



Rhett Turner and crew on location.

Water Works

Ted Turner may be the better-known environmentalist, but son **Rhett Turner** (Red Sky Productions) is no slacker when it comes to green causes. The producer of documentaries on terrorism and disease-eradication in Africa, Turner's most recent crusade is **Water War** (waterwar.org), a socially conscious documentary narrated by actor Peter Coyote and airing this July on Georgia Public Broadcasting. The doc, which certainly hits home, centers on the heated, 20-year-old conflict between Georgia, Alabama and Florida over precious water rights. "We've become so blasé about water. We turn on the tap or flush the toilet without really thinking where it comes from or where it goes," says Turner, whose film influences include Errol Morris and Jacques Cousteau. Turner takes stewardship seriously and calls the battle for water "a creeping natural disaster." *Ted Turner will host an exclusive benefit (with Gladys Knight performing) for donors of \$5,000 and more to the Water War fund on June 22, including a sneak peek of Water War. For more information: call 678.612.7474.*

Sustain-a-build-ity

Nothing testifies to the power of ordinary citizens to promote sustainable design like the stunningly modernist home just built for young entrepreneur **Matt Liotta**, lawyer wife Jennifer and their one-year-old baby by local boutique architecture firm **Density**. Set in the normally staid, traditional Ansley Park, this luminous light box proves that the most rigorous eco standards can also result in an elegant showhouse dwelling. Reflecting the ethos of their generation, where style and environmentalism are not mutually exclusive, everything about their 3,500-square-foot LEED Silver-certified home (one of just three single-family homes in the city with this status) is conscientiously designed, including LED lights that only come on when the sun begins to set. Even rainwater is recycled. It's used for irrigation and also channeled into a Zen-like water feature. And with its modernist, streamlined vibe, featuring flat rooflines and an abundance of sustainable wood from Japan and Brazil, the home doesn't sacrifice one iota of beauty for environmental purity. *View the Liotta Residence during Modern Atlanta's Modern Homes Tour, June 5 and 6, 10:30AM to 4:30PM, modern-atlanta.org*



A bird's-eye view of the Liotta living room.

The New Green Guard

For environmentalism to work, it has to be practiced top to bottom in every corner of our lives. Luckily, these three 30-something, green Atlanta entrepreneurs are helping to change the way we do business *and* throw a party.

CEO **April Milliken Trigg** is committed to transforming what the EPA has identified as one of the most wasteful fields—the event industry—into a mindful one with her sustainable-swank event company, **eventologie** (eventologie.com). Trigg brings her early experience in entertainment (she started out at NYC's William Morris Agency) to bear on her impeccably elegant staged events for high-profile clients like Barbra Streisand, Lauren Bush, Gabrielle Anwar and Jane Fonda in NYC, L.A., the Hamptons and Atlanta. Mindful of environmental impact, Trigg makes recycling, composting and reducing landfill waste part of eventologie's mission as well as locally sourced, seasonal menus.

"Sustainable strategist" and nationally in-demand speaker and **New House** CEO **Lewis Perkins** (lewisperkins.com), has worked with industry giants from Anisa International to Mohawk Industries, helping them green their products and policies. He regularly travels to eco summits, like the recent Cradle to Cradle event in Reykjavik. Perkins' latest passion is a book co-authored with eco-activist Laura Turner Seydel and due out in early 2011 titled *Green Heroes*, which "recognizes heroes big and small across the country," including Ted Turner, Laurie David and Bobby Kennedy Jr.

Public relations force-to-be-reckoned-with **Ryan Hattaway**, CEO of **Mogul PR**, has created buzzy sustainable art shows, green movie premieres and reached a new green audience through

EARTH ANGELS

From left: Ryan Hattaway, April Milliken Trigg and Lewis Perkins



the Web and social media. Recently launched at Art Basel Miami, Hattaway's **ecosystM.org** Website is dedicated to raising environmental awareness and promoting green initiatives, such as the recent World Wildlife Fund's Earth Hour event, during which businesses turned off their lights for one hour, and a monthly green networking event, Type-A, which Hattaway plans to expand to 15 cities. Up next for Hattaway: an eco-couture fashion show, featuring Linda Loudermilk and Mae Couture, coming to Atlanta this fall and cleverly titled "Haute Natured." **A**