

MAKE MEDIA THAT MATTERS

By Max Lugavere and Jason Silva of Current TV



When we became friends in college, we shared three dreams: we wanted to be heard, we wanted to be understood, and we wanted to make a dent in the universe. Our medium of choice was the video camera, but we didn't have a proper distribution channel. Web video lacked the visceral power of television, and traditional TV was closed to kids like us. But all that was about to change.

During our last semester at the University of Miami, we made a short film about reconciling our impulse toward sensuous experiences with our desire for ascetic transcendence. We wanted to show that living a full life and feeling spiritually fulfilled weren't mutually exclusive. We were passionate and had something fresh to say—we just needed an outlet. As we were finishing the project, we heard that Al Gore was looking for "passionate storytellers" for a new venture that would "democratize" television. We submitted the film in lieu of a resume, and were selected from a pool of four thousand applicants. Before we knew it, we'd been whisked off to L.A. to become anchors of Current TV, Gore's new cable channel designed to provide a platform for young voices like ours. The network offered a groundbreaking approach to news by allowing audience members to create more than thirty percent of its programming. Soon, Current had become the fastest-growing TV network in history, feted with an Emmy just two years after its birth. And, much to our surprise, we'd become the faces of a media transformation that turned "citizen journalism" and "user-generated content" into buzzwords. Our path provides a perfect example of the new opportunities for creative expression that are opening up—you just have to be bold enough to put yourself out there.

We were born into an age of infinite possibility, where advancements in media technology have made it possible for all of us to live the dreams the two of us shared in college. We have access to a remarkable array of creative tools to document the stories of our lives, stories not just about individuals, but about humanity in all of its struggles, successes, setbacks, contradictions, and bittersweet ironies. And by participating in this creative free-for-all, we can all become artist-revolutionaries and influencers, empowered to create the world we want to live in. One need only look at this year's presidential race, where one candidate has truly embraced the power of new media, to see the impact that this 21st-century brand of civic engagement can have on the culture at large. The power is in our hands, to make a more democratic, equitable society, but it's up to each and every one of us to take advantage of the new opportunities we've been given. With the click of a mouse, you can broadcast your voice to the world. The revolution is here. Are you in?

Max and Jason are the founding hosts and producers of the Emmy-winning Current TV, the international television network cofounded by Al Gore to pioneer user-generated content, citizen journalism, and audience participation. In May 2008, the duo hosted Pangea Day, a broadcast of short films that reached more than 150 countries. They are currently featured in GAP's "Icons" campaign. WWW.CURRENT.COM/MAXANDJASON

PHOTOGRAPHY JEREMY AND CLAIRE WEISS
PHOTO ASSISTANT ELI WEISS
MAX (LEFT) WEARS
MAX (LEFT) WEARS
T-SHIRT VINTAGE JEANS DIESEL
JASON (RIGHT) WEARS
T-SHIRT AND BELT GAP PANTS DIESEL

Max Lugavere (New York) and **Jason Silva** (Caracas, VE) are the founding hosts and producers of the Emmy-winning **Current TV**, the international television network co-founded by **Al Gore** to pioneer user generated content, citizen journalism and audience participation.

In May 2008, the duo hosted **Pangea Day**, a broadcast of short films from six international cities that reached more than 150 countries.

They were recently featured in **GAP's** "Icons" campaign worldwide and are currently in production on a feature length documentary entitled "**POWER**," about sustainable technology.

WHAT'S NEW ON THE BOX

MAX LUGAVERE & JASON SILVA BY STEPHEN DOUGHERTY



HOW CAROUSING IN MIAMI'S SOUTH BEACH LANDED TWO YOUNG FILMMAKERS ON THE CUTTING EDGE OF CABLE TV

Current TV, which was founded in 2005 by Al Gore and Joel Hyatt, is the fastest-growing cable network of all time, thanks in part to a lineup of fresh-faced hosts like Max Lugavere and Jason Silva. The two, both of whom are 25, were tapped by Current while still undergraduates at the University of Miami, and today are key players there, both in front of the camera and behind. "From the beginning, Current has

promoted this idea that our generation is consuming media from many different places at once," Jason explains, referring to the network's unique method of delivering its content not just via television but also on the Web. "We're like the HBO of the YouTube generation," he says.

At the heart of Current's vision are short "pods," many of them viewer-generated. The 5- to 10-minute clips range from globally conscientious documentaries to video essays to spots about fashion, music, or food. (Current also encourages viewers to produce advertisements, airing homemade spots for companies like Sony and T-Mobile.) For Max and Jason—a first-name-only handle that has stuck—it's a format they have little trouble getting behind. "It takes a huge effort to make a documentary within the traditional 24-minute paradigm," says Max. "But we can tell stories in a way that's much more spontaneous."

As best friends in college, the duo made a student film of their own debauched outings while partying in South Beach. "We wanted to make this irreverent discourse on hedonism and spirituality," says Max. Adds Jason, "Andy Warhol would have loved it." The two sent the film to Current, where it caught the eye of the president of programming, David Neuman. "Al [Gore] eventually saw it," Jason continues, "and to this day, we get that grin from him. You know, like, 'I saw it, but I didn't see it.'"

