

Dragon Burn 2017:

Afterburn Report



IMAGE CREDIT: ARMANDS STRAUJA

Contents

A Word from our Founder	6
Organization & Operation.....	7
Org Charts	7
Regional Contact	7
Founder/Former Regional Contact	7
Site and Truck.....	7
Finance	7
Art and Performance Coordinators.....	7
Ticket System	7
Survival Guide	7
Medic	7
Effigy Team.....	7
Ministry of Fire and Safety	7
Website, Social Media and IT	7
Music.....	7
Branding	7
Theme Camps and Placement	7
Temple Teamsters.....	7
Volunteers.....	8
Recommendations and Improvements for Next Year	9
Communications and Technology.....	10
Email.....	10
Survival Guide	10
Website	10
Mailing List and Newsletter	10
Social Media	10
Trello and Zoho	10
Recommendations and Improvements for Next Year	11
Searching for a New Site	12
Fengxia Farm	12
DianShan Lake	12
ChaShanLin Tea Mountain	12

Fuzhi Mountain	12
Yongan Mountain.....	12
Zhujiajiao.....	12
Horse Ranch	12
Yuyao.....	12
Taihu Lake (DB 2016 site).....	12
Recommendations and Improvements for Next Year	13
Outreach	14
Artist Outreach.....	14
FUNdraising.....	15
Support from Other Events.....	15
Open Meetings.....	16
Recommendations and Improvements for Next Year	16
Volunteers.....	17
Recommendations and Improvements for Next Year	17
Ticket Sales.....	18
Price Structure	18
Refunds	18
Ticket Transfers.....	18
Touts	18
Recommendations and Improvements for Next Year	18
Buses	19
Bus Schedule	19
Planning Ahead	19
Recommendations and Improvements for Next Year	19
Site Setup	20
Site Preparation	20
Wednesday, May 25 th : Truck Loading.....	21
Thursday, May 26 th : Final Loading and Site Setup	21
Friday, May 27 th : Setup and Event Start	22
Vehicles	22
Toilets / Shower	22
Recommendations and Improvements for Next Year	23

Artist and Performer Participation	24
Arts Participation Summary	24
ROLLA 1 (by Lu Chen and Tim Crouch).....	24
Photon (by Micheal Pratt).....	25
Adrena-Land Graffiti (by Pierre Pailhas)	25
serendipitea (by Francesca Valsecchi)	26
Hammockville (by Level Smith).....	26
James Brown Shrine (by Richey Rich)	27
Rope Art (by Davide).....	28
Dreamscape (by Mandy).....	29
Tiny Camp (by Jason Davis).....	30
Other Artwork.....	30
Theme Camps	31
Adrenaland.....	31
James Brown and the Temple of Boom	33
Roller Disco	34
Flying Baozi	35
Camp Jamboree	36
Healing Spirits	37
Open Kitchen.....	38
Performances.....	39
On Site.....	41
Gate.....	41
People’s Square (Center Camp)	41
First Aid	41
Hired Security.....	41
Tourist Issues	41
Fire	42
Recommendations and Improvements for Next Year	42
Effigy and Temple	43
Effigy	43
Fire Lotus Temple.....	44
Burn Night.....	45

Recommendations and Improvements for Next Year	46
Strike, LNT and MOOP	47
Tuesday, May 30th: Strike and LNT	47
Storage (On Site)	47
Storage (Off Site)	47
Recommendations and Improvements for Next Year	47
Financial Summary	48
Future Visions	51
Goals from Last Year's Report	51
Goals for Dragon Burn 2018	52

A Word from our Founder

Dear Burners

Congratulations to everyone planners, volunteers and four hundred participants who helped make our 4th Dragon Burn in Anji over the May 26-30 weekend a dream success!

It was the first time we returned to a previously used site, TianJenWenYuan in HangGaizhen town in Anji county, home to the second Dragon Burn in 2015. We renewed our good working relationship with the owner and with our previous knowledge of the facility we used it to its fullest.

We braved the possibility of rain in late May and were rewarded with four sunny days. The reservoir has low but it gave us our own dry 'playa' upon which to erect our beautiful effigy and 1st ever temple, which were burned on Sunday night in a blaze none of us will ever forget!

Theme Camps and Workshops ruled! Six theme camps: Adrena-Land, Temple of Boom, Camp Jamboree, Roller Disco, Healing Spirits, and Flying Baozi brought their unique energy, skills, and spirit to Dragon Burn. Their members and other volunteers held over fifty workshops on diverse subjects from Yoga to Meditation to Performing Arts.

The 10 Principles of Dragon Burn were promoted loudly and often and as many of our participants were 2nd and 3rd time Dragon Burners the word was spread to be responsible and to leave no trace.

Chinese local participation was a major part of our Dragon Burn and relations with the local residents was much improved over the first time we came to HangGaizhen.

