

Dragon Burn Afterburn Report 2016

龙焰之后报告 2016 English Version



AERIAL SHOT OF DRAGON BURN – PICTURE BY LALO LOPEZ

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A Word from our New Regional Figurehead

4 years ago I read an interview in Shanghai's City Weekend magazine. In it, Sven "ShanghaiShin" Serrano talked about the idea of bringing Burning Man to China. I had learned about Burning Man many years before and I had always dreamed of standing in front of the Man, with Playa dust blowing over my skin. So I decided to send Sven an e-mail. It simply said, "I'm in".

Today the Burn community in China has exploded. I have had incredible experiences over the last few years as I watched the community flourish. It has changed the face of Shanghai, and I have changed with it.

2016 is a special year for Dragon Burn and for myself. It is the year I officially took over Sven's role as the official Shanghai Regional Contact for Burning Man. It is also the first year that Dragon Burn has been recognized by BMORG as an official Regional Burn. 2016 has literally put Dragon Burn on the map!

7 months after our second (unofficial) Regional Burn, the DBORG team pushed forward with conviction in order to sustain our community. The lead organisers of 2014/2015 had left Shanghai, but their vision remained. They had inspired us to nurture an intimate community in Shanghai.

And there were surprises at every corner. Immediately we noticed more people were reaching out to us, wanting to be a part of the community. We started holding events to introduce Burning Man and Dragon Burn to new people and noticed that more people were attending. Dragon Burn tickets sold out for the first time, 3 weeks before the Burn.

This year's Burn was definitely the most impressive. It felt like a 'festival' with several installations, workshops and a lot of music. More than 500 people attended and seemed to have a good time. Unlike previous Shanghai Regional Burns people seemed to 'get it'. They showed up with food and water for the weekend and were provided the opportunity for new experiences.

The feedback after the event was astounding. Many people were talking about how they loved the Burn, how it had changed them the same way I had been changed. But that wasn't even the end of it. New communities spawned after Dragon Burn, organized by local Burners: the Dali Movement, Camp Jamboree and JCJH's street jams are all communities spreading Burner-like vibes around Shanghai and China.

We always felt that Dragon Burn is a community-run event. And this year it really felt that way. I am grateful to Sven for starting the whole thing, grateful to the organizing team for managing the boring parts, grateful to all the volunteers who gave up their free time to put the whole thing together, grateful to all the artists, musicians, performers and anyone else who brought their beauty to the Burn. And I am grateful to everyone who simply shows up. Each and every one of you add beauty to this community.

I love you all.

Love, Light and Dust,

Elaine "Panda" Kang

Organization & Operation

Burning Man Regional Contact

- Elaine "Panda" Kang

Founder/Former Regional Contact

- Sven Aarne Serrano (ShanghaiShin)

Site and Truck

- Elaine "Panda" Kang
- Khaleesi

Finance

- Panda
- Khaleesi

Art and Performance

Coordinators

- Mikro
- Mandy
- Jess Martinelli

- Zoe Ticket System □

Khaleesi

Survival

Guide

- Khaleesi
- Stack

Medic

- Mattew Gartry
- Ella Donlety
- Carlos Fire Safety Team
- Khaleesi
- Davide

Effigy Team

- Chris
- Jimmy
- Nick Li
- Elaine “Panda” Kang
- Eddy □ A-Z Volunteers

Master of Fire

- Max Website, Social Media

and IT

Where in past years the organization team was smaller, closer to 10 individuals, this year’s active recruitment, open invitations to planning meetings, and general “well if you think you can do it better, give it a try” mentality provided a much larger team closer to 23 strong members of the organizational committee, with another 10 providing support roles.

The 12 teams: Art outreach and artist strategy, the site deploy teams, finance, tickets/transport, effigy, Medical, Music, FUNdraising, Propaganda, Volunteers, IT. Some members were cross over, with the art and effigy teams having 4-5 members.

One important note for this year’s organization was that the leads of the departments were a mix of 1-2 year Burning Man attendees, and 1-2 year Dragon Burn attendees. This was a very surprising correlation that provided each team with the necessary vision of the BM community and principles and logistics/vision of our much smaller event. I would strongly recommend this configuration in the future.

