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“I’m
Literally
Falling
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to SNOOKI:
WHY NEW JERSEY
TV RULES!
By James Wolcott  p. 54
IF WE CAN IMAGINE IT WE WILL MAKE IT.
IF WE CAN MAKE IT WE WILL.

An innovative leader in the watch industry for more than five decades, Rado defines the idea of “unlimited spirit.” From the company's inception, Rado's designers refused to allow conventional production capabilities to influence their creative process; instead developing groundbreaking new manufacturing methods that maintained the integrity of the timepieces' design. Utilizing innovations such as metalized sapphire crystals, high-tech ceramic materials, and crushed natural diamonds in an entirely scratch-resistant watch, Rado's driving spirit truly made the impossible possible. And with such a tradition of artistic excellence, Rado supports design in a way that goes beyond mere admiration: the company is dedicated to uncovering the “unlimited spirit” in young artisans and inspiring them to make their own unique contributions to the world of design.

RADO ALSO IS PROUD TO RECOGNIZE THE “UNLIMITED SPIRIT” HONOREES FEATURED IN THIS SECTION AND THEIR ONGOING PHILANTHROPIC WORK WITH THE FOLLOWING ORGANIZATIONS:

MARIA BELLO Norma Démocratique, a chapter of Vital Voices Global Partnership based in Haiti, whose mission is to expand the roles of Haitian women in generating economic opportunities, increasing political participation, and protecting human rights.

vitalvoices.org

PAUL HAGGIS is founder of Artists for Peace and Justice, a group of friends who gathered together to provide emergency and medical relief, and build and support schools in the poor communities in the world. For the last three years, APJ has focused its efforts on the children of the slums of Haiti.

apjnow.org

DAVID HERTZ EDAR (Everyone Deserves a Roof), a nonprofit that addresses the unmet needs of thousands of homeless people among us by providing short-term, immediate mobile shelter units to those living on the streets (edar.org); and the Go Campaign, a movement that improves the lives of orphans and vulnerable children throughout the world by partnering with local grassroots organizations that provide children in need with the critical services they require to survive and thrive.

gocampaign.org

Created by Tatu Viinrin, the Unlimited Spirit Award is the essence of the Rado “unlimited spirit” and will be awarded to the three cultural visionaries featured in this section.

UNLIMITED SPIRIT
RADO
SWITZERLAND
DAVID HERTZ
ARCHITECT, ENVIRONMENTALIST, VISIONARY

To say that David Hertz can create something beautiful out of what was once considered refuse is no understatement: the architect has continually challenged the status quo by making it his mission to rethink and reimagine the impact buildings have on the environment. But such innovation doesn’t come easy. "To be unlimited, you need to have a source, a well you can draw from that is regenerative. And that requires being inspired by lots of different things. I'm very interested in not repeating myself." Although his current project is his most ambitious to date—repurposing large sections of a "retired" Boeing 747 into a home—Hertz is most inspired by his beyond-sustainable vision for the future: "To create a building that contributes back to the health of the planet."
RADO SWITZERLAND & VANITY FAIR

invite you to celebrate
three cultural luminaries who embody

UNLIMITED SPIRIT

MARIA BELLO • PAUL HAGGIS • DAVID HERTZ

Thursday, September 16
6:00 – 8:00 PM

The McKinley House
2420 McKinley Avenue
Venice

R.S.V.P. by September 14 to
rado-unlimitedspirit@vf.com

VALET PARKING. THIS INVITATION IS NOT TRANSFERABLE.
RADO SWITZERLAND'S SUPPORT OF THE ARTS GOES BEYOND MERE ADMIRATION. AN INNOVATIVE LEADER IN THE WATCH INDUSTRY, RADO IS DEDICATED TO UNCOVERING THE "UNLIMITED SPIRIT" IN YOUNG ARTISANS AND INSPIRING THEM TO MAKE THEIR OWN UNIQUE CONTRIBUTIONS TO THE WORLD OF DESIGN.

UNLIMITED SPIRIT
HONOREES

MARI A B E L L O
ACTOR, ACTIVIST, INSPIRATION
Maria Bello supports Femmes en Démocratie, a chapter of Vital Voices Global Partnership based in Haiti whose mission is to expand the roles of Haitian women in generating economic opportunities, increasing political participation, and protecting human rights.

P A U L H A G G I S
FILMMAKER, RISK TAKER, CHAMPION
Paul Haggis is founder of Artists for Peace and Justice, a group of friends who gathered together to provide emergency and medical relief, and build and support schools in the poorest communities in the world. For the last three years, APJ has focused its efforts on the children of the slums of Haiti.

D A V I D H E R T Z
ARCHITECT, ENVIRONMENTALIST, VISIONARY
David Hertz supports EDAR (Everyone Deserves A Roof), a nonprofit that addresses the unrepresented hundreds of thousands of homeless people among us by providing short-term, immediate mobile shelter units to those living on the streets; and the Go Campaign, a movement that improves the lives of orphans and vulnerable children throughout the world by partnering with local grassroots organizations that provide children in need with the care and services they require to survive and thrive.