

BRC WEEKLY

AUGUST 25 – AUGUST 31 · 2014 · ISSUE 5
BLACK ROCK CITY'S INDEPENDENT NEWSWEEKLY



Photo courtesy of Darrin Harris Frisby, Darrinharrisfrisby.com



Despite the fact that Burning Man has never helped fund any of the large-scale sound camps or art cars that entertain the masses of Black Rock City on a nightly basis, there is no doubt that these unique dance venues have become part of the appeal – and success – of this annual event. **"I would guess we get more people than any big art piece except the Man and the Temple on Burn Nights,"** says Syd Gris of Opulent Temple. **"And we get that every night of the week."**

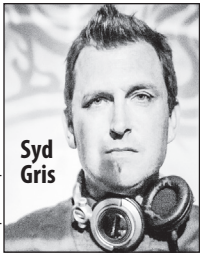


Photo courtesy of Darrin Harris Frisby, Darrinharrisfrisby.com

In fact, some of the large-scale sound camps – especially the ones at the 2:00 and 10:00 corners of the city – can draw up to 7000-8000 people in a night. By bringing in cutting-edge sound and lights, expensive production, and "big name" DJ talent – despite this being one of the most inhospitable environments on the planet – these camps rival many mega-clubs in the Default World, not to mention big electronic music festivals such as EDC. **And they do it all without receiving one dime from the price of your Burning Man ticket.**

You don't have to look too hard to imagine the kind

BEHIND THE MUSIC

by CABE FRANKLIN

What makes the large-scale sound camps tick, boom, & go oontz oontz oontz?

of money involved – a large-scale sound camp can cost upwards of \$200,000 and even a major art car with a sound system can cost \$50,000 or more. So without Burning Man's support, how do they do it?

"In our case, it takes a village. In their case, it takes a millionaire."

Some long-running sound camps have steadily built up their brands, networks, and goodwill over the years, allowing them to produce several successful fundraising parties in the Default World throughout the year. Other large-scale sound camps are the result of a wealthy benefactor or two wanting to produce something similar for Black Rock City, but without the need of getting a fundraising network in place.

These opposite ends of the funding spectrum are probably best represented by the grass-roots organic fundraising approach that camps like San Francisco-based **Opulent Temple** and **Distrikt** have developed, versus that of camps like **White Ocean** and **Root Society**, both of which are largely funded by a few generous benefactors.

At Opulent Temple, about 75% of their budget comes from fundraising parties held throughout the year.

Distrikt has spawned its own non-profit organization which does event production year-round, with proceeds going to the camp (and to other arts and nonprofit organizations, including the Make a Wish Foundation). They also both receive the occasion donation in the thousands. "We don't depend on them," says Opulent's Gris. "But we're very grateful when it happens."

"We're able to get things done because we have the support of a huge community, built up over time," he says. **"The other camps can pay production people to make everything perfect. We're more organic. There's no judgment, but they're different models.** In our case, it takes a village. In their case, it takes a millionaire."

"Why are we going so big? Because we can."

On the other side of the spectrum, one can't ignore White Ocean – and that may be how they like it. It's fair to say that theirs is one of the most blockbuster sound camps Black Rock City has ever seen (although they admit their early promotion of their DJ line-up this year was a **"burner faux pas"** that won't happen again; see sidebar inside.)

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The 10 Principles of Earning Man

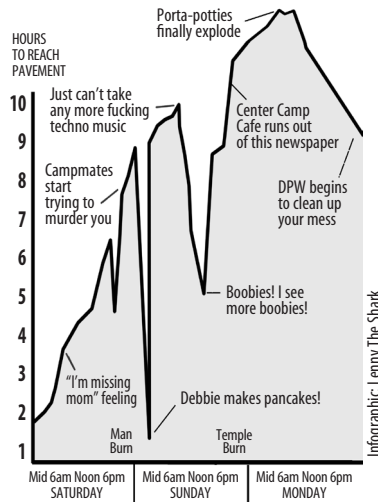
Pooping: You're doing it wrong

True tales of the BRC Lost & Found

Babies: the new playa accessory

And ... Playa Lingo and the Out/In List

Exodus is always a challenging time for burners. Here's a handy chart to know exactly when to plan your departure