Our main communication device was WeChat, a Chinese communication platform that allows text messages, video, PDF documents, voice messages, broadcasted messages, and group chats to be created and shared. This particular platform has been instrumental to Dragon Burn planning. At the peak of the event, there were 5 main Dragon Burn chats for attendees (with over 1000 people in the group) - these chats have provided a more intimate feed for our community, rather than let’s say an email newsletter. Also, there were 1 chat for each team, and also 1 very large artist chat, numbering in about 250 people right before the event. Our volunteers were initially recruited through WeChat, then coordinated by email. This was one of the first teams we have organized off WeChat, and I would mention that it was very successful and brought to our attention the stress and dedication that all teams were focusing on the WeChat groups. As our event grows, we will be forced to move organization off of the WeChat platform to something that is less “life invasive”.

- Travis ‘Blue’ Biegun
- Doc Bok □ Kai Wan Xiao

Music

- Kai Wan Xiao
- Richey “Tallywacker”
- Stack

A-Z

Volunteers

- Zach “Mr. Sunshine”
- Elaine “Panda” Kang
- Matthew Gartry
- Doc Bok
- Pearl Fok
- Jami Sarnikorpi
- Di Liu
- Alice Jiang □ Zhou Jiwei
- Armands Strauja
- Lemon □ Davide
- Natalia Ramirez
- Josh Stanton
- Paulina Przeniczna

Also, to note, where as in years previously, decisions about the event were more of a group consensus, this year a more department environment gave the team leaders much more autonomy, and also personal satisfaction in their contributions to the event. Namely, our artists' team generated a whole new outreach, timeline, and check-in protocol that was amazingly brilliant and highly effective.

Surprisingly, our weakest organizational link would still remain our website. In our post mortem meeting, we have decided that in the most swift and resolute nature that the website must be hosted in China or Hong Kong to reduce the delay in loading, and also should provide a full Chinese site. That being said, a new feature was added- our blog section that was updated weekly and our newest participants spoke highly of the information.

Finally - if you didn't make a flyer - the meeting/ event/ FUNdraiser didn't exist. Somehow, whether it was a beautiful PDF image made by the best designer, or a cocktail napkin with some black drawings on it- 100% flyers were necessary to organize (some in the notes at the end).

The Curse of the Site

It would seem that after 2 solid events, hosting the event at a site would be one of the more stable aspects of planning. Amongst the planners we have jokingly noted that every year we have a site curse. The first year the site was great, and when we planned to use it for year 2, we were horrified to find that the land owners have developed on the property and it was unsuitable for our use. After nearly 12 months of looking for an alternative site, we were introduced to a lovely lakeside area in Anji. The second event was held there. In our third year, we pre-booked the Anji site 3 months in advance, placing a deposit 2 months before our scheduled event at the end of May. The SATURDAY before the event, we were notified that the Anji site would not be available as the owner was unable to secure a permit due to the G20 summit (happening in Sept 2016 in Hangzhou) prevented any local owners from hosting any events. This was a federal ban, and there was nothing we could do.



CHECKING THE NEW SITE – PICTURE BY DOC BOK

Alas, a savior was amongst us. A close friend, Jerry, who also coordinates for-profit adventures was happy to assist us (in true burner spirit) in meeting a new site owner who allowed us to host our event at his Ecological Preserve (near by the first year site). The site was about 2.5 hours by drive from Shanghai downtown. HOORAY! The payment and contract was signed 24 hours before the artist arrived.

The site was a beautiful island- with many areas to explore. There was 1 main camping area, and 5 art areas. [insert map]

Though the site was perfect for our needs, it was small. The camping area was very tight, and although it rained heavily it gave us an extra layer of protection in our Fire Safety program.

Additionally, the main camping/art areas were lit well at night, but the rest of the island was not.

Also, though the boat adventure to the island was super fun, and at night, quite an impression- logistically, it was difficult for the artists and set up crew. The boats were not very large (capacity 50 persons average) and therefore it was 3 boat loads to get all of the artists gear/ effigy onto the island.