Critical observations were made and noted of the lack of a functioning Center Camp, of Greeters only meeting the buses and not individual arrivals, and the need to rally participants at the end to get their trash to the gate disposal area. But these issues, while important, were small in comparison the great energy, joy, and enthusiasm we all saw and felt at this year's Dragon Burn. Thank yous go out to Elaine, Yummy, Mikro, Francesca, Doc Bok, Mandy, Lacey, Mr.Sunshine, Captain Buttwipe, Laura, Sue, and our offshore advisors Deanna, Nicholas, and Jen, your hard work and logistical expertise made it all happen. Our meticulously prepared financial report is here for you to inspect.

Expenditures, Art Grants, and Ticket Sales reveal a small margin in the black, always good news at the end of the Burn. We look forward to announcing the date of Dragon Burn 5 but until then more work, planning, and design awaits. This year we can truly say that Burner Culture took root here in China. From now on it can only grow and continue to thrive.

SvenAarne/Shanghai Shin. Dragon Burn event founder.

Organization & Operation

This year we ran the Burn like we have in previous years. The organizational structure was flatter, with people generally taking tasks upon themselves. Ultimately everyone involved worked extremely hard and we had the most successful Burn so far. However, there were still sometimes issues such as:

- Decisions not being made due to not having received enough input from other planners (it wasn't always necessarily needed)
- It wasn't always 100% clear who was responsible for which elements of the planning
- Not everyone was always aware of everything they needed to be aware of

Going forward we should consider ways to improve our organizational structure.

Org Charts

This is a rough guide to who was mainly responsible for each element of the Burn planning. Given that there was a lot of crossover this year, many in this list will have helped or influenced other areas of planning.

Regional Contact

- Elaine 'Panda' Kang

- Elaine 'Panda' Kang (Fundraising)
- Francesca

Founder/Former Regional Contact

- Sven Aarne Serrano (ShanghaiShin)

Ministry of Fire and Safety

- Mandy Embers
- Jessica Lum

Site and Truck

- Elaine 'Panda' Kang
- Francesca

Website, Social Media and IT

- Doc Bok
- Suci
- Zach "Mr Sunshine"

Finance

- Doc Bok
- Elaine 'Panda' Kang

Music

- Richey "Tallywhacker"

Art and Performance Coordinators

- Mikro

Branding

- Lu Chen "Yummy"
- Francesca

Ticket System

- Doc Bok
- Elaine 'Panda' Kang

Theme Camps and Placement

- Davide
- Francesca

Survival Guide

- Doc Bok
- Elaine 'Panda' Kang (translation)

Temple Teamsters

- Lacey (Designer and Lead)
- Charlie
- Lev
- Mandy
- Ark
- Alana

Medic

- Mason

Effigy Team

- Magic Ma (Designer)

- Isabella
- Henry
- Apple
- Destiny
- Patrick
- Vanessa
- Robyn
- Serena
- Anna
- Doc Bok
- Armand
- Cricket
- Caution
- Viola
- Chandler

Volunteers

- Zach "Mr Sunshine" (Volunteer Lead)

Truck Loading

- Zach
- Sven
- Sue
- Jason
- Acoc

Early Arrival

- Bulu
- Charlui
- Tex
- St. Edwards
- Armand
- Danbi
- 蔚爾
- 灵魂深处
- Brian
- Sarah Marcil
- Apple
- Anna
- Lacey
- Yummy
- Mikro
- Richey
- Davide

- Stack
- Fran
- Laura
- Suci Li
- Suty Li

Bus Greeters

- Zach
- Lalo
- Sue
- Wang
- Gloria
- Marketa
- Mandy
- Serena

Gate Greeters

- Yummy
- Naty
- Sara Marcil
- Patrick
- Stack
- Davide
- Apple
- Ke
- Caution
- Robyn
- Gloria
- Sven
- Kerry

MOOP Patrol

- Nolwenn
- Alex
- Anna
- Frank
- Chandler
- Tommy
- Annalisa
- Loic
- Haydn
- Desi
- Vanessa
- Andrew

- Eylon
- Oli
- Chloe

Rangers

- Zach "Mr Sunshine"
- Richey "Tallywhacker"
- Lu Chen "Yummy"
- Elaine "Panda" Kang
- Mandy
- Lalo
- Sven
- Lacey
- Mikro
- Fran
- Davide
- Sue
- Stack
- Doc Bok
- Suci
- Laura
- Jessica Lum
- Pierre
- Eric
- Caution

LNT Effigy

- Loic

Recommendations and Improvements for Next Year

- We need to be more willing to take responsibility for specific areas of the Burn planning
- Create a more structured organizational chart so that people know who is responsible for what
- Start a company and become a legal entity in China so that liability is less of a worry

- Chandler
- Vanessa
- Eylon

LNT Sweepers

- Frank
- Andrew
- Haydn
- Tommy
- Oli

LNT Encouragers

- Nolwenn
- Anna
- Alex

Last Standing

- Anna
- Charlui
- Armand
- St. Edvards

Others

- David
- Mandy
- Elaine
- Doc Bok
- Marketa

Communications and Technology

This year we took advantage of a lot more technology in our efforts to improve communication. While there is still room for improvement, our communication via social media was more effective this year.

Email

We created several custom emails this year and gave many of the organisers their own personalised emails (@dragonburn.org). We didn't utilise these as much as we could have, with most mail still going to info@dragonburn.org.

