

OUT / IN

Adderall	Provigil
bacon	bacon tequila
Beaver Eating contest	Miss BRC Pageant
"big-name DJs" who didn't get a ticket	the DJ who got a ticket and is just as fucking good
bringing your girlfriend	bringing your mom
bunnies	unicorns
Burning Man	4th of July
Burning Man tattoos	theme camp tattoos
buying the meal plan	cooking dinner for your camp
catching dysentery	carrying hand sanitizer
Center Camp	Terminal City
Charlie The Unicorn	The Trojan Horse
dubstep	anything besides dubstep
E	V
First Camp	Ashram Galactica fundraisers
furry hats	petit hats
getting busted for sharing drugs	getting busted for sharing booze
gifting your extra Burning Man ticket	selling your extra ticket on eBay for \$1000 and going to Vegas, baby!
glowsticks	LEDs
green lasers	blue lasers
hexayurts	tv domes
Hushville	sparkle pony corals
Kickstarter	hard work
large sound camps	live music
leaving before the Burn	arriving after the Burn
megaphone siren	vuvuzela
monkey zoetrope	skeleton zoetrope
MOOPed beer cans	ground-scored drugs
press passes	commissary passes
raw food chefs	cooking food
scaffolding	elevators on playa
selling out	buying in
selling your ticket because you can't afford Burning Man this year	selling your extra ticket so you CAN afford Burning Man this year
shirtcocking	vestcocking
sparkle ponies	Haute Tauties Burlesque
spectators	customers
stealing street signs	stealing BRC-imprinted survey flags
Sunday sunrise set at Opulent Temple	Mad's Playa Choir, 11am Sunday Service at Camp Tweet n' Chill
telling everyone you know to come to Burning Man	telling everyone you know it was cancelled this year
the new police state	autonomous zones
The Onion	The Shroom
themes	memes
ticket scalping	gifting tickets
vitamin water	coconut water
2:00 & 10:00	Rockstar Librarian's old-school rave: password is PLUR

Contributors: Adrian Roberts, AntiM, Danger Ranger, Dusty Lucre, Eggchair Steve, Jason1969, Joshua Kappel, Lenny+Claudia, Mysterious D, Polly Superstar, Sailor Boy, ShutterSlut, Soulaye, Whelpley

The Borg's "Rite of Passage"

What does Burning Man's leadership structure change mean for you?

by SCRIBE

You might know who **Larry Harvey** is, but how about **Marian Goodell**? Or **Harley DuBois**? Do you even know who's running Burning Man? You know, the people who took your money and made sure you have toilets and a basic civic infrastructure and a website to learn stuff? It's **Black Rock City LLC**, aka the Borg. Ring any bells?

I imagine the spectrum of answers – even among you burners reading this story on the playa – stretches roughly from "duh" to "who?" Honestly, you don't need to know anything about the leadership of Black Rock City – or its eponymous LLC – to connect with Burning Man and become a valuable citizen, right in this moment or into the future. You can forge your own role in this world of our own creation.

But I've always been a political journalist, so I like to know a little something about the system I'm living under and to share what I've learned. I've now been reporting and writing on Burning Man for the last seven years, first for the *San Francisco Bay Guardian* and *Piss Clear*, then in my new book, *The Tribes of Burning Man*. And let me tell you, this particular moment is a big one when it comes to the governance of Burning Man. It's a little complicated, but let me briefly break down the "Rite of Passage" that the Borg is going through right now, and then we'll get into how it affects you.

A Burning Man history lesson

In 1996 – a tempestuous, turning point year for Burning Man – there was a falling out among the three people in charge of the event: Larry Harvey, who burned the first Man in 1986, and the **Cachophony Society** guys who brought it to the desert in 1990, **John Law** and **Michael Mikel**, aka **Danger Ranger**.