Max and Jason embody the sort of energetic, one-man-band approach that the network aims to empower. With Current's success, they've been embraced as its ambassadors—by fans and the network alike. "For the company's second anniversary," recalls Jason, "Current rented a big party boat and took us all out on San Francisco Bay. Al was walking around with champagne, and when he saw us in the crowd, he was like, 'The boys!' And now that's what we're known as—the boys."

Stephen Dougherty is a New York City-based writer. Above, left: Max Lugavere wears a jacket, shirt, and pants by CONVERSE BY JOHN VARVATOS. Shoes by PUMA. Jason Silva wears a shirt, vest, and jeans by H&M. Shoes by PUMA. Skin products by LEAF & RUSHER. Hair products by MATRIX MEN. Styling: BRIAN PRIMEAUX/Art Mix. Grooming: LINA HANSON/Magnet LA. Fashion details page TKT. Photo: SASHA EISENMAN.

THE 69TH ANNUAL *International Best-Dressed List 2008*

WHICH OBAMA MADE IT? AND WHO ARE THE BEST-DRESSED MEN AND WOMEN IN THE WORLD?

VANITY FAIR

THE Style ISSUE

"It's not that I
had a lot of lovers.
It's that I never
hide them."

CARLA BRUNE: THE NEW JACKIE

How France (and Its President)
Fell for Its Enchanting First Lady
LIBERTÉ! ÉGALITÉ! NUDITÉ!

By MAUREEN OTER • Photos by ANNIE LEIBOVITZ • 108



PAUL NEWMAN:
Private and Peerless

By PATRICIA BOSEWORTH • 106

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RESTAURANT
By DOUGLAS McGRAHAM
WHEN
SUPERMODELS
RULED THE EARTH
By BOB CHACELLO • 104



See Your Own ability to change the WORLD!

The Low Rise Straight

as worn by **Max Lugavere & Jason Silva**
producers & hosts of Current TV

Your Own



The Low Rise Straight
as worn by Max Lugavere & Jason Silva
producers & hosts of Current TV
\$49.95
gap.com

© Gap 2008. IMAGE BY JEFFREY LINDNER



Above: Max and Jason's appearance in the Fall 2008 Gap "Icons" campaign

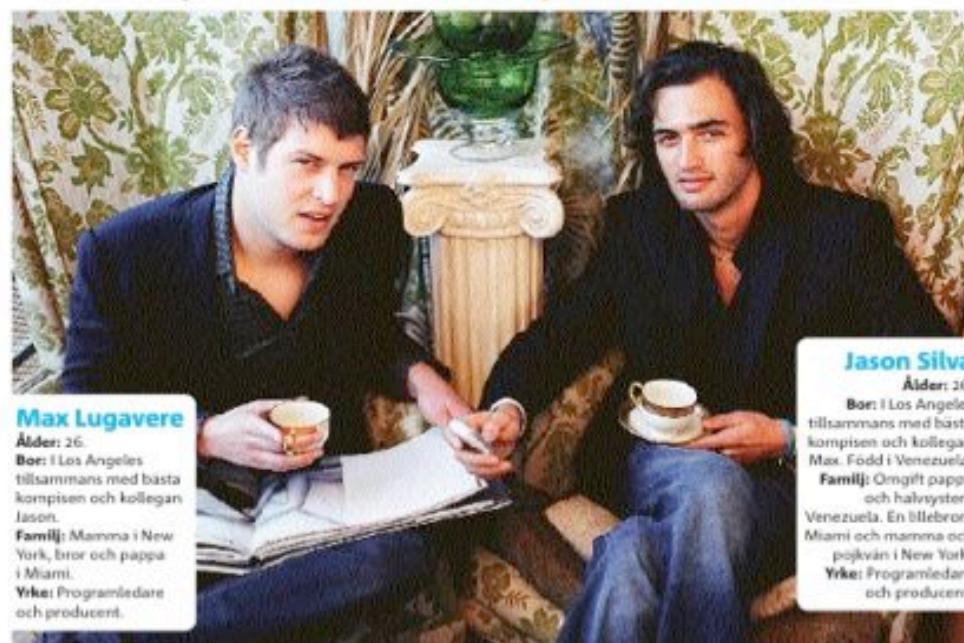
Left: Max and Jason in L'Uomo Vogue Annual Young Hollywood Issue

MAX LUGAVERE & JASON SILVA Personalità del mondo televisivo statunitense, giornalisti sul genere e registi, Jason e Max sono grandi amici fin dai tempi della scuola. La loro avventura comincia con un documentario/performance sperimentale sui temi dell'edonismo e della spiritualità. Arrivato quasi per caso alla scrivania del Presidente di Current Tv, il film è valso ai suoi due autori un biglietto di sola andata per Los Angeles con un viaggio full-thrill prima la rete. Da quel momento in poi non si è più fermati e i loro progetti realizzati sono numerosi e tutti dal taglio molto particolare. Come un'esclusiva intervista filosofica con il regista Darren Aronofsky o un reportage sul fenomeno delle finte carte d'identità.

