

THE AVASTAR

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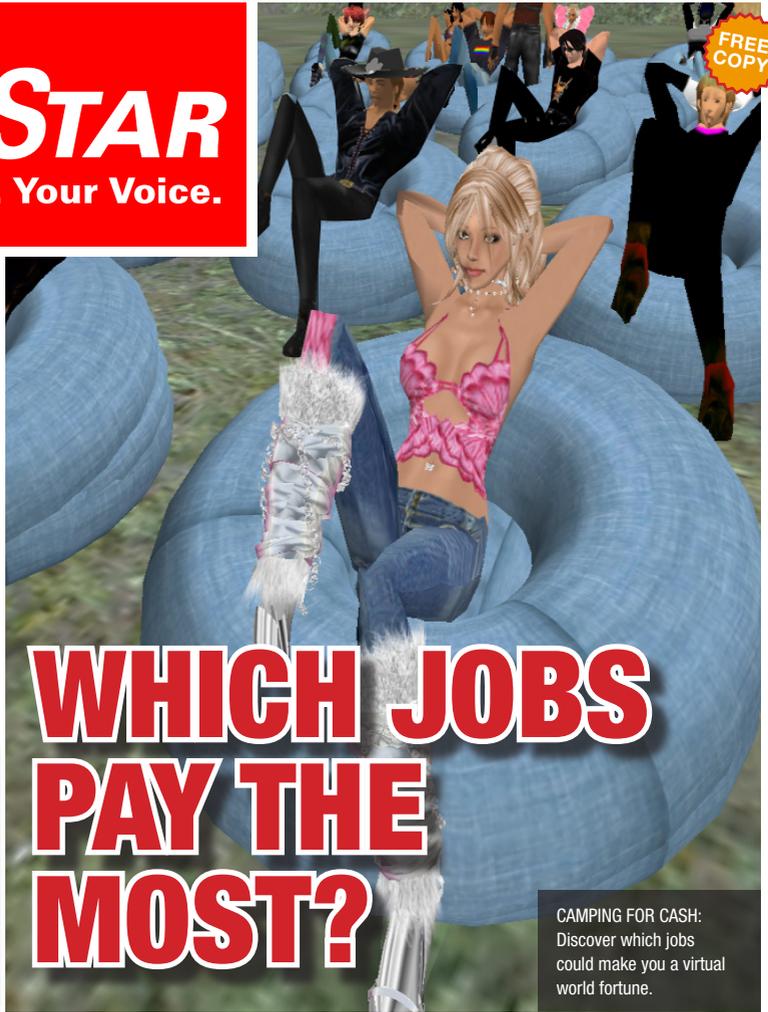
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CAMPING FOR CASH: Discover which jobs could make you a virtual world fortune.

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MILLIONS AT RISK FROM FRAUD

By LEIDER STEPANOV

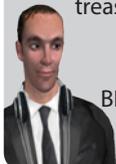
A FRAUD plague which could cost residents millions of Linden dollars is set to be unleashed on Second Life.

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- FURNATION FALLS VICTIM TO LATEST SCAM
- LINDEN LAB PROMISES NEW CRACKDOWN

INSIDE OPINION

The success story of Anshe Chung which has been spread around RL media has led many to believe that Second Life is a treasure island.



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Even if he keeps his SL relationship completely hidden from his RL partner, he will always know that he's keeping a secret. That puts an invisible barrier between them and she will probably sense some emotional distance which may poison the entire relationship.

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WRITE FOR THE AVASTAR

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

YOUR Photos

yourphotos@the-avastar.com

L\$500

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\$.

SUN SHINES ON CIVIL RIGHTS



Tina (PetGirl) Bergman captured this image projected onto the sun by Linden Lab on Martin Luther King day to commemorate the famous civil rights activist.

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DEFIANT: FurNation founder
Nexus Ambassador

By LEIDER STEPANOV

IS FURNATION FRAUD THE FIRST OF MANY?

FRAUD WHICH COST FURNATION MILLIONS COULD BE JUST THE START FOR SL RESIDENTS

A FRAUD plague which could cost residents millions of Linden dollars is set to be unleashed on Second Life.

Linden Lab have taken the unusual step of advising residents not to accept large sums of money from anonymous donors, stirring up fears of a spate of frauds.

The action came after senior members of FurNation, one of SL's biggest communities, had their accounts suspended for nine days recently and lost millions of L\$ - despite the fact they had done nothing wrong.

FurNation's founder Nexus Ambassador said he received a large donation from an anonymous donor, which was later removed by Linden Lab leaving him deep in the red.

Although he insists the 1,400-strong group will survive the upheaval, Nexus admits the affair was a "black day" in their history.

He originally feared the group may be forced to close, and in an open letter to the FurNation Worlds Community Nexus said: "I am now facing the possibility of losing over a year and a half of work on this project."

Speaking to The AvaStar yesterday, though, he appeared to have regained his optimism.

He said: "It was a pretty black day in the development of FurNation Worlds in Second Life. Like all things, though, life goes on, and so shall we. "I don't think this will seriously affect us. FurNation

has gone through its share of hard times in the past, and I am sure we will recover in short time.

"We had a meeting with Linden Lab and sorted some issues out."

The perpetrators behind a potential fraud plague, or the reasons for it, are still the subject of speculation, but many residents reacted negatively to the advice from Linden Lab on the official SL blog.

Some were wary of coming under suspicion if they received large but above-board gifts from friends or family and argued that it was impossible to reject payments in SL. There was no response from Linden Lab this week to a request from the AvaStar for a comment.

FINDING JOBS FOR THE BOYS

By VALENTINO SCHNABEL

UNABLE to find the staff he needed for his clubs, shops and casinos using the search function, ERIK GOFF took matters into his own hands three weeks ago when he founded job agency PeoplePool.

TA: What type of people use PeoplePool?

EG: A lot of jobseekers are newbies, but older residents come too.

TA: What jobs are they searching for?

EG: Many are looking for things like 'finance' or 'manager'. Also 'escort' is filled in much more than I had expected, not just females but males too.

TA: What are the best paid jobs in SL?

EG: Skilled jobs like scripting are well paid, but there won't be as many assignments as in a job like escorting.

TA: What's next for SL?

EG: The job market will become well established this year. The virtual economy will really start blasting off soon, with bigger companies who will need more employees.



JUMPING ON THE SL GRAVY TRAIN

HAS MONEY BECOME THE BE-ALL AND END-ALL IN SECOND LIFE?

By LEIDER STEPANOV

MONEY has become an overriding obsession for many Second Life residents, especially among newbies.

A massive increase in the amount of media coverage in real life and the entry of many large RL companies into the virtual world in recent months has given many the opinion there is easy money to be made.

But what is the truth? Are the streets of Second Life really paved with gold? The AvaStar launched a survey to find out what residents can really earn working in Second Life – and you can see the outcome on the opposite page.

The results may be startling to some, but to others, especially those who have been in SL for a while, they will not come as a shock.

It appears that few residents make good RL money in-world.

Many jobs here still pay less than L\$10,000 or US\$40 a week – nowhere near enough to have an effect on an individual's RL earning power.

Yet there are still thousands of newbies entering SL hoping to make their fortune, perhaps with the rare but much-publicised examples of residents earning a good RL living in mind.

How many people would have read about Anshe Chung, rumored to be an RL millionaire, and said to themselves, "I can do that?"

Don't forget, though, that for every newbie in it for the money, there are many more who are intrigued by Second Life and its inhabitants.