With serious injuries and a crackdown by the authorities that year, Burning Man would need rules and an infrastructure to continue. Law didn't want it to become that kind of event, and he clashed with Larry, eventually walking away while Danger Ranger stayed. They divided control of the Burning Man brand and trademark three ways, under an umbrella company called **Paper Man LLC**. Larry and Michael formed their own LLC to run the event, adding Larry's then-girlfriend Marian Goodell and burners **Harley DuBois**, **Will Roger**, and **Crimson Rose** to the Black Rock City LLC Board of Directors. These are the same six who are there today – leaders of the Borg.

Every year, the Borg paid Paper Man a licensing fee to use the Burning Man image, until 2006, when Larry tried to dissolve Paper Man, prompting Danger Ranger – who, despite his continuing role with the original Borg, had joined the dissident Borg2 rebellion the previous year – sued Larry and his Borgmates to protect his Paper Man rights.

Law followed suit and eventually settled for a secret amount of cash while Michael dropped his and rejoined the team. But as Larry explained during a poignant speech in San Francisco in April, "It triggered a series of cascading events, and those began a rite of passage."

Larry told the story that evening – in candid and confessional tones –



Larry Harvey spoke in San Francisco at the Burning Man Project's official launch.

about how the Borg was torn apart by in-fighting after the Law settlement, as the six board members discussed what their severance packages and the event's future might look like. "It looked like the band was breaking up," Larry said.

How much is Burning Man worth?

Corporate appraisal experts were brought in to try to value the corporation and the Burning Man brand, and Larry talked about taking that worth and dividing it up by the six board members, rather than settling for the mere \$20,000 each that departing board members are now entitled to, which he scoffs at as ridiculously low. But the whole process drove him into a deep depression. "It was against everything we stood for," he said. "How could we sell our life's work like a commodity?"

Finally, the Borg arrived at a solution that many burners thought they should have started with back in 1996: turn the whole thing into a non-profit organization. And that's what the Borg has started to do, taking the initial step in early August by creating the **Burning Man Project**, a non-profit controlled by the six Borg members and 11 new members that they selected – a group with business and non-profit experience that they know well and have worked with before.

"Our goal is to bring the culture of Burning Man back to the world," Larry told a large group gathered at United Nations Plaza in San Francisco on August 5 of the project's official launch.

But there are lingering questions and troublesome issues surrounding the transition. Larry, Marian, and Harley all told me that the plan is to turn control of the Burning Man event over to the new non-profit in about three years – assuming that the Burning Man Project evolves to their liking – and then to liquidate their control of the Burning Man name and trademarks three years after that, dissolving the LLC at that point.

Then – and in the run-up to that point, while the LLC's finances are still largely secret – the six board members will get their payouts. How much they receive and how the organization and event will be governed are still matters to be determined by the Burning Man Project board, whose new members will serve initial terms of just one year.

"They've turned Burning Man into a commodity."

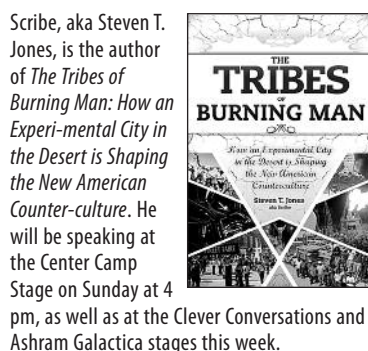
In my stories about this transition, I quoted longtime burner and Borg critic **Chicken John**, who criticized how the Borg ignored the sweat equity of the people who have contributed so much to Burning Man over the years, as well as the idea that the Borg will literally sell Burning Man to the Burning Man Project.

"What they're saying is it's going to take years to pass the torch over, and they're saying this to a room full of people who have been involved in Burning Man for decades," Chicken told me. "They've turned Burning Man into a commodity. They're selling the event."

When I confronted the Borg members with the criticism that they're prescribing how this transition will take place without taking any input from the larger community or allowing longtime burners to feel invested in this decision, they initially bristled at what they perceived as an attack, but then came around to saying they will welcome input.

"We're going to have a conversation with the community," Marian said, while Harley added, "There's still time for all of that. We are in the nascent stage. There's so much time for community input." And they say that process will begin right here, on playa, with daily appearances by Burning Man Project board members from 1-2:30 on Everywhere Lane just off the circle around Center Camp.