Recommendations and Improvements for Next Year

- **Ask the site owner to get police permission as early as possible** □ Locate a new site that will allow for growth. Ideally not an island site.
- Find a site that is close enough to the city to allow driving/carpooling but not in Shanghai jurisdiction for permit reasons
- Potentially put down 2 site deposits- just in case
- Site planning for safe camping, art layout
- Add emergency rope lighting or "Not Permitted" signs to areas that may be too dark at night

Ticket System

267 tickets sold using 247tickets.cn. 253 tickets were sold directly on WeChat or in cash to Khaleesi at the lead up events.

The turnout was much higher than we anticipated. We consciously decided to increase the population to 350, however, we set a date to buy tickets, instead of capping the event ticket sales.

We put tickets on sale about 10 weeks before the event. Similar to the time that we were outreaching for artists. On May 10th (18 days before the event) - we closed ticket sales. During the last 24 hours of ticket sales, over 100 tickets were purchased. Mostly our Peer to Peer ticket sales were in groups of 4, 5, or 10 persons. This is how the tickets sold so quickly. Additionally, the cash inflow from our cash tickets was a great asset to our community this year. We were able to make all deposits and other necessary payments ahead of schedule, making the remaining deposit from the ticket vendor nearly 100% funds that are usable for the 20162017 planning year.

Price Structure:

Group 5+: 20% off group tickets (including bus)

Group 4+: 15% off group tickets (including bus)

Regular Sale: 250 RMB

Kids under 12: Free

Bus from Shanghai: 150 RMB Buses

- Thursday 9am and 1 small bus at 7:30 pm
- Friday 9am and 7:30pm
- Saturday 9am

Compared to last year, the Friday morning bus and Friday night buses were both popular. The Saturday morning bus was the least popular.

In China majority people do not have cars or a license to drive, so this will continue to be a system we organize in Shanghai. We helped Burners in Hangzhou and Suzhou connect in a chat group to organize their own rides together.

In our third year we improved our ticket checking system by scanning barcodes before people boarded the buses to the site. Unfortunately having doubled the number of participants this year, we struggled to get enough volunteers to check tickets so we were thus spread a little thin. 37468

Recommendations and Improvements for Next Year

- Sell tickets from DB.org webpage directly
- No longer offer cash ticket sales on WeChat - instead use a ticket vendor or website sales.
 - Alternative - if someone is willing to volunteer for cash ticket sales, do not give them other tasks (it is very time consuming)
- Bundle bus tickets and event ticket so there is 1 ticket, not 2
- Continue group discount tickets, but do not discount the bus tickets
- Consider capping the bus options so that the community can start carpooling resources; eventually ween the community off bus transport.
 - However ground transportation is the biggest source of pollution for our events so we should provide the community with lists of small bus companies, box truck companies and so on.
- Set a firm population ticket amount. Perhaps consider selling presale tickets at a higher price so we can reduce the price of other tickets
- Reconsider giving A-Z volunteers ticket refunds
- Use group tickets to encourage theme camps

- Ticket system could ask buyers for the name of their theme camp so we encourage people to think about it.

Financial Summary

This year's revenue from film events, donations, fundraisers and ticket sales. We rounded out the event with over 60,000 RMB in reusable funds. We allotted 15,000 RMB for artist's grants for the 2016 event.