Survival Guide

This year we created an online survival guide. This was very effective in that it allowed us to direct people to places to read up on how to survive Dragon Burn. It unfortunately wasn't translated to Chinese until later in the run-up to Dragon Burn, but was still a useful tool for participants.

Website

We completely redesigned the website (<http://www.dragonburn.org>) and moved it to WordPress. This allowed us to remove references to Google fonts and other elements blocked by the Great Firewall, allowing people to access the website in the mainland without the need for a VPN. We also hooked it up to a CDN with servers in China, improving the page load speed.

The website has been a great tool for communicating with participants and remaining transparent. The site is still mostly in English as we have found it difficult to find people willing to help translate the site.

Mailing List and Newsletter

We rebooted the newsletter, sending weekly updates to subscribers. At the time of writing we are still sending a newsletter every week. We have 625 subscribers with an open rate of ~16% and a click-through rate of ~7%.

The newsletter has helped to engage more participants, especially those living abroad.

Social Media

We have continued posting updates to twitter (@dragonburnchina) and the Facebook page (<https://www.facebook.com/dragonburnchina/>). These see less engagement within China but help us to keep foreign participants informed.

We also continued to make use of WeChat (China's mobile-app-based social media platform). The group chat was a suitable place to talk directly to the community. Unfortunately, group chats can only have 500 members, which forced us to "cull" inactive group members to make room for newer participants.

Trello and Zoho

We made effective use of Trello and Zoho this year. Trello helped us coordinate a lot and served as an historical record of everything we have done this year. Zoho was useful for archiving images and documents (including this report eventually) so we have a place to look for any documents we've used over the years.

There were a couple of more technically illiterate organisers that found using these apps a little more difficult. Over the next year we should make more efforts to help each other get the most out of these tools.

Recommendations and Improvements for Next Year

- Find volunteers who are willing to dedicate time to translations
- Try to coordinate articles on all social media channels
- Try and find a solution for group chats so we aren't limited to 500 members
- Get more planners used to using Trello and Zoho

Searching for a New Site

Once again, we performed a site search to scout out new locations for Dragon Burn. As always, China is a hard place to find a good site, and despite us finding many beautiful locations, they all had problems. Ultimately the decision was made to return to Anji as it was still the best candidate.

Fengxia Farm

This was the most usable space of the lot, and had no issues with legality. The landlord was eager to bring us to this site. This site was empty farmland and not very scenic. We ultimately decide to forgo the risk of a mud festival in favour of Anji.

DianShan Lake

This was a very beautiful site with lots of potential. But since it was government owned they wanted to interfere too much and insisted on commercialisation and sponsorship of the Burn. This doesn't align with what a Burn should be so we were forced to turn this one down.

ChaShanLin Tea Mountain

This was a very remote and scenic site far away from any tourists. It had a lot of potential, but unfortunately none of the locals seem to know who the land belongs to so there would have been no way to do an event legally here.

Fuzhi Mountain

This site had a large hotel which understandably did not want to close during the Burn, so this would have led to a lot of tourists passing through.

Yongan Mountain

There was major construction work going on at this site which would have been going on during the Burn as well. This would have been a major distraction to participants during the Burn.

They also had a paragliding business running here which, again understandably, they didn't want to close during our event.

Zhujiajiao

This is a nice site, but space would have been limited. Also, with it being so close to Shanghai we felt it would lose that "journey to the Burn" experience that we felt was vital.

Horse Ranch

This was a very good alternative to Anji as well, although there would have been less of a nature escape feeling. However, we were concerned that setting up large sound stages would have disturbed the horses so decided against it.

Yuyao

This was a large open space surrounded by mountains. Unfortunately, there were no areas suitable for camping so we couldn't use this site.

Taihu Lake (DB 2016 site)

We considered this site again, but after the problems with tourists and local vendors last year we decided not to use it. Since it's a government owned site there wasn't even an option to buy out the

island and shut it down for a weekend so it would have led to the 'human zoo' feeling we didn't want to experience again.

Recommendations and Improvements for Next Year

- Start the site search earlier (before end of 2017)
- Consider moving the date back a month to avoid the chance of Anji being flooded
- We should still consider finding a backup site even if we still want to use Anji next year

Outreach

There were several ways we reached out and tried to get more participants involved with the Burn community in Shanghai.

Artist Outreach

In April, we had a second Art Collective event where we tried to encourage the local community to come up with installations for 2017's Burn. Although attendance was low and there weren't many initial applications for art installations, this Burn still turned out to be one of the most art-filled Burns in Shanghai.



EDUCATION – IMAGE CREDIT: DOC BOK

April was too late to kick off art for a May Burn, so next year we should aim to run the Art Collective earlier. This will enable artists more time to plan and prepare their installations for next year's Burn.

FUNdraising

Dragon Burn ran only two major fundraisers in the run up to this year's Burn. The Burner Bash and the Burner Talent Show. There were others but they didn't raise as much money. Most of this money was spent on art grants and effigy/temple supplies.