Läs mer om Pangea Day och bidra till Current TV»

metr.se

Metrointervjun Max och Jason förnyar medievärlden

**Max Lugavere**

Ålder: 26.
Bor: I Los Angeles tillsammans med basta kompisem och kollegan Jason.

Familj: Mamma i New York, bror och pappa i Miami.

Yrke: Programledare och producent.

Max och Jason är aktuella som ansiktena utåt i Al Gores kanal Current TV. I maj var de världar för Pangea Day – ett event för att med hjälp av film förvärlden närmare som sändes i 58 länder. I höst väntar en kampanj för amerikanska klädkedjan Gap.

"Al Gores pojkar" ska förändra din tv

KATARINA MATSSON
katarina.matsson@metro.se

CURRENT TV De träffades tack vare en vacker brasilianska på en filmfktion på universitetet i Miami. I dag delar Max Lugavere och Jason Silva mer än ett intresse för fotomodeller. Kända som "Al Gores pojkar" är duon ansiktet utåt för miljökampanjs och hans affärspartner Joel Hyatt tv- och webb-tv-kanal Current TV - kanalen som låter tittarna både bidra med material och rösta på vad som ska sändas. Kanalen når ut till 52 miljoner människor och planer på fler länder finns.

– Idén med Current var att samla röster från människor som vill uttrycka sig i tv. Vi vill förändra mediesamlet och engagera unga mellan 18 och 35 att

"Han är supervarm. Han har något faderligt över sig. Och han är rolig också, riktigt rolig. Man kanske inte förväntar sig det, men han är en charmör."

Max och Jason om Al Gore

följa med, säger Jason Silva. Folk laddar upp film på You Tube också, vad är skillnaden mellan Current och You Tube?

– You Tube är ett internet-baserat videonarkiv som är fritt för alla, vilket betyder att du kan hitta bra grejer men också en massa skräp. Current vill höja ribban för den här typen av program där människor berättar sin historia. Current vann en Emmy förra året, det tror jag inte You Tube skulle göra, säger Jason Silva.

Hur hamnade ni här?

– Jag och Max var bästa kompisar på universitetet och gjorde en kort dokumentär tillsammans. Vi skickade den till Current, och bland tusentals sökan- de valdes vi ut.

– Det var en dokumentär-baserat videonarkiv som är fritt för alla, vilket betyder att du kan hitta bra grejer men också en massa skräp. Current vill höja ribban för den här typen av program där människor berättar sin historia. Current vann en Emmy förra året, det tror jag inte You Tube skulle göra, säger Jason Silva.

Ni kör "Max och Jason"-stilen

– Det vi ser på tv är hur ni är

i verkligheten. Är det viktigt för unga tittare?

– För att tv ska finnas kvar som ett dominerande medium måste det utvecklas. Generation Y ser rakt igenom alla knep. Vi hjäl-

per ty att fortsätta vara relevant genom att vara autentiska, säger Max.

Hur ofta träffar ni Al Gore?

– Ungefär fem gånger per år. Vanligtvis "jetsettarn" han jorden runt för att sprida budskapet om en hållbar miljö. Men varje gång vi träffar honom säger han "pojkarna!" och ger oss en varm björnkram.

Tor ni att vi kommer att ha traditionell tv om 10–20 år?

– Jag och Jason var på konferens om medborgarjournalistik. Där diskuterade vi med 65-åringarna om var medierna är på väg. Det finns en konsensus om att alla till slut kommer att börja med användarproducerat material. De är som gamla hundar som ska lära sig sitta, medan Current föddes in i den nya medie-världen.

"Max är rolig"

Jason om Max:

– Han är en väldigt snäll, tekniskt kunnig och intellektuell man. Han brinner för musik och är självlård på gitarr. Nu, tre år senare, skriver han musik. Han är också väldigt fokuserad på sitt jobb och hans lojalitet är intakt, i alla fall hittills, haha. Och han bryr sig mycket om halsa och näringsslära, vilket är leende, för jag vill också leva ett längt liv, haha. Och när han är på bra humor är han väldigt rolig.

"Jason är lojal"

Max om Jason:

– Han är en väldigt lojal man. En av hans passioner är oddisigheten. Det finns en hel rörelse som arbetar för att radikalt förlänga det mänskliga livet. Alla Jasons vänner räknar med att han har koll på alla vetenskapliga och tekniska genombrott inom det området. Han är väldigt beläst och har rest mer än jag. Och nu är vi båda singlar, vilket är perfekt, för det finns ingen annan jag heller skulle vilja vara singel med. Han är en fantastisk andrepilot, haha.



Max Lugavere,



Jason Silva.

Jantelagen har ersatts av jaglagen

Alexandra Pascaliidou
Frilansjournalist

Häromdagen firade vi svenska nationaldagen. Fast ifru kanske var en överdrift. I en tv-enkät dagen till åra svarade solglada svenskar att de skulle fira med glass, grillad korv eller ett havsdopp. Låter lugn patriotiskt i mina grekiska öron där vi får lära oss nationalsången innan vi kan stava till mamma. Men ambitionen finns här. Vi vill hylla vårt land och vårt folk. Det kan vara livsfarligt om det följs av utsträckta Hitlerhalsningar, men när det är i all välmening är det bara söt och sympatiskt. Det är ett råd man brukar få i amatöropsykologiska självhjälpsböcker: Alsko dig själv. Var stolt över dig själv.