In Kenzo, a designer,

educator, machinimatographer, artist and event host, is the perfect example of a resident made good.

She learnt about Second Life and the skills necessary to be successful, and earns her RL living in-world.

Now In believes Second Life is at a similar stage to the early world wide web. She said: "Slowly we'll become a community where more people come just to be gaming tourists, while the hardcore creatives

are the ones who benefit from their tourism. This is definitely an economy that rewards the artists among us.

"I think SL will continue to grow and change, and move beyond the commercialism that has hit us hard with the last few months of media flurry."



FORTUNES IN FASHION

FASHION designers are the best-paid residents in Second Life according to a survey carried out by The AvaStar.

Well-established members of the profession can earn upwards of L\$20,000 a day – around US\$75.

But by and large, SL workers do not earn enough money to make a substantial difference in RL, as our survey shows:



Fashion Designer: L\$20,000 a day and upwards
Wiccan Sojourner has been working as a designer for two years. "Daily, I can make between L\$20,000-60,000. Styles like Goth and lacy/sexy sell the best."

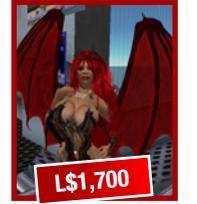


Scriptor: L\$200 per hour
Masato Beckham works for a Japanese corporate and earns L\$1,000 per five hours. "I charge L\$50 to install a script, like a sensor to pick up people's names when they enter a building."

Club Owner: More than L\$10,000 per week
Kitana Eclipse owns Club Xquisite. "Roughly we bring in about L\$1,500-2,000 a day. The money comes from escorts and dancers – we receive a percentage."



Escort: L\$1,700 a night
Searph Llanfair charges L\$500 for 30 minutes in a small private club, earning L\$1,700 a night. "Oral sex is L\$350 for 15 minutes, and a nude private dance costs L\$300 for ten minutes."



Private Detective: L\$1,000 per week
Zachariah Zelmanov owns the I-Spy detective agency. "Because our caseload varies, so does our income, but I don't do my job for the money alone."



Artist: L\$1,000-L\$2,000 per week
Snaper Strong makes just enough from selling his artwork to keep his gallery going. "I don't charge other artists to show their work. I pay to stay."

Camper: L\$200 per week
Thunderbolt Voyager camps at various places in SL, and says his earning power is limited. "I'm a rather poor guy. Most areas where I camp I only earn around L\$18 an hour."



Greeter: L\$75-100 per hour
Dilbert Dilweg is the co-owner of Phat Cat's Jazzy Blue Lounge. "We pay our greeters L\$75-\$100 per hour, which is what the hosts and hostesses we employ get paid as well."



Builder: L\$100,000 for a big build
Armondo Lazarno says the building market varies. "It can change quite a bit based on factors of skill, speed and a good eye for décor."



Model: L\$450 per hour
Nell Barrymore charges L\$75 for ten minutes' work, although the job has high overhead costs. "My body and equipment were all extremely expensive."

BMW CLEAN ENERGY DRIVE

BMW unveiled its new campaign to promote clean energy in Second Life this week.

The German car firm, which launched in SL without much fanfare in early December last year, is now set to ramp up its activities.

Head of Brand Relations and Co-operations for BMW, Munich Express, unveiled BMW's hydrogen-fuelled H2R racing car at the BMW New World sim and promises there will be more to come in-world.

UPDATE CAUSES DOWNTIME

THE new version of Second Life has finally been uploaded onto the server after several delays.

Linden Lab finished the work to install version 1.13.2, which has ironed out bugs and added features including an improved search function and a flashing IM icon, nearly three hours late after almost eight hours offline.

The update had originally been due to take place last week, however was halted at the last minute after persisting problems with region crossings and attachments were discovered.

SECOND TALK HEADPHONES



By CARRIE SODWIND

TALKING HEADS

VOICE CHAT HOPES CLOSER TO FRUITION AS HEADSET IS LAUNCHED COMMUNICATIONS nearby users, bringing them into the group chat. Chatting using Skype would be free and Second Talk does not require any software installation. Locations including Maui, Laka and Promethium have opted to be testing grounds. Some residents, however, have been overwhelmed by the news. Sacha Milo said: "The idea of real life voices was inevitable, but I wouldn't use it.

Second Talk is a new voice communication system for Second Life which the company describes as "easy-to-use instant voice chat". Whilst there are other products on the market such as SLSpeak connecting residents through conferencing software, as well as an array of Skype status indicators, Second Talk has succeeded in greatly simplifying the process.

The straightforward new headset could prove a turning point for socialising in Second Life. It scans for

"Avatars are carefully designed to have specific characteristics, and it is likely that our real life voices will not actually match that image." Gwendolyn Beatty said that with up to ten people speaking within hearing distance, conversations could become confusing. The product, however, could bring new people into SL to chat with RL friends or carry out business meetings.

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ON THE LINE

ALTERNATIVE REALITY

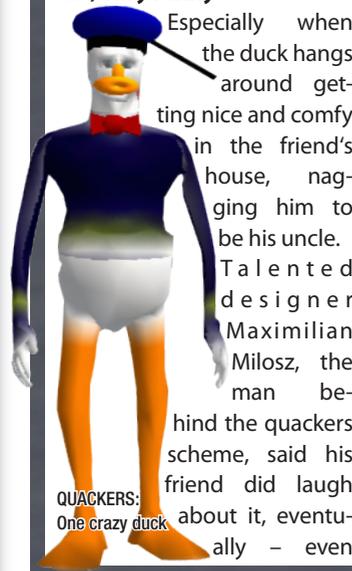
By MARIAN MAVERICK



MIRROR IMAGE: Alternatives

ALTS BECOMING A VITAL PART OF THE SL EXPERIENCE FOR MANY RESIDENTS

CREATING an alt in the shape of a duck and using it to stalk a good friend as a joke is, to be perfectly honest, very funny.



QUACKERS: One crazy duck

Especially when the duck hangs around getting nice and comfy in the friend's house, nagging him to be his uncle. Talented designer Maximilian Milosz, the man behind the quackers scheme, said his friend did laugh about it, eventually – even when he discovered his house fully furnished with pictures of the duck on the wall. Similar madcap uses for alts may be rare, but many are created to allow their users greater freedom in Second Life. One handsome but anonymous avatar created his alt to eliminate any paranoia that people were being friendly to get something out of him. "An alt is like a fresh beginning", he said. "SL is full of joy and fun but can also be full of sorrow and drama. A new alt is a way of leaving it all behind and starting anew."

His alt owns nothing, sells nothing and has no skills. There are no questions forthcoming about how to make objects or money.

Asri Falcone, a leading designer and businesswoman, has eight alts to allow her to separate work tasks and contact lists more easily, including two dedicated to corporate building. She said: "The more known you are in SL as any type of designer, the more service calls and such you have to deal with." Alts are summed up perfectly by Hagrid Bergson, who created his when he became overwhelmingly busy and through it was able to explore the two parts of his personality, the social side and the introverted explorer. "Having an alt allows you to experience SL in more than one way."



REGIS BRAATHENS

“ME NEED JOB. I WANT EARN QUICK MONEY.”

“WHERE do I get job?” a man greets me as I sit at my desk in the editorial offices on AvaStar Island. I look at his profile and discover that he is a three day old newbie. “Well, what would you like to do?” I reply. “I want earn quick money. I do anything” he says.