MR SUNSHINE'S KITCHEN AT THE BURNER BASH – IMAGE CREDIT: ANDREW AKIMOV

A lot of fundraising events were run by the theme camps this year. They operated independently, raising the money they needed to bring their installations to the Burn. This relieved a lot of pressure from the core planning team and allowed us to focus on logistics while the artists and theme camps planned the installations and workshops.

The second advantage of theme camps was that some were based around other communities in Shanghai, such as Adrena-Land being run by the Atomic Krew (a non-profit focused on extreme sports in China). This brought many new people to the Burn and provided a variety of activities for Burners to participate in.

Support from Other Events

We were invited to participate at other events this year, including Ladyfest (another non-profit) and the Crazy Lotus festival. At these events, the planning team focused mainly on education and community building, and some of the theme camps took advantage of them as fundraising opportunities.

Working with other events, whether they are non-profit or not is a fantastic opportunity to meet people from other communities, and expand the Burn community in Shanghai and the rest of China.

Open Meetings

We planned to keep all our meetings open to the public. At first this worked well and we had a lot more people interested in joining the core planning team or getting involved in other ways. However, as we got closer to the Burn we got more focused on getting things done and, although technically the meetings were open, we failed to inform the community about them.

Recommendations and Improvements for Next Year

- Run the Art Collective earlier in the year.
- DBORG itself should focus more on education and community-building events rather than fundraisers
- Continue to use other events to educate and introduce people to Burn culture
- Have open meetings that anyone can attend

Volunteers

This year the volunteers were organized by Zach (a.k.a Mr Sunshine). A couple of major decisions were made this year:

- No A-to-Z team and no ticket reimbursements for volunteering. Instead we would split the volunteer shifts into several shifts: Truck Loading, Truck Unloading/Site Setup, LNT/MOOP Sweepers, Truck Unloading/Storage.
- We would have Rangers, but only core organizers/experienced Burners would fill these roles.

We got rid of A-to-Z because we felt it was too much work and we would often end up with people who only wanted a free ticket and wouldn't put as much effort in. Instead by splitting the shifts we hoped to decrease the workload per volunteer and get people who were willing to put in the work without any extra incentives.

We decided to have Rangers this year to keep the Burn safe for participants. Rangers would carry radios, patrol the site and help any participants who needed first aid, water, or input from the organizing team for any reason.

Greeting was not successful this year. Thanks to a lack of volunteers and further complications due to new Chinese laws requiring IDs of all participants the greeting experience wasn't as welcoming as we would have liked. Next year we should discuss how to improve this experience so that people feel they are returning home.

Recommendations and Improvements for Next Year

- Try to improve greeter experience
 - Separate the "red tape" part from the actual greeting.
 - Create a silly ritual for virgins to perform (like the Dust Angels at Burning Man).
 - Figure out a way to make greeting fun to encourage more greeter volunteers.

Ticket Sales

We used 247 Tickets as our vendor again this year as they have served us well in the past.

Price Structure

We decided to keep it simple this year and charged 300RMB for an entry ticket and 150RMB for a round trip bus ticket. We also had combined tickets at 450RMB, which included entry and a round-trip bus.

Later we found we had to add a one-way ticket for on the way back as a considerable number of participants wanted to make their own way in and take the bus back (this cost 75RMB).

Unfortunately, although it was better structured this year, there was still some confusion as to what tickets some people needed. A few people bought too many bus tickets, and there were no tickets for the Early Arrival bus so some bought bus tickets and then volunteered for Early Arrival after the fact.

Refunds

We decide this year not to allow refunds for tickets. Instead participants could sell their unused tickets to others and transfer them via 247 Tickets.

Ticket Transfers

Thanks to our need for a waiver and new regulations regarding events in China we needed to collect identifying information when tickets were purchased. This meant tickets could not be easily transferred. Our solution was simple: 247Tickets would issue a refund to the seller and then they would give a voucher for a free ticket to the buyer, meaning they would have to go through the process of filling out their ID.

Touts

We spotted a couple of people selling tickets at marked up prices. Not only are they making money off all the challenging work that people put into a non-profit, they are also taking advantage of participants. We should come up with a plan to mitigate touts next year.

Recommendations and Improvements for Next Year

- No combined tickets since they add to the confusion
- Consider doing two sales: one for entry tickets and one for bus tickets
- Plan bus schedule before sales and limit the number of tickets for each bus
- Make it clear what buses people are paying for – round-trip vs. one-way
- Perhaps have a third sale for Early Arrivals
- Have a clear system to prevent touting (reporting, cancelling and refunding tickets, etc.)

Buses

Rather than use Dragon Adventures, this year we decided to hire another company to run our buses for us.

Bus Schedule

This we had the following schedule:

- Friday 8PM (3 x 55-seater buses)
- Saturday 8AM (2 x 55-seater buses)
- Saturday 8PM (2 x 55-seater buses)

One issue with this was that we had a lot more participants coming in from Beijing this year and these times weren't convenient for them.

For the Early Arrivals, we arranged special transport separately.

Planning Ahead

We tried to do what we have done in previous years and decide the number of buses after the ticket sales ended. Unfortunately, due to us running on a bank holiday the bus company insisted on us making a schedule much earlier than we anticipated. To fix this we resorted to creating a schedule and limiting the number of bus tickets for each day instead.