Sverige är sig inte längre likt. På tio år har vi gått från landet lagom till malliga männskors medlemsklubb. Vi har gått från jantelag till jaglag.

Damernas Värld moderredaktör Martina Bonnier vågar plötsligt kliva ut ur garderöben med en exklusiv modebok. Men hatten av för att en sann aristokrat antligen vågar visa sin rikedom och sluta spela färtig på en handmålad cykel när hon egentligen har råd att ta helikopter till jobbet.

Eller ta Lars Norén, vår nationaldramatiker. Nu saljer han sin dagbok där han hissar och dissar folk i branschen. Vem tror Norén att han är, som inte ens har dött en dramatisk död eller fått Nobelpriset och ändå vågar ge ut sin dagbok? Jantelagens hjärtasset: "Du ska inte tro att du är något" finns inte i Noréns universum.

Inte heller har jante nätt den svenska såpagenerationen, som skickligt bildsätter, redigerar och filmar sina liv. På Facebook, My Space och bloggar dokumenterar vi våra liv i tron att alla vill läsa om dem. Efter att ha tillbringat mitt liv med att forgäves försöka passa in i pusslet inser jag nu att det nya Sverige i stället hyllar dem som vågar vara märkvärdiga. I en internationell undersökning där olika länder fått värdera sig själva har svenska placerat sig själva på en sammantagen förstaplats. Omvärlden rankar oss emellertid på plats 9.

Jantelagen är död. Det nya Sverige är stort, bost och vackrast - åtminstone i vår egen föreställningsvärld.

Alexandra bloggar

Jag är vinnare i EM-rysaren

Det kunde inte ha börjat mer dramatiskt för min del. Mitt land moter mitt land som är regerande Europamästare. Jag älskar dem båda. Tyck inte synd om mig. Jag är vinnare hur det än slutar.

"Psycho"-varning

Har just duschat med en buande bebisbör i bakgrunden. Det är min dotter. Stressen i duschen kändes som scenen i "Psycho".



metroblogger.se/
pascaliidou
metroblogger.se

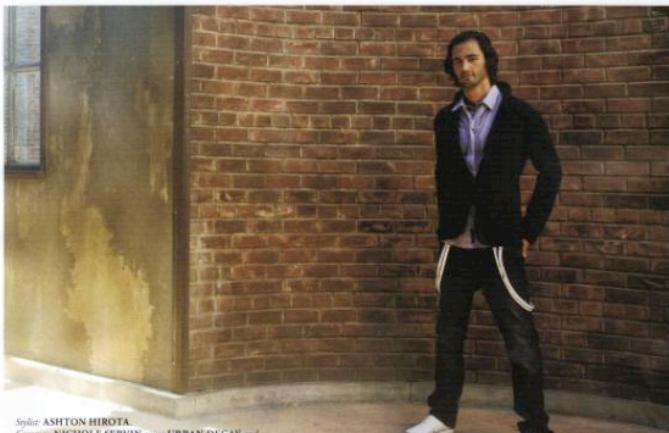
Lugavere
CIVIL SOCIETY shirt and pants
ASHTON MICHAEL COLLECTION vest
J. LINDEBERG jeans
ADIDAS limited edition shoes

Silva
CIVIL SOCIETY shirt
7 FOR ALL MANKIND jeans
ASHTON MICHAEL COLLECTION shirt vest
PAUL SMITH belt
OSKREDS shoes



combustion

CIVIL SOCIETY shirt and tie
HOUSE OF CASSETTE jacket
7 FOR ALL MANKIND jeans
DIESEL suspenders
ALEXANDER MCQUEEN for PUMA shoes



Stylist: ASHTON HIROTA
Grooming: NICROLI SERVIN using URBAN DECAY and
BUMBLE AND BUMBLE products
Location: THE STORK, Los Angeles.

videos and coverage of everything from the election to music, sex, art and sports, can be watched online at Current.com or on their cable network. Lugavere and Silva introduce every program and host their own weekly countdown like highbrow MTV-esque VJs. In many respects, the boys believe Current is the perfect home for them. "Current is a juxtaposition in and of itself," Lugavere says. "The studio and the production facilities are here in L.A., but the headquarters are up in Silicon Valley. Current is a dual screen network; it's television, but it's also the Internet. It's pop culture and glitz and everything that's great about L.A., but it's also the highbrow." Silva sounds like the perfect commercial as he discusses Current's growth, from 17 million homes in year one to 58 million

today, a pace that makes Current the fastest-growing network in cable history. But it's not rehearsed propaganda. They eat, sleep, and live Current TV. "We'll go above and beyond our paycheck to put this network on the map," Silva says. "And I guess we're grateful and just humbled at the opportunity to keep evangelizing on its behalf. We want to be the megaphones for this and the faces for new media."

