

MEDIA KIT

EVERYTHING YOU NEED TO KNOW ABOUT KIWIBURN BUT WERE TOO AFRAID TO ASK. WELCOME HOME.



www.kiwiburn.com

updated September 2015



kiwiburn
NEW ZEALAND'S REGIONAL **BURNING MAN** EVENT



CULTURE AT KIWIBURN

Kiwiburn is a Burning Man Regional Event, based on the ten guiding principles of Burning Man:

Radical Inclusion

Anyone may be a part of Burning Man. We welcome and respect the stranger. No prerequisites exist for participation in our community.

Gifting

Burning Man is devoted to acts of gift giving. The value of a gift is unconditional. Gifting does not contemplate a return or an exchange for something of equal value.

Decommodification

In order to preserve the spirit of gifting, our community seeks to create social environments that are unmediated by commercial sponsorships, transactions, or advertising. We stand ready to protect our culture from such exploitation. We resist the substitution of consumption for participatory experience.

Radical Self-reliance

Burning Man encourages the individual to discover, exercise and rely on his or her inner resources.

Radical Self-expression

Radical self-expression arises from the unique gifts of the individual. No one other than the individual or a collaborating group can determine its content. It is offered as a gift to others. In this spirit, the giver should respect the rights and liberties of the recipient.

Communal Effort

Our community values creative cooperation and collaboration. We strive to produce, promote and protect social networks, public spaces, works of art, and methods of communication that support such interaction.

Civic Responsibility

We value civil society. Community members who organize events should assume responsibility for public welfare and endeavor to communicate civic responsibilities to participants. They must also assume responsibility for conducting events in accordance with New Zealand laws.

Leaving No Trace

Our community respects the environment. We are committed to leaving no physical trace of our activities wherever we gather. We clean up after ourselves and endeavor, whenever possible, to leave such places in a better state than when we found them.

Participation

Our community is committed to a radically participatory ethic. We believe that transformative change, whether in the individual or in society, can occur only through the medium of deeply personal participation. We achieve being through doing. Everyone is invited to work. Everyone is invited to play. We make the world real through actions that open the heart.

Immediacy

Immediate experience is, in many ways, the most important touchstone of value in our culture. We seek to overcome barriers that stand between us and a recognition of our inner selves, the reality of those around us, participation in society, and contact with a natural world exceeding human powers. No idea can substitute for this experience

<http://www.kiwiburn.com/guiding-principles>

http://www.burningman.com/whatisburningman/about_burningman/principles.html

COMMUNITY

Kiwiburn is an Experiment in Temporary Community. Because many people only know a world shaped by institutions, service workers and commercial transactions, they may not even recognise the signs of a community. Here are a few indications:

Capacity

Communities are built on the recognition of the unique abilities of every member. Commerce and the public service sector define us on the basis of deficiency and need.

Collective Effort

Community is cooperative – uniting us as varied members of one body. When, by contrast, we consume a service, we're made passive. 50 million people may view a television program or consume a beverage in complete isolation from one another.

Informality

In the community, transactions of value take place without money, advertising, or hype. Care emerges in place of structured service.

Stories

In universities, people know through studies. In businesses and bureaucracies, people know by reports. In communities, people know by stories.

Celebration

Community activities incorporate celebration, parties and other social events. The line between work and play is blurred and the human nature of everyday life becomes part of the way you work. You will know that you are in a community if you often hear laughter and singing.

Freedom and the Media

The media are a part of our experience at Kiwiburn. Freedom of the press dictates that we cannot exclude them, nor would we want to – they are our opportunity to affect the world by illustrating what we do together as a community. Reporting and documenting is a form of expression. However, we do limit the number of video crews that we approve to film at the event. Those approved to film are pledged not to interfere with others' experience.

Commercial use of all imagery taken at Kiwiburn is forbidden without express permission. All professional photographers with intent to receive compensation for a Kiwiburn image (including editorial or gallery) must check in with the organisers. Pre- or post-event, photographers should email photography@kiwiburn.com for permission. ALL motion-capturing video and film cameras must be registered. There is no filming without express permission.





THE EVOLUTION OF KIWIBURN

Kiwiburn's Early History

Wellington-based Mark 'Yonderman' Stirling's lengthy association with Burning Man began while he was living in Reno, Nevada doing his PhD. He and his partner Jane discovered Burning Man by accident in 1994 while on a camping trip in the Black Rock Desert. Mark became the first **Burning Man New Zealand Regional representative** and after a few years, decided to stage the first regional burn in New Zealand in late 2003. At that time, few New Zealanders had actually attended Burning Man, so he chose the South Island's Visionz festival as the most appropriate venue as it had a similar emphasis on Burning Man-type philosophies such as 'leave no trace' and subsistence culture.

Discussions with both Burning Man and Visionz organisers went smoothly, giving him the go-ahead to hastily concoct a man out of wooden offcuts from his basement over a period of a few evenings.