When creating the schedule, we made sure that each bus would have extra space since a Burn generally requires people to bring a lot more than a festival.

Recommendations and Improvements for Next Year

- Plan bus schedule before sales and limit the number of tickets for each bus
- Consider Beijing when creating a bus schedule
- Have a separate sale for the bus tickets

Site Setup

We used the same Anji site we used in 2015 for this year's Burn.

Site Preparation

After we had decided to use the 2015 Anji site again, we did another site visit to prepare for the event.

The focus of this visit was to plan the site placement. This year we decided that rather than having a central festival-like camping area we would separate the site into various areas for each theme camp, which would include their installation and their campsite (i.e. just like Burning Man). We would also have a generic area for people not involved in a theme camp. This had two advantages: it allowed us to camp more people since they were spread out, and it encouraged Communal Effort within each theme camp. This setup worked well and created a Burn-like feel this year.

We also made sure the sound camps were generally on one side of the Burn and wouldn't interfere with each other, and that the more 'quiet' theme camps were on the opposite side of the Burn. This was to enable each theme camp to be able to do their workshops/activities without interfering with each other and provided a quiet area where we could allow those with younger children to camp.



THE FINAL SITE MAP – IMAGE CREDIT: PATRICK SHEAHAN

We placed the Effigy in the 'Playa' – in our case a dry reservoir. It was down a path from the center of the Burn site so could be easily seen by participants who went exploring. The Fire Lotus Temple was placed deeper into our 'Playa' so it would be discovered by any participants that went out to the Effigy (again this idea was inspired by Burning Man's usual placement of the Temple behind the Man).

After the visit and in the weeks leading up to the Burn some adjustments were made to placement based on feedback from theme camp leaders.

Wednesday, May 25th: Truck Loading

The day before the Early Arrival Volunteers were to leave we loaded the truck with most of the infrastructure we needed for the Burn. We decided this year that we would do the AtoZ team as it is too much work to do absolutely everything. So, the Truck Loading volunteers weren't the same as the Early Arrival volunteers, who weren't the same as the final LNT team or the truck unloading team (although there was some crossover).

Thursday, May 26th: Final Loading and Site Setup

On Thursday, we loaded the truck with everything that needed to go to the site, including theme camp installations. Most of the artists and volunteers from each theme camp showed up to help load the truck and a bus was provided for the Early Arrival team. Once on site we unloaded the truck. It had already been decided that we wouldn't do any setup until Friday, as we knew it would be a long day of loading/unloading and riding a bus to the site.



THE TRUCK LOADING TEAM — IMAGE CREDIT: TIM CROUCH

Friday, May 27th: Setup and Event Start

On Friday, we began to set up the site. The theme camps had each sent their own volunteers so they got to setting up the installations and campsites for the theme camps. This worked well logistically as it relieved a lot of pressure from the core planning team.



EARLY ARRIVALS — IMAGE CREDIT: MICHAEL PRATT

Some installations (such as the Temple) weren't finished before the end of the day so these were finished Saturday morning. The theme camps finished their preparation. The greeting teams were gathered ready to welcome any participants that showed up. Although there were some minor delays in getting everything set up, the site was ready on schedule.

Vehicles

This year many participants made their own way to the site which meant there were many cars parked outside. There was enough space for those who showed up but this is something we should consider for future Burns.

Toilets / Shower

We made use of the onsite toilets and shower for all participants. The plumbing couldn't handle 400 people using them over the 4 days so we ended up having to pay additional cleaning/repair costs. Next year we should consider using portable toilets to spread the load.

Recommendations and Improvements for Next Year

- Consider more people are making their own way to the Burn so may need parking space
- Consider using portable toilets even if the site has toilets.

Artist and Performer Participation

This was the year of art, with many new installations despite what seemed like an initial lack of interest.

Arts Participation Summary

2017 was the year of art as there were many installations and ideas brought to the Burn. What follows is by no means an exhaustive list of the various installations present at this year's Burn.

This isn't a complete list - many participants brought their own smaller installations and gifts making this feel like a real Burner community.

ROLLA 1 (by Lu Chen and Tim Crouch)



IMAGE CREDIT: TIM CROUCH

Photon (by Micheal Pratt)



IMAGE CREDIT: TUTU

Adrena-Land Graffiti (by Pierre Pailhas)



IMAGE CREDIT: TUTU

serendipitea (by Francesca Valsecchi)



IMAGE CREDIT: ARMANDS STRAUJA

Hammockville (by Level Smith)



IMAGE CREDIT: SERENA MARLIN

James Brown Shrine (by Richey Rich)



IMAGE CREDIT: ARMANDS STRAUJA

Rope Art (by Davide)



IMAGE CREDIT: ARMANDS STRAUJA

Dreamscape (by Mandy)



IMAGE CREDIT: TUTU

Tiny Camp (by Jason Davis)



IMAGE CREDIT: TRAVIS GREGG

Other Artwork

This is by no means an exhaustive list of all the installations at Dragon Burn. We also had the MiniRamp (by Pierre Pailhas), The Poet (by Guiseppe Daddeo), Fantasia (by Lalo Lopez), the Mirror of the Better Karma (by Francesca Valsecchi), and many other works of art brought by participants.

