



WHAT IS ECONOUVEAU?

Many are saying that 'Green is the new black'. Our mandate is that 'green' ideology runs much deeper than a mere trend, clever catchphrase or blind consumerism. In the same breath, we feel strongly that 'green' is not 'one size fits all' and that for this movement to be effective, it must weave itself deeply into cultural relevance mainly through art and expression.

EcoNouveau's mission is to drive the green movement deeper into the local/global consciousness by highlighting the most exciting and fresh output of great designers, artists, musicians, activists and businesses. It is our intention to showcase these vital innovators to a broader audience of key influential people who can spread the message to their respective tribes, friends and colleagues. Our goal is to provide a unique, exciting and inspiring experience for all attendees, where we Angelenos recognize our power as 'the epicenter of influence' and fully embrace the task of weaving a green, conscious lifestyle completely into the fabric of all of our lives.

The creators of EcoNouveau feel that there is a strong human desire to make educated decisions that do not adversely effect the environment or cause social upheaval, in all aspects of our lives. A recent study concluded that 'the majority of consumers really don't care that much about the environment. Green has simply not captured the public imagination.' Further, only 22% of people feel that they can make a difference when it comes to the environment*. Fashion, film, literature, music, events and business must ALL contribute visions and tangible examples of what a sustainable, thriving planet looks and feels like. Our task is to communicate 'green' as the movement of our times and an opportunity for massive global transformation.

EcoNouveau is targeted at the influential people across multiple tribes that make up Los Angeles---our finest and most successful artists, entrepreneurs, entertainment and fashion industry VIP's, activists, teachers, philanthropists, local government and NGO veterans. EcoNouveau asks all of you to deepen your commitment to environmental sustainability and to continue to weave this message into whatever you are putting out into the world. EcoNouveau is creating an event that will be an amazing opportunity to meet new, like-minded people and urges you to look to collaborate with the extraordinary new friends you will come in contact with.



WHY IS ECO-FASHION IMPORTANT?

The apparel industry has incredible impact on our lives --conventionally grown cotton uses more insecticides than any other single crop and epitomizes the worst effects of chemically dependent agriculture. Each year cotton producers around the world use nearly \$2.6 billion worth of pesticides -- more than 10% of the world's pesticides and nearly 25% of the world's insecticides, causing major water pollution, cancer and chronic illness in farm workers and devastating impacts on wildlife*. The acidic chemicals used to process synthetic fabrics find their way into our rivers and streams, lowering the pH and destroying ecosystems. Sustainable materials such as bamboo and hemp are faster growing, more durable and are much more renewable than conventional textiles.

Whether we collectively call it 'sustainable', 'green' or 'eco' fashion, it is now within reach for designers to utilize sustainable materials in their entire product lines. From couture to denim to sportswear to home furnishings, ecologically intelligent products exist in all of these categories.

By promoting eco-friendly products such as organic cotton, organic wool, corn fibers, recycled fabrics, biopolymers, natural dyes and concepts like 'biomimicry' to industry and consumers, we prove that style, aesthetic and sustainability are fully compatible. By supporting these designers and businesses, we help to improve our environment and health.

*Source-Pesticide Action Network, Organic Trade Association



ABOUT ROBERT GANGER, FOUNDER

Rob Ganger, Founder & CEO Pollinator Media Group LLC, hails from the event marketing world, producing unique mega-events made for television, generally with a philanthropic purpose. He founded Mesh Inc. in 1995, producing the Bryant Gumbel/Walt Disney World Celebrity Golf Tournament (ESPN-TV), which netted over \$6 million for the United Negro College Fund over a six-year period. Mesh also produced the Jackie Robinson Foundation's Celebrity Golf Tournament in Los Angeles celebrating Robinson's 50th anniversary of breaking the color barrier of Major League Baseball. Ganger has produced fundraisers for the Autism Coalition (Celeb Golf Tournament) and Stop Cancer (LA Fashion Event), and was also responsible for managing the Cuervo Gold Pro-Am Beach Volleyball Tour from '95-'00 (FOX-TV), the largest of its kind in North America. He has worked on promotions for World Cup Soccer ('94) and the Barcelona Summer Olympics ('92). Most recently, Ganger co-founded The Evolver Project, an incubator that spawned a print magazine (Evolver) and EVO.COM, an online directory and media portal servicing the 'green' marketplace. He also co-founded a Green Business Networking event in Los Angeles that meets monthly and recently celebrated it's 1 Year anniversary (www.greenoptions.com/blog/2007/05/08/green_business_networking_in_full_swing)

Rob's first film role was as an Executive Producer of the award-winning documentary "Trudell" (www.trudellthemovie.com). The film about Native American poet, musician and activist John Trudell was featured in over 40 festivals (including Sundance, Tribeca, Seattle and SilverDocs) and had a 60-city theatrical run (2005).

Ganger credits his shift in focus to exclusively conscious, holistic, and socially engaged endeavors to his extensive travels to sacred sites in India, Peru, Egypt, Mexico and elsewhere. Rob lives and works in Venice, CA.