Infographic: Lenny The Shark

Burning Man 3.0

or, When did Burning Man get so douchey?

by ADRIAN ROBERTS

As someone who has been going to Burning Man nearly half my life (and at the risk of dating myself, I'm just going to say it: **Burn #22, bitches!**) I've had a front row seat to the growing mainstreaming of **This Thing In The Desert**. Burning Man has slowly mutated over the years, from the early '90s, when it was just me and a few hundred of "my closest friends," to today, where Black Rock City's estimated population of 70,000 makes it **Nevada's third largest metropolitan area** (bigger than the state capital even, at least for one week).



And now, I think it's fair to say that we have arrived at **Burning Man 3.0**.

"Tell us more, grandpa!"

The first few years on the playa were **Version 1.0** – the mythical, anarchic, "make it up as we go along" **free-for-all** you've heard much-lauded about from jaded old-timers, the so-called "glory days" where you could shoot guns at the Drive-By Shooting Range, drive around the playa like Mad Max, and blow shit up. **Version 2.0** began in 1997, after a few unfortunate deaths and mishaps the year before. Black Rock City became more "civilized," complete with city streets, arts funding, an ever-increasing set of rules, and a limited liability corporation to run it all.

But for the past few years, we've unwittingly been beta-testing Burning Man version 3.0. It all started with The Great Ticket Sell-Out of 2011 – and the event has been selling out ever since, even despite increases in the population cap set by the Bureau

of Land Management. This year, ticket demand far exceeded supply. In the weeks leading up to the Burn, the number of people looking for tickets on the ePlaya message board was **15 times the number of people selling tickets**.

Check this off your "bucket list"

Yes, this dusty 'ol town has gotten extremely popular – a **bucket list destination event**. The fact that I can say "Burning Man" to almost anybody, anywhere (and I travel all over the world) and the other person almost sorta kinda *thinks* they know what I'm talking about (**of course, you and I both know they really don't have a clue**) says a lot about how much Burner culture has been disseminated around the globe. **Yay, us!**

Indeed, we have reached a new chapter in Burning Man's history, and it's not just because the organization that owns it has converted itself into a non-profit. In the past few years, Burning Man has gotten richer and more popular.... and with that wealth and status, it has also become – dare I say it? **Yes, douchier**. No, this ain't your hippie parent's Black Rock City anymore.

Radically self-rely on your wallet

One can find no better example of this than the proliferation of "plug-n-play camps," or what are now known as "turnkey camps." As described by Burning Man, these are "groups of people who set up a camp – or hire help to set up a camp – with the explicit intention of having things ready to go in advance of the arrival of others." And in turn, burners often pay handsomely for this privilege. Sometimes, "radical self-reliance" simply means "radically self-relying on your wallet."

No judgments here, by the way. **Full disclosure #1: I was "embedded" with a turnkey camp three years ago**, complete with decorated "art carts," electrical grid, and a daily-serviced RV that I didn't have to drive out to the playa or clean afterwards. I ain't gonna lie: **IT WAS FUCKING AWESOME**.

And frankly, after suffering **burn-out** from too many years of participating in the annual stress meltdown that is preparing for the playa, it was a necessary respite if I was ever going to continue come out here to Black Rock City.

Turnkey camps have been around for many years, but they used to be **well-kept "dirty playa secrets,"** all **hush-hush** and on the **downlow**. Now, they are quickly becoming the gold

standard by which many theme camps aspire to.

Up your social currency

Instead of simply driving out here to camp with some friends, now some burners actively seek out the "cool theme camps" to camp with. I can't tell you how many random emails I received this year from people I don't know asking to camp with us and what our "camp dues" are. **Full disclosure #2: the BRC Weekly has never had camp dues** (but the camp leader might force camp-mates to **dress up like sparkle ponies for a day** for their own amusement.)

I have one friend who half-jokes about how she basically "submitted applications" to various camps – including a cover letter, bio, and photos – in order to try to get into camps with cool people doing cool shit with whom she wanted to network. Old-timers might flinch at this new way of doing things, but for her – a 3rd-year burner – she was simply being resourceful.