So, if you have any thoughts on this transition, ideas for future governance structures, thoughts on the current plan of allowing Black Rock City to grow up to 70,000 citizens within five years, fundraising ideas, or off-playa projects that you'd like to see them pursue, stop by and let them know. **BR**



Scribe, aka Steven T. Jones, is the author of *The Tribes of Burning Man: How an Experimental City in the Desert is Shaping the New American Counter-culture*. He will be speaking at the Center Camp Stage on Sunday at 4 pm, as well as at the Clever Conversations and Ashram Galactica stages this week.

30 Types of Burners

by JEREMY, with LIZ, BRODY, ICKPOO, & JONAHHAAS

Every person is a snowflake: perfect and unmatched. The human tapestry is infinitely rich and varied, and no categorizations can possibly do it justice. This is true everywhere, but on the playa, our peerlessness is even more eminent. Out here, we truly become ourselves, and who we are defies all attempts at generalization... **Just kidding! You're nothing special.** Here's a list of 30 of the most common types of burners. **Because labeling isn't just unfair... it's fun too!**

The Acquisitor Measures how much fun he's having by how much stupid crap he can stuff into his pockets. Warning: He'll try to steal some key piece of decor from your bar. Also, he'll try to trade you a handful of painted bottle caps for a dose of E.

The Addict Swears this is her last year. Just like last year. And the year before that.

The Bad Couple Fights all the time. Fucks the rest of the time. One or both of them may try to seduce you. It's not worth it.

The Barfly Keeps people coming back, night after night. Always has a smoke, always willing to bartend when you get too wasted or lucky, always drunk enough to find everyone fascinating. Will dance to any music, laugh at any joke, applaud any ridiculous novelty act. Will probably sleep on the couch, even if their tent is ten feet away. The heartbeat of your playa bar.

The Burnier-Than-Thou Similar to the Jaded Old-School Burner, except this is his third year. Don't try to tell him awesome stories of your adventures – he's seen it before, and anyway you did it wrong.

The Camp Bitch Washes dishes extremely loudly. Would have been happier staying at a nice hotel in Reno but then she wouldn't have lazy filthy campmates to complain about! (You have one of these in your camp. If you think you don't, it's probably you.)

The Center-Camper By the end of the week, she's spent more money on iced-coffee drinks than you spent on gas.

The Creepy Date-Rapist Has plenty of drugs.

The Cruise Director Has read the guide. Knows what day it is. Eats a spectacular meal in a different place every night. Written to spot because of the addresses written all over her arms. If you need to go to bed early tonight, spend the day with her. By sunset you'll be exhausted... and maybe a bit depressed.

The Death-Guider Hey, it's not their fault that you suck.

The Engineer On the up side, does the important work and keeps your camp functioning. On the down side, doesn't let you forget that he does the important work and keeps your camp functioning. As temperamental as your sound system. Try to get him laid. **The Girl Engineer** is immeasurably more awesome. Also, doesn't need your help to get laid.

The First-Timer-Whose-Mind-Is-Completely-Fucking-Blown-the-Whole-Time Depending on your point of view, either deeply inspiring, or more annoying than the Burnier-Than-Thou. Will take too many drugs and have at least one nervous breakdown.

The Fish-To-Water It's her first year, but she wears the playa like Jessica Rabbit wears an evening gown. Self-deprecating and fearless, she makes even the Jaded Old-Schooler smile. She is your camp's ambassador.

STEREOTYPES

The Font of Swag Exact opposite of the Acquisitor. Each morning he'll fill his bag with homemade junk, and won't return to camp until he hasn't a single poorly-glued-together paper clip sculpture of the Man left.

The Hippo Often unfairly disparaged. Other times, disparaged with perfect justification. Can hear reggae music from all the way across the city.

The Jaded Old-Schooler Never shuts up about how much Burning Man sucks now... but still comes! You won't see him much, though, because he never leaves his camp.

