



# DRAGON BURN AFTERBURN REPORT 2014

## 龙焰之后报告 2014

English Version

A Word from our Founder .....	2	_Part II: Packdown, Cleanup and LNT/Moop.....	9
Organization & Operation.....	3	EVENT SAFTEY .....	10
Financials.....	4	COMMUNITY SERVICES: GREETERS .....	11
<b>FINANCIAL REPORT SUMMARY</b>		Fire Safety and Burn Report.....	12
Artist and Performer Participation .....	5	DRAGON CAMP DEPOT .....	13
The Effigy “Dragon Egg” .....	7	COMMUNCATIONS AND TECHNOLOGY .....	14
Enviorment and Site Management.....	8	MARKETING AND PUBLIC RELATIONS.....	16
_Part I: Site Setup.....	8	Future Visions .....	17

## A Word from our Founder

By Sven "Shanghai Shin" Serrano, Shanghai RC



### I'm a history teacher here in China,

really, so I hope you don't mind a short history lesson to explain how Dragon Burn 2014 came to be reality. I was at a Baker Beach burn in 1987, quite by accident, as the art/video people I was hanging out with at the time said, "hey, let's go," so we jumped in some hipster's vintage hearse with bad brakes and drove to the site, to add our little bits to the effigy (mine was an old drivers' license) and watch it burn.

**Fast forward to 2008.** I had just moved to Shanghai after long stint in Japan, where my university gig had given me time and money to go to two Nevada burns, 1996 and 2001. My new job and family would nix my reappearance on the playa, but I kept in touch with my Bay Area friends who go every year and the dream of a return stayed with me. It was then, maybe a year or two later I was net noodling around on the Burning man site when I discovered the Regional's page, clicked to China, found the region seemingly vacant and without representation. I said '**boy howdy!**' and submitted my name to BM HQ to be the regional contact and to see if I could stir something up here in Great Pandaland.

**Things began to move.** I quickly learned that Beijing had a burner presence with Carissa Welton and Ian Rowen having already done valuable groundwork there, including the Chinese subtitling of a Burning Man documentary, Beyond Black Rock. Then here in Shanghai, burners appeared, and our community was born. Nicholas Kothari and Jennifer Childs, were skilled with and ready to help so we began a project here with three goals :

- Support a local art scene by creating immersive participatory gatherings in the spirit of Burning Man year round
- Round-up a community of burners in China that want to create a project at Burning Man in USA
- Host a burn event in China and encourage local burners to take a lead role in creating more immersive events in China

**Someday**, if all the right conditions could be met. I especially urged a regional burn because I cannot go to Nevada as it coincides with the busiest week of my school, but also because I believe it could be done, on a small scale without attracting the disapproval of 'the Great Panda.'

**Three years later**, after three sites were rejected (and after a strange offer from an investment bank representing an Inner Mongolian town council who wanted to invite the entire Nevada burn, all 68,000, to their piece of the Gobi Desert ) the stars aligned and our little Dragon Burn sparked and caught fire on June 6,7, and 8 of this year.

**My profound thanks and gratitude goes out to everyone who helped make it happen.** so many people said it couldn't be done but we showed what committed burners can do in a new country. We are especially proud of the fact that local Chinese burner activists and volunteers are now part of our permanent team. The future, indeed, looks very, very bright.

*SvenAarne/ShanghaiShin, Regional Contact for Shanghai*

# Organization & Operation

By Wishboy

At the time of this writing Dragon Burn 2014 is considered a 'Pilot Burn Event' by the Burning Man organization (Black Rock LLC) in United States. The challenges we faced with getting event permits, insurance and PRC's sensitivity towards public gatherings made heavy risks for a first time official regional burn event. For that reason we were advised that it would be better to consider Dragon Burn 2014 a "Pilot Burn Event" which means we have no official affiliation with Burning Man's named and trademark in 2014. We did however have the involvement of two Burning Man Regional Contacts and about 11 former burners helping create the cultural experience of a Burn Event.

Our organization has a very loose structure. We are about 25 total multi-purpose volunteers. Eight of us are core decision-makers, six were solely a build crew, the rest had tasks before and during the event. The bulk of the event planning happened in six weeks which was aggressive for our first year. To add further complication we changed sites from a farm to a hard to reach island. The event location is beautiful but cost us more time and money to produce the event.

Dragon Burn Community partnered /contracted an unaffiliated events company called Dragon Adventures. Dragon Adventures has a business license for various things such as event marketing, exhibitions, events, etc. For a fee per ticket they were contracted to manage the ticket system, bus/boat/park logistics, help with word-of-mouth and make arrangements with local authorities to SanShan Island. Their team consisted of one event coordinator, one event support intern, one ticket system intern, one marketing manager, one business manager.

The majority of our event planning happened with WeChat App along with some emails (with limited success) and phone calls. Volunteer Training for First-Aid, Ranger, Fire occurred in special meetings.