Having only just finished pointing the man to a few places where he could find out and given him a few options to ponder, the next noob comes in, demanding the same. And the next, and the next.

It seems that the latest influx of newbies is increasingly and obsessively fixated on making money. When I tell them that they should take some time to get to know the world, explore and talk with lots of people first, I invariably receive the reply “but I want earn quick money”.

It seems that the success story of SL millionaire Anshe Chung which has made headlines in the real life world media, has led many to believe that Second Life is the modern day virtual treasure island.

NEXT TIME IT COULD BE YOU!

LL MUST ACT SWIFTLY TO PREVENT FURTHER VICTIMS OF FRAUD

THAT a well-known and respected member of the Second Life community has fallen victim to a massive fraud scam is worrying for all residents.

As Zee Linden rightly emphasised, we have all received emails at some point such as from a nigerian oil company, asking to transfer lucrative bonds into our name in return for a few thousand pounds. I also hope that everyone reading this column had the sense to put the mail straight into the bin.

However, it is hard not to sympathise strongly

with Nexxus Ambassador in this case. If someone expresses a desire to offer a donation to support your worthy community, then most people would gratefully accept.

The concerning thing is that what exactly Nexxus could have done to prevent this scam is unclear to all of us. Of course everyone agrees that just as in the real world if you receive stolen goods or stolen money, then you have to return it.

But the problem lies in the fact that Linden Lab is unclear on what residents should or

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

should not do and how they can secure themselves against a similar attack. You can't prevent someone giving you money, as you can an object. Residents are now worried that accepting any gift could lead to them getting banned, and organisations which rely on donations for their subsistence fear that they could be next. Linden Lab needs to address this situation before more innocent people fall victim.

ONE SMALL STEP FOR VOIP, ONE GIANT LEAP FOR SECOND LIFE

OUR virtual world came one step closer



this week on its quest to integrate voice chat. The launch of the simple and functional Second Talk technology is the furthest that we have come. However, it is amazing that although in other virtual

worlds such as There VOIP is standard, it has yet to be integrated by Linden Lab (who were unavailable for comment on the matter). Beat the bugs first by all means, but make VOIP a priority after.

your mail @

YOURMAIL@THE-AVASTAR.COM

NO SL SECRETS

Dear Regis

In issue #4 of ‘Dear Randi’, Randi said in “Secret Love Eases My RL Pain” that it’s OK to hide a romantic SL relationship from a RL partner. I think it is terrible advice as it risks destroying the RL relationship. Even if he keeps his SL relationship completely hidden, he will always know that he’s keeping a secret. That puts an invisible barrier between them and she will prob-

ably sense some emotional distance which may poison the entire relationship. And of course if she ever does discover his secret, you can definitely kiss it all goodbye.

Maybe the relationship isn’t worth saving anyway, but that’s not a

reason to cheat - which is exactly what this is. A better solution would be for him to come completely clean to his RL wife as early as possible and explain what he hopes to get out of a SL relationship. The bottom line is that these sorts of virtual escapades are no less real than in real life and just about as dangerous. Deep down, N.S. knew that, which was why he wrote to you.

Melinda Latynina

E-MAILS OF THE WEEK

500 LINDEN DOLLARS

WRITE TO: YOURMAIL@THE-AVASTAR.COM

LET’S KEEP REAL LIFE POLITICS OUT OF SECOND LIFE

Hey Regis,

I read the article in last week’s AvaStar about Mia Farrow’s visit to SL to promote the crisis in Darfur.

I was disappointed not to have attended the talk, as I think that this ongoing problem is a real cause for concern. However, it also struck me that this was an example of a staged event with an RL political agenda. Should SL really be publicised

as an easy platform for real life problems and politics, especially when it is mixed in with all the wacky ideas that SL creativity keeps on

THE BIG ISSUE

This week the issue of relationships comes under the microscope. Should you keep secrets in any partnership, RL or SL? Is virtual cheating as bad as the real thing?

producing? I ask myself, what could come next, with the Front National sim already having arrived with its brand of far right politics? The understandable reaction of SL residents in attacking it will just give them publicity.

I think we should think a lot more carefully before allowing these sorts of RL events to occur in our world without boundaries.

Name supplied

VOICE CHAT WILL HELP TO MAKE SL HONEST

Hey Regis,

I think this issue of introducing voice chat (VOIP) in Second Life is really interesting.

I am excited about the prospect of soon being able to talk to everyone. I think that the Second Talk headphones are definitely a really good solution until VOIP becomes integrated in SL.

Chatting using words on the screen is okay but it would be so much easier to actually speak to someone properly. And you get to build a different relationship with the person.

It is also a cool way to stay in touch with some of my friends who live in other countries in real life, so we can chat and have fun at the same time.

Some people might find it too personal and would rather keep their SL life separate. For instance you would find out if someone is a man or a woman. But that may make people in SL more honest.

Alfred Schroeder



YOUR QUESTIONS TO:
ASKBIZ@THE-AVASTAR.COM

ask BIZ!

MAKE SURE YOU DO SECOND LIFE THE RIGHT WAY

I AM new to SL, how do I go about making some money?

BIZ! says: NOWADAYS it seems like every newbie is just trying to make a quick buck. In fact, making money in SL takes skill, determination and no small amount of luck, just like in RL.

The truth is, usually you need to understand SL and be highly creative and talented to make a decent amount of cash. If you are only after a few L\$ for some spending money, you can get an 'unskilled' job like greeting or camping, although that will never make you rich by itself.

It is a good place to start, though, so type in job in the search option to take your first step on the road to fame and fortune in Second Life.

SIM PRIVACY IS SERIOUS ISSUE

CAN I stop people from coming onto my island?

BIZ! says: AS owner of an island, you are totally in charge - and that includes deciding who you want to



EVENT HOSTING: Bring in the visitors

HOW can I boost the number of visitors to my sim?

BIZ! says: THERE are many different ways to increase traffic on your sim, and choosing which one works best for you depends largely on what type of visitor you want to attract. If you simply want to boost num-

bers and force your way onto the list of the most popular places in SL, then camping and lucky chairs are among your best options.

However, if you run a more serious business, then you should focus on marketing and advertising. That could include putting ads in SL newspapers as well

as an online campaign and blogging about your sim. You could also pay to advertise in the classified section in the SL search menu.

Another way of attracting people to your sim is to host events, which should generate interest and attract crowds. This often proves a catalyst for traffic growth.

WRITE TO: ASKBIZ@THE-AVASTAR.COM

let in and keep out. You can control who visits your sim by using the Second Life Estate functions.

This can be a vital feature if you are having to battle griefing or other attacks on your land,

and is more effective if you own an island rather than a plot on the mainland.

You should think carefully, however, before going down the route of blocking people from your sim.

It can be a very frustrating experience to be unable to teleport somewhere despite not having done anything wrong, so unless you want a completely private space, it may be best to leave it open.

FASHION INDUSTRY ELITE PROSPERING

By REGIS BRAATHENS

TOP DESIGNERS PROFITING FROM RAPIDLY INCREASING DEMAND

DESIGNERS have been celebrating a boom in the fashion industry over the last few months driven by the recent influx of new residents.

The growth has been benefiting both established players and newcomers to the industry, one of the main pillars of the virtual world economy.

Veteran fashion creator Blaze Columbia of Blaze Fine Fashions said: "It is obvious from the money figures there are more people shopping overall. But when you look at the content creator figures, there are also more people designing. In other words, the pie is getting bigger, but it's becoming more split up as well."

