Water Fountain by Fallon Mills, which has a high numbers of prims, but also a really good definition.

Don't forget to check out the nice Firefly Fountain with Water Sounds by Effulgent Brown (Waterton 212, 217, 490). You can even choose the volume of the water sounds through a menu. A real bargain is the Fount

By PETRONILLA PAPERDOLL

Vine by Zulqadi Saarinen (Guksu 81, 130, 23), which includes six wonderful textured prims, just as good as a paying object.

If you want to build your own fountain, or prefer a pond, a little river or a waterfall, don't miss Splashable Water 1.6 together with Splashable Waterfall 1.0 by Jillian Callahan (Caldbeck, 227, 221, 40) – not just a nice water texture with animation... jump inside it, and you will see!



STYLISH: The 3 Tier Water Fountain



CLASSICAL: The Ariadne Water Fountain

IN-SYENE DAY

ALTERNATIVE artist Syene Cela is a SL veteran who uses mixed media in her work.

THE AVASTAR: How was your first day in SL?

SYENE CELA: It was insane! I got hit by a street-car and shot at but I loved it! I somehow figured out how to teleport right off the bat and decided 'sandbox' sounded good. But sandboxes are NOT the place to spend your first day in SL.

TA: What was your most embarrassing moment?

SC: Definitely hitting the 'take off all' button when trying to alter my clothing. There were loads of people about as I was at a music event but thankfully they were all lovely and there were plenty of 'been there's'!

TA: What was your funniest moment?

SC: I was at a poetry reading at Shakespeare and Company on the Mill Pond sim when I looked out the window to see a giant squid attempting to get in. It came in and took a seat eventually, flashing skin and everything.



ARTIST: Syene Cela

DOS AND DON'TS OF GROUP NOTICES

By GAETANA FAUST

DO +

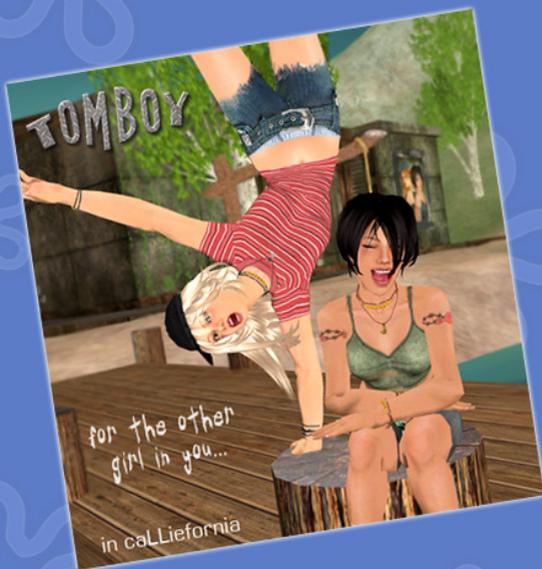
- + Send group notices to let members know about upcoming events.
- + Use the Notices tab in Groups to send info to members or to grab attachments from archived notices.
- + Attach a landmark to the notice, so your guests can find your event.
- + Contact multiple groups to reach a broad audience.
- + Sign up for your favourite shop's group. They often send freebies as group notice attachments.

- DON'T

- Send tons of spammy group notices.
- Worry if it takes a few seconds before you receive notices.
- Assume your notice went out correctly - they can be buggy.
- Use an IM group chat instead of a group notice. Many people find them annoying.
- Forget who is managing notices for your group. You don't want to send duplicates!

"caLLieifornia" 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

IRIS OPHELIA

IS A SL FASHIONISTA WHO ALSO WORKS AS A WRITER AND PHOTOGRAPHER.



By COYNE NAGY

PROFILE

NAME:
Iris Ophelia
BIRTH DATE:
3/12/2006
PROFESSION:
Fashion writer and
photographer
ATTITUDE:
Clever and upbeat

THE AVASTAR: What is your favourite place in SL?

IRIS OPHELIA: The cluster of sims surrounding Ameba. They're packed with amazing content from Japanese residents and there is something new every time I go there.

TA: How do you spend your time in SL?

IO: Usually writing, shopping, taking pictures, or loitering in Imogen, my home sim.

TA: What would you change in SL?

IO: I'd like to see less drama. It tears people apart and limits the whole virtual world's potential. People picking fights with others over anything. Relationships, business, role play, everything.

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

IO: So far, that would be working on the cover for the July/August 2007 issue of Technology Review. I shot and styled the avatars.

TA: What tip would you give regarding beachwear?

IO: Just because you can have a flat tummy in SL doesn't mean you should disregard one piece swimsuits in favour of a skimpy string bikini.

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

IO: My Face Light. Unflattering lighting can ruin the most stylish avatar.

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

IO: International Supermodel Haver Freaking Cole. She's one of the sweetest people I know, and when she's managing people she never ever lets it go to her head. She can always keep her sense of humour.