Their zeal is understandable and admirable considering how the pair got hired. After seeing an ad for a new network started by Gore and his investors, the duo submitted a film like thousands of other applicants. But while most people entered *Real World*-like audition tapes, Silva and Lugavere's audition was a movie they



Lugavere
CIVIL SOCIETY shirt
ELBHQ NY pants

Silva
APRIL 27 dress
ROYAL UNDERGROUND t-shirt
CANAL 9 sweater

THE DYNAMIC DUO

ACTIVISTS, CURRENT TV HOSTS AND PARTY LOVERS, JASON SILVA AND MAX LUGAVERE STRIKE THE PERFECT BALANCE BETWEEN WORK AND PLAY.

Photographed by JEANEEN LUND

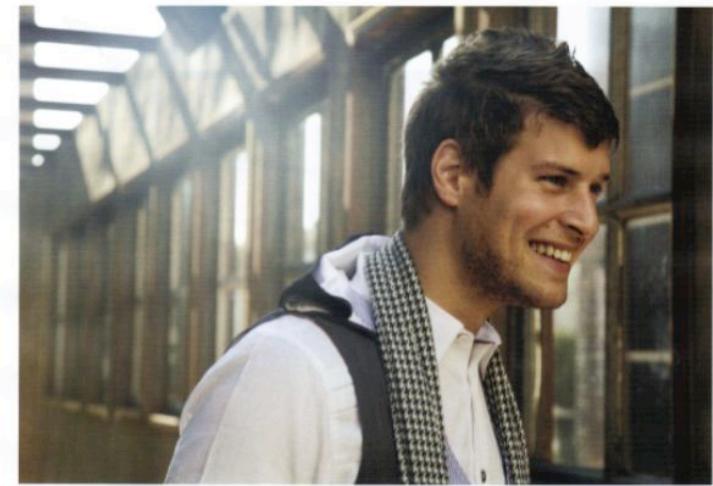
Max Lugavere and Jason Silva believe that pursuing intellectual growth and having a good time are non-mutually exclusive activities. "The idea for us really is that there is no contradiction. We follow our bliss and our intellectual pursuits. We never feel like they were in conflict," Silva says as the pair sits down at West Hollywood trattoria Terroni, which they describe as the best date spot in L.A. Their dual pursuit of mental and physical education formed the basis of their friendship at the University of Miami. "I was studying film and philosophy; he was studying film and psychology, so we both had these sort of highbrow intellectual interests besides just partying," Silva says. "A true master at the art of living doesn't know

the difference between his work and his play," Silva continues, "because he excels at both." Lugavere adds, "We met because of our equal affinity for deep philosophical discourse and hot Brazilian women in South Beach nightclubs."

Three years after the pair moved out to L.A. to be the founding producers/brothers of Al Gore's start-up network Current TV, they are adhering to the exact same philosophy. "That sort of juxtaposition of ideals that are seemingly at odds is something we live out every day," Lugavere says. "We go out and rub shoulders with people that are mentioned regularly in the tabloids, but at the same time, we spend our days producing and hosting for Al Gore's Emmy-winning network." Current TV, which features user-generated

NOVEMBER 2008 | ZINK television

CIVIL SOCIETY shirt
CANDY & CAVIAR vest
ASHTON MICHAEL COLLECTION vest



made in college titled *Textures of Selfhood*, a look at hedonism and spirituality. "To be moved out here with your best friend and given a gig like this is the chance of a lifetime," Silva says. "We took it very personally; these guys were giving us our shot, with very little experience, to make a dent in the universe with them."

Lugavere believes it's their passion and conviction that got them a spot in the new Gap campaign. "The first spread we saw was the style issue of *Vanity Fair*. It's like a five-page spread. And Liv Tyler is the first page, and we're in the back," he says. "We're the only duo in the whole campaign, and the quote is 'See your own ability to change the world.' We're just like, 'Oh my God, dude'