Dragon Burn 2016 Financial Summary	
REVENUE	
Event Ticket Sales	
5247 Ticket Sales (minus 5% service fees)	¥87,319.00
Paper Tickets	¥78,490.00
Fundraisers and Donations	
Last Years Revenue	¥3,661.00
Marston Fundraiser May 14	¥8,160.00
Sivan donation	¥1,000.00
Movie night	¥987.00
Merchandise Sales	¥200.00
paper disco fundraiser	¥900.00
Prize draws	¥460.00
Dragon Burn Kickstarter 2016 (895 USD + 8.2% service fees)	¥7,862.00
Burner Bash	¥15,158.00
Subtotal of All Income for 2016	¥203,680.00
EXPENSES	
Year Related	
Storage	¥16,780.00
Website domain	¥380.00
Transport for sign (art, site A, and site B)	¥2,340.00
Site Use	
All Site Related Costs (permit, rentals, insurance)	¥29,000.00
Ice	¥150.00
1 Security Guard - 9am - 4 pm Thursday - Sunday + fuel	¥2,400.00
Flyers, Signage, Handouts, Brochure Gifts etc.	
Elating payments for goods	¥915.00
Wristbands	¥110.00
Flyers	¥370.00
Discs Facade	¥384.00
Bate Gifts	¥481.00
Transport	
7m truck rental	¥7,400.00
Dragon Burn Express Bds Rental	¥55,524.00
Crew Costs and Services	
A-Z volunteer ticket reimbursements (8 total)	¥1,500.00
Bus Drivers Food and Baber (3-batter 2 days, 1 person 1 day) 2 * 150 CNY per day	¥2,870.00
A-Z Thursday Crew Meals and 40 L of water	¥300.00
Event Supplies	
Tapes, Totes, Hoses, Rope, Batteries, Cables, Headlamps, Megaphone, etc.	¥214.40
Art Grants	
5 Art Grants	¥8,777.00
Sound Grant	¥7,000.00
Energy and Fire	
CNC milling shims + 32mm plywood	¥6,500.00
Bottle wood	¥200.00
Kerosene 20 litres + Gasoline	¥250.00
Fire blankets and extinguishers	¥10.00
Legal	
Trademark registration	¥7,800.00
Fundraising events	
14 Days Fiction	¥300
Burner Bash	¥1,619.5
TOTAL DRAGON BURN EXPENSES	
Subtotal of All Expenses 2016	¥150,337.90
2016 Profit	¥53,342.10
Net Balance	¥53,342.10

One of the most successful ideas of this year's initial planning meeting was to determine what was the lowest cost ticket we could sell with a population size we knew we could attract? Our 2nd meeting (1st meeting was to pick out several dates) started with a

critique of the budget in years past. What expenses could we reduce, remove, what would be more expensive? We figured that we could host the event for about 60,000 RMB with some wiggle room. This meant that we would need to sell 200 tickets at 250 RMB to cover the bare essentials.

BUT- we would not give any art grants. Ideally, this year we would promote more artist driven events and campaign for our artists. At the beginning, we told the artist not to expect any art grants, but if there were funds remaining we would definitely try to reimburse artists to the best of our ability. Our art fund this year covers most of the costs of the materials of the art were shared at the event.

Now, a typhoon of good luck, and a community that was ready to grow provided us with great FUNdraisers which covered many of the major art installation expenses. Richey threw 3 FUNdraisers- aggregating over 12,000 RMB to fund our most interactive and spectacular stages/music areas/ environment.

Recommendations / Improvements for Next Year:

- Continue with sound camps/experiences self-funded.
- Look into registering a non-profit company in China to handle all future transactions. In the meantime our current RC will handle all payments.
- Consider increasing the ticket price adjusting for a 15% inflation of the site rental as has happened in all years past □
Have more FUNdraisers – ideally quarterly featuring artists.
- Theme camp grants for materials

Artist and Performer Participation

The year of BIG art.

Dragon Burn 2016 Arts Participation Summary

- 19+ Art Installations
- 4 Music Areas
- 24 workshop activities spanning 3 days
- 20+ performance artists
- 1 Food and Beverage theme camp

Firstly, the Artists group met outside of our group meetings regularly and stayed in contact with each other on WeChat. Next they formulated a beautiful survey on SurveyMonkey to ask participants what they wanted to contribute 2.5 months before the event. They didn't ask the artist to go into much detail on the survey- but just a rough idea. Phase 1: outreach was a open forum meeting of all artists (numbering about 60) where the artist met and talked about Dragon Burn, Burning Man, and the community. Phase 2: Synchronicity was a meeting for about 40 artists to present their ideas and talk about their struggles with the art, how to create it, or LNT. Then the artists had 1 month to build, then 2 weeks to test prep before the event. The music team, used a similar outreach and were also very effective in bringing in new musicians, DJs, and other feasts for the ears.

Our artist team also reached out to other artist communities in Shanghai, such as The Market, and CNCreate. Their nonprofit, community driven motif aligned with our community greatly, and their teams were very active in supporting our event and also contributing art.