In Summary your 2014 Committee consists of:

## **Decision-making Committee:**

Sven Aarne Serrano (Regional Contact), Nicholas Kothari (Event Coordinator), Barry Lee, Sylar Gu Xi, Elaine Kang, Rainbow Gao, Tommy Hendricks, Jennifer Childs

## **Art / Performance Coordinators:**

Jennifer Childs, Jessica Martinelli

## **DJ Stage Coordinators:**

Tommy Hendricks, Nicholas Kothari, Laurent Letree

## **Media / Marketing:**

Elaine Kang, Nicholas Kothari, Rainbow Gao, Tommy Hendricks, Dragon Adventures, Laurent Letree and other friends.

## **Ranger, First Aid, Build Crew, Fire Safty, LNT and Volunteer**

**Crew:** All the above people plus, Nathan Melenbrink, Wizard, Maik, Raphael Ondini, Chris (Dragon Adventures), Tai Tang, Maxim Beatty, Lucie Gu, Brian Broomer, Ali Dibble, Aryanna Wettland, Sara Witchi, Joseph Van Der Est, Travis Biegun, Deanna Greer, Tony Gu, Jeff Fennell, Fiona Xiang, Francesca, Echo, Fire Nomads (Bybert and Sara) and more.

## **Burning Man Regional Contacts:**

Sven Aarne Serrano (Shanghai)  
Ian Rowen (China/Taiwan) Flew in from Taiwan!!

## **Recommendations / Improvements for Next Year:**

- Define Roles and Duties earlier and clearly
- Use Project Mgmt Software
- Consider cost / time benefit of new site
- Research other Regional Event organization structures and length of terms to form an Executive Committee and other roles.
- Include a balance of Chinese and Foreigners to the organization.
- Volunteers must handle more production tasks instead of contracting out too much
- We need more volunteers to handle event site and amount of shifts (especially at the gate)

## Financials

By Wishboy

### TICKETS:

We sold 282 tickets with the help of [www.yoopay.cn](http://www.yoopay.cn), Dragon Adventures Sales Office and the Mansion. The ticket sale structure was a little confusing but made sense at the time: 3-day tickets is more expensive than 2 day tickets and we have a Presale and Main Sale ticket.

**Presale:** 520rmb Three Days, 500rmb Two Days

**Regular Sale:** 570rmb Three Days, 550rmb Two Days

**Kids:** Always 260rmb

**Self-drivers:** 100rmb discount ticket

Approx cost per ticket to Dragon Adventures: 260rmb covered bus, park, and boat roundtrip

Approximately 100 people came on Friday and 182 people showed up on Saturday. 14 tickets were sold at the Children price (not including babies) and we had a great community of kids!

Aside from ticket revenue, Kickstarter for the Effigy raised 7000rmb

### Financial Summary (See next Page)

**We lost over 9,300 rmb on the event and additional have about 7,000rmb that we wish we could have reimbursed to some friends that contributed from their own money.**

The reason we lost this money was from the following problems (in order of importance):

- Unfixed costs to go to the island were inflated at last minute.
- Cost to train people on first Aid
- Damaged Equipment and site team travel reimbursable (which were donated)

Reasons why our event cost was so expensive is for these reasons:

- Paying for the Sound systems
- Paying for toilets
- Premiums from having event on the island

### Recommendations / Improvements for Next Year:

- Same Entry Ticket Cost for all Adults no matter 2 or 3 days.
- Same Entry Cost to all Kids between 2-12
- Friday Bus Ticket non exchangeable
- Saturday Bust Ticket non exchangeable
- Selling tickets up until the last minute at ticket office could be possible if Printed Survival Guides are provided at Office
- No Gate Sales
- Wristband budget needs to be added in 2015
- Try to get more fixed costs and service contracts. This is not just the logistic provider duty, but mostly for our volunteers to handle.
- Ask for immediate transition of 50% of the money on the 15<sup>th</sup> or end of each month from yoopay to get presale cash flow in the hands of the organizers.
- Dragon Burn must not be liable for equipment brought to the event by participants unless it is insured by the event.
- Create a Damage budget of 4000 rmb
- Get donated Sound gear

# Dragon Burn 2014 Financial Summary

October 13th Revision

## Dragon Burn Income and Event Service Fees

Yoopay and Dragon Adventure Office Ticket Sales	¥115,459.00
The Mansion Ticket Sales	¥19,110.00
Donations	¥0.00
Dragon Burn Effigy Kickstarter 2013	¥7,000.00
<b>Income Subtotal</b>	<b>¥141,569.00</b>

Service Fee to Dragon Adventures (Ticket System, Bus, Boat, Site etc) ¥65,350.00

**TOTAL DRAGON BURN INCOME: ¥76,219.00**

## EXPENSES: Dragon Burn Organizers Team

### Year Round

storage space	
website domain	¥350.00

### Site Use

Local Permit paid to Mr. Sheng	¥2,500.00
Site Rental	¥2,000.00
Site Electric Fee	¥500.00
Dragon Camp House Rental	¥500.00
Event Insurance (Did not get it in time)	¥0.00
Grass Mowing	¥4,000.00