The early 2004 event was met with great enthusiasm from the participants, who had either heard of Burning Man previously, had seen the various pamphlets and posters around the festival, or had just decided to join in on the fun.

The overall success of the inaugural New Zealand regional event encouraged Mark to stage a stand-alone burn in the following year. Then the 2005 and 2006 burns took place as stand-alone events in the South Island, and attracted approximately 200 people. Mark co-ran these events with Grant 'Tribalman' Knowles, a friend and local drum-maker/festival organiser.

Despite the small number of people in New Zealand who had actually made the trek to the Black Rock Desert (they numbered less than five at the time), New Zealanders have since readily embraced the concept and spectacle of Burning Man.

For more information on the New Zealand Regional group, write to Mark Stirling at newzealand@burningman.com and check out our website.

Heading North

2007 marked the first year the festival was held on the North Island. In mid-2006, amidst the planning for the 2007 event, a group of highly enthused, motivated burners joined with Yonderman to form an organisational structure and bring the event north. The event was aptly named Megamorphosis, which means Massive Change.

Kiwiburn took off to become a significant regional sensation and has created a community of burners for burners and friends. A team of devoted and talented Kiwiburners from around the country now organise Kiwiburn.

These people had a vision of what a New Zealand burner event could be like, and the people who came not knowing a thing about the culture of Burning Man continue to embrace it, and want more. So much pride has been exhibited among the attendees, that this amazing event could happen here in New Zealand, and it gets better every year.

Kiwiburn moved to a new home on a private farm on Cooks Road near Hunterville in 2014.

Major thanks go out to the locals (the firemen, the farmers and the district council) who come to the event and contribute hugely. We could not do this without you.

We hope that many more local and overseas guests will join us in New Zealand for future Kiwiburns – bigger, brighter, louder, friendlier and more magical than ever before.

Information and reviews of subsequent Kiwiburns can be found in the annual Afterburn Report.



KIWIBURNERS

We're an eclectic bunch, from all walks of life. The people who attend Kiwiburn are no mere 'attendees', but rather active participants in every sense of the word: they create the city, the interaction, the art, the performance and ultimately the 'experience'. Participation is at the very core of Kiwiburn, and there are many ways to participate.

There are no rules about how one must behave or express oneself at this event (save the rules that serve to protect the health, safety, and experience of the community at large); rather, it is up to each participant to decide how they will contribute and what they will give to this community.

Kiwiburn is a collective experience. Everybody contributes, everybody pays. As there are no paid performers at the event, there are no spectators and what is shared are the passions and dreams of those who gift them. You cannot 'attend' Kiwiburn, but you can be a part of it.

The impact of the Burning Man experience has been so profound that a culture has formed around it. This culture pushes the limits of Burning Man and has led to people banding together nation-wide, and putting on their own events, in attempt to rekindle that magic feeling that only being part of this community can provide.

“Burning Man ruined my life. You don't get too many opportunities to take yourself out of your comfort zone, and Burning Man can be the key to your imagination.” – Kiwi

Kiwi

Chris Hankins aka Kiwi has led the team that designs and builds the Man at Kiwiburn in previous years and also ran MPW (Ministry of Public Works) at Kiwiburn for many years. The MPW team are some of the first people on site each year and are tasked with the important job of setting up the infrastructure for Kiwiburn.

That means checking access ways are clear and safe, working with the town planners, co ordinating with the medics, local fire department and so much more.

This silver-mulleted resident of Auckland, a builder by trade, headed the team which designed and built the much-celebrated **Temple of Transition** at Burning Man in 2011—his passion for all things Kiwiburn and Burning Man runs very deep.

Kiwi has the skills to turn his dreams into reality and in 2010 embarked on a very ambitious art project at Burning Man. Megatropolis was a city block that covered 5,000 square feet and involved the construction of six enormous buildings, which made up a scale model of a city block.

A city within a city, Megatropolis had a footprint of 15,000 square feet, with the tallest point sitting at 54 feet. Hankins' idea came on the last day of the 2009 festival when the 2010 theme of the event was announced. The theme was Metropolis – The Life Of Cities, which inspired this Burning Man veteran to dream up his own take. “A city block of buildings – call it Megatropolis – and burn it! The life and death of cities.”

Kiwi inspired a team of friends and fellow burners from all over the world to help make his vision a reality – an incredibly satisfying achievement for this man full of passion and imagination.



FAQs

Q. Can I get a press kit?

A. Prior to the event, the best source for information is the Media section of our website. If this is your first time covering the event, we recommend that you read the Media Kit, and this FAQ, and read as much of the rest of the site as you can. The **Survival Guide** is of particular importance. Kiwiburn will not have printed media kits on site. Please download the Media Kit prior to heading out to the event. Media Team staffers are always available to answer any questions after you arrive.

Q. Do members of the press have to buy tickets?

A. The main premise of Kiwiburn is 'Participate'. That includes members of the press. Everyone who attends participates and contributes by purchasing a ticket. Visit our **website** for the information on how to get yours. Or we can arrange an hour or so guided visit for free if this is arranged before the event by contacting the committee. Otherwise you need to buy a ticket.

