THE OTHER SIDE OF
VIGGO MORTENSEN
A PORTFOLIO OF SELF-PORTRAITS FROM
NEW LINE'S RELUCTANT 'KING'
When it comes to conscious living, industryites are leading the way — and doing it with style. A five-part look at going green at home and on the set.

By Janelle Brown Photographed by Stephen Stickler
PART I

It's not easy being green. Between the Birkenstocks and the wheat germ, the scratchy recycled toilet paper and the burlap-sack fashion, being eco-friendly meant living life like a public service announcement.

But times have changed, especially in Hollywood. Instead of looking like, say, Jerry Garcia, the new eco-friendly role model wears an organic cotton Armani power suit and shops at Whole Foods. He might, for example, bear a resemblance to CAA agent Michael Wimer. Wimer compacts his garbage, drives GM's EV1 electric car, buys organic produce and is installing solar panels at home. "People in the industry are dying to be eco-friendly," he says. "We all get it and are blessed to be wealthy enough to do this stuff."

The industry has become ground zero for eco-chic. Environmentalism is now in vogue, unlike the days when Robert Redford and Dennis Weaver were at the forefront of the cause. Green celebs such as Amy Smart, Leonardo DiCaprio, Alicia Silverstone and Cameron Diaz may snare the lion's share of public attention — appearing on the pages of Us Weekly sipping Steep (an organ-

Consider Andrea Pett-Joseph, a talent manager at Brillstein-Green. She recently persuaded her office to start printing double-sided scripts to save paper. She shuns leather purses, buys natural beauty products and wears her "recycled" dresses by new designers like Ooloon. "It's become trendy," she says. "It doesn't make you weird anymore. It's just keeping up with the Joneses and doing what makes sense."

When the best supermarket in town happens to be organic, for instance, would industrialites go elsewhere? "People are predisposed to doing the right thing, but they aren't going to completely rewrite the rule book," says Berman. "Like Bill Gerber ("The In-Laws," "What a Girl Wants"). "Here, it's as easy as going to Whole Foods as Ralphs, so everyone just goes to Whole Foods." Berman explains why the all-natural grocery chain has tripled its locations in L.A. (growth has been equally explosive in Manhattan).

Perhaps more than anything else, however, a green car has come to symbolize a showbizzer's commitment to Mother Earth. "Every studio I go to..."