One of the consequences of the expansion is the breaking away of a small group of established brands. According to a new survey by Second Life market research com-

pany Market Truths Ltd, Nyte'N'Day, Dazzle and PixelDolls are seen as the top three brands, followed

by Blaze, Awesome Designs, Mischief, Simone, BareRose and DE Designs. The study also revealed that 85 per cent spent more than L\$250 a month on clothing, with 25 per cent spending over

L\$2,000. The survey suggested the fashion industry elite may even consider raising prices as their profession develops.

However, as yet there seems to be no trend towards price increases among the top labels.

"I wouldn't think there would be a price increase and I don't see a trend for higher



BLAZE FINE FASHIONS



TOP DESIGNER: Simone Stern

prices", Blaze added. In fact, the opposite is happening in some instances. With an influx of people with less money in an expanding economy, top designer Simone Stern said: "If anything, my prices have come down. I've been releasing items at about half what I asked for six months ago because I have the volume to allow that without compromising my quality."

A move to a tiered fashion industry with an elite of quality designers appears to be underway, and according to Blaze has been "happening to a degree back as far as PixelDolls".

REAL LIFE FIRMS LOOK TO VIRTUAL LAGUNA BEACH

By LEIDER STEPANOV

THE MTV Virtual Laguna Beach sim has hosted a marketing testing ground for real life companies for the past four months.

Corporate giants including Pepsi, Cingular and Proctor&Gamble have all advertised in-world at the beach during the project. Different methods of advertising were tested, with wireless phone firm Cingular using a virtual rep as a party promoter giving out info on in-world events and goodies such as cellphone animations. Pepsi extended a real campaign into Second Life, setting up booths where residents could reveal their secrets and win L\$.

Senior officials at MTV said they were excited about the future marketing possibilities on offer in Second Life.



VIRTUAL LAGUNA BEACH

CELEBRITIES & GOSSIP

PARTYING ALL NIGHT!

CELEBS GET DOWN AT AVASTAR ISLAND



TALENTED ARTIST WIRXLI/FLIMFLAM

AVASTAR MANAGER IKARUS SANTOS

LANDOWNER ALLIEZ MYSTERIO

CREATIVE GENIUS JC FREMONT



GET DOWN: The party in full swing



RELAXED: Pham Neutra chills out



HAVING A BALL: Second Front crew

RANDI BARRACUDA, MARIAN MAVERICK, GAETANA FAUST AND LIONILA LIGHTFOOT.

THE stars were out in force for The AvaStar's launch party - and they were all having a great time, as you can see from our snaps. It was a good chance for them to all meet up and do some networking as well!

AVASTAR LIFTS OFF WITH CELEBRITY BASH

CELEBRITIES from across Second Life danced the night away at the official AvaStar launch party.

Designers, fashionistas, musicians and many other kinds of SL residents were joined by the editorial staff as they walked up the red carpet into the main sphere at AvaStar Island on Sunday night.

The revellers quickly made use of the dancefloor and music courtesy of party organiser In Kenzo, who also provided a bar tended by a bear dishing out champagne.

During a break in the chatting, socialising and partying, The AvaStar's Editor-in-Chief Regis Braathens said a few words to the assembled guests.

Thanking everyone present for their efforts in giving The AvaStar a flying start, he said: "Along with the whole AvaStar team, I am greatly looking forward to the coming months, to establishing The AvaStar at the forefront of Second Life media and to continue to provide an excellent product for the wonderful residents of this world."



BIG CHEESE: AvaStar editor Regis Braathens says a few words

IN KENZO: Soaking up the atmosphere

TOP VENUE: The AvaStar Island was transformed

SLOW DANCE: Dancefloor kiss

MARKTWIN WHITE

IKARUS SOLOMON

RAIN COALCLIFF

NAUGHTY: Marco Manray eyes Naturelle Santos

FASHION IN BUSINESS



L\$ 350

SMART ADVICE FOR WORKING MEN AND WOMEN, OR ANYONE FACING A JOB INTERVIEW IN SL. KEEP IT SIMPLE AND MATCHING, AND STICK TO DARK SHADES WITH A FLASH OF WHITE OR COLOUR. SPORT YOUR SPECS, SHINE YOUR SHOES, AND FIT A POWER WALK TO GET SOME SL R*E*S*P*E*C*T.

MODELLED By DANIELA DESANTIS AND ARMONDO LAZARNO

By ISABEL BROCCO



L\$ 280

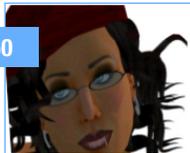
SHOES
Black and white wingtips also in grey and brown. D2TK Main Island Store, Cafe Cazbar, D2TK (189, 179, 68)

MATCHING

Black and white shoes and purse in 16 colors Deux Filles Designs Desire (150, 125, 105)



L\$ 300



L\$ 50

GLASSES
Delicate rim glasses come in five colors. Sinful Shades and Accessories, GuRlyWood (14, 123, 22)

SUIT YOU MADAM

Discerning ladies can wear this suave and sophisticated lined suit in classic black and white which can be worn in two different ways. Perfect for those high-powered executive meetings when you want to look your sharpest. Agricola, Cisseps (111, 150, 106)

SUIT YOU SIR

The Nottingham Winter suit has a beautiful shadowy texture and comes with a warm rollneck useful for the winter. It is perfect for an interview, and the jacket is removeable for a more casual look. Musashi Do, Anton (96, 242, 107)



L\$ 350



L\$ 80

SHIRT
Dress shirt with a striped tie in either purple or yellow Tableau (174, 155, 25)



L\$ 225

WATCH
Steel Watch from DH Men's WearHouse Brave-Hearts (191, 63, 25)



L\$ 150

SHOES
Snake skin detail Tableau (174, 155, 25)



L\$ 119

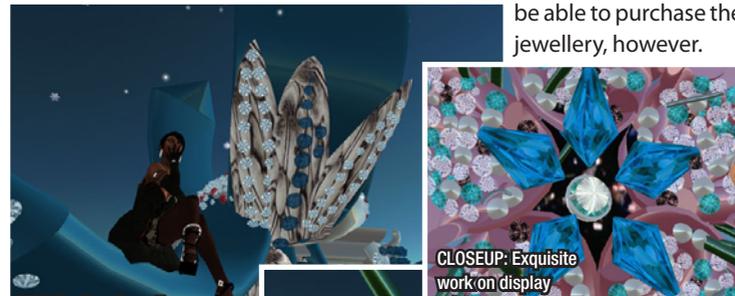
GLASSES
Block glasses Eyewear Only Satang (8, 249, 32)

DIOR JEWELLERY ON DISPLAY

By MARCO MANRAY

FAMOUS FRENCH FASHION HOUSE IN SECOND LIFE LAUNCH FIRST

DIOR has revealed part of its latest rarified jewellery collection exclusively in Seond Life. Up to four of the 17 pieces - worth up to L\$420m each - from the Paris-based fashion house will be on display at Belladone Island till the RL launch in February. Residents will not be able to purchase the jewellery, however.