### Flyers and Signage

Signage Printing	¥873.00
Marketing Stickers by Florent	¥150.00
Event Stickers	¥400.00

### Boats and Cargo

Cargo Boat Total Fees	¥5,100.00
Supply Box Truck Thursday and Sunday	¥4,000.00
Supply Truck Tolls	¥250.00

### Crews Costs and Services

10 Toilets	¥15,000.00
Hired and Setup Crew Housing (Sound, Toilet, Etc) 14 x 160 rmb/night	¥2,240.00
Hired Crew Meals (Sound, Toilet, Bus)	¥2,380.00
security guard (1)	¥240.00
Ice Spent	¥2,800.00
Ice Sales Earned	-¥2,000.00
Sound System Rental	¥13,456.00
800 discount by using volunteer dj monitors	
Site Trip with Technician Sound	¥200.00
Transport and Water for Crew	¥1,200.00

### Event Supplies

Event Gear from Tabao	¥8,999.00
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### First Aid and Fire Safety

First Aid Training (398 x 5 people)	¥1,984.00
First Aid Kit	¥486.00
Emergency Water (covered by Crew Water cost)	

### Fire Arts and Effigy

Fire Nomads equipment travel expense / sound stage # 2	¥7,900.00
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### Fire Arts and Effigy

Effigy (not including tools)	¥7,000.00
Bonfire wood	¥250.00
Kerosene at Island	¥260.00
Fire Blankets and Other Safty	¥220.00
Extinguishers Etc on May 11	¥372.00
fire supplies rake, broom, speaker plywood	¥400.00
Fuel Purchase	¥600.00

### Damages and Replacements

Broken Pop-up tent (keep for spare parts replacement)	¥0.00
Broken Laser Claim	¥1,000.00

## TOTAL DRAGON BURN EXPENSES

**¥85,610.00**

**Net Loss**

**-¥9,391.00**

if you had a great time at Dragon Burn and want to donate a little money to help us balance our please email us at [info@dragonburn.org](mailto:info@dragonburn.org), thanks!

## Artist and Performer Participation

### Jennifer Childs (Lead) and Jessica Martinelli (Recruitment and Organization)

This year was Dragon Burn's first year and the Art Committee did not have funds to give to artist up front. Our strategy was to hold 3 meet ups through the months of March, April and May to introduce the idea of Dragon Burn to local artists, performers, musicians and workshop leads. We prepared a short presentation on the type of interactive art, performance, and workshops that would most benefit the event and explained that we did not have a budget and could not afford to give free tickets as these would be the funding for the main infrastructure of the event (toilets, island fees, site preparation, and sound system). When most people heard that all organizers and volunteers were paying for tickets too and using their own money to help pay for expenses out of pocket before we had ticket sales start they seemed to understand and be very supportive.

We had a lot of interest – about 35-40 people were reached and recruited at these meet ups and word of mouth. In the end about a dozen artist/performers backed out because of lack of funds or free tickets. However, they understood our financial situation and said next year they would prepare better and fund their art either using kick starter or other similar fund raisers. We also explained that once interest is built up and the community starts to support itself we would be able to hold fund raisers to support more art/performance next year.

Dragon Burn had a total of 20 artists/performers/workshop leaders

The ratio is approximately:

50% workshops (10)

20% performance art (4)

30% art installations (6)

We prepared a form that was to be filled out by anyone that had installations, performances, or workshops. This in turn helped us organize the size of the cargo truck that was to be shared with artist (as most people in Shanghai don't have cars – and all things needed to be taken on to an island using the box truck and cargo ferry). It helped us organize a schedule for performance and workshops that acted as "What's up Guide" for the 3 day event. We are attaching that form and the final schedule for reference. We will use the same form

next year and if we have art grants we will develop a system for who/how to give artist money up front for their contribution to the event.

One thing that we found was frustrating was that many artists/participants waited to the very last minute to turn these forms in. Even though we sent them out 1 month before the event and asked they are returned within 15 days. We understand it is hard to enforce a deadline when there is not monetary incentive to do so. In the end our committee of 2 was working around the clock to organize the schedule, coordinate, art deliveries and art placement the week before the event.

Two performers/artist in particular contributed an incredible amount of time/energy/ and enthusiasm to the Dragon Burn. These artists, Fire Nomads were introduced to us by friends when we started working on the Effigy fundraiser back in October. They are from Dali, Yunnan Province in China. They are fire performers and also have a multi media Shadow Box Theater set up. They drove out to Shanghai from the other side of the country and spent nearly 8,000 RMB of their own money to come for the 3 day event.

We informed them that we would do everything we could to help them. From the start it was apparent how much their presence would contribute to the event. Up front our Art Committee – agree to offer them free entry, pay for the fee to get their van on the cargo ferry to the island, and give them a stipend of 300 RMB for food, in addition to sharing a room on the island that we set up for build crew to rest and shower. They performed a 30-45 minute performance both Friday and Saturday – shadow theater using multimedia projections on a screen and fire performances. In addition, they left the screen up with amazing projections all night long and very cool music throughout the night that doubled up as a shared hang out space for many of the participants. Finally they shared their stage with a few other performers that did not have a set up for sound or projection. We agreed that when we received final numbers on financials we would try to reimburse them for many of their expenses (getting to and from the event, one broken laser light, and fuel for fire performance). We will try to reimburse them as much as 80% of their total cost even if we need to reach into personal finances of organizers to ensure they return next year.