Networking at Burning Man is nothing new. I remember a fleet of RVs back in 1995 that apparently housed much of the staff of **Wired** magazine. **Google** founders **Sergey Brin** and **Larry Page** famously hired CEO **Eric Schmidt** because he was the only candidate who had been to Burning Man.

First Camp, where the Burning Man higher-ups call home this week, is not only arguably the first turnkey camp – set up for the organizers by the DPW – but has now practically become a week-long networking workshop, where organizers often hob-nob and meet with international movers and shakers, especially those from the tech industries.

I know some enterprising burners who launched their new theme camp this year in much the same way they launched their own start-up company, by finding wealthy "angel investors" to help sponsor their camp, and using their camp as a platform for industry networking. And I'm sure they're not the only ones. We used to jokingly refer to Burning Man as a "company retreat." But that joke is fast becoming an actual reality. (**Full disclosure #3: Before you call me out, why yes, as a matter of fact, I am camped with a bunch of people who work for me!**)

The BRC Weekly editorial staff: part of the problem, not the solution



Don't hate the playa, hate the game

However, lest you think that I'm actually BITCHING about any of this, I need to clarify. I've don't have a problem with ANY of this. I've grown up alongside Burning Man, and simply see all of these things as the natural evolution of anything that becomes **this fucking successful**.

For 13 years, I used to publish a snarky little rag out here called **Piss Clear**, and let me tell you, the editor of that newspaper would have **rant-ed and raved** in this exact same space, lamenting the loss of the "original Burning Man spirit," and how it's "not as good as it used to be." **Clear** when I stopped publishing **Piss Clear**, I left that attitude in the dust. Now – as the editor of the **BRC Weekly** – I simply don't care.

I'm a Post-Jaded Burner

Call me "post-jaded." Over time, I've learned to adapt to all the changes. Two years ago was supposed to be my last year. Then last year was supposed to be last year. Now.... I'm starting to think there won't **ever** be a "last year" until I'm dead. (**Join the club!**) says **Larry Harvey**.)

You see, last year, on an abnormally quiet Sunday night after the Temple Burn, I had a mini epiphany out in deep playa (**like you do** – but don't get too excited – despite rumors to the contrary, "playa epiphanies" are actually pretty rare).

Anyway, I'm out there by myself, having a moment, looking at the twinkling lights of Black Rock City, breathing in deep the dusty air ... and then I'm like, "**Fuck you, Burning Man!**" Because I realized that I'm probably going to be coming out here to this stupid little dirt rave forever. **I'm a "lifer."**

Yes, welcome to Burning Man 3.0. It might not necessarily be an upgrade, but despite all the changes over the years, you're still **not likely to find a more magical place to be this week**. **BRC**

Help deliver the BRC Weekly!

We need volunteers to help deliver the **BRC Weekly**. If you'd like to help, please stop by our offices at **10:15 Rod's Road** (the Outer Ring Road of Center Camp) at **Esplanade & 6:30**.

Look for the dome and RVs with the big **BRC Weekly** logos. We usually have a couple boxes of newspapers at the front of the camp **next to the red newspaper box**. If it's the morning, we'll probably all still be sleeping, so just grab a stack of papers to distribute around Black Rock City! **Take all you want, but deliver all you take!** Thanks, BRC! You rock!

ADRIAN

SF Slim

Your Black Rock bitch-slap

by SHUTTERSLOT



Every time I hear stars and glitter spew from a burgin's mouth, gushing how happy they are to be "Home" (as if a dusty refugee camp in the middle of rural Nevada is where anyone would want to live year-round) while basing everything they know on bowdlerized YouTube videos and highly-edited photo albums that make Burning Man look like some plasticized Hollywood version of acceptable attractiveness, I want to throw the Survival Guide and some playa dust in their face and scream **"YOU KNOW NOTHING!"**

SHUTTERSLOT

When I hear first- and second-year burners spouting The Rights and Wrongs of the Playa, The Correct Way To Do Things and how to prepare for a **Real Whiteout™** when they've never actually experienced one, I want to remind them that even Larry Fucking Harvey doesn't know it all.