MODEL: Showing off the jewellery

CLOSEUP: Exquisite work on display



HEIGHT OF FASHION: Exclusive preview



GEMS: Beautiful

THE AVASTAR Fashionista Isabel Brocco

RETRO PARTY CHICK

THERE were plenty of great outfits on display at the AvaStar launch party. I liked Sugar's one in particular - hot and stylish with a bit of mystery behind the sunglasses. Add some well placed tattoos and you're ready to party the night away. Her shoulder raven is a great accessory. It really made her entrance! Marks: 8/10



Sugar Seville and raven Edgar

WIN L\$1500 IN FASHION COMP

One reader will take on The AvaStar's fashionista to find the best party outfit for less than L\$500. Interested? Write to us at news-desk@the-avastar.com

INVENTORY SNEAK PEEK WITH CHERRYPOP BLING OF SOUTHERN COMFORT DESIGNS

By ISABEL BROCCO

SLEEK:
THIS purple and net top is a piece of memorabilia from Dazzle. I am so sad that she has closed, she use to have some really girlie items which I loved. So I'm very fond of this particular top, as you can see.

SEXY:
DE Designs does outfits with really amazing details and textures. This little number is a real favourite of mine from their collection, and it looks absolutely fantastic.

SHARP:
THIS is by far the best Gothic armour I have seen in SL. It's from 'A Sexy fashion shop'. It goes really well with this skin which was designed for me especially by my wonderful hubby, Dark. I know it can look frightening but I like wearing it when I feel evil.



ART'S BIRTHDAY CELEBRATIONS

By LIONILA LIGHTFOOT

THE anniversary of the birth of art was celebrated in style by small but ambitious art group Pomodoro Bolzano this week. It was on January 17 exactly 1,000,044 years ago that a dry sponge was dropped into a bucket of water thus inventing art – at least according to French artist Robert Filliou who made the announcement in 1963. Art fans across the world celebrate the occasion, and Pomodoro Bolzano took their RL party into SL with live music streaming into the metaverse. DJ Miulew connected the crowds in RL and SL with live electronic music.

He said: "In RL the expressions on people's faces is what makes it, in SL you get the ability to get clear message feedbacks like 'I love those beats!', that brings more life onto the scene."

There was also an art exhibition called art.box.think with modern and experimental works by DeThomas Dibou and Paco Mariani.



Artist DeThomas Dibou

MINDBLOWING

DRAMATIC NEW ART BREAKING THROUGH THE COMFORT ZONE

By LIONILA LIGHTFOOT

THE Heldscalla Foundation is opening its doors to artlovers who are not afraid to be taken to dimensions beyond pretty landscapes.

The exhibition displays works from renowned artists Nebulosus Severine and Araham Claveau. Nebulosus presents her unique digital sculptures in chromotive style, or the unification of colour and emotion, as she calls it.

In her work 'Leave Me The F*** Alone', the viewer becomes an

active participant of a time when the artist was blocking other people out of her life, as they are turned around grey walls inside a womb.

The works will be on display at the Heldscalla Foundation on Buttermere (50, 167, 33) and will be officially opened to the SL public on January 27.



GROUNDBREAKING: Leave me the f*** alone

DESIGNERS ASPIRE TO BE THE BEST

By RANDI BARRACUDA

CALLA hair designers Tigerlily Koi and Haedon Quine unveiled their latest line at the ASpiRE! modeling agency (Plush Genesis 219, 223, 21) on Sunday.

Trina Noland, who co-owns ASpiRE! with fellow model Bianca Darling, provided commentary for the launch.



SWEET ALYSSUM
BIANCA Darling models Calla's Sweet Alyssum style. Bianca is the gorgeous co-owner of ASpiRE! (Plush Genesis 219, 223, 21).



CATWALK
ASpiRE models Ally

LOTUS
THE beautiful Naturelle Santos shows off Calla's new Lotus hairstyle at the launch event on Sunday, which proved to be a hit.

Geer, Bianca Darling, Anastase Rosewood, Cordelia Ellison, Roenik Newell, Isabella Lazarno, Naturelle Santos and Leigh Matthews with Calla designers Tigerlily Koi and Haedon Quine.



DESIGNERS IN THE SPOTLIGHT

Nylon Pinkney
SL Birth Date: 08/30/2004
Famous for: Funky fashion designs and plenty of Girl Power

By LIONILA LIGHTFOOT

LL: What are you working on at the moment?

NP: Some new clothes. I get bored every so often and just make a bunch of new stuff and then I get bored of that and don't make anything for a month.

LL: You said you like doing casual things, is that how you would describe your style?

NP: Yeah, I keep it pretty casual; there is enough formal stuff out there. Casual and funky... I think I overuse the word funky. To me that means like retro, urban and a little dirty. It's the funk!

LL: Are you inspired by funky music and big city life?

NP: I like music but it doesn't really inspire me. I am more of a visual person. Modern big cities yeah, I live right near NYC, so I guess I am an urban wannabe.

LL: What do you like about creating in SL?

NP: It is fast and instant, instant gratification.

LL: What was the most striking reaction you received to your clothes?

NP: In the beginning a lot of people thought my drawn look was just plain ugly. I guess because everything was photo-realistic at the time, it made me sad.

LL: Do you have a more personal goal for what you create?

NP: I want to take over SL and own everyone. Yeah it is a while off, but one day I'll own you too.

LL: So you want everyone in your clothes?

NP: Actually whenever I see someone wearing something of mine I totally want them to change it into something else. I like the fact they like it but I just don't believe them. I think everyone probably feels like that, you're your own worst critic or I am just crazy.

LL: Many women in SL seem to like sexy clothing, does that appeal to you?

NP: Not at all, I am a pretty big prude, but I think it is fine if they want to dress like that. But why do women need to be sexy, Girl Power is why I made my own clothing line.



GARDEN GOODIES



BY TINA (PETGIRL) BERGMAN

Beach Chairs and Umbrella L\$200
Relax, sit back, chat with friends and enjoy life in these exclusive chairs by Ramos Designs Furniture (Ramos Island 44, 33, 30), designed by xTrojan Ramos.

Garden Tulips L\$199
Sold in sets of three from Heart Garden Centre (Plush lota 134, 95, 23) designed by Liliith Heart.



Peaceful water fountain L\$50 Including sounds, from Emerald's Decor (Manitoba 172, 156), design by Emerald Greenstein.



Scripted Tireswing L\$400 Act like a rowdy teenager again and play and have fun in your garden with this great scripted tireswing from SR's Versatile Scripting (Missauke 67, 59, 92).

Outdoor Grill L\$100
What's a garden party without grilled food?

This grill with opening top is from Bottoms Up (Amida 120, 68, 31), designed by Walter Night.



MYSTERY IN THE CITY THAT NEVER SLEEPS

VINTAGE NEW YORK IS THE SETTING FOR CRIME-SOLVING RIDDLES

By LIONILA LIGHTFOOT



LANDMARK: The legendary Radio City Music Hall



STREET SCENE: Classic cars



ORIGINAL: 1940s New York subway map

SKYSCRAPERS, great jazz musicians like Duke Ellington and infamous mafia bosses like Frank Costello - they all come to mind when you think of New York City in the 1940s. Thanks to the new Mystery Isle sim owned by Silky Underall and Merry Gildea, you can recreate the atmosphere of that long-gone era while solving a mystery. During your time in the reconstructed Lower Manhattan, you can find clues in apart-

lyn Bridge and interrogate Private Investigators or hotel porters to be the first to double your entry



PERFORMING: Singing New York's praises to the masses

ment drawers, go swimming for dead bodies under Brook-
lyn Bridge and interrogate Private Investigators or hotel porters to be the first to double your entry
price (500L\$). Each mystery starts at a hidden location in the city where participants receive a story and instructions via voice stream. For those not keen on solving crimes, the Mystery Isle also features shopping at Maycees, eating at corner diners and jazz concerts at the Radio City Music Hall. To get around the island you might want to use the first subway system in Second Life with genuine

maps of the 1940s subway system. The island starts running its program of events and mysteries on the 21st January with a murder called 'A hard day's night' from 3-5 pm, with music by Dini-Blanford-Davis live from a pub in the UK at 10 am. Travel back in time to get adventure, kicks, entertainment and to chill-out at the Mystery Isle (Unicorn Woods dAlliez, 64, 60, 22)



SKYSCRAPER: Famous NYC skyline faithfully recreated



D.O.A.: Delighted on arrival

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

DEAR RANDI



CHEATING ALTS

IT'S SO EASY TO CHEAT IN SL BY USING ALTS - IS MY MAN DOING IT?