We also had an architect and artist; Sara Witchi and Jessica Martinelli.

They did an amazing installation called the Dragon Mirage. A shaded structure on the chill out dock – beautifully sewn dragon kites, Chinese lanterns, and cushions. This space was

occupied 100% of the time day and night. These two artists spent nearly 2000 RMB to prepare the tent. We will also be trying to reimburse them by at least 50% of their total expenses even if we need to reach into personal finances of organizers to ensure they return next year.

Other artist include Video projections and interactive trash bin by Victor, Painted 3D style dragon on Mylar panels by Jericho, and 2 Mandala painting by Carmen and Rene.

5. The challenges of using San Shan island are that Art is limited in size due to the site, and also getting the art to the site ends up being the organizers responsibility since we have access to a cargo van and cargo ferry.

#### Recommendations / Improvements for Next Year:

- Other 300 person events have 2500 USD grants for arts with a 50 USD pp ticket sale, we could do similar or try to raise an additional 25%-50% of each project budget through individual kickstarters. This means that art application needs to submit their application as a ready-to-launch presskit for kickstarter so we can streamline the process.
- Research Art Grant Text from Sagauro Man 2011 and other relevant events. They prioritize Re-Useable Art projects that can be stored and easily brought back the next year rather than burnable. This has an impact on our storage needs in 2015!
- Launch Grant program with specific award category and budgets to steer proposals to what we need to make the event better
  - Chill out Space
  - Illuminated
  - Greeters Interactive Art
  - Public Shade
  - Re-Useable for each year (storage and ownership issues to be clarified)
  - Burn Art not top priority right now



# The Effigy “Dragon Egg”

By Nathan Melenbrink (short version)

The Effigy for the 2014 inaugural Dragon Burn, though not initially intended to represent a “Dragon Egg”, seemed to take on that symbolism. It was, in my opinion, successful in remaining open to interpretation, as I also heard it described as a “tear drop”, or “flame shaped”, etc. For me, the overall form was less important to the design than the structural system, though the overall curvature was optimized to maximize inflammability.

The Effigy was made entirely out of 18mm plywood with no hardware or fixtures, relying only on notch joints for structural integrity. The structure consisted of 832 unique pieces, and was 4.5m in diameter and 4m in height. It required 35 sheets of 1.2 x 2.4 plywood to be CNC cut to produce all pieces. It cost approximately 8000 RMB, including all materials, fabrication, transportation and a mockup.



- 4m was a difficult height to reach, even with ladders that we acquired on site. Future designs might consider either a lower height or a tilt-up strategy or design so that ladders would not be necessary for construction.
- As expected, the whole time frame took longer than originally planned.
- It was useful to make mockup approximately one month before the event, which is about the minimum to make changes.
- Factory overcharged us when we needed to rush that last week. sign a contract with the fabrication company
- 6 people working in shifts, still felt rushed. At times we only had 3 working.
- Build team practiced build for 2 days in the weeks prior to the event and find missing pieces and have time to remake parts (if a fabrication)
- Provide ample rope
- allow more time for test building
- design and build method must account for uneven ground at site. Shims, adjustable platform, etc.



# Environment and Site Management

## Part 1: Site Setup

By Wishboy

### SITE PREPERATION:

SanShan Island event site was coordinated in three pre-event site visits with Core/Site Team, Build Team, Team Leads, Sound/Electric Crew. The bulk of setup happened 1 day prior to the event. Dragon Adventure arrived 2 days prior to prepare site staff and local leaders.

### Thursday, June 5<sup>th</sup>: Event Setup (8-9 volunteers)

- Artists have dropped off all items for truck by 7:30am
- Supply Truck makes a stop at 3 locations to pick up supplies
- Cargo Boat ready at 2pm to take all vehicles in 1 go
- Build and Setup Team arrive (9-10 people)
- Sound System Arrives (3 guys in a Van, 1 guy leaves)
- Toilet Team Arrives (truck with 2 people, 1 driver, 10 toilets)
- Corrections to site mowing
- Trash Cleanup
- Key Performers, 2<sup>nd</sup> Stage Arrives (2 people in a van)
- 7 meter Supply Truck arrives (1 driver and 2 of us)
- Empty Cargo Truck and move supplies into house
- Setup Toilets
- Setup Sound, sound checks
- Start Effigy Build 4-5 people
- Start Site Decoration, Pop-Up Station Tents, Signs 3-4 people

### Friday, Saturday June 6-7

- Daily Ice Orders
- Greeters at Bus, Boat and Gate
- Finish Event Decoration 4pm Friday
- Finish Effigy 6pm Friday
- Restock toilets

### Sunday June 8 Last Day and Cleanup (everyone)

- LNT work
- Remove event lighting
- Close main sound stage and move to camp village
- Remove toilets
- Most crews and guests leave on ferry and cargo boat around 2pm

### Monday June 9<sup>th</sup> Cargo Day (3 volunteers)

- 3 Volunteers Cleanup Crew Stays
- Repack all the gear bins and label them
- Remove batteries from gear
- Dismantle hand radios
- Supply Truck arrives
- Load the truck
- Take boat and highway to storage space
- Load the long term storage
- Finish at Jen and Nicks for Art Storage (short term)

### CREW:

Setup Crew was 2-3 Full-time and 3 part-time. Effigy Build Crew was 5 Full Time.