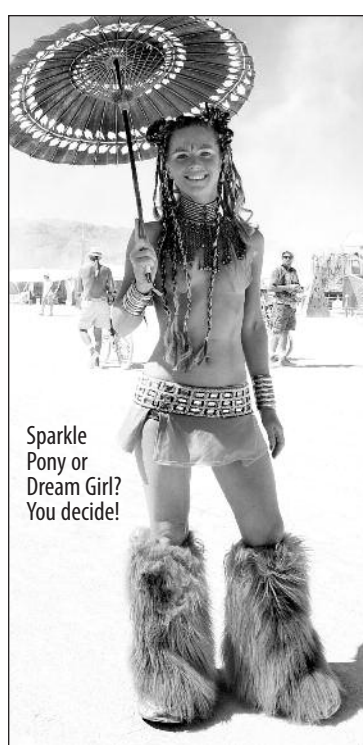
The New-Age Pussy Hound Can be any age, but usually 35+. Often has a Eurotrash accent, no matter where he's from. Lures women into his orbit by several means, often involving a Punani Trimming Camp, Shower Camp (ladies only please!), or other "Goddess Services". Tells you that you have an old soul. Always ready with a shoulder- or g-spot-massage to release your inner Goddess.

The Nudist Walks into your camp while you're eating breakfast and stands right behind your chair. Don't turn your head too quickly.

The Overly-Spiritual Burner Never laughs at your jokes. Thinks Burning Man should be like Easter Mass: solemn and incomprehensible. Just drop her off at the Temple while you hop a Pikachu golf cart to the upside-down-on-a-pole-in-a-wet-t-shirt drinking contest at Pinky's.

The Overprepared Neighbor Forgot your can opener, staple gun, or crowbar? Here you go! No, you can keep it. She brought twenty.

The Person-Who's-Having-Way-More-Fun-Than-He-Seems-To-Be Often the oldest person in the camp. Has



Sparkle Pony or Dream Girl? You decide!

had a hard life. You didn't catch his name. You'll worry because he just sits at the end of the bar the whole time, drinking from a flask. But when you catch his eye, he gives you the biggest grin you've ever seen.

The Perv All his clothing is shiny and/or crotchless. Brought a "bag of tricks." For most of the week, you don't know where he is. That's because he's next door, having earth-shaking sex with your dumpy middle-aged neighbors. If he invites you to a party he heard about, for god's sake go.

The Raver Wakes up at sunset. Measures fun in decibels. Runs out of drugs.

The Seagull Didn't bring water. Didn't bring food. Didn't bring cigarettes. Didn't bring a tent. Brought half an eighth of mushrooms and ate them on Monday. You'll find him asleep in your tent if you're not careful. You'll catch him rooting around in your cooler no matter how careful you are.

The Shell-Breaker Who would have thought that boring old Doug from work can sing like Barry White and do beer-bongs like Bender?

The Sparkle Pony Furry leggings, sparkly hot-pants, furry vest or bikini top, fake dreads, goggles perched on head. Subsists on cigarettes and E. No camp is complete without one. They're like furniture you might get to fuck.

The Weekend Warrior Arrives on Friday in an RV that's more luxurious than your apartment. Doesn't want to meet you. Doesn't pack out his trash.

The Wrecking Ball Spills drinks. Knocks over barstools. Falls off tables. Rides his bike into things. Wanders around with a bong. Invites thieves over. Gets hurt. Can always get his hands on a megaphone.

The Yahoo Picks fights. Says woo.