The largest of the arts were the Dome and the House of Disco. The dome is a 4 meter tall half dome, made of steel (180 pipes). The House of Disco was a converted tea house/ roller rink where the primary sound track was playing. Over 60 pairs of roller skates were made available to participants during the weekend.

There was also a 4x8 meter raft that was constructed by Chris and Jimmy powers (and friends). Coupled with a unicorn raft (or 2).

Returning from previous years was HammockVille 2.0, The Christmas Bar, Tinseltown, The Shalanaya experience. We were also able to use older art work pieces to create new experiences, such as using an art project from year 1 (called Mirage) into a greeters' station on the dock.

Overall, the art was massive, interactive, and fun.

Recommendations and Improvements for Next Year

- Specifically reach out for more Chinese style art
- Grant recipients should be required to submit high res photos after the event
- Continue with artist outreach plan formulated in 2016
- Expand the artist volunteer team to 7-10 people
- Continue to separate the music from art grants and requirements
- Continue to support experiences with sound instead of Sound stages or camps
- Offer advice on how to create theme camps, including music camps to encourage multiple small stages

There's 1 Dragon, but why stop there? (Also Fire Safety)

For the first time ever, Dragon Burn burned a Dragon, but not just 1. Firstly, Chris and Jimmy powers were extremely interested in coordinating and sourcing the effigy for the 2016 event. We also mentioned years prior that we would love to have a Chinese designer design the effigy. In March, Nick Li was another angel bestowed upon our community- he was Chinese national and also could design a Dragon to burn. He was able to produce a CNC framework that pieced together like a very large Dragon puzzle that was 4 m long, and 3 m tall. Ideally the dragon was built for the Anji site burn area, and not the much larger mud pit where we burned the dragons on the Island.



BURNING THE DRAGON – PICTURE BY 壹万 (YIWAN)

STORY TIME: A little small known fact in Western cultures that the Tolkien version of dragons, the ones that breathe fire and cause chaos, are not the same as Asian dragons. Asian dragons are very skinny, long, with 4 or 5 feet (and the feet placement are extremely relevant). They also bring water, not fire. It was suggested that the heavy rainfall this year was brought by our dragon.

In addition to our Effigy, another unique dragon was built by Cyril Flament. Ratatouille (Cyril's dragon) was built out of metal wiring, along with over 10,000 kebab sticks, making Ratatouille about 4 m tall, and about 12 m long. Totally eclipsing the size of our effigy.

1200 USD was raised on Kickstarter to cover most of the cost. The rest was covered in the event budget.

NOW, the burning of the dragons was a little difficult as it had rained (like really rained) for about 13 hours straight that day. At 8 pm, a weather window appeared and the Fire Souls team departed to the effigy site. We had about 20 liters of Kerosene to burn the dragon and also for fire performance.

The Burns were spectacular and safe thanks to the help of volunteers and participants. But we have more ideas on how improve it for 2017. First, we need to refine our Burn Night sequence by printing a schedule/duration for each Burn Night team lead to follow. Due to the rain we used more kerosene to get the dragon to light. The fire safety team will need more rope and gear to define the safety perimeter so they can easily install it before nightfall. Once people gather, the perimeter volunteers will sit around the perimeter to re-enforce it. The many perimeter volunteers was really beneficial this year.

Recommendations and Improvements for Next Year

- Have a Team Lead whose responsibility is to sequence time/duration of safety with the perimeter team, fire performers, and fire team.

- Light effigy 5 minutes after last fire performance
- Hold the perimeter with a sitting group of persons. Do not start the burn until the crowd is settled/ less frantic. Or use a rope to section off the burn area from sitting area.
- Test the safest and most effective pre-soak time for the kerosene application to the effigy.
- The wood type was perfect for a slow burn, but the effigy was too long and narrow to light easily. However, the Ratatouille dragon burned very well.
- Put out a call for design of effigy months in advance.