Theme Camps

In addition, the theme camps fundraised and brought their own central installations and workshops to the Burn:

Adrenaland

Adrenaland brought their own music stage and organized bike tours of the 'Playa' for participants.



BIKE TOURS — IMAGE CREDIT: TUTU



ADRENA-LAND THEME CAMP — IMAGE CREDIT: CHLOE ATTALI

James Brown and the Temple of Boom

No bongos need apply – the Temple of Boom was a large yurt housing live music, the freestyle free bar and a shrine to the great James Brown himself.



NO BONGOS IN THE TEMPLE OF BOOM – IMAGE CREDIT: TUTU

Roller Disco

The Roller Disco brought the Rinky Dink, a Burner's Roller Disco.



IMAGE CREDIT: TIM CROUCH

Flying Baozi

The Flying Baozi brought the AcroDome that housed many workshops, including aerial silk yoga and freeform dancing.



ACRODOME – IMAGE CREDIT: ARMANDS STRAUJA

Camp Jamboree

Camp Jamboree held open jam sessions that anyone could join.



JAMBOREE SESSIONS – IMAGE CREDIT: ARMANDS STRAUJA

Healing Spirits

The healing spirits camp gifted a healing tent, housing workshops on mindfulness and spiritual healing.



HEALING SPIRITS TENT BY NIGHT — IMAGE CREDIT: KASSANDRA DAMBACHER-WILLIS

Open Kitchen

Although participants and theme camps worked together to be able to feed themselves, the Open Kitchen spent the entire weekend preparing food and gifting meals to participants all over the Burn.



THE CHEF TAKES A BREAK — IMAGE CREDIT: UNKNOWN

Performances

This year, as in previous years, we had a selection of Shanghai-based DJs attend and perform at the sound stages. The James Brown theme camp also brought live bands to their yurt. A couple of DJs brought mobile sound stages – the ROLLA 1 (a “mutant vehicle”) and the Nomad DJ delivered spontaneous music sessions all around the site.

All theme camps were encouraged to bring workshops and we had many local performance artists sharing their knowledge to participants.

The Fire Souls were joined by many international flow artists and put on a couple of performances during the Burn, including a pre-planned show at the Effigy Burn.



FIRE SHOW — IMAGE CREDIT: TUTU



DRAGON'S BREATH – IMAGE CREDIT: TUTU

On Site

Gate

It was difficult to find Gate Volunteers due the wide window of opening hours. We made sure that people greeted the buses, but this year around 25% of participants made their own way to the Burn so many participants arrived when there was no-one to meet them at the gate.

The Gate experience was further complicated by new Chinese laws requiring us to have every participant sign waivers and hand over their ID so that they could attend. Although we were checking IDs and tickets on the buses on the way in, those participants who didn't arrive by bus were met by red tape instead of friendly greeters.

Next year we aim to improve the greeting experience and make people feel like they have made it home instead of arriving at yet another festival

People's Square (Center Camp)

This year we decided to have our own Center Camp, dubbed People's Square. Not much effort was put into this as it should, and despite there being a Center Camp its presence wasn't felt.

First Aid

To ensure safety at the Burn we decided to sign a contract with a professional medical team rather than rely on volunteers. Despite a disagreement leading to one of the medical staff backing out, we still had a doctor on call during the entire Burn. Participant feedback was generally positive regarding the first aid that was provided on-site.

Hired Security

Last time we went to Anji in 2015, we had problems with the locals breaking into the event. We hired local security who would let the locals in despite being instructed not to.

In 2017, we attempted to hire better security to patrol around during the event. Although they helped to keep the site secure and communicated with our ranges, they also weren't the most professional which led to some complaints from participants.

We will need to ensure we consider hiring more professional security if we need them next year.

Tourist Issues

To try and develop and maintain a friendly relationship with the locals we agreed that they could visit at a designated time every day. Although this did help in our relationship with the locals it did lead to some Burners feeling uncomfortable. Some people felt they were in a human zoo. Thankfully this didn't have a major impact on most participants' experiences, but it is something we can work on.

This is an unfortunate problem we have in China – it's always hard to keep the locals/tourists away from the Burn and they generally want to spectate rather than participate. We will continue to work on better solutions for future years so we can have a more isolated and less intrusive Burn.

Fire

Many people brought gas stoves and set up cooking stations. Unfortunately, this led to MOOP due to people not protecting the area around the cooking stations. We should educate people on how to set up clean cooking stations and consider regulating fire stoves a bit more in future Burns.