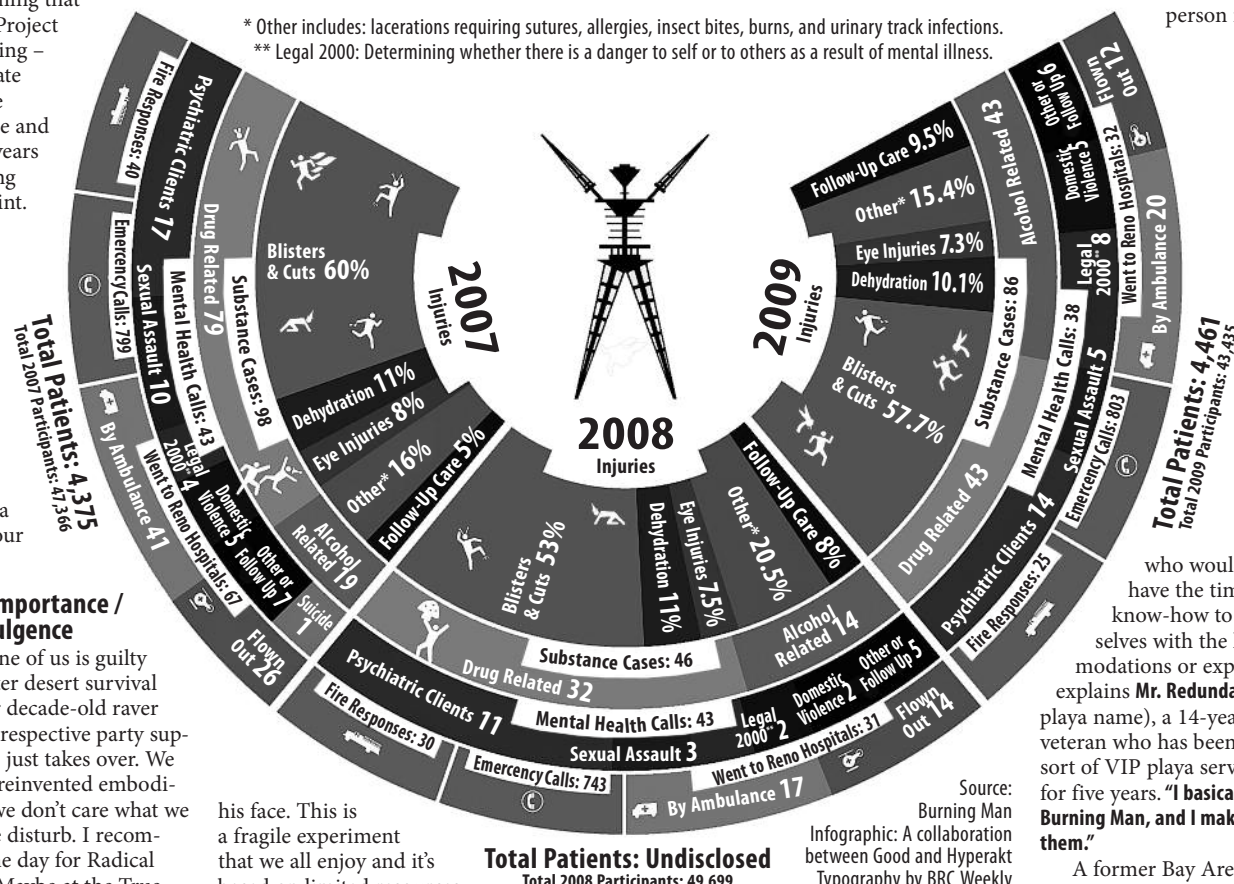
Your Dream Girl/Guy/Other Your perfect soulmate. You'll spend the most wonderful night of your life with this person. Then you'll find out they're married. **BR**



Hot Chicks With Douchebags: Black Rock City edition

How you will get hurt at Burning Man

Spending a few nights in the desert with 50,000 people can have its consequences, and we want everyone to be safe. This is a look at the 2007-2009 injury reports, so you know what to plan for. Try not to get flown out by helicopter.



his face. This is a fragile experiment that we all enjoy and it's based on limited resources. Yeah, it's too late to encourage some sort of "Don't talk about Fight Club" code of silence. Hell, it's hard to not rant and rave! But maybe everyone actively telling everyone that they *must* go hasn't exactly benefited us in the long run.

