

SPECIAL: THE NEW TASTEMAKERS

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**ELIZABETH ROGERS** GOT A LITTLE HELP FROM HOLLYWOOD FRIENDS LIKE CAMERON DIAZ FOR HER NEW PRIMER ON ECO-CONSCIOUS ESSENTIALS



Los Angeles environmental activist Elizabeth Rogers prepares an organic lunch for her son in the kitchen of an eco-friendly Living Homes prefabricated house. [livinghomes.net]

ELIZABETH ROGERS drives a Prius, recycles, and has an eco-friendly water heater in her house in Venice, California. But, she says, “I am not a tree hugger.” Indeed, as coauthor, with Thomas Kostigen, of *The Green Book: The Everyday Guide to Saving the Planet One Simple Step at a Time* (Three Rivers Press), which gathers environmental data and habit-changing ideas into one volume, she means to “reinvent the face of green.”

Traveling around the world with her friend Cameron Diaz as they were making the MTV series *Trippin’*, Rogers became frustrated that all the information they learned about the human impact on the natural world was not readily

available to the average consumer. *The Green Book* pairs facts and figures—on topics from carpooling to recycled plastic lumber—with mini-essays written by the likes of Jennifer Aniston and Tiki Barber to give it pop-culture appeal. “I’m good at bringing worlds together,” says Rogers, 41, who worked for ten years in communications at Calvin Klein and is now a board member at the Environmental Media Association. “That’s why I got Dale Earnhardt, Jr. [to contribute], to get the NASCAR audience, to get the message into the mainstream. That’s the whole point. Green doesn’t look the same as it used to. We should all be green.” —CHRISTIAN L. WRIGHT