

NOW MARCH

Be Good

SKOLL WORLD FORUM

Oxford, England

25
WED

At this social-enterprise summit, you'll see that doing good is, well, doing good. Entrepreneurs, donors, and thinkers will meet at the Saïd Business School (SBS) to mull market-driven tactics for **saving the world**. A biz school is an apt venue; MBA types are flooding the sector. "Students want to combine markets and meaning, rather than just pad their pockets," says Pamela Hartigan, head of SBS's Skoll Center. Plus, they realized there are no jobs in banking. —TB

editing, **face-improving**, **cellulite-removing** software, attendees can check out all manner of add-ons and gadgets, and engage in discussions about photography. But convention sponsor Adobe might not be as enthused. In a sign that planned obsolescence ain't what it used to be, the Photoshop maker's latest design software, Creative Suite 4, came out last fall. Almost nobody bought it. Turns out most people are pretty happy with CS3. Maybe those pictures aren't worth a thousand words—or a \$499 software upgrade. —SL

Watch

MONSTERS VS. ALIENS

Directed by Rob Letterman and Conrad Vernon

27
FRI

DreamWorks Animation has gone all-in with *Monsters vs. Aliens*, its only film release of 2009 and the first major feature to be "shot"

March
27 ▶


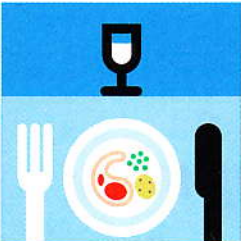



totally in 3-D. In the future, "all movies are going to be made in 3-D," DreamWorks Animation CEO Jeffrey Katzenberg declared last year. Right now, an **extra dimension** doesn't come

cheap—Katzenberg has estimated that it added \$15 million to the movie's \$150 million budget. And you have to wonder if there's such a thing as being a too-early adopter: Most theaters have yet to install the \$70,000-per-screen equipment needed to show all three Ds. So when this motley band of adorably heroic monsters steps up to save humanity from an aggressive alien race, more than half of moviegoers will have to settle for just two. —CD

Greet: International Hospitality Week

Who couldn't use a bit more hospitality? This three-industry Las Vegas megaconference (March 1-4) is aimed at luring us out to eat and away from staycations. But first: Bottoms up! —Kate Rockwood

			
	NIGHTCLUB & BAR CONVENTION	RESTAURANT SHOW	HOTEL WORLD
Industry's U.S. Revenue, 2008	\$21.7 billion	\$183.2 billion	\$119.2 billion
Employees, 2008	337,711, -1.2% from '07	3.9 million, -1.8%	1.4 million, -1.1%
Where You'd Find Us	"Women for Whiskey" panel	Guided kitchen tours	"Green Building in Hospitality" panel
Because...	More women are swilling whiskey. A new diet whiskey is on the market.	Mandalay Bay and Margaritaville kitchens? Yum.	A one-day hotel stay produces up to 33 pounds of CO ₂ .
In the Speakers' Crystal Balls...	"I am in love with unfiltered honey. It adds a richness to whiskey cocktails." —Bridget Albert, Southern Wine & Spirits master mixologist	"We went through the small-plates craze. Now entrées are being offered in varied portion sizes." —David Adjey of Restaurant Makeover	"A one-touch control that lets guests customize rooms, from lights to music to wake-up calls to drapery." —Paul Berry, VP of MGM's CityCenter

Marvel

THE GETTY'S MADE FOR MANUFACTURE EXHIBITION

Los Angeles

31
TUE

Long before Andy Warhol and his soup cans or Damien Hirst and his one-man auction show, **art and commerce** were intimate bedfellows. This Getty show reminds us just how long, with 23 drawings done by Renaissance and Baroque artists to prep for stained glass, sculpture, jewelry, and tapestries commissioned by wealthy patrons. The mock-ups, like Jean-Louis Prieur's 1775 *Drawing for a Wall Light*—displayed with the finished product—are remarkably detailed. That was intentional. The artists could then turn production over to their underlings, and it helped avoid wasting pricey materials on manufacturing errors. Occasionally, something was lost in translation. "The drawings," associate curator Stephanie Schrader says, "are often the closest thing to the artist's actual vision." —KR

• DAYLIGHT SAVINGS time begins on March 8 in the U.S., March 15 in Cuba, March 27 in Israel and Jordan, and March 29 in the E.U.