Remember that uncostumed Joe Schmo? Standing around all shy? Strike up a conversation with him for a change instead of chasing the cool people. You may be surprised. **BR**

4. Radical Self-Importance / Radical Self-Indulgence
 Nearly every one of us is guilty of this one. We enter desert survival mode. We don our decade-old raver gear and drop our respective party supplements. The "id" just takes over. We believe we are the reinvented embodiment of cool and we don't care what we trample or who we disturb. I recommend reserving one day for Radical Self-Assessment. (Maybe at the True Mirror Palace with all their harsh reality-showing mirrors.)

5. Radical Inclusion (?)
 "Tickets are sold out! How can this be?" Last year, at the first In-N-Out Burger on the way back to civilization, there was a young dude who said he wanted to tell every living soul about the event so "Burning Man could change the world." I was exhausted but still mustered up the energy to laugh in

Thunderdome. The results will be the same. Better yet, walk into Space Cowboys, Brass Tax, Opulent Temple, AutoSub, Pink Mammoth, or Fandango and shout "Is there a DJ in the house?" You'll doubtless be knocked down in the ensuing scum.

You know your failure to get a ticket would be a serious problem? That guy who agreed to drive your camp's box truck to the playa; the gal with the portable welding kit who

promised to do on-site fixes; the doctor who normally camps with you guys; the dude who runs your radio station that has two kids and no money so has to wait till the last minute every year. Their absence would have a measurably negative impact on your immediate experience. **And I expect that they all know how to DJ as well.**

So don't fret that Burning to be the kaleidoscope of candy-colored fun you were expecting just because your favorite DJ from last year's Coachella didn't make it out to the playa. Why have expectations? **Burning Man will always be different than you expect it to be.** It's even possible that the person standing behind you in the porta-potty line may have the skills to blow your mind on the dance floor... and *this year*, you might actually get to hear her play. **BR**

Five more playa Principles

by BACKSTROKE THE DONKEY PUNCHER

It's said that city life makes you more aggressive. Sadly, Black Rock City is no exception. Even though I've made some wonderful friends here and had my share of breathtaking moments and wacky adventures, I've also encountered a memorable assortment of assholes. Their offenses range from the Burnier-Than-Thou who can't wait to preach Radical Self-Reliance if you so much as ask directions, to the social leeches with neither gifts nor charm to contribute. Don't get me wrong: I love Burning Man and the people that make it special. But maybe we should all re-evaluate the way we've been going about this thing.

1. Give the 'No Spectators' shit a rest
 Sure, tourists with cameras can be annoying but ease off! We should recognize that some people are CREATING ART and think before we open our 10 Principle-quoting pieholes.

"Participation" is a broad term. Just because some uncostumed Joe Schmo is standing around quietly does not mean you should declare him a

"Spectator" like some Old Testament preacher calling out the town whore. Respect that some participants are shy and may be taking it all in. Burning Man is a flash flood of stimulation. Not everyone feels like doing a silly dance, singing at the top of their lungs or sampling your goddamn potato chips in the middle of the street. Which leads us to the next topic...

2. Over-Participation & Radical Self-Entitlement
 It's easy to take the whole community/gifting/participation concept too far. Especially when you're on the consuming end. Exercise your better judgment and manners before inviting yourself into someone else's camp, bar, game, art, conversation, private area, or exposed butt cheek.

Also, how about we start asking before hosing down random strangers with water cannons?

3. Naked people etiquette
 We know BRC is clothing-optional, but how about a little consideration? I'm pretty sure there's some basic nudity etiquette that's already been established somewhere. No one wants to sit on that zip-line seat now that you've rubbed your unprotected taint against

it! And fellas, maybe there's no written rule that says you can't walk around with an exposed hard-on, but you're still a scumbag in all of our eyes.

4. Radical Self-Importance / Radical Self-Indulgence
 Nearly every one of us is guilty of this one. We enter desert survival mode. We don our decade-old raver gear and drop our respective party supplements. The "id" just takes over. We believe we are the reinvented embodiment of cool and we don't care what we trample or who we disturb. I recommend reserving one day for Radical Self-Assessment. (Maybe at the True Mirror Palace with all their harsh reality-showing mirrors.)