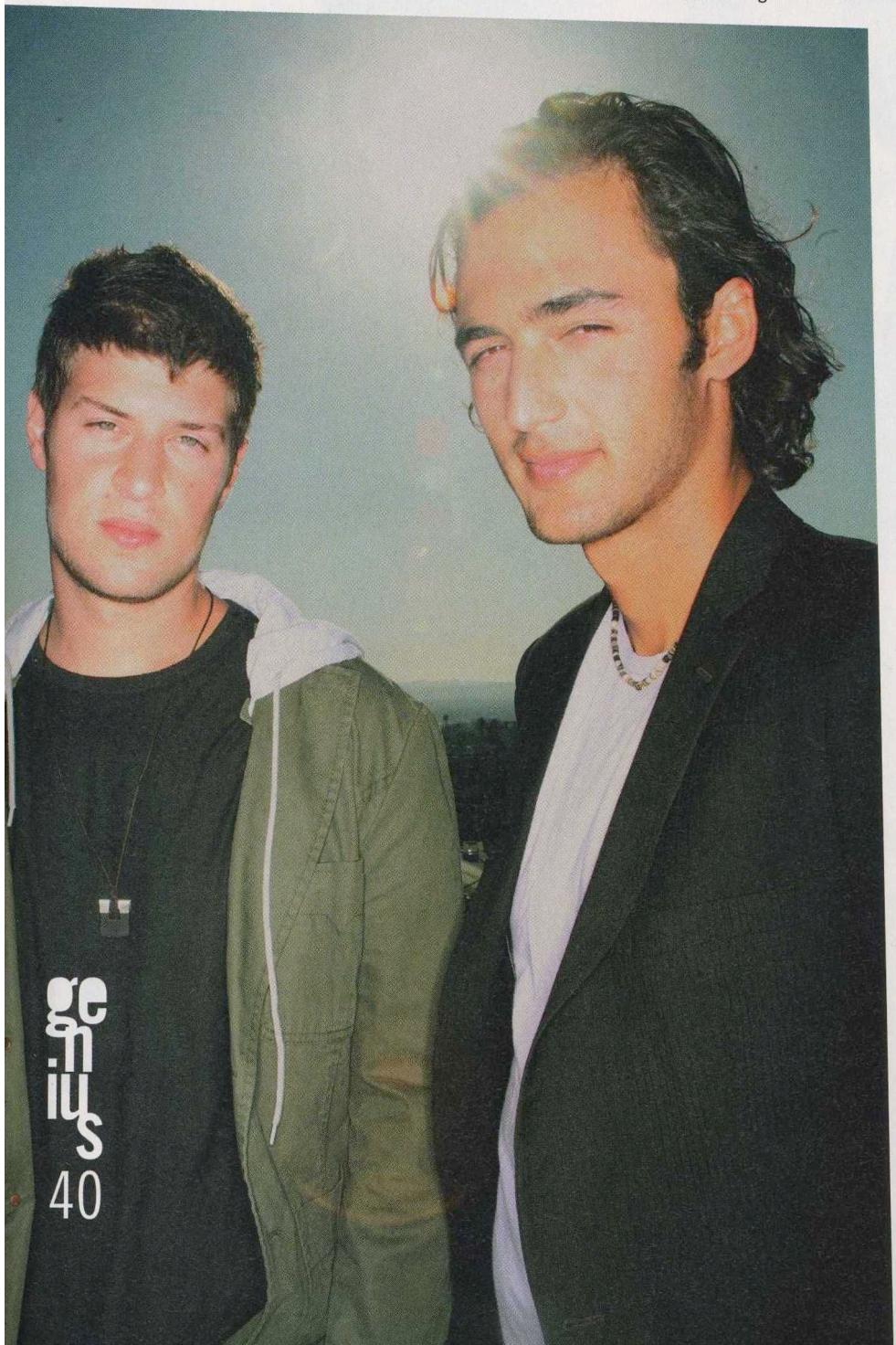
We're in the new Gap campaign! We're getting billboards in L.A., and we're not even actors. So for us it's just amazing."

The launch of their Gap campaign was just one of their recent "pinch me" moments. The first happened during Current's one-year anniversary celebration. "They flew the entire company to San Francisco and rented a yacht that sailed around the bay," Lugavere recalls. "And Al was on the boat with us. It was one of the first times we really got to hang out with Al. He called us 'the boys' and gave us this big bear hug. We looked at each other from the back and were like, 'Al Gore crushing our ribs is pretty awesome.'"

STEVE BALINT

broadcast news

MAX LUGAVERE AND JASON SILVA, THE STARS OF **CURRENT TV**, HAVE FOUND THAT THE PATH TO ENLIGHTENMENT LIES IN THE FIELD OF INVESTIGATIVE JOURNALISM. BY DIANE VADINO. PHOTOGRAPHED BY ORLY OLIVIER



Today, the challenge isn't getting on TV—it's getting anyone to remember your name. Max Lugavere and Jason Silva—more commonly known to increasing numbers of Current TV viewers as the first-name-only producing pair "Max and Jason"—have just about managed it. Three years ago, they were two University of Miami students with a digital video camera, a dream, and a dilemma: an interest in frequenting South Beach's nightclubs that

was more than matched by a sustaining desire to forge a path to spirituality. "We'd go out all the time partying together," says Lugavere. "Most spiritual paths involve abstaining from all of that—but we felt like that wasn't the way for us to spiritually progress."

That conflict became the subject of their 14-minute class project *Textures of Selfhood*, described by Lugavere as "this crazy film of us ranting to the camera about how we were able to find a path between spirituality and hedonism." However crazy it was, when Lugavere and Silva sent it into to Current TV—which, in 2004, was yet to go on air and was best known as Al Gore's post-politics enterprise—it stood out among applications from the 4,000 other would-be contributors to the channel, which would make user-generated content a bedrock of its programming mission. (Their professor also gave them an A- for the assignment.)

Lugavere and Silva are now a valuable commodity for Current, the predominant personalities for what is, as Silva points out, "the fastest growing network in TV history." The pair, students-turned-best-friends-turned filmmakers, have covered everything from counterfeit IDs for illegal immigrants (their first story) to an animal-hording New Yorker (one of their most recent). They are now the channel's go-to guys, producers and hosts with the freedom to pursue stories of their choosing—the winning prospectors of what might turn out to be a new media gold rush. "Current is all about empowering this new

generation of citizen journalists—the one-man-band storyteller," Lugavere says. "There's a kind of creative license here that's pretty much unprecedented in the world of television."