### TOOLS:

We seemed to have enough tools to get by and borrow from local Mr. Xu (Saw). But the effigy did not require nails or screws. Next year we may need to buy more tools depending on what is being built (effigy, signs, temples, gates, etc)

### VEHICLES:

The 7 Meter Supply Truck was too big but might be good for next year. It was far too big on the way back since the effigy wood was burned. We hired driver Mr. Ouyang again (Friend of Patrick Mai, the sound guy)

### TOILETS / TOILET TRUCK:

Toilets could be more expensive next year if the supplier needs more than 1 truck which also means the cargo boat would need another round trip. Toilets were waterless systems, they have a bag in the floor hole, you step on a buttons and a mechanism closes the bag. We had to provide some toilet paper and we went through 14 individual square packs and we suppose people brought their own. They didn't stink to bad and we forgot to spray them with deodorizer.

### Recommendations / Improvements for Next Year:

- Bigger Setup Crew Needed
- Add artistic soft lighting to toilets (see innovation grant idea in Art section)
- Give one Radio to Toilet Crew During peak hours
- Island Mgmt to pick up trash at 1pm to prevent bottle pickers from messing up the site
- Toilet Crew needs to be staffed from 12am-4am peak party hours
- Better Art Drop Off and Pick up system needed
- We need a volunteer to bring supply truck and stay at event or find closer site (we paid for 2 round trips)  
Note: Truck drivers pay to get a fake? commercial license along a road in Hongqiao to take highway outside of Shanghai... we need to learn about this.
- Passenger Buses are too crowded with personal gear, solution TBD June 28<sup>th</sup>
- Feeding the crew might be challenging at a different site, we were able to walk 15 minutes away to Mr. Xu's guesthouse to feed the volunteers. Other events have a crew kitchen (refer Kiwi Burn 2014 Afterburn report) I suggest a minimal kitchen to feed 15 people meals that only require hot water and cutting board (Noodles, frozen Jiaozi, fruits, cut veggies, sandwiches)

# Environment and Site Management

## Part II: Packdown, Cleanup and LNT/Moop

by Wishboy and Tommy Hendricks

### **BURN SCARS:**

We removed all the ash and debris from the burn. The effigy was build with no metal hardware so it was easy to clean. But we still had a burn scar in the mud. We were not sure how to remove this without special tools, equipment, and volunteers. We hope the 5meter burn scar washes away in the rain this month.

### **TOURIST MOOP:**

We arrived at the site to find a lot of food package trash everywhere. Bottle Caps lodged into the mud over the ages. We hardly had time to clean all of this while also setting up.

### **CAMP AREA:**

Some people who left Sunday AM left a little scraps behind, Cigarette butts was the #1 Moop in the Sunday AM LNT work. This took many volunteers to deal with this.

### **STORAGE AREA (ON Site):**

Some attendees who used our storage and work area left personal items there. The Storage Area needs one manager to keep an eye on this during exodus to make sure everything was claimed.

### **STORAGE AREA (Offsite):**

Our 4 orange bins, tikis, ladders and other items are all stored in Hongqiao. In Retrospect it would have been good to store some items somewhere on the island but we are considering new sites for the future.

### **Recommendations / Improvements for Next Year:**

- Buy more Metal Prongs so people can go and pick up cigarette butts
- Give LNT briefing Sunday AM when we see people packing up to leave early. This is an LNT Task
- We need to give people better trash bags
- Personal sorting or recyclables seems challenging for our community. We can provide colored bags to each group to see if it helps... but the reality is that a team of migrant workers invade our trash collection area after the event to collecting plastic and glass and another team rebags it later.
- LNT Team needs to direct people to the correct trash drop off area
- Toilet Truck was blocking our path to the trash area too early because they wanted to pack-up and catch the same cargo boat as the other vehicles.
- To avoid the migrant worker problem, we need to schedule island mgmt to bring a flatbed truck to stage and protect the trash and move it away from the event
- More Volunteers for Effigy Cleanup
- Designate one CleanUp Manager who is not already exhausted from setup and other volunteer work that can start duty early Sunday AM to advise early departures and gather lost and found things, start LNT volunteers.
- Setup a Volunteer Info Station with First AID to get attendees to sign-up for non-skill duties.
- Add Cigarette Tips Section to Survival Guide (Ash and Butt Storage!)
- Research Burn Scar Prevention methods
- More heavy duty bags given to people who are not prepared to handle their trash.
- Decline any material donation or requests to take anything that was not brought by us. We do not have room
- Find a different storage solution if event stays at same site or gets bigger.
- BURN SCAR: Contact Steven Raspa at Burning Man to get info from Dave X on DG Gravel burn platforms to prevent damage.