Dear Randi: A guy I'm dating left another girl to be with me, and then created another avatar for 'fewer complications'. Recently I checked the first avatar's profile, which still said he loved the other girl. When I asked, he said he had given the avatar to his RL brother. Later I saw a very advanced two-week-old avatar with her, and suspect-

ed it was him. She and I have since compared stories, and we both think he's cheating on us. We don't think this 'brother' really exists. I don't trust him, but I don't want to let him go. Please help me! — L.D.
Randi says: I'm afraid it sounds like your man is playing you. It is even easier to cheat in SL than in RL as he

can cheat as an alt. And if he has cheated once he will almost certainly cheat again - and there will probably be no way you will ever know, no matter what he promises you if you confront him. If you're willing to live with that, fine. But you have to think hard about whether that is how you really want to go on living your second life.

ROMANCE IN THE AIR FOR NEWBIE

Dear Randi: When I arrived in SL recently, I was sceptical about the possibility of a relationship with a woman, but now I see all sorts of people committed and even married. What's the best way to start a relationship here? — F.H.
Randi says: Do it exactly the way you would in RL, except through your keyboard. Looks matter just like in RL, so spend lots of time on your avatar. Be nice and a perfect gentleman. Find a girl you like and ask her to go out with you — to a bar, a dance, an event — and the relationship should move along nicely.

LESBIAN LOVERS ARE REALLY MEN

Dear Randi: I'm a lesbian in SL and RL. I have been having a bit of fun recently with two girls, but I heard from a friend that they were actually both RL men and they go around together as women. I think it's disgusting that they are lying about who they are. Do you think it's unfair and wrong? — O.R.
Randi says: For some, SL is an extension of RL, for others it is a chance to be whatever they want to be. If that means a man wants to be a woman in SL, then that is his own choice. You will have to either like them for their SL selves, or leave them.

I'M GAY - BUT I LOVE A WOMAN

Dear Randi: I am a gay man in both RL and SL but have never been in a committed relationship. My best friend here is an amazing lady, and as our friendship has developed, a strange thing has happened. I think I am falling in love with her! I have never been with a woman in RL, but I have dreamt about her the last two nights. Should I tell her? - F.B.

Randi says: Perhaps you are bisexual and did not realise it before. It sounds as if you are in a very rewarding SL friendship. As long as you don't plan to take the relationship into RL, perhaps you should tell her what you have just told me and see how it develops. But be careful about ever trying to meet her in person, especially before you have a clearer idea of your true sexual orientation.

WIN A L\$2000 DATE

DO YOU FANCY A DATE WITH ONE OF OUR HOTSHOTS? EMAIL NEWSDESK@THE-AVASTAR.COM

By VALENTINO SCHNABEL

WIN our dating competition and we'll spend L\$2,000 on giving you a complete makeover and sending

you on an all-expenses paid date with our star single of the week.

We will splash the cash on the lucky man before sending him out on a date with our gorgeous mystery woman, so contact us

now by emailing newsdesk@the-avastar.com if you think you can capture her heart.

The AvaStar is also proud to bring you the hottest guys and gals in Second Life - so get busy IMing them now!



STAR SINGLE!

Sum yourself up in one sentence:

I always see the best in people and never give up on hope.

What are your interests in SL?

I've been SL-ing for over two years, and my interest right now is to meet all sorts of fun outgoing people.

Favourite places in SL?

I enjoy hanging out at my daughter's studio.

What are you looking for in a partner?

I want a man who can be a 'man' in all aspects of the word. Romantic, outgoing, smart, funny, goal-oriented, and caring. The type of SL relationship I want is a strong friendship. One that can lead into something else, in SL and not RL. This is my fantasy world, I am Cinderella - and I need my prince charming.

Sum yourself up in one sentence: Smart, attractive and very modest.

What are your interests in Second Life?

I'm interested in exploring and getting into places I shouldn't.

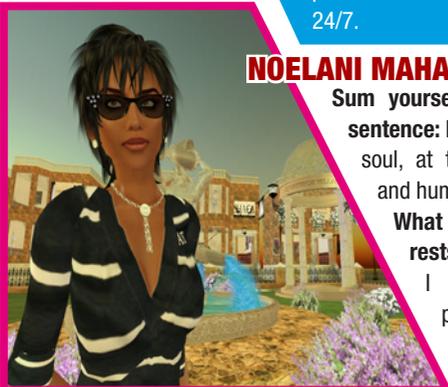
Favourite places in SL?

I like to hang out in places of co-incidental beauty, a pier, the highest point in a sim or an empty island with a view.

What are you looking for in a partner?

Im looking for an easy going person who does not expect to know where I am 24/7.

BERRY CREMORNE



NOELANI MAHANA

Sum yourself up in one sentence:

I am a sensitive soul, at times complex and humorous.

What are your interests in SL?

I love meeting people who can spark a creative or

emotional curiosity within me.

Favourite places in SL?

Right now I love Slackers in Djork. Its atmosphere is very laid back. I also hang out at Laguna beach - a very high energy place - and The Big Easy sim.

What are you looking for in a partner?

I am looking for a gentleman who can share my passion for creativity, who is sincere and open. Someone who is unambiguous with no grey areas for interpretation.

BEST IN SHOPPING Sc Design Mall's



Caribbean Pearl

www.sc-design.net



Sc Design Plaza



Sc Design Reloaded

Swedish Quality Design



www.exakt.biz/Copy/Design/Boyer/Arwork and Photo Tina (PetGirl Bergman).



[EXAKT]

The household name for elegant, modern design. By Tina (PetGirl) Bergman.

[EXAKT]

currently features four product lines

- SPOTLIGHTS**
- LAMPS**
- INDOOR FURNITURE**
- GARDEN FURNITURE**
- ACCESSOIRES**

(handbags, vases, scripted fans, rugs)

Bring some light (and modern elegance) to your (Second) life. Just visit my shop in:

EXAKT MAIN STORE, Verloren (216, 30, 33)

If you can't find what you are looking for or you want one of my designs in a different color, texture, smaller, larger.... whatever... just send an IM to PetGirl Bergman.



Verloren 216, 30, 33.

THE GUIDE WHAT TO DO THIS WEEK!

THIS WEEK: LIVE MUSIC



OLD SALT'S PUB: Etherian Kamoboko

By GAETANA FAUST

LADIES AND GENTLEMEN:

NOTES FROM SL

THE live music scene in Second Life is vibrant and constantly evolving, and the same can be said for the many live music venues.