Since Current launched in August 2005, Lugavere, Silva, and Current itself have seen their profiles rise: the network recently expanded to the United Kingdom, and now appears in 50 million households worldwide—up from 17 million at its debut. Lugavere and Silva, meanwhile, are no longer roommates but maintain their friendship both on-screen and off, and typically work either on their own or with a cameraman. Current will be their shared home for some time to come; the pair signed a new two-year contract in March, and neither evinces much interest in going to a more traditional news channel or to an out-and-out entertainment show. "We wouldn't be able to pursue the range of our interests at any other network," Lugavere says. "It's the most fulfilling thing out there, being the passionate storytellers that we really are."

And yet it's clear that he means it as a mission, truly and deeply, rather than as regurgitated marketing blather; there's a sense that both of them are well aware that they beat improbable odds to land where they did. "We were these really great friends, and also creative collaborators," Lugavere says. "It still does sort of seem like our college experience never really ended for either of us."

MAX LUGAVERE + JASON SILVA



Today's youth watch television with their laptops on their laps and their BlackBerrys in their hands. They are, to use a grown-up phrase, "media grazers." With MySpace and YouTube as testaments, they don't just watch; they want to contribute. Perhaps they're a bit narcissistic, but they're also refreshingly idealistic. With these tools, a generation previously stigmatized as apathetic, actually think, however naively, that they have the power to change the world.

Max Lugavere and Jason Silva, both 25, are producers and hosts for Current TV, the cable network founded by Al Gore. The two met as students at the University of Miami

and are best friends and roommates. Like other Current TV producers, they pitch, produce, and shoot their stories, serving essentially as a full-service two-man news team. Lugavere and Silva have polished the "Max and Jason style" (as their art-film-inspired camera work and editing style is known among Current TV correspondents) on topics ranging from the weighty—radical life extension and immigration, which earned them an interview on *Anderson Cooper 360*—to the fluffy: hotel-pool scenes in Miami, Ethiopian restaurants in L.A.

In keeping with the change-the-world premise, thirty percent of Current TV's programming is user-generated. Viewers submit

five-to-ten-minute "pods," and the pods with the most hits online are aired. Despite handing over some creative control to the vox populi, Lugavere and Silva remain excited about what is now the fastest growing network in the country. "TV can be a two-way conversation with the audience sharing their perspective," Silva says.

Lugavere adds, "Our generation wants to be empowered. We were just waiting for the proper tools to speak up."

For more information visit www.current.tv

Written by **LILIBET SNELLINGS**

Photographed by **RANDEE ST. NICHOLAS**

...



From left: Jacket by JOHN VARVATOS, Tie sweater by CORPUS, and

T-shirt by MORPHINE GENERATION. Button-down shirt by KSUBI and T-shirt by MORPHINE GENERATION.