## EVENT SAFETY

### Gate, Security and Rangers

By Travis 'Blue' Beigun and Wishboy

#### GATE:

The gate opened at noon Friday for the first group arrivals and stayed open until dark. We sold no tickets at gate and this posed no problem. We potentially had 3 gate crashers that came to island Thursday on cargo boat but could not identify them.

#### RANGER:

Rangers were on duty for most of the event and mainly supported the Gate, Site Manager or found attendees with heat exhaustion. The rest of the event required very little mediation or support of the Rangers.

#### SITE MANAGER:

We had one person as Site Manager for entire event. The Site Manager cannot be available for any other volunteer shifts and needs a night relief Manager. The Manager should focus more on delegating tasks to a volunteer coordinator that can find people quickly.

#### RADIOS:

We had 5 Radios which only worked in the general site area and could not pass signals well to the dock 1.5km away. Also we could hardly get signal from the boat to the dock when it was arriving. We will need to use better phones to communicate with boat arrival teams to stage the greeters at the right time. Radios need to be checked into the charger when a lead goes to bed.

#### HIRED SECURITY:

We hired 1 local security guard who helped turn away tourist. But he was a little lazy and slow. We need more intimidating security, especially if we have any major problems. He was able to diplomatically turn away some local tourists was hardly a match for the quick-witted Shanghainese tourists. We might need to double the security next year and provide them with one of the radios.

#### SANSHAN LOCAL AND TOURIST ISSUES:

While not without occasional challenges, our situation at the Gate this year went as smoothly as could be expected. There are residents and tourists on the island who have a reasonable expectation that they'll be permitted to traverse

our site, as it is normally open to visitors year round. Our Greeters and Rangers did an exceptional job of turning away curious locals and visitors alike in the most courteous manner possible, and when we were briefly invaded very early on Sunday morning it fell to the Rangers to gently steer the group back towards the Gate which was also handled with excellently with kid gloves.

Non-ticket visitors tend to arrive just after early breakfast and just before sundown.

#### Recommendations / Improvements for Next Year:

- Get full ticket list printed before event.
- Wristband system
- Solar Lighting
- More Comfort. Provide a cooler and back up water at gate to make area more comfortable for long shifts away from camp.
- Create artful and attractive but very clear signage in Chinese explaining that while we appreciate being able to share their space for the weekend the event is private and closed to tourists.
- Post several signs along the road to the site mentioning the tourist viewing hours 8am-9am and 5-6pm along with signs at the Island ticket office.
- We need 2 hired security guards on duty minimum.
- Better Roadblock
- Better Gate Training and more Gate Greeters for the AM shift when tourists are coming
- 2 Exclusive Site Manager shifts
- Site Manager sleeping hours might require radio channel 2 for emergency so they do not get radio banter all night, but we need good night shift to prevent theft or worse
- Consider Channel 5 Radio protocol for First Aid who needs to sleep in tent but does not want to hear radio banter all night.
- Radio contact with sound technicians who disappeared regularly
- Continue mixed Chinese and foreigner teams to resolve gate problems

## **COMMUNITY SERVICES: GREETERS**

**By Happy Barry Lee**

### **OVERVIEW:**

Greeters greet incoming Burners at the gate. We were assigned a time slot although due to the fact that the Burn site was on an island almost all Burners came around noon with the ferry. Greeter and Gate duty would end by the time it became a little dark. Not only do the boats stop running but the tourists do not like to wander the unlit dirt road at night.

Greeter Acculturation was provided by Sven at a Bar meet up along with some technical requirements by Wishboy.

We gave out little gifts, stickers, small wooden blocks to decorate and donate to the first. We should definitely do that again next year.

### **Recommendations / Improvements for Next Year:**

- The gong could have been bigger to make more noise.
- Continue giving stickers.
- Perhaps have more greeters at the time most Burners arrive to make the welcome more grand and interactive.
- Create a Spin the wheel game to win T-shirt, a small gift (2<sup>nd</sup> sticker) or be asked to do something silly like an animal noise.
- Top priority is for the Greeters to be carefully selected and trained to help with the acculturation of a principle of the event rather than only win a prize.

# Fire Safety and Burn Report

By ~Wizard~

## Basic Overview

Fire volunteers, fire spinners, and myself created an area for a fire conclave Friday and Saturday near the Dragon Egg effigy. The fuel dump and dousing station were situated at a 90 degree angle from the performance area. Friday had approximately 6 fire performers, and Saturday saw approximately 15 fire performers. A quick 5 minute talk with the fire performers was held prior to participating covered expectations and tool inspection.