It's time for a **playa wake-up call** for all of our freshed-faced young'uns, from someone who admits they don't know everything, but has some wisdom to impart. So sit down, grab a beer, and get prepared to have a **BRC reality check** bitch-slap across the face.

Watch out for playa predators

Our little playa paradise is a city of around 70,000 people, and that means there are some real shitheads mixed in among us. While we probably have less crime per capita than any other U.S. city our size, it doesn't

mean bad stuff doesn't happen. Last year alone, there were **seven reported cases of possible sexual assault** – and that means it likely happened a lot more, since it's a known fact that not all cases get reported. That means you need to watch out and not only make sure your friends are okay, but make sure that nothing is happening to that poor passed-out girl or guy over in the corner (any gender can get assaulted). Is that guy with a hand on that girl's thigh her boyfriend, or **some sleazebag copping a feel?** Ask! Remember that whole "community" thing we're supposed to be working on out here? This is where it comes into play.

BRC is a thief's paradise

You also need to take care of your stuff – this isn't hippie heaven, and the **Benevolent Hand of the Universe** isn't keeping watch over your laptop, your bike, or your generator. **Lock your shit up** when you're not using it, put it out of sight, and don't bring things to the playa you can't afford to lose! While crime doesn't happen often – other than **bikes being "borrowed"** – it does happen.

Cops love Burning Man!

Along with crime comes police, and while our overall crime rate is low, we still have what is probably the highest number of Law Enforcement Officials per capita in the country – BLM, ATF, two sheriff's depart-

ments. They won't go all "Ferguson, Missouri" on your ass, but they are absolutely here to enforce the law, which still applies in Black Rock City. Not only does our fair city sit in Nevada, which has some of the harshest drug laws in the country, but we're also smack dab in the middle of federal land, so they're out here enforcing their even less tolerant laws. **DON'T BE STUPID!**

Drugs? What drugs?

If you absolutely must do drugs, don't do them anywhere publicly. **Smoking pot is a good way to have your entire camp "tossed,"** since that shit can be smelled everywhere. Don't offer them to anybody you don't know from off the playa. I don't care how much that hottie has been snuggling you and making out – he can still be an undercover cop. You will not spot them, you will not be able to "sense" them – that's why they're called "undercover." **They've been coming here longer than you, they have better costumes than you, their art car is cooler,** and no, you idiot, they do not have to tell you the truth if you flat out ask them if they're a cop. If they did, every undercover agent in this country would already be dead, fuckwit.

I'm not even going to go into how little you know about running a theme camp or building an art car, or how **Burning Man is not here to get your chakras in alignment and restore**



Thursday: Enter the BRC Weekly Iron Liver Cocktail Contest

Readers of this newspaper's predecessor, *Piss Clear*, might be familiar with that publication's annual Iron Liver Cocktail Contest, where we sought out **Black Rock City's best drink concoction** and published the winner in the following issue. Well this year, we're bringing it back!

This **Thursday afternoon**, from **3 PM – 6 PM**, bring your best cocktail to the BRC Weekly offices – at **10:15 Rod's Road at 6:30 & Esplanade** – for a chance to win fabulous prizes, including generic Burning Man stickers, *Burning Man Live* books, and whatever random gifts we've received over the week that we want to get rid of! Plus, **every entry receives a FREE Bootie BRC mashup mixtape CD!**

your health. I'm definitely not going to tell you what Burning Man "means" (hint: it doesn't "mean" ANYTHING. **It just is**). But maybe next year I will – if I know enough about it. **BRC**

PINDER THE PANDA BEAR

You're doing it wrong.
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"FOMO."



"Fear. Of. Missing. Out. It's a totally real thing. That totally affects real people."



"For reals."



"The most major toppest cause of FOMO? ..."

An inability to go to Burning Man."



"Symptoms of FOMO include: irritability, cranky pants, jerky-fying, being a stupid head, uncontrollable sobbing, going to Dave Matthews Band concerts..."



"and not being able to enjoy ice cream."



"Is a cure possible? Excellent question. I was totes wondering that exact same thing."



"So I got a bunch of scientists together and we scienced a bunch of scientific-ly backed science..."



