



LIFE & STYLE

By Pamela Fishman Cianci

THE SOCIAL SCENE » PARTY FOR THE NEW BOOK 'THE SOMA DIET'

Partygoers try out a new 'Diet' at North Beach launch

The Event: A by-invitation-only party, book launch, photo exhibition and art viewing in North Beach celebrating the completion of the current lifestyle novel "The SOMA Diet — Vicodin, Vodka, Valium, Viagra, Cocaine, Xanax, Sex," written by Sydney Hilton, aka Meagan Vanzyl. Guests were asked to dress in all black so as to not compete with the art in the space. Host, artist and author Vanzyl even created a little take-away piece for the first 20 guests to arrive and gave a few uncut, unedited copies of the new novel to certain special guests.

The Venue: The Vanzyls' newly purchased, recently renovated, three-unit North Beach building just off Washington Square in San Francisco. The middle unit, a multiroom flat, was transformed into a gallery suitable for the art and photographs on display. Appetizer platters from the well-known and well-liked Delessio Market on Market Street featured summer cheeses and cured meats, while wine and two flavors of slushy margaritas (from a rented machine) were self-serve in the back room. Red roses randomly placed in eclectic vases added both

dramatic color and fragrance to the venue.

The Look: Shades of black, black and more black. Perfect for a crisp, partly foggy San Francisco summer evening, several guests wore leather jackets and pants, while others chose black dresses, slacks and button-down shirts, and some even wore T-shirts.

The Crowd: The diverse crowd mingled throughout the flat and chatted about the happenings in their worlds while looking at the art and photographs hanging around the space. The open-minded, artsy group was clearly excited to celebrate with their friends, and the party's energy rose quickly on a midweek evening.

The Buzz: The new book's realistic take on life in San Francisco for certain groups; the Federal Reserve's recent interest-rate hike and simultaneous market rally; flooding in the nation's capital; the re-emergence of online startups; the newly renovated and very comfortable for a drink and a chat North Beach restaurant Joe DiMaggio (the old Fior d'Italia space) and the Tour de France.

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Host-artist-author Meagan Vanzyl, a native Australian, captures the post-dot com San Francisco culture in her soon-to-be-released, edgy book "The SOMA Diet" written under the pen name Sydney Hilton. Meagan is also an artist and photographer who is not only responsible for the book's cover shot, but also the majority of the photos and artwork hanging on the walls at the party. Adrian Vanzyl, Meagan's husband and a native South African, has worked on several startup companies and is the driving force behind Vieweo, a free online movie distributor. Meagan is wearing Versace pants paired with a sweater from a local boutique, while Adrian's black ensemble is Prada on top with DKNY pants.

— ALL: Alicia Williams/Special to The Examiner



Marc Greco, owner of the hair salon Color Color, has been styling hair for decades in San Francisco. Greco is known for perfecting no fuss, natural-looking color for men and women, as well as some of the first high-style, multicolored looks for the Gay Pride parades and even the over-the-top hair for the early skating, skiing and snowboarding scene. Marc's reputation as an expert colorist has led some of San Francisco's most well-known residents to his shop.



Claire Herminjard, left, who works in sales at Salesforce, is wearing a lightweight sweater by Velvet. Matt Oesterle, center, and Rahmin Sarabi are co-founders of the new online resource called Involver, an event discovery tool — a one-stop-shopping for all the happenings in the Bay Area from wine-tasting classes to opera galas to cooking contests to live music.



Amy Cardalino and Rick Devereux are newly engaged. Cardalino is an investment counselor at the notable Woodside-based firm Fisher Investments, specializing in high-net-worth asset management. Devereux, who just moved to the Bay Area to be with his fiancée, is a sports writer.



Artist George Langer combines photographs and art in collagelike pieces he dubs "photo cubism." Langer's recent work, which uses photographs taken by Meagan Vanzyl, was featured at the party.



Jennifer Adamson, who works as a marketing manager with Brides Northern California, stands with her fiancé, Tim Farrelley, the president of Coit Staffing, an IT staffing company. The couple's plans include a wedding sometime in 2007.



Joe Belluomini stands in front of one of Meagan Vanzyl's largest pieces. Belluomini, who works at Coit Staffing, is a former Man of the Year for the Leukemia and Lymphoma Society.



Christine Wage, right, wearing a necklace from Macy's, is the vice president of international sales for the CBS soap opera "The Bold and The Beautiful." Wage is responsible for relationships with a long list of countries that broadcast the soap, including India, where the show attracts 5 million viewers. Kelly Hollis, left, works as the director of content strategy and acquisition for Vieweo.