Recommendations and Improvements for Next Year

- Appoint a minister of greeting
 - Always have greeters on the gate while people are arriving at the Burn (possibly tighten the window when people can arrive so we don't need as many volunteers, or figure out a way to ensure greeters are there 24/7)
 - Come up with a plan to create a real Burner experience when people arrive (and deal with the red tape less intrusively)
- Try to find a more isolated site that isn't near civilization
- Try to work with locals to maintain a good relationship without impacting the Burn experience too much
- Educate people on LNT and cooking stations
- Consider regulating fire stoves
- Create a day to day, hour to hour roster of on-site admin
- Encourage more logistics in theme camps (i.e. LNT, transportation, bikes)
- Hire a more professional security team if we need it
- Organise a real Center Camp and have volunteers staff it
 - Have someone run the Center Camp logistics
 - Organise volunteer shifts and train them how to provide information about the Burn

Effigy and Temple

This year Dragon Burn had two major installations to burn – an Effigy and a Temple.

Effigy



IMAGE CREDIT: SVEN AARNE SERRANO

The effigy this year was designed by Magic Ma. It was planned to look like three different Chinese characters from each side - 人 (man), 火 (fire), and 龙 (dragon). It was also the largest effigy designed for Dragon Burn up to this point.

Fundraising was done mostly through IndieGogo, and the funds raised covered the material costs of the effigy. On site construction was painless thanks to the help of volunteers.

Many participants enjoyed the effigy during the Burn, some climbing atop it and watching the sunrise.

Fire Lotus Temple



IMAGE CREDIT: ANTGUTZ

This year Dragon Burn had its first Temple, designed by Lacey Oleson. The Fire Lotus Temple was an ambitious project that wouldn't have been successful without the many volunteers who contributed their time and energy to it.

The Temple was the most time-consuming installation to set up on-site, but it succeeded in providing a more spiritual location for Burners to visit. This was helped by the site planning – like Burning Man we placed the Temple beyond the Effigy so it was more of a journey to get there.

Burn Night



IMAGE CREDIT: KASSANDRA DAMBACHER-WILLIS

The Effigy Burn went to plan – Mandy directed a fire show for participants to enjoy that featured the local Fire Souls, as well as flow artists from Korea and around the globe. After the Burn, the music started and people danced around the remains of the effigy.



IMAGE CREDIT: LAVINIA

The original plan for Temple Burn was to do it a couple of hours after Effigy Burn. Unfortunately, at the last minute we had to move this forward, as the landlord wanted the burning part of the Burn over with quickly. It was a case of Burn the temple now, or don't burn it. The landlord's worries were relaxed when we talked to him and told him we had people who were used to dealing with fire at a professional level and in the end, he joined us in watching the Temple Burn.

Recommendations and Improvements for Next Year

- Seek out applications for people who want to design the temple.
- Try to find a site that is a bit more fire-friendly.
- Communicate more effectively with the landlord that we take fire safety seriously

Strike, LNT and MOOP

Participants generally practiced LNT, but not all. Cigarette butts were the worst offender, as were food scraps left in the site-owned sinks. We should consider educating people about gray water in the same way as Burning Man, since this is leaving a trace at our Burns now.

Another problem was with participants not bringing trash to the gate drop off. At the end of the Burn there were a few bin bags left in the middle of the site, which some kind volunteers helped to dispose of.

Tuesday, May 30th: Strike and LNT

Sucy Li and Sarah Marcil organized a small LNT crew to do a MOOP sweep of the entire site on the last day. The worst places were Camp Jamboree and the public space between People's Square and the Temple of Boom. The cleanest area was the Flying Baozi theme camp.

The metal components used in the Effigy and Temple Burns were collected using magnets so that no metal waste was left behind.

Storage (On Site)

On site, there was a small hotel which we decided to use as storage. This was used to keep medical supplies, anything that could be potentially dangerous (fire poi, fuel etc.) and was where we housed our medical team.

Storage (Off Site)

This year we had to expand our storage to a larger container since we have more equipment and supplies for our infrastructure. This is likely to start growing for future Burns as the community grows so we need to keep an eye on our storage usage and how we can keep it optimal.

Recommendations and Improvements for Next Year

- Consider a clear guide informing participants exactly what to do with waste at the end of the Burn
- Encourage theme camps to perform daily MOOP sweeps
- Try to organize volunteers for daily MOOP sweeps of the public areas
- We need to develop ways to teach about 'Make No Trace', including workshops/activities during the Burn
- Really need to encourage the use of ash trays
- Educate and encourage people to dispose of gray water properly
- Keep an eye on Dragon Burn's inventory and storage usage.

Financial Summary

Following is the financial summary for Dragon Burn from January 1st, 2017 to December 31st, 2017.

Dragon Burn 2017 Financial Summary

Income	
Event Ticket Sales	
Ticket Sales	¥ 160,097.50
Early Access Bus Contribution	¥ 1,725.00
Fundraisers and Donations	
Spring Kickoff	¥ 899.00
Movie Night	¥ 700.00
Burner Talent Show	¥ 11,300.00
Decompression	¥ 6,630.00
Online Fundraiser	
Effigy	¥ 6,306.57
Total Fundraising	¥ 25,835.57
Last Year's Revenue	¥ 53,342.10
Subtotal of all income for 2017	¥ 241,000.17
Expenses	
Year Round	
Storage	¥ 27,302.00
Website Domain	¥ -
Site Visits	
Yuyao	¥ 800.00
Anji	¥ 1,200.00
Feng Xian	¥ 298.00
Qing Pu	¥ -
Zhejiang	¥ 2,710.00
Plum Park	¥ 1,350.00
Gifts	
Stickers	¥ 600.00
Pendants	¥ 1,467.00
Wristbands	¥ 757.00
Guidebook printing	¥ 920.00
Events	
Spring Kickoff	¥ 100.00
Ladyfest	¥ 331.00
Burner Talent Show	¥ 1,669.23
Crazy Lotus	¥ 270.00
Decompression	¥ 1,682.00

