Rod Garrett

BY GENIE GRATTO

As Burner culture spreads around the world, the world is upping its presence in Black Rock City. This year, for the first time, 22 huge art installations from regional Burner communities will encircle the Man, forming a perimeter of 600 feet away.

“It’s so awesome when you’re here early to see them going up, just to know they’re going to burn,” said Michael Garcia, Arizona Carnegeia Gigantea.

“I knew the project needed to be built fast,” said LeBlanc. “They had come out to Governor’s Island, a former Coast Guard Base in New York Harbor, for a day of urban art, and some of them were trying to wrap their minds around the idea that after all the work to make this happen, it was going to get torched.

“How can you become the hottest showgirl in Nevada?” Donon asked. “Get a huge stage and light yourself on fire.”

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The Man was rebuilt in 28 hours. “We had been torched early,” said Hermann. “Then you look at a plan for steps and tell your friends, and you see the mountain range,” said Hermann.

As you approach the art, you see conflagrations on Thursday at 9 p.m. The Man, which is Rite of Mountain Passage, is set to happen at Burning Man.

“Get a huge stage and light yourself on fire.”

LeBlanc’s second Burn was in 2007. The best thing about this project, she said, is the persistence of memory.

The project was revealed on a sunny day in June, at a Burner event called Figment, where children were decorating the leaves with magic markers and other art supplies. They had come out to Governor’s Island, a former Coast Guard Base in New York Harbor, for a day of urban art, and some of them were trying to wrap their minds around the idea that after all the work to make this happen, it was going to get torched.

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Chip Conley is no ordinary banker. He is executive chairman of Joie de Vivre, a 1 million-plus-person corporation that operates boutique hotels throughout California. But he’s no ordinary executive chairman, either. In a widely published talk a couple of years ago, he told colleagues, shareholders and employees to publish on his Facebook page pictures of him at the bar in, well, in at least one shot, a run.

“He’s a passionate banker who believes that it will eventually be possible to propagate Burning Man values and principles out into the default world — and earlier this year he was made a member of the 17-person board of the new Burning Man nonprofit, the Burning Man Project, which has the same objectives as he does — to spread burner values beyond the Playa.

Chip started his business in the same year that Harvey Harvey burnt his first man at the San Francisco seaside — and his first hotel was called the Phoenix, named for the bird that rose from the ashes of a fire. He attended his first Burn in 1999, his initial impression of it was that it was a “Disneyland for adults.” But in subsequent visits he became aware of the power of the collective that infuses Burning Man and supports the transformative nature of the event. The only other place in which he has had a parallel experience is the island of Bali, which he visits at least annually, “I am possessed by Bali,” he said, and then he had an epiphany: the most powerful experience in Bali is their cremation ceremonies — “it’s all about fire, there.”

Last year, Chip brought 110 of his friends to the Playa to celebrate his 50th birthday. Most of them had never been to Burning Man before; he’s handbook-uncomfortable in the radically self-reliant environment. Burning Man, he said, is about giving people the freedom to break through the boundaries that they first established around themselves early in their schooldays. Some people find that difficult, but for Chip it’s easy to discover where their boundaries lie. But for others, some of the most moving the Burning Man experience is when they discover that the ideal world they’ve built for themselves is massively humbled. To quote this year’s official guidebook: ‘The worldview that is the Playa is run differently from the corporate world. America. The gift economy is not the same as the gift economy which operates outside the Playa and aims to generate profits.’

At the moment, the Burning Man Project has the resources to support one or two burner projects a year. The money is only a handful felt uncomfortable in the radically self-reliant environment. Burning Man, he said, is about giving people the freedom to break through the boundaries that they first established around themselves early in their schooldays. Some people find that difficult, but for Chip it’s easy to discover where their boundaries lie. But for others, some of the most moving the Burning Man experience is when they discover that the ideal world they’ve built for themselves is massively humbled. To quote this year’s official guidebook: ‘The worldview that is the Playa is run differently from the corporate world. America. The gift economy is not the same as the gift economy which operates outside the Playa and aims to generate profits.’

At the moment, the Burning Man Project has the resources to support one or two burner projects a year. The money in positive rather than negative ways for their powers to cleanse Burner karma. Burners then hand in their contracts at the Exchangibition Bank instead of the city map. So you can look up events What Where When guide and cross referenced Unlock iBurn

The guys at Burning Man Earth have an iBurn app that they would like you to be able to use.

You would like to be able to use it too because it is pretty cool: they show all the events in the What When guide and cross referenced them with the city map. So you can look up events by where they are or where they are at or where they are at the map. And you can use global positioning technology to figure out where you are in relation to it.

If you are one of the 3,000+plus people who downloaded the app iBurn2011 you need to unlock it. That would be the word “effigy,” all lower-case.

The second annual Nevada Burners photo shoot takes place at 4 p.m. sharp on Thursday on the 6:00 clock side of the Man. All Nevada Burners (no foreigners) are invited for a group portrait, followed by a party, amasing music, family friendly wrestling, spirituals and spirits.

Last year, according to Perceval, 800 Silver State Burners participated. This year, organizers are expecting a record 1,000. The photo will be available for download at smallv copyBurningManPhotos.jpg.