Q. Do I have to pay the in-and-out fee if I stay in town?

A. Yes. We discourage covering the event from the safety of a hotel room. Your experience at Kiwiburn will make your story uniquely personal. It's a lot cheaper to camp with all the other participants, and you'll never get the full story unless you do.

Q. Can I attend for one day?

A. Yes. Will you get a good story? Probably not. You're already going to have to buy a ticket; why not spend a few days? The best writing about Kiwiburn comes from spending time helping your neighbours build their camps, taking part in spontaneous art, and generally immersing yourself in the experience.

Q. Will my cell phone work? I have to call my boss.

A. Cell phones work at Kiwiburn, though not always reliably. We do not provide them.

Q. Where do I go when I get there?

A. Tell the Gate staff that you're with the media – your name will be on the Gate with your scheduled arrival time. Then drive down the hill to meet your representative at The Depot.

Q. What sort of press facilities are available?

A. The Depot is a place to find out what's going on, recharge your camera batteries and meet up with organisers. It's for day use only. Electricity to charge your gear may be available, but priority is given to equipment required for running Kiwiburn. The safety of your sensitive equipment remains your own responsibility. Please consider bringing your own generator or inverters for charging computers and camera batteries.

Q. Do I need credentials to film or photograph onsite?

A. Your traditional press credentials will not grant you access to Kiwiburn. You will need to register with us to request written permission to photograph, film, or videotape. We will supply you with a Media Pass to be worn at all times.

Registering before the event gives us a chance to find out what you're interested in and help you hook up with the people you want ahead of time, and when you're onsite. We're not here to tell you what to write.

Kiwiburn doesn't have an official photographer to record the event. We ask photographers and videographers to share with us copies of their work. We add all contributions to our historical archive. This is our way of asking you to share your work with the community that made it possible. We will not share your images for any use without contacting you.

The fine print on the ticket reads: 'Use of images taken at Kiwiburn (other than personal use) is prohibited without the prior written consent of Kiwiburn Incorporated. Your use of this ticket confirms your agreement to the terms reflected above. Your use of this ticket confirms your agreement to the terms reflected above.' The same terms apply when on a guided visit.

Q. How can I keep updated on the latest news regarding Kiwiburn?

A. Subscribe to the 'Electric Fence Post' newsletter **here**. You can follow us on **Facebook**. It is the most important way to keep up with information about this year's event. You should also spend as much time as possible exploring the many pages of the Kiwiburn **website**. ▶

Q. Will there be a schedule of events?

A. Yes. A list of events will be included in the events programme and on the website. Kiwiburn doesn't organise the events and happenings – they're all participant-driven. Artists and performers will post their events before heading to the paddock, and you'll receive an events programme when you arrive on site. Be aware, though, that there are as many unscheduled, spontaneous events as there are people at Kiwiburn.

Q. Any idea on the international makeup of those attending?

A. We typically have participants from just about every corner of the planet. The majority of participants hail from New Zealand, but we're seeing growing international participation from North America, Europe and Asia. We haven't systematically recorded demographics, but the trend toward international participation has been growing each year.

Q. What is the essence of the event? What makes it all work?

A. The best answer to this question is 'come and figure it out yourself'. Personal experience is essential to the nature of the event.

Q. I'm getting the whole 'Participate' concept. Does this mean that, as a member of the media, I'm likely to experience some resistance?

A. This will generally happen only if you disrespect other participants. Kiwiburn advocates a simple ethic: 'Don't interfere with anyone's immediate experience'.

Please ask permission for photographs whenever possible and carry your own model releases. All participants appreciate this courtesy, and most of them are happy to consent. You will be forever canonised if you are able to share your email address or phone info with those who would like a copy of their image or a picture of their artwork.

Many delightfully-costumed individuals spend so much time getting ready that they forget to snap a photo of their ensemble.

Your documentation of the event is important to the archive and to everyone at Kiwiburn. In order to use images commercially, you will want to acquire written releases from your subjects' whenever possible.

You will enhance your interaction with others if you think about how you can participate and offer something to the community. Bring a costume, funny hat, or body paint. Become your alter ego, or spoof the media itself. Bring something fun to give away (non-commercial, of course). A bag of treats to share goes a long way. Better yet, make something with your own hands, or lend someone a hand with a project.

Personalise your interactions with people. They will be more willing to speak with you and will tell their story more readily if you make the effort to connect with them first.

Join a theme camp or village. Volunteer. Perform. Cook dinner for your neighbours. Build art. Bottom line: Express yourself in your uniquely personal way. You'll meet extremely interesting people and you'll feel more like a part of the community and less like an outsider.

Q. Who can help me with questions regarding logistics before the event?

A. Kiwiburn has a Media Committee to handle all enquiries. If you're planning on writing a story that runs before the event, email us at media@kiwiburn.com. Many organisers head to the paddock the week before the event so get in touch as early as you can before then.

See you on the paddock!