Sixaholic

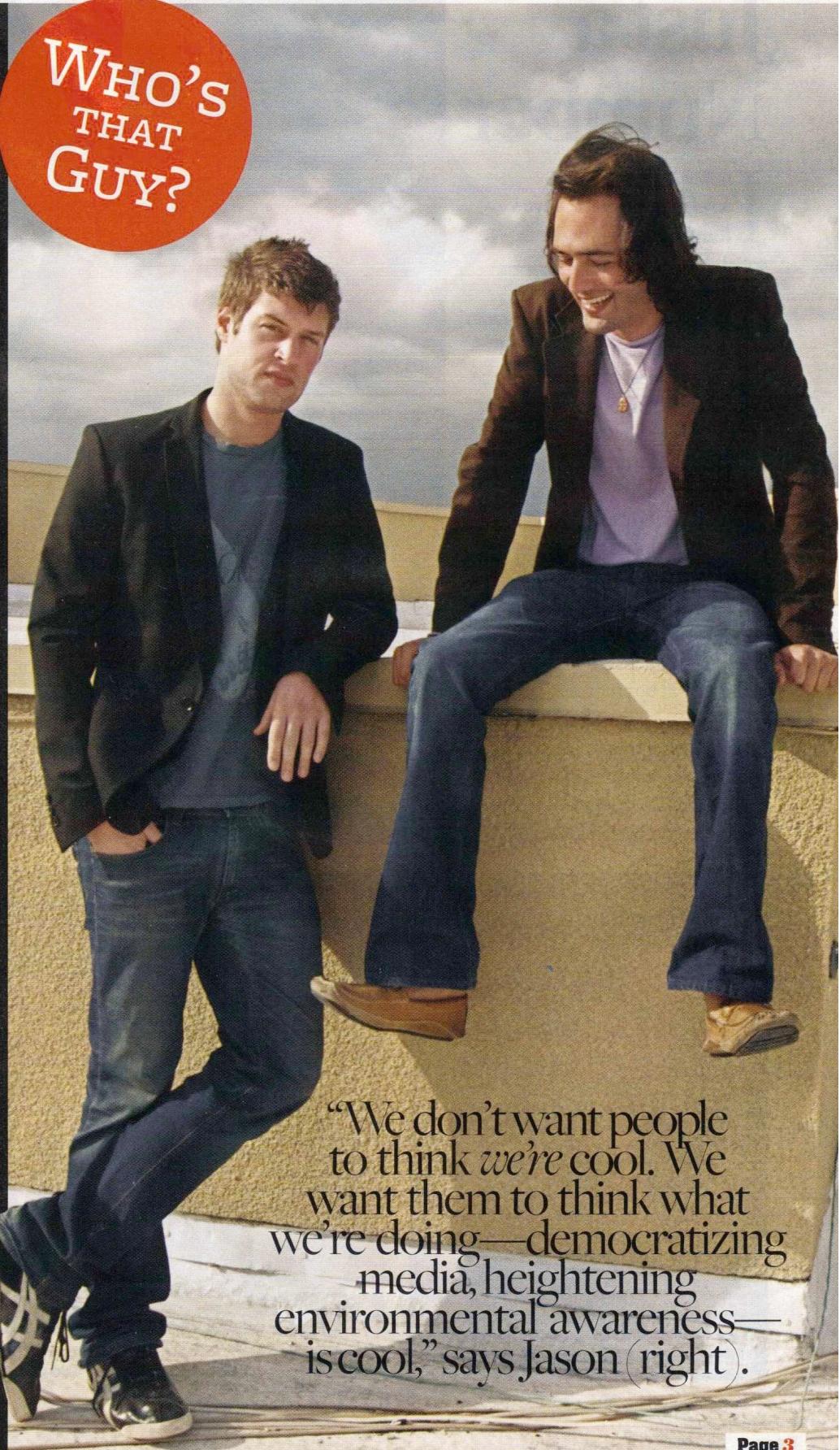
YOUR WEEKLY FIX OF WHO, WHAT, WHEN AND WEAR EDITED BY SUZANNE ZUCKERMAN

Earth Angels

Part-time TV moguls, part-time party boys, Max Lugavere and Jason Silva are also part of Al Gore's inner circle.

They sail past velvet ropes on both coasts, but Max Lugavere and Jason Silva, both 26, are close to one VIP in particular: "Al Gore's got huge arms," says Max of the former vice president. "He wraps us in these dual bear hugs. We like it." Impressed by a student film the duo made while at the University of Miami, Al tapped them to be the faces of Current TV, the Emmy-winning channel he launched in 2005. As producers and hosts, the guys cover politics, pop culture, music, sex and—oh yeah—the environment. Jason grew up in Venezuela and Max was raised in Murray Hill, but today the Angelenos are inseparable: They live together, club together, carpool, rarely fight, loathe sports and finish each other's sentences. They also make frequent trips back to the Big Apple to visit their moms, who live here. But M&J love other ladies as well—on one condition. "If a girl is flippant about being socially conscious, it all goes south," admits Max. So would either date someone who wasn't green? Says Max: "We both generally prefer them to be sort of tan." —Robin Sayers

WHO'S THAT GUY?



"We don't want people to think we're cool. We want them to think what we're doing—democratizing media, heightening environmental awareness—is cool," says Jason (right).

Gore's Boys

Max Lugavere and Jason Silva Land Convenient Jobs



MAX LUGAVERE (LEFT) AND JASON SILVA

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"Our love for Miami hasn't waned whatsoever," says Max Lugavere, referring to the 305 area code that his cell phone maintains. Lugavere and Jason Silva may now reside in LA, but they may also be Miami's two luckiest film school graduates ever. Spawns of the University of Miami, the unassuming duo sent in a short film they had made as a senior project to a new television station launched by none other than Al Gore. The film landed the two friends their dream job right out of school. "They felt we embodied the passionate, one-man-band sort of storytellers the network was seeking to empower," Lugavere says, and they are. Aside from being producers, Silva and Lugavere also host the network, writing and researching everything themselves.

In case you haven't caught it, Current TV, the Emmy award-winning network is exploring

an entirely new format. Roughly 30 percent of the short, five- to seven-minute programs are created by viewers and uploaded to Current's Internet site where they are then voted on. Only the best, most compelling shorts make it to television. Lugavere explains, "It's like a 24-hour video playlist on shuffle with all these random little stories, as varied as the world we live in." Silva chimes in, "Sometimes you'll see a juxtaposition that seems jarring, but it's a reflection to reality. That's how life is."

For many, the short format dissolves the barrier to entry. "It's a lot easier to shoot something that's five minutes instead of half an hour. That opens up the medium to most people," Silva says. "The general public finally has a medium to show their work as Current is in over 40 million homes in the U.S. We are one of the fastest growing networks in television history."

Despite calling LA home, Silva still appreciates what Miami has to offer. "I grew up in Venezuela and for me, one of the best things about Miami is the never-ending supply of delicious, Latin American food," he says. "I used to love to go to Little Havana in North Miami on Biscayne Boulevard." Conversely, Lugavere grew up in New York, but both of them spent family holidays in Miami. University of Miami was the first choice for both, where they met and became best friends. Now they live in LA, where Current is based. "It's really grown on us," says Lugavere. "Yeah, we've found our local Cuban, Venezuelan and Peruvian restaurants out here," Silva adds.

So what's it like working for the big man? "It's totally amazing," says Lugavere. "We never thought we would find ourselves getting a dual bear hug from Al Gore — every time we see him." Silva adds, "He calls us 'the boys.'" The two don't get to see him all the time. "He's very much like a spiritual leader for the network," Silva says of the former vice president. "His presence is felt even when he's not here."

Catch some clips at www.current.tv