Environment and Site Management: The Setup

Site Preparation

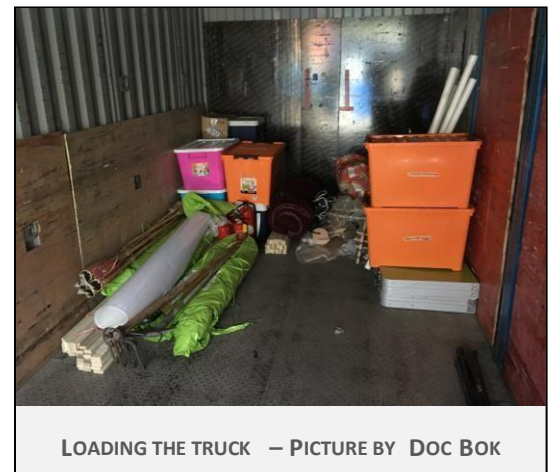
The Island site was coordinated in 1 pre-site visit 5 days before the event started. Luckily the site fit all of our needs. A very basic layout was drafted on a map and provided in the PDF guides

Wednesday, May 25th: Truck Loading

We set up a meeting point and time for artists to load their gear onto the truck. 2 organisers (Francesca and Doc Bok) first met with the truck and drove to storage to retrieve all of Dragon Burn's setup gear. There were a couple of other stops to pick things up before going to the artists meeting point. Unfortunately due to some confusion at one of the stops about what we were supposed to pick up the truck was delayed leaving several people waiting around for the truck. After the truck was filled it was parked overnight to go to the site the next day.

Thursday, Oct 22nd: Final Loading and Site Setup

The A to Z crew and most of the organisers took a 37-seater bus to the site. The bus was delayed due to 2 of the artists/A to Z crew getting lost and going to the wrong place. The place we chose to pick up was also not convenient, since technically buses aren't allowed to stop there. This meant that the bus had to keep "driving around the block" in order to keep the traffic police happy.



Panda rode in with the truck. On the way to the site it was discovered that several of the roads leading to the site didn't allow the truck to drive on them. There was a bit of a worry that the truck wouldn't be able to make it to the site but a suitable route was eventually found and it arrived before the bus did.

Getting the equipment to the island was tricky. We only had small boats so we had to fill them up and do 2 trips to the site.

Once on site we started setting up the raft, dome, roller disco, palm tree experience and several other art installations. By the end of the first day most of the major art installations were finished.

Friday, Oct 23rd: Setup and Event Start

Greeters and the Effigy were built on the Friday. Most of the art was set up before the first boat arrived.

Vehicles

We had one big truck this year to transport most of the equipment to the site. Extra gear was brought on the bus on the Thursday.

Toilets / Shower

Same as the previous year we didn't need to bring toilets and could just use the site's facilities. There were no showers at the site so Davide built one in an existing structure that had some basic plumbing. It was cold, but it worked.

Recommendations and Improvements for Next Year

- Have 7 meter truck deliver to site and have the 4.2 meter truck return to the site assuming the truck will be half empty on return trip.
- Check that the route to the site will let the truck drive to it beforehand.
- Have a better suited pickup/drop off place for buses.
- Have a 2nd 4.2 Meter truck help gather art and gear in the city to consolidate into 7 Meter truck at night. The 7 Meter truck is probably not allowed in downtown area between 5am and 9pm due to new traffic laws, we need to check this strategy again later.
- Do not let drivers rely on GPS to get to the site. Print Driver Maps for all drivers. Driver was diverted 1.5hrs through the worst route.
- Mark the trash drop-off on the handout.
- Pay extra to have toilet cleaned out during late night.
- Continue to not fill bus to max so there is room for all gear. (i.e. 45 people on 53 seater bus) □ Feeding setup crew should become standard in future years.

Environment and Site Management: Strike, LNT and MOOP

Sunday, Oct 25th: Strike and LNT

Every A to Z volunteer was found to walk the site and pick up any MOOP. People were encouraged to take home all their trash and most did. Anything we found that might have been lost by someone was left at a makeshift 'lost and found' on the way to the boats leaving the site so people could be reunited with anything they lost.

All the installations were dismantled and packed away. It wasn't clear exactly who's responsibility this was for some installations, but people volunteered and helped to get it done. Some of the locals wanted some of the raw materials from the raft so they took them off our hands.

