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Money for Nothing, As Seen by an Artist

Laura Gilbert, a Manhattan-based artist, is employing her creativity to protest what she calls "the current economic calamity." Ms. Gilbert plans to stand on Wall Street this Tuesday and give away signed and numbered originals of "The Zero Dollar," a slightly downsized rendering of the \$1 bill with zeros in place of the ones.

Ms. Gilbert, who began working on the print after the fall of Bear Stearns earlier this year, sees the dollar bill as "symbolic of America's stature in the world." As a reflection of the crisis in the financial markets, she has tried to lower the monetary value of the print itself to zero by creating a very large edition of 10,000.

The artist says she is prepared to "confront financiers" about the losses suffered by investors and homeowners. She also posed a question that may puzzle the financial crowd: "Why should art be worth less just because it's free?"

WENDY FRIED



Laura Gilbert

A ROAD TO RESILIENCE Gerald M. Levin knows something about resilience. Mr. Levin, the former C.E.O. of Time Warner, presided over its troubled merger with America Online, and retired in 2002.

He subsequently moved to California and became the presiding director of Moonview Sanctuary, which was founded by his wife, Laurie Ann Levin. The center, located in Santa Monica and staffed by doctors and psychologists as well as those trained in holistic healing, initially focused on trauma, addiction and chronic pain. But the professionals also began treating athletes and executives to improve their focus and performance.

Moonview is now offering a program to promote executive resilience. It will help executives "deal with burnout and stress and to get more focus on their personal lives," Mr. Levin said. He noted that since leaving Time Warner, he personally has "been on a road of transformation."

Learning resilience at Moonview comes at a price. A three-day program for an individual costs \$15,000. But for those who participate in a one-day group session, the cost drops to \$1,000, Mr. Levin said.

Not surprisingly, given the upheaval on Wall Street, Mr. Levin is looking to bring his offerings to New York.

ELLEN ROSEN

LET THEM EAT COOKIES Amid all the recent economic turmoil, you may consider it frivolous to celebrate National Cookie Month, which began last Wednesday. But



DAVID KARP/BLOOMBERG NEWS
Gerald M. Levin

The artist Laura Gilbert is expressing her frustration with the economic turmoil through "The Zero Dollar," which she intends to distribute free on Wall Street.

the P.R. agency for Dr. Siegal's Cookie Diet has stepped in to remind us that cookies have long served as economic icons.

A news release says that in the 1930s, chocolate chip cookies reportedly became popular after some chocolate accidentally fell into a bowl of sugar cookie dough, which was used anyway for reasons of Depression-era frugality. A more recent example of cookie resonance is the Cookie Monster from "Sesame Street," whose voraciousness can be seen as a symbol of unchecked financial greed.

At first, Dr. Siegal's Cookie Diet might seem like a metaphor for the promises of subprime lenders. Eat cookies all day and lose weight?

Sounds too good to be true. But Matthew Siegal, the C.E.O. of CookieDiet.com, says the diet is a model of nutritional and even fiscal effectiveness. His father, Sanford Siegal, a Miami doctor, developed the specially formulated cookies for his patients more than 30 years ago, and Matthew began distributing them through the Internet and retail outlets last year.

Under a doctor's supervision, customers eat six hunger-curbing cookies

(for a total of 500 calories) during the day, followed by a 300-calorie dinner, Matthew Siegal said. A week's supply of cookies costs \$59, he added, which means that "most people spend more on food when they're not following the diet."

PHYLIS KORKKI

NO BOWL OF CEREAL Andrea Ily, the coffee seller, and Jean-Georges Vongerichten, the restaurateur and chef, are introducing fancy breakfast offerings for Le Meridien hotels that include espresso with hot chocolate, cocoa and steamed milk; "juice shots" in flavors like mango-chili-lime; and custard with goat and gruyere cheeses and black olive and dill purées.

But Mr. Ily and Mr. Vongerichten tend to make less elaborate choices when it comes to their own breakfasts. On a recent visit to New York, Mr. Ily, the Italian chairman of Ilycaffè, said he usually starts his day with two or three biscotti, a glass of soy milk, a piece of fruit, and espresso, "one for breakfast and one after breakfast."

Mr. Vongerichten, who grew up in France, said he ate bread and jam and butter there, but "now it's everything but." He added, "On the weekend, I like my eggs in the morning, scrambled eggs with tomato and basil."

"I never miss a meal. Breakfast is very important for me. It starts the day on a good foot. Sometime I'm traveling in the morning early, and I go on a plane without having breakfast, and I feel like my day is falling apart."

JANE L. LEVERE