

VIV MAG CREATORS



VICTORIA CLAYTON



SARIKA CHAWLA



STEVEN LIPPMAN



JENNIFER M. VOLLAND



RIC FRAZIER



LINDSAY DANIELS



VICTORIA CLAYTON
Writer, "Silver Lining"

"WHEN I THINK OF HAIR COLOR, I always think of my mom," says Victoria Clayton, who wrote this issue's article on coloring gray hair. "When I was a teenager, she would have me color [her hair] from time to time ... of course, I didn't know what I was doing. One time I attempted to dye her hair red before a wedding and it turned flaming, Ronald McDonald red. She just said, 'Oh well!' and wore it that way!"

Writing the VIV article helped Clayton get in touch with her roots. "I found out that most people have quite a lot of gray by the time they're 35. So I started getting brave and looking more closely in my own

hair. Researching the story, knowing how the process happens and what women do about it — including allowing the gray to shine through — has made me less freaked out about it. I actually think having a little gray is cool."

Clayton has written for *Fit Pregnancy*, Lifescript.com, the *Los Angeles Times* and MSNBC.com. She lives in Westlake Village, CA, with her husband, Michael, their 7-year-old son Nicolas and their 5-month-old son Gabriel — none of whom have any gray hair — and their dog, Celia, "who does have just a touch of gray around the muzzle."



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Writer, "Fancy Eats Hit the Streets"

"I LOVE TO EAT, and I love learning about food and the people behind it," says Sarika Chawla, who was happy to sink her teeth into researching and writing about mobile food trends in this issue. "Everyone I met approached this as a passion, not necessarily a calculated business decision. I've learned that if you're going to work in the food industry, you truly have to love what you do."

Luckily, Chawla has found work that she loves to do. "I've always enjoyed writing, but I didn't know it could be a career until I began working in public relations," she says. "That's when I

met journalists, freelance writers and editors, and was inspired to pursue it as a profession." Today, she is the managing editor for travel site PeterGreenberg.com, and has been published in outlets such as Oprah.com, *Whole Life Times*, *Back Stage West*, *LA2Day* and *IN Los Angeles*.

Chawla lives in Los Angeles with her husband, Aaron; they are expecting a baby in August. For fun, she likes to watch *Top Chef*, read memoirs of food writers, catch up with friends on Facebook and spend time with her two dogs, Otto and Lars. Her favorite foods include cookies, tomato soup, dumplings and yogurt.

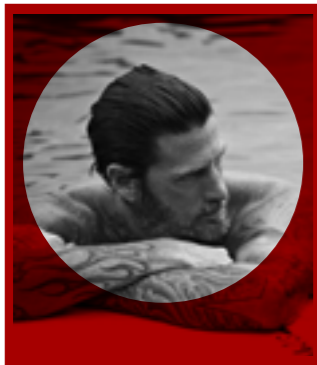




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STEVEN LIPPMAN
Photographer, "Frill Seeker"

A FORMER PRO SKATEBOARDER AND SURFER, Steven Lippman found a new calling. "I was inspired to become a photographer when my daughter Reilley was born," he explains. Lippman soon discovered his artistic side. "I love creating," he says.

His impressive roster of clients includes Fox, Harley-Davidson, HBO, MTV, Sony, Target, *Vanity Fair* and many others. He has photographed numerous celebrities, such as Oscar de la Hoya, "Dog Whisperer" Cesar Millan, Ryan Reynolds and Martin Sheen. Lippman has also directed for Paul Mitchell, JVC and others.

For a man with such a great portfolio

of work, he is humble about his art — "I would rather talk about a cause that inspires me," he says. A passionate environmentalist, Lippman co-founded The Blue Project, which seeks to protect the earth's oceans by raising public awareness about marine-based charities and organizations, and inspiring people to get involved.

Born and raised in Los Angeles, Lippman loves the California beach culture and still enjoys surfing and skating. He lives in Malibu with his wife, Ana Paula; daughter Reilley, 18; and son Ryder, 2.

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Writer, "Packing for Pets"

"PEOPLE ARE REALLY INTO THEIR PETS!" says Jennifer Volland, who wrote the article on travel gear for pets in this issue. She can relate, having owned a calico cat, Tacy, for many years, and understands the challenges that owners face when traveling with their four-legged family members. "Our cat did not like traveling, even short distances like to the vet," Volland recalls. "She was a homebody."

Volland didn't set out to be a writer, but somehow the profession found her. "It happened somewhat organically, but it's something I've always enjoyed," she explains. "In school, if I had a choice

between a test and a paper, I'd always pick the paper."

Volland has written for *Fitness* and has co-authored a book, *Long Beach Architecture: The Unexpected Metropolis* (Hennessey & Ingalls, 2004). She and her writing partner, Cara Mullio, are working on a second book on the architecture and life of Edward A. Killingsworth.

When she's not writing, Volland enjoys running three or four times a week, traveling and eating — all with family and friends. She and her husband and their two young girls, Agnes and Imogen, live in Long Beach, CA.



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RIC FRAZIER

Photographer, "Overcoming Depression"

"I LOVE THE CREATIVITY AND FREEDOM," photographer and director Ric Frazier says about his chosen profession. Born and raised in Texas, Frazier grew up as part of the skateboard scene, from which an interest in photography emerged. "I was always taking photos for friends who were skateboarding," he explains.

He later began swimming with sharks as a hobby, and moved to Santa Barbara, CA, where he attended the Brooks Institute of Photography.

Now, a decade later, he is an award-winning underwater photographer.

Frazier strives to "create photos that show

innovations in light and movement" and to impart to the viewer that "water is not only comfort, but it is energy, strength and life."

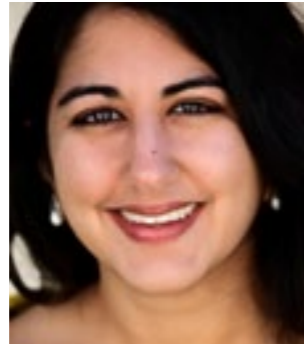
Frazier's client list includes Kodak, McDonald's, MTV, Nike, Olay, O'Neill, and *ESPN, Max, Outside* and *Shape* magazines. He lives in Los Angeles with his wife and three children.

Some days, when he's not out photographing, Frazier can be found skateboarding. He donates his time and photographs to Heal the Bay, Rocking the Boat and other organizations that help preserve water.

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Designer, "Frill Seekers"

"AS A DESIGNER AND DIRECTOR, I love that I am constantly problem solving, storytelling and creating," says Lindsay Daniels, who created the storyboards for VIV's fashion feature. "The process is fun and I feel lucky that it's my profession."

Her creative work on the fashion story required her to combine print, film and interactive media. "The biggest challenge I faced was figuring out how those three worlds collide in a way that would support the story and provide a great user experience," Daniels says. "The opportunity to work in a new medium with the traditional design roots of print,

the storytelling aspect of film and the interactive possibility of the Internet was incredibly exciting."

An Emmy winner for Outstanding Main Title Design for Showtime's *Dexter*, Daniels has also worked for ABC, the Television and Motion Picture academies, AMC, TNT, and the Cannes and Sundance film festivals. "Design and storytelling became my vehicle to inspire and move people," she says. "Once I discovered my voice through design, I was hooked."

She and her husband, Sevrin, live in Seattle, where they savor "the good things in life": food, wine, friends and family.

