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Around Town: Paul Rudd, Alicia Silverstone and More at 'Our Idiot Brother' Screening

By Bennett Marcus 08/24/11 at 05:25 PM



Photo: Former Clueless co-stars Alicia Silverstone (left) and Paul Rudd (right)

"I felt like I knew who this guy is, and just tried to wipe away all cynicism and judgment and everything else. It's fun to play that kind of person," Paul Rudd said of the stoner screw-up with a big heart he plays in [Our Idiot Brother](#). Plus, there is the character's goofy look. "There's something about short-shorts and Crocs and a tank top and a big beard and hair," he said with a laugh at the Cinema Society screening on Monday. "All of it together, where it wasn't a hipster uniform, it was just wrong in all the right ways."

Rudd cleaned up nicely, clean-shaven, hair trimmed and sporting a John Varvatos suit, even though the screening was outdoors on the lawn at the [MIMA Tower](#), a new residential building in

Manhattan. (Should you be looking for an apartment with an outdoor screening room, this is the place.)

The movie was shot in New York City, and co-star Steve Coogan is in town shooting another with Alexander Skarsgard. So what's it like working with the *True Blood* heartthrob? "Yeah, when I walk down the street with him, people wolf-whistle," Coogan said. "All the girls scream, and I wish it was for me, but it's not."

Outside on the rooftop lawn, the late summer sunset provided the perfect excuse for a pre-screening cocktail party where guests nibbled finger foods and sipped Grey Goose cocktails—the movie couldn't start until it got dark.

A couple of fashion folk talked Fashion's Night Out. Nicole Miller will have Harley Viera-Newton DJ-ing at her Manhattan store, and Marchesa's Georgina Chapman and Keren Craig will be judging a dog show competition at Bergdorf Goodman. "Last year I entered with my dog Alabama, and she won. So this year we're judging," Craig said. The designers will make a bespoke couture dog collar for this year's winner.

We spotted *30 Rock*'s Judah Friedlander lounging on a chaise, and he said he's enjoying an extended summer break, courtesy of his boss Tina Fey. "Tina just had a kid a week ago, so we're off for five weeks now," he said. "Normally we're back [on the set] now, but because she had a kid we're delayed."

Also enjoying the balmy air at the Altoids-sponsored party were Hugh Dancy, Gabourey Sidibe, Allure's Linda Wells, Terry Richardson, Amy Sacco, Kirsten Dunst, Alicia Silverstone, Courtney Love, Cynthia Rowley and Sports Illustrated cover model Irina Shayk.

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