The Menorca sim (122, 136, 23) plays host to some of the best live acts at the Hummingbird Cafe (63, 20, 23), where there is an open mic night every Thursday.

In fact, the nights have proved so popular, Menorca is hosting additional open mic events on Saturdays in the main plaza.

The Acoustic Blues Lounge in Cisseps

(236, 20, 651) is also known as the Living Room, and it's owned by SL musician Juel Resistance. The room is lined with comfortable sofas and a dome overhead is composed of photos of musical luminaries, making it a relaxing place to chill out and listen to the music of Juel and her friends.

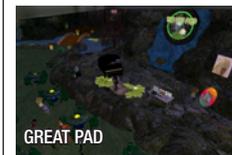
One of the newest venues in SL is Sterling Vineyards (46, 22, 27) which had its grand opening on Saturday January 13. It's a stunning outdoor venue surrounded by trees, with lovely cafe

tables and fountains to set a peaceful tone. The enormous Muse Isle (147, 222, 28) is home to several different music venues. Towers in the Hong Gu sim (75, 182, 22) is another powerhouse of live SL music.

If you're after rustic and realistic music, check out the live acts playing blues at the House of Tunes in Whitlock (207, 162, 108). The famous Old Salt's Pub in Kokomo (231, 55, 31) is also a must - playing host to all kinds of acts including rock, country and blues.

HAVE A CROAKING TIME

Lily Pad Lounge



This amazing and creative underground theater is lush and green, with tables resembling lily pads and chairs shaped like frogs.

Where: Clyde (106, 170)

OPEN MIC

Hummingbird Cafe



Head down to the famous open mic nights every Thursday and Saturday.

Where: Menorca (63, 20, 23)

NEW VENUE

Sterling Vineyards



Sit back, relax and enjoy the music in this beautiful outdoor venue.

Where: Sterling Vineyards (46, 22, 27)

1.19. - 1.25.

'DON'T MISS!' –**MUSIC****Andrea Teatime Live**

The Irish musician brings fun stories in the form of folk and country music to the friendly Irish venue.

When: January 21, 13:00-14:00

Where: The Blarney Stone, Dublin (81, 81, 24)

**FASHION****ASpiRE! Fashion Show**

The latest from X3D Apparel and Diversity Hair on the catwalk featuring the stunning girls from the model agency.

When: January 20, 16:00

Where: Plush Genesis (219, 223, 21)

**NIGHTLIFE****DJ Miggy at Chase's Sky Club**

Hang out at Chase's Sky Club listening to exciting new music. Requests also taken.

When: January 19 19:00-22:00

Where: Hawthorne (167, 188)

**MUSIC****Heath Elvehjem**

Come and listen to Heath as he makes his second appearance at the Pantheon Performance Hall.

When: January 24, 18:00-19:00

Where: Info Island II (101, 69)

**EDUCATION****Build a Marine Paradise**

A class covering textures, prim copying and linking.

When: January 25, 15:00- 16:00

Where: Dreams (128,128)

**EVENT OF THE WEEK!****Tolkien Art and Jewellery Exhibition**

Paintings of scenes from J.R. Tolkien's books in two galleries with Lord of the Rings jewellery designed by Gemondo Franciosa.

When: January 22, midnight-03:00

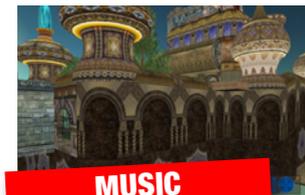
Where: Gwail (48, 216)

EVENTS OF THE WEEK**ART & DESIGN****A Cultured Walk**

Those keen on exploring the SL art world take an Art Walk with a friendly discussion group, lead by Viola Bentham.

When: January 23, 16:00-17:00

Where: Meet at Angel Dorei, Solaris (209, 159. 90)

**MUSIC****JAMBA Losangeles**

A must for fans of gentle folk rock, set in the charming and beautiful grounds of Kelindra's Palace & Waterfalls.

When: January 25, 19:00-20:30

Where: Solha (34, 125)

**NIGHTLIFE****Monday Bass**

Keep the weekend going with a drum and bass fest from fresh new artists like Liquid Funk and the rest of the crew.

When: January 22, 14:00-16:00

Where: VooDoo (58, 135)

**EVENT OF THE WEEK!****'One Giant Screw-up for Mankind'**

A discussion forum about NASA's suspicious misplacement of the TV footage that recorded the moment when Apollo 11 landed on the moon.

When: January 25, 19:00-20:00

Where: Space CoLab (68, 75)

**NIGHTLIFE****Ballroom Formal Dancing**

Don your fanciest dress or sharpest suit, do your hair and bring your best guy or gal and come along for a great dancing time.

When: January 23, 18:00-20:00

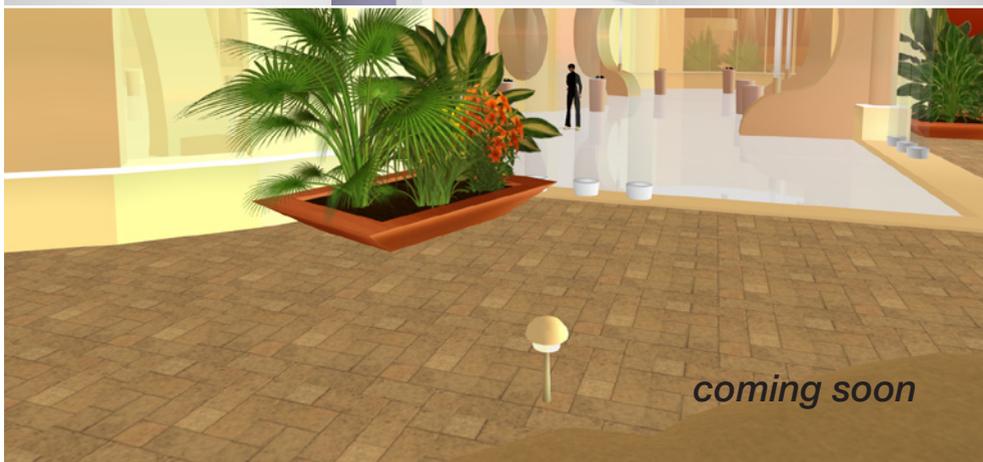
Where: Samoa (180, 106)

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.



feeling that lingers on
HEAVENLY SOLES



coming soon

FRESH AND FOXY

DIARY OF A NEWBIE

By CARRIE SODWIND

FOX DILLER started up the SL version of Crystal Studio, a 3D graphic design company. He shares some sharp newbie advice with **The AvaStar**, emphasising getting an original look and really trying to push the boundaries.

THE AVASTAR: How was your first day in Second Life?

FOX DILLER: I started out very sceptical, playing around with a friend's avatar. Within 20 minutes I had decided to join. I like standing out, so I spent my time 'pimping' up my new Luskwood coyote to look the best I could. I was frustrated by how much there was to learn before I could move at my usual fast pace.

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

FD: I didn't realise you could shift-copy objects. I made a house, one prim at a time, until my friend laughed at me and showed me. The house was over 1500 prims. He still

jokes about it.

TA: What is your advice to newbies?

FD: Push every boundary in Second Life, never settle for anything else. Don't be afraid to ask for help, and help others.

TA: Where do you recommend a newbie to go?

FD: Help Island, Yadni's Junkyard. The Welcome Area is where I meet some of the most interesting people.

TA: When did you feel at home here?

FD: About a month after I joined SL when I created my company in here, from my RL company. The moment you have a job or role, it gives you a purpose.



