

LEADERSHIP *and the* ENVIRONMENT

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**TREE HUGGER:**  
Guster's band members Gardner (standing) and Miller (in striped shirt)

# It's Hip to Be Green

**ACTIVISM:** For today's young people, fixing the environment is job one. And they have their own ideas about how to do it.

Changing the stodgy image of the environmental movement is at the heart of what many young activists are trying to do. Danny Seo, 29, is a pioneer in the field of eco-living. Born on Earth Day, he started his first environmental organization at 12 and then worked as an environmental

lobbyist in Washington during his college years. But he had a twin passion for design and home improvement, and chose that path instead. Now a noted eco-lifestyle expert and author of a popular series of books on environmentally friendly décor and entertaining called "Simply Green," he says he doesn't regret taking the softer road. "On the surface, it may seem silly to be focused on colors and fabrics and doing a gift-wrapping book, but there is a meaning. For a long time I think people have been saying you gotta go green because it's good for you, because it's good for the planet. But no one wants to do that for that reason alone. You have to make it affordable and stylish and exciting, because at the end of the day, that's what good marketing is."