



# TRANSFORMUS 2012 AFTERBURN REPORT



*Burn night 2012 – photo by Tony Rogers*

JULY 19-23, 2012 – DEERFIELDS – MILLS RIVER, NC



Introduction.....	3
Organization .....	3
Financials .....	4
Breakdown of Additional Costs .....	5
Creativity .....	5
2012 Creativity Grants.....	5
Katuah Effigy.....	6
Temple of Time.....	6
Mysteria Art Development (M.A.D.) grant.....	7
Execution .....	7
Ticket Sales .....	7
Entry Plan .....	7
Theme Camps.....	8
Town Hall Weekend .....	9
Landowner Partnership.....	9
Support Roles .....	9
Team Breakdown - Emergency Services Department .....	10
First Aid.....	10
Mysteria Rangers.....	10
Fire Response Team .....	10
Sanctuary.....	11
Team Breakdown – Department of Public Works .....	11
Department of Mutant Transit.....	12
Moonshiners.....	12
Department of Public Works.....	12
Gate .....	12
Parking.....	12
Theme Camp & City Planning Team .....	12
Leave No Trace .....	13
Traffic.....	13
Team Breakdown – Art Department .....	13
Art Team.....	14
Fire Conclave .....	14
Department of Mutant Vehicles.....	14
Effigy Team .....	14
Temple Team.....	14
Team Breakdown - Communications Department.....	15
Logistics .....	15
Web Team .....	15
Greeters.....	16
Signage .....	16
Transformus Information Transmission Squad .....	16
Communications.....	16
Effigy Burn Coordinator.....	17
Volunteer Coordination.....	17
New Team for 2013 - Inventory .....	17
Census 2012.....	18
The Future .....	22
References.....	23