The effigy burn began at approximately 11 pm on Saturday by outlining a separate fall and observation zone. Volunteers were identified and given responsibilities. Responsibilities include chemical fuel preparation, wood fuel placement, fire extinguisher and dousing water readiness, crowd safety, and fire control. Approximately 6 volunteers in total. After the structure fell, the fall zone was removed and the fire conclave resumed near the effigy.

## Things to repeat

- The volunteers that contributed were responsible and supremely helpful. Potentially because the majority were fire performers and had an understanding of what was safe and effective.
- The fire safety equipment was appropriate. Fire performance equipment (fueling, dousing, spin off, and fire suppression) was appropriate and necessary. Pre-meeting with volunteers to ensure knowledge of responsibilities is necessary.

## Things to improve

- On Saturday, a man ran toward the fire to contribute his shirt to the burn about 25 minutes after ignition.
- On Friday, a few people were running and jumping over a small bonfire. More volunteers to ensure crowd is at a safe distance from open flames are advisable.
- Saturday performance time showed more fire performers than registered; additional volunteers would ensure all are aware of expectations and their fire tools are inspected before performance.

- A locked box or storage container for fuel between performance times.
- Shortened amount of time between fueling effigy and ignition to ensure a ready and steady burn.
- Presoaking kindling may lengthen the amount of time between wood fuel placement and ignition. More volunteers to ensure crowd and performer safety.
- Two standard metal rakes.
- More sawdust as fuel? if we can control its *moopiness*
- A road flare or magnesium may be more effective in ensuring ignition.
- Evaluation



## DRAGON CAMP DEPOT

By Wishboy

### OVERVIEW:

The Depot is the work and supply area for Dragon Burn. It was on the South wing of the Dragon Camp which had our storage bins of tools, backup water and beer supply, ice sales, radio charge stations and some work area for an artist.

### LOST AND FOUND:

The most common lost item is mobile phones, approx 3 lost and 3 found – this really stresses out a participant when they lose it. The survival guide needs to tell people there is not much reason to be carrying a phone around. We need to constantly remove personal items from the depot area to reduce random items being stored at Site Manager's home.

### ICE SALES:

We bought 2800rmb of ICE and only sold 2000rmb or less, some of it was borrowed and we found people hiding their beer and foot in the ice storage.

### Recommendations / Improvements for Next Year:

- Lockup up our back up water etc, our gear is too exposed
- Label the Bins Better. Lock and Stack at night
- Tape the Ice Boxes shut at night with duct tape
- Survival Guide update on lost photos and Lost and found
- Add Lost and Found Bin (use one of the empty orange bins.
- Order way less Ice. Just one order of 2000rmb
- Since we plan to move First Aid gear into the DEPOT area we should consolidate several functions (PARTICIPATION/VOLUNTEER STATION, First Aid, Info, Ranger Hangout, Radios, Ice Sales) to make a special Info Center here
  - English and Chinese 10 principles banner
  - Better Lighting for evening

- Chairs
- Table
- !! First Aid will still need a quiet space outside of depot in case someone needs privacy to recover from serious injury or sober-up
- Burning Man and Dragon burn Photo Exhibit
- Volunteer whiteboard signup
- Art and performer volunteer signup
- Beverage and Snacks
- Volunteer Sheets
- Socialize with organizers
- Collect Donations
- Signup Sheets for mailing list, Tshirt order etc
- More floor pillows and blankets to encourage people to find shade near the depot and Dragon Camp workshops
- White Board to post information: most common questions is when are buses leaving, how much is , and where to buy beer



## COMMUNICATIONS AND TECHNOLOGY

By Madam Jen and Wishboy

### DRAGONBURNCHINA@GMAIL.COM

Our core communication center was this email address which was accessible to all but mostly used by us. We allow emails to sit in the inbox for a few days and then organize them into folders for Art, Music, Volunteer, etc... This worked well but we might need to cleanup these folders before 2015 so we can find current communications. Also we need to train others to use this inbox. Gmail proved to be problematic in China because of the firewall between China and Google.

### SURVIVAL GUIDE

Survival Guide was provided in English and Mandarin to anyone who successfully purchased a ticket. We controlled this because we had confidential site location and travel info that could have compromised gate and event security. It was time consuming to ask for daily updates to send Survival Guides every day. Most regional's post it on the website.

The content of the survival guide did not receive any strong criticism; the event went very smoothly, so we believe it was a success. We might need to provide more travel info about the boat schedule and local cultural sights on the island. There are several new info suggested in this Afterburn report to add to 2015 guide.

### STICKERS

Stickers were our main flyer style this year. To avoid confusion we need to put the year on the sticker so that they do not provide wrong dates each year they are discovered around town. They were handed out at the gate as gifts.

### WEBSITE

We purchased [www.dragonburn.org](http://www.dragonburn.org) but had no time or content to create a site. This will be the ideal place to post 10 principles in both languages. Being able to update the site from the event if tickets sellout might be useful.

### PRESS KIT

We wrote a short text to clearly describe the event concept without falsely advertising it as the Burning Man festival. We continued to correct many people on calling the event Dragon Burn.