After we left the site owner was really happy with how clean the site was.

Burn Scars

The site had a dedicated area for burning fires. The ground was very damp so damage due to burning the effigies was minimal.

MOOP Report

Some random local tourists were a problem at the site again this year so we had to deal with their MOOP as well as our own. We cleaned the whole site and encouraged people to join the LNT team on the last day to pick up as much MOOP as possible. Cigarette butts and bottles were the most common MOOP, along with some lost clothes and costumes.

After we left the site the site owner was very impressed by how clean we left it.

Storage (On Site)

On site we kept most of our equipment under a couple of existing shelters round near the campsite.

Storage (Off Site)

We have moved the storage again this year to a larger place in the North-East of Shanghai.

Recommendations and Improvements for Next Year

- Give more education on carrying personal ash trays and cigarettes as MOOP.
- Add a volunteer sign-up sheet (or volunteer camp similar to other Regionals).

- Have a separate team for the Leave No Trace, rather than adding to the responsibilities of the A-Z team.

Event Safety

Gate

We had one port owned by us which we staffed at times when people were arriving. Since we had a good idea of when buses would be arriving we could be ready for people before they got on the boat to the island. This year we used the QR scanner to check tickets which made everything flow a lot smoother.

First Aid

We hired a certified first-aid staff this year to help us on the site. We made note of the nearby 24hr hospitals. For a serious emergencies, the island security can use a night boat or call a helicopter. However, we plan to hire trained Emergency Medical Technician in 2017.

Learning about Safety, and numbers

On early Sunday morning, an unfortunate accident happened at one of evening events. Inside of one of the major art installations, the 4 meter dome, a participant fell from a hammock onto a woman laying on the ground. Fortunately, organizers/rangers of the event were also located within the dome, passed the word on to other organizers, and two of our first aid volunteers were on the scene shortly thereafter. After evaluations, the participant felt that it was best if she travelled to a nearby hospital in the morning on the first boat off the island. We later learned that her collar bone was broken. After she left the event she travelled back to her home city to have surgery.

This incident brought attention to some issues that we had planned for, but also showed us that there is always more to being safe.. The contact info for emergencies and 24hr hospital need to be given to several key Ranger and First Aid people and kept on a laminated lanyard tied to their radio or person. Finally, investing in a high grade radio system is going to be one of the most effective ways to communicate on the island. We also plan to create a script on how we handle these incidents, not only at the event but with follow-up after the event. Lastly, we need to make sure we have done our due diligence regarding liability disclaimers.

The second incident was with a temporarily lost child. The child was 9 years of age, and had previously attended Dragon Burn events. With the help of organizers, rangers and participants we were able to find the little girl on two occasions. Although she was only missing for about a half hour or more it was an emergency since there is surrounding water. Next year we will require a registry for children at the event for rangers to carry, and to know where the parent is camping. There will be better defined boundaries of the event area next year. Parents are not allowed to let children run around unattended and normally they follow the rules. There will be a firm policy on this next year.

Hired Security

We hired one security guard to keep tourists away from the camp sites, mainly to protect people's belongings from being stolen.

Tourist Issues

During the day time the island was still open to the occasional tourist and the island management was only somewhat successful at directing them away from Dragon Burn. Occasionally, random people would wonder into the event (or where just curious). Some participants didn't mind them (even interacting and dancing with them on occasion), however others didn't like the privacy of the Burn being invaded.

Recommendations and Improvements for Next Year

- Try to find a site that is more isolated and has less/no tourists.
- We will create a full protocol for handling an emergency at the event and how we will follow-up with the parties involved.

Communications and Technology

Email

This year we made use of the main info@dragonburn.org email and created several others for different departments. Unfortunately most people only knew about the main email so most email was still directed through there.

Survival Guide

Like previous years we only sent the Survival Guide to those who bought tickets. In the past it was for site security reasons or location change. This is always a challenge because it inhibits survival and cultural education prior to the event (especially for those who buy tickets later). Our education about the event was much better this year so people were still better prepared, but next year we should still aim to provide the survival guide sooner and make it publicly available.