IN DEEP WATER

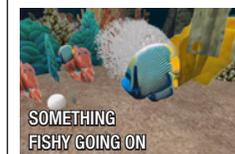
ANYONE who left Help Island prematurely to go exploring will sympathise with this tale.

I clicked on the map, and pressed 'teleport' but when I arrived, I was at the bottom of the sea.

I was passed by the odd fish, stumbled over some rubble, and was trying to work out if my newbie avatar could swim when suddenly a cool surfer dude appeared next to me, decked out in what I thought was an all-in-one white wet-suit with a black print.

He asked me what I was doing down here. What a relief! After brief introductions and a giggle about my newbie mistake, I told him I thought his surfing outfit was very cool.

But that gave him entirely the wrong idea, because the wetsuit had just been my computer screen rez-zing. When it adjusted, I saw he was stark naked and had come down here for reasons other than a friendly rescue. I couldn't wait to reach dry land.

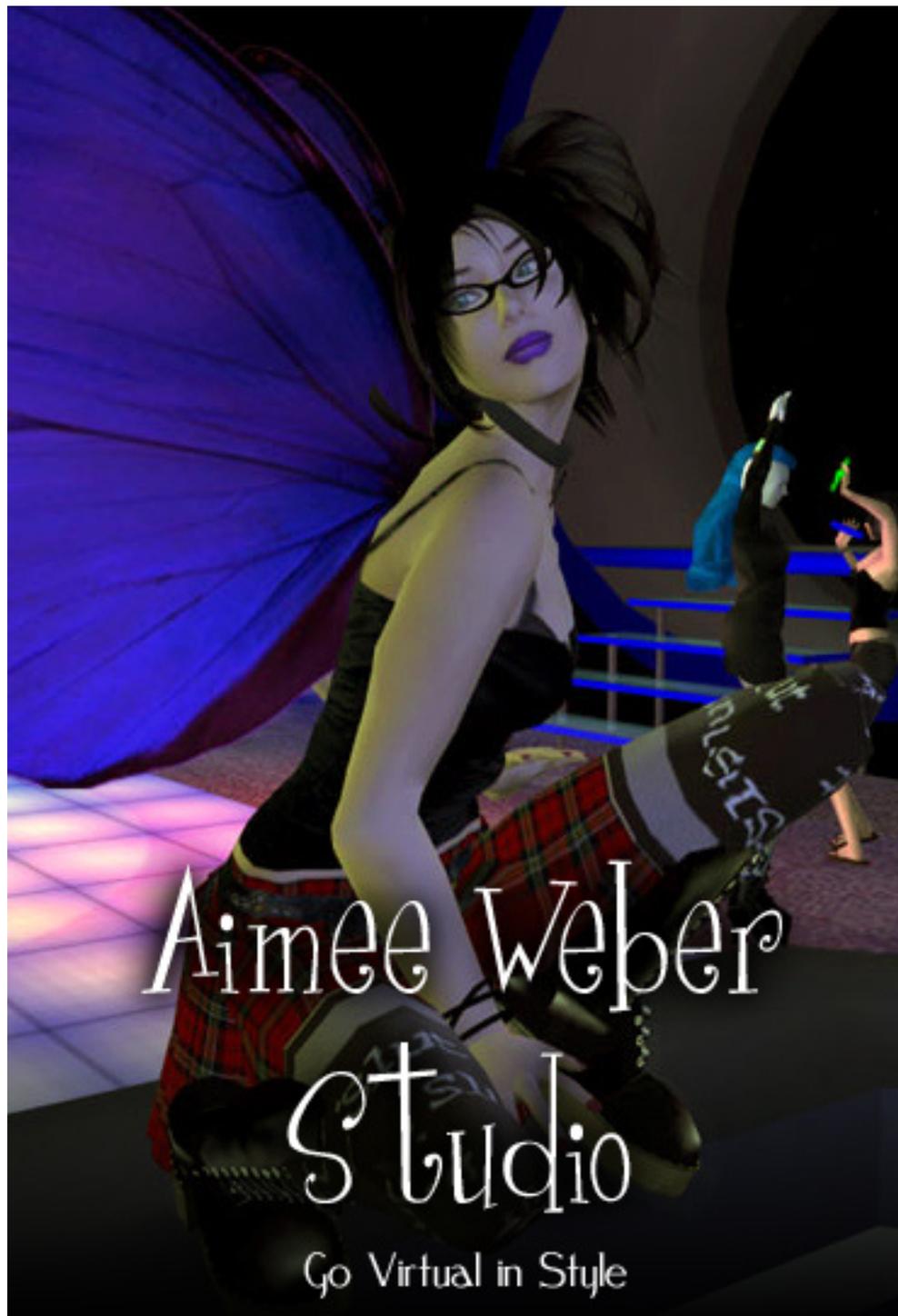


SOMETHING FISHY GOING ON

DO + DO'S & DON'TS OF BUYING LAND: - DON'T

By GAETANA FAUST

- + Use the Land Store to search for the perfect property, or use the Map to find land for sale.
- + Right-click the land you're interested in and view About Land to find out about the cost, size, allotted prims, and other important information.
- + Consider renting land if you're not sure about ownership.
- + Pick a property you think will appreciate in value. If your house is next door to a noisy casino, you may have trouble re-selling it.
- Feel obligated to buy a house. Free spirits may be content to roam Second Life without a place to call home.
- Buy without comparing the price to similarly sized lots.
- Forget to factor into the price the tier fees you must pay to Linden Lab.
- Neglect to read the covenant. It may specify that only beach houses may be built when you want a castle.
- Purchase a lot that doesn't have enough prims to meet your needs.



Aimee Weper
Studio
Go Virtual in Style

THE AVASTAR OF THE WEEK ANTONIA MARAT

IS AN UP AND COMING SL FASHION DESIGNER WHO RECENTLY OPENED A 1950S-STYLE SHOP IN AXEL CALLED ARTILLERI. HER STYLES ARE RETRO, PIN-UP, ROCKABILLY AND VINTAGE, WHILE HER SPECIALITY IS SEXY GLASSES.

By VALENTINO SCHNABEL

PROFILE

NAME:
Antonia Marat
BIRTH DATE:
August 19th 2005
PROFESSION:
Fashion Designer
ATTITUDE:
Retro, fun and friendly.

THE AVASTAR: What is your best feature?

ANTONIA MARAT: I get a lot of attention for my, erm, behind. Antie has been eating her hamburgers, and it did her good! And I'm daaamn proud of it. Eat more, girls!

TA: What is your favourite place in SL?

AM: West Haven. It's a suburban area on

the mainland, I lived there for a long time and have a great deal of fantastic memories from those days.

TA: What would you change in SL?

AM: No lag. No griefers. No annoying bugs. No teleport issues. No crashes. No drama. And endless releases of new hair for me to buy.

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

AM: Usually working, either in photoshop or creating things in-world. I love what I do, but I wish I had the time to hang out with my friends more.

TA: What personal SL achievement are you most proud of?

AM: My store artilleri. A lot of time has gone into making it what it is today, and I am very proud. I've seen the store being referred to as the 'artilleri experi-

ence' instead of the 'artilleri shop'. I love that! I want people to enjoy themselves.

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

AM: My MystiTool. I would die without it.

TA: If there was a president of SL, who would you vote for?

AM: Lana Miranda, a friend and owner of the sim I live in. With her in charge, the fun would never end.