### MAILING LIST / NEWSLETTER

Shanghai and China announce are the official method of reaching the community and controlled by the RCs. They reach over 250 people but have a low readership. We decided to use MailChimp to send info to our community and colorful newsletters to ticket buyers who are not on the mailing list. It seems that only 20 of the 280 ticket buyers are on our official mailing list. The combined lists reach over 500 people which is still quite small.

Dragon Adventures advertised the event in their network which is giant list but Burning Man Organization asks that we do not advertise like this in the future and to rely on organic growth by word-of-mouth

We were lucky to get the support of other event promoters who are volunteers and leaders in our community. Some of them helped share event info by word-of-mouth or their own email list; The Mansion, Step Into Bass, Ladyfest, Couchsurfers, and beyond.

### SOCIAL MEDIA

We use facebook and weibo. Facebook is blocked in China. They of our online sites are both unpopular in terms of readership but still useful.

### CENSUS

We did not take a poll this year but we have very good info from our ticket sales spreadsheets about age, children, nationality, gender of our attendees.

### PUBLICATIONS

Like KiwiBurn we do not post the event in the popular event listings since that could create too much positive or negative attention towards the event. We did not use Cityweekend, Time Out, nor Smart Shanghai.

Other Regionals post their event info in local papers near the event site so the community locals do not feel alienated or uninformed about the event. Once we separate the event ticket from the transport pass, it will be easier for locals near Wuxi and Suzhou to buy a ticket online for cheaper.

### Recommendations / Improvements for Next Year:

- Allow a press story to happen a few months prior to the event without providing a ticket link, but encourage email signup
- Print Stickers earlier, Sticker or Logo Competition?
- Poster placement with survival info in 2 key places might be good (Mansion, Uptown, Café?)

- Label the Bins Better. Lock and Stack at night
- Website launch with survival guide without event location details. New emails @dragonburn.org
- Event location details to be sent to ticket buyers same as last time
- Collect missing email address from group ticket purchasers.
- Cleanup the email account and invite others to use it with marking unread new mail with only one person to move messages to folders
- Improve our Chinese Social network presence which will link us to a stronger Chinese audience and artist base
- Focus on more effective word-of-mouth marketing strategies focused at creative groups and not use some of the mass marketing channels used in 2014 like giant non-burner mailing lists.



# MARKETING AND PUBLIC RELATIONS

By Sylar and Elaine Kang

## At the Event and Local Interaction:

We should think how to stop no-tickets-ppl outside. Local people or tourists were trying to have a look ,or checkout what's going inside. Some seller went inside to sell foods/drinks. Some ppl did interrupt our burners , since we were enjoying our time in our ways ,we don't like spectators, intruders. Should we all get a mark next time ? like a hat, a t-shirt,a loop,or paintings/logo on arms...to mark ourselves from other local ppl/tourists...mark us as different ppl

While my friend Echo and me checking around the island ,we heard the local people talking about us ,for "No Entry" ppl. I think we should give more than half of the local ppl some business next time, book their hotel ,or buy something from them. Balance it. But don't feed them greedy, as they thought we are rich people.

## General Marketing:

We should try WeChat marketing (i thought someone already got the wechat account for public) ,weibo marketing , and some offline marketing events in clubs/bars. So that we can attract more ppl who wish to participate, but not only spectators. The experience you got is the most important part of burningman.

## Artist Marketing:

Or even market in design area ,people or company who got projects or design to show up ,express themselves.

Yes ,we need more designers ,artists,singers,coaches...,who can ,or wish to participate and express them.

And we need the posts for dragon burn 2014 from medias/newspapers, for our better marketing next year. We could work with art organization/group/gallery to well promote BM spirit to get more artist/activities for the event; more live event such as tea forum/film screening/burner gathering

More Film screening events through the year to raise interest.

For the website, should we use burningman.com still ? or setup dragonburn.com by new ? I don't know if we can get volunteers for web design.

## Recommendations / Improvements for Next Year:

- Shirt and/or Wristband
- Dragon Burn website needed

- WeChat marketing and other “key Chinese media channels” but only targeting artist and creative groups so that media is used to help word-of-mouth
- Better Local Relations building
- More Film events which illustrate how to participate, the event principles and the focus on art.
- Website launch with survival guide without event location details

## Future Visions

By Wishboy

We are still discussing ideas for the future outside of our core group but we can already say that a 'slightly' bigger and much better event next year should include the following:

- Better Financial planning
- New location
- More cultural activates near effigy
- Event Growth is not possible without first growing volunteer base. Otherwise we must stay at 300 and focus on making the event quality better
- Live Music
- More Chinese People
- More kids games and building projects and physical activities besides art
- More Aritst (with grants)
- Early Fundraisers, more art grants
- More self-sufficient
- Dragon Burn Camp Depot creation as info center
- Launch Dragonburn.org
- Extend contact network outside of Shanghai (we reached Hangzhou, Nanjing, Beijing, Guangzhou, Shenzhen)