Site Usage	
Rent (4 days)	¥ 30,000.00
Bus	¥ 40,000.00
Medical Team	¥ 6,000.00
Security Team	¥ 4,200.00
Hygeine Supplies	¥ 548.00
Label Tape	¥ 44.00
Scaffolding	¥ 350.00
Ranger Capes	¥ 230.00
Ice	¥ 3,750.00
Early Arrival Comped Meal	¥ 2,625.00
Early Arrival Comped Water	¥ 536.00
Last Standing Comped Dinner	¥ 400.00
Noise Complaint	¥ 2,160.00
Additional Clean & Repair	¥ 2,500.00
Effigy/Temple and Fire	
Factory Visit	¥ 88.00
Fire Safety Equipment	¥ 829.00
Temple Grant	¥ 4,742.00
Effigy Material Costs	¥ 6,250.00
Coal	¥ 300.00
Kerosene	¥ 1,400.00
Art	
Art Grants	¥ 9,688.00
Art Truck	¥ 13,500.00
Subtotal of all expenses for 2017	¥ 171,596.23
2017 Profit	
Net Profit	¥ 69,403.94
Donation to BMORG	¥ 3,532.00
Balance	¥ 65,871.94

*Art Grant carried over to 2018

¥ 10,312.00

Thanks to theme camps taking on most of the fundraising, we didn't need to do as much this year. The Burner Talent Show and the Decompression were our biggest fundraisers, and most of that money went towards Art/Temple Grants.

The bulk of our money came from ticket sales, of which most was used to fund the site rental and infrastructure, as well as pay for storage. We are left with around 66k, 10k of which will be carried over to next year's art grants, while the remainder will mostly be used to fund site visits, pay for deposits and fund educational events.

Our major problem this year was cash flow, but thankfully 24/7 Tickets was willing to give us half the money from ticket sales early to ensure that we could pay the deposit for the site.

Future Visions

Last year we held a community gathering and refined some goals for this year's Burn that were included in the previous AfterBurn report.

Goals from Last Year's Report

(Gathered from the community at the AfterBurn)

- Redesign the website and unblock it in China
- Create an official WeChat account
- Provide more information in advance
- Provide workshop schedules (or have a town crier like 2015)
- More pre-events to educate about Burning Man culture
- Provide a general introduction to Dragon Burn
 - Introduction on website with easy way to navigate to it
 - Run a Dragon Burn 101 workshop at one/several of our in-between events and fundraisers
- WeChat is not enough for planning a larger event – consider using tools like Slack and Trello to help with team coordination
- A 10 Principles / Participation test as a part purchasing a ticket (see how other Regionals do it)
- Have a longer event (3 days rather than 2 for the main crowd)
- Better indications of where to go on arrival
- Try to respect the workshop schedule
- Avoid becoming a typical 'festival'
 - Encourage participation of musicians and other genres by supporting their communities year round
 - Emphasize workshops and art in future presentations
 - Present Dragon Burn as an "un-festival" – we don't book people, people bring what they want to share
- Start encouraging people to do THEME CAMPS
- Encourage less food waste and more communal effort between camps
- Emphasize the 10 Principles more
- Better secure site
- Educate people not only on Leave No Trace (corrective) but also Create No Trace (preventive)
- Have an Information Center on site

In general, we succeeded at achieving most of our goals from last year. The new website, official WeChat accounts, and theme camps worked particularly well. Having a 4-day festival made it feel more like an event rather than a quick weekend getaway and this year felt a lot more Burn-like.

The theme camps allowed for more communal effort, however the MOOP left behind varied from camp to camp (from no trace at all, up to cigarette butts and food waste being picked up by the LNT team on the last day).

We ended up using the Anji site from 2015 again, and while this technically didn't meet our goal of finding a better site, it worked well, providing all the space we needed in a scenic "natural" environment.

We did plan for a Center Camp (a.k.a. People's Square), but unfortunately this had little presence during the actual Burn.

Goals for Dragon Burn 2018

- Encourage less food waste and more communal effort between camps
- Emphasize the 10 Principles more
- Better secure site
- Educate people not only on Leave No Trace (corrective) but also Create No Trace (preventive)
- Have an Information Center on site

We shall aim to meet our goals from last year again, as well as the following:

- Start everything earlier
 - Site search
 - Art kickoff
 - Date announcements
 - Ticket Sales
- Allocate planning tasks more intelligently
 - Have planners more willing to accept responsibilities
- Communicate more with theme camp leaders so they know what responsibilities we expect them to have
 - Especially in terms of LNT/MOOP sweeps
- Create a more welcoming greeter experience when Burners arrive on site