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"Big-name DJs" didn't get tickets? So what

by NETZARD

Just when I thought the whole "Ticket Sellout Debacle of 2011" couldn't get any weirder, it came out via various online media that some "big-name DJs" failed to purchase tickets before Burning Man sold out. I shed no tears at this news; I confess that I actually laughed out loud.

What are "big-name DJs" to the citizens of Black Rock City? One of a myriad of tempting entertainment possibilities on the playa, that's what. What are the citizens of Black Rock City to these DJs? A 100% deductible promotional outreach opportunity that promises exposure to thousands of



Conservative estimate: 1 in 4 burners is a DJ

eager-to-be-entered burners from all over the world. **The fact is, they need us, but we don't need them.** So a handful of "big-name DJs" didn't make Burning Man enough of a priority in their lives and failed to get tickets. Who the fuck cares? It's not like we suffer from a shortage of DJs in this town.

Next time you're in the Center Camp Café, take that fimo Burning Man medallion you got yesterday and swing it above your head like a lariat, and let go. I'll bet you one full price Burning Man 2012 ticket that you will hit a DJ. Repeat this experiment at the Trojan Horse, Rites of Pezage, or the

you see where I am going with this? **DJs are not a premium at Burning Man.** They are not going to run out of them any time soon. Perhaps one out of four people you see at any given moment on the playa could bust out an iPod playlist that would entertain you till the next motorized couch cruised by to take you to a new destination.

You know whose failure to get a ticket would be a serious problem? That guy who agreed to drive your camp's box truck to the playa; the gal with the portable welding kit who

MUSIC

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VIP in BRC continued from cover

shade structure, three meals a day, bikes, DJ sound system, use of an art car for a day, and "thousands of gifts to give to your fellow burners." All this, for the asking price of \$95,000.

Ever since Green Tortoise first started coming out to the playa back in the late '90s, packaged Burning Man "adventure tours" have become not only more prevalent – some estimate there are about 150 on the playa this year – but more upscale as well.

However, if the above seems extravagant, then compare it to a more modest package, offered by El Monte RV for several years now, who deliver your RV to the playa for you, stocked with two bikes and whatever food and beverages you've ordered. No other "package tour" amenities – but it's also only around \$11,000 per RV.

Whatever happened to radical self-reliance?

You might be asking yourself, incredulously, "Who ARE these people?" You're probably assuming the people who buy into this sort of thing to be rich douchebags. But you also might be wondering who these opportunists are who so brazenly provide these services? Whatever happened to "radical self-reliance?"

COVER STORY

all around the world, are doing things that create a ripple effect of profound change and consciousness. And that's part of the reason why Mr. Redundant started hosting a VIP camp in Black Rock City. "I've been going to Burning Man for 14 years," he says. "I've busted my ass building theme camps, building the Temple, doing DPW. I've gone through the gamut and in 2007, I had the epiphany of 'Fuck this shit, I might as well get paid for it.' I'm building my social currency."

He goes on to explain: "Let's say I have the CEO of Coca-Cola or Disney come out and I get to know these people; know where their bliss is, and how they like to be of service to the world. And I put them in situations where they have rampant enlightenment. Burning Man is the kind of place that does that. It changes people. They have epiphanies about generosity and 'gifting.' And they take those experiences back into their workplace and into the Default World, where it affects thousands of their employees or customers. That's the core competency of my intention here."

Despite the creature comforts that Mr. Redundant's staff provides, they also help facilitate interactivity with the greater Black Rock City community. "This is very much for a certain tax

LINGO

blamestorming burners blaming everyone except themselves for their mistakes.

blissquitos glittery swarms of fairy-winged girls on E, dressed in furry leggings and hot pants, who swarm to large bass-thumping sound camps like plagues of locusts.

BLM parking the rows of BLM officers sitting outside popular theme camps.

burnerpreneur someone who creates a business catering to burner culture.

customer a pejorative used by BRC LLC staff to describe a participant who is actually a spectator.