Website

We made good use of the website this year, despite the problem of it being behind the Great Firewall. Next year we aim to redesign the site and change the host so that it can be accessed in China.

Mailing List and Newsletter

We kept up with a weekly newsletter prior to the event which helped us gain a few more ticket sales and art/volunteer signups.

Social Media

We were more active on Facebook this year, although our main platform for event information and acculturation was still China's WeChat. We also set up a Twitter account, but that hasn't gained much traction yet. One problem we had with WeChat is that there were multiple 'official' Dragon Burn groups, leading to us having to post our events and fundraisers to multiple chats every time.

Recommendations and Improvements for Next Year

- Use emails better allowing people a more direct way of talking to who they need to
- Post the survival guide on website, newsletter and WeChat rather than relying on the auto-send email after a ticket purchase
- Redesign the website so we can access it inside China
- Consolidate all our WeChat groups to one group, and create an Official WeChat channel that we can use for promotion

Outreach

FUNdraising

We held several fundraising events running up to the Burn that we used to educate people about our culture. This included film showings and presentations. We also used these to show how fun the event could be, including fire shows, musicians, workshops and DJs into the mix.

Supporting Other Events

We continued our involvement with other community events, including Ladyfest Shanghai, Shalanaya, Inferno's Blues Fest, Techizu. This allowed us to meet new people and talk about Dragon Burn, bringing new people into the fold.

Artist Outreach

Mikro and Mandy led the artist outreach team this year, holding events to recruit artists and try to inspire people to become artists at Dragon Burn. This worked really well and we had many applicants for installations at Dragon Burn this year.

Open Meetings

We kept all our meetings open to new people and each meeting had a fun flyer to make it more welcoming.

Recommendations and Improvements for Next Year

- Continue doing events to fundraise and acculturate newcomers and the curious – we should aim for one a month
- Come up with more clear fundraising goals

Future Visions

We succeeded in several of our goals last year, mainly to gain more Chinese organisers and burn an actual dragon effigy. With the trouble of the site falling through we obviously failed to achieve any goals related to the site management, however we ended up being able to grow the festival size to more than 500 without diminishing the quality of the experience or the 10 Principles.

This Burn had a very different feeling to previous Shanghai regionals. It felt busy, with a lot of things going on and a many participants interacting with the art, workshops and each other. The outcome after the event was filled with positive feedback from many in the community. After the event there seemed to be a large, yet more connected community this time around, spawning new communities such as JCJH (a group that runs street jams in Shanghai). It was especially poignant as this Burn is the community's first official regional.

At our AfterBurn event we gathered feedback from the community and created a new list of goals for next year.

Accomplished / Unaccomplished Goals from Last Year's Report

- ✓ List ways to easy and creative participate on ticket system, public announcements and website
- ✓ Get more Chinese organizers on the team
- ✓ Call for Arts and Participation can be more mainstream
- ✓ Explain Sharing opportunities on event info (ex: donate drinks and snacks)
- ✓ Event Medic
- ✓ More low-effort events
- ✓ Encourage smaller sound installations rather than one big one. ○ Locate express bus closer to metro station
- Wristbands colors "I like to hug, I like to help, I like to dance"
- Shuttle should be from last public bus stop in Anji City and tell participants how to book public transit to get to the closest city rather than bring them from one major city
- More online resources how to book own cargo trucks, drivers, buses, to help theme camps
 - Show more photos of location to help participants understand site conditions ○
 - Publish Survival Guide on website early ○ Establish an LLC
- Rent the beach, move effigy there and invite the locals to the effigy burn TBD ○ Use same site.

Goals for Dragon Burn 2017

(Gathered from the community at the AfterBurn)

- Redesign the website and unblock it in China
- Create an official WeChat account
- Have an Information Center on site
- 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 secure site
- Better indications of where to go on arrival
- Try to respect the workshop schedule
- Emphasize the 10 Principles more
- 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
- Educate people not only on Leave No Trace (corrective) but also Create No Trace (preventive)

End of Dragon Burn Afterburn Report 2016.
 Thank you for reading and for the support and advice from
 Burning Man and the Regional Network.