"And I've discovered that there is one surefire cure For FOMO..."



"NONE OF YOU ARE ALLOWED TO HAVE FUN WITHOUT ME!!!"



BLACK ROCK CITY'S
INDEPENDENT NEWSWEEKLY

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THE GREATEST MASHUP PARTY IN THE UNIVERSE IS BACK IN BLACK ROCK CITY

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Bootie mashup DJs from five different cities:
A PLUS D · LOBSTERDUST · ENTYME · FAROFF
DJ FOX · AIRSUN · DESTRUKT · JOHN!JOHN!

TUESDAY AUG 26

LAZY SKOOL DAZE '90s PARTY

4:30 & CINNAMON · 5:30 PM - 7 PM

Afternoon guest set w/ A PLUS D spinning '90s mashups!

DEATH GUILD THUNDERDOME

ESPLANADE & 4:00 · 9 PM - ???

A PLUS D spin GOTH/INDUSTRIAL MASHUPS for the fights!

GOLDEN GATE BRIDGE ART CAR

SOMEWHERE OUT IN DEEP PLAYA · 11 PM - ???

Look for the red arced lights of the Golden Gate!

WEDNESDAY AUG 27

DECADENT OASIS DAY PARTY

3:45 & GOLD · 12 PM - 7 PM

Daytime mashup party in the city with all 10 Bootie DJs!

ROOT SOCIETY

2:00 & ESPLANADE · 10:45 PM - 12 MID

Epic massive showcase set by Bootie creators A PLUS D

KOSTUME KULT

ESPLANADE & 3:33 · 12 MID - 3 AM

NEW DAY'S EVE after-party, right after midnight!

THURSDAY AUG 28

SPANKY'S WINE BAR

7:00 & ANTIOCH · 10 PM - 2 AM

"SPANK DAT BOOTIE!" The playa's sexiest mashup party!

FRIDAY AUG 29

AUTOMATIC SUBCONSCIOUS

ESPLANADE & 7:00 · DUSK TILL DAWN

THE BIG ONE! BRC's biggest mashup party, all night long!

SATURDAY AUG 30

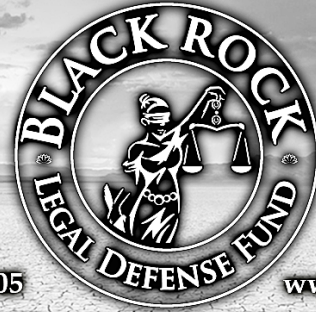
BOJON ART CAR

SOMEWHERE AROUND THE MAN · 7 PM - 10 PM

A PLUS D & JOHN!JOHN! spin mashups for the big Burn!

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Were you, or someone you know arrested
in association with the Burning Man event?
How'd you like to do something about it?



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If you like the BRC WEEKLY, you'll love PISS CLEAR!

PISS CLEAR is a book!



"The alternative history of Burning Man, written as it was happening."

From 1995 to 2007, the alternative newspaper Piss Clear was a fixture at Nevada's annual Burning Man arts festival, its cheeky name deriving from the Black Rock Desert's #1 survival tip: "drink enough water so that you piss clear." For 13 years, editor Adrian Roberts and his staff of writers wrote about the colorful culture of Black Rock City, and their snarky and sarcastic tone gave Piss Clear its well-earned reputation as the "Vice magazine of the playa."

Having started off as a sort-of sassy survival guide, Piss Clear quickly evolved into Burning Man's snarky reality check, chock full of

hard-hitting articles, acerbic rants, witty commentaries, and funny lists. Along the way, it documented – as it was happening – the growing evolution of the Burning Man event.

Burning Man Live: 13 Years of Piss Clear, Black Rock City's Alternative Newspaper compiles all 34 issues of Piss Clear, and includes a brand-new essay from longtime columnist Malderor, as well as an introduction from Brian Doherty, author of This Is Burning Man. There are also yearly chapter introductions from Adrian Roberts. Telling it like it was, this is the alternative – and yes, opinionated – history of Burning Man.



BURNING MAN LIVE: Go to www.pissclear.org or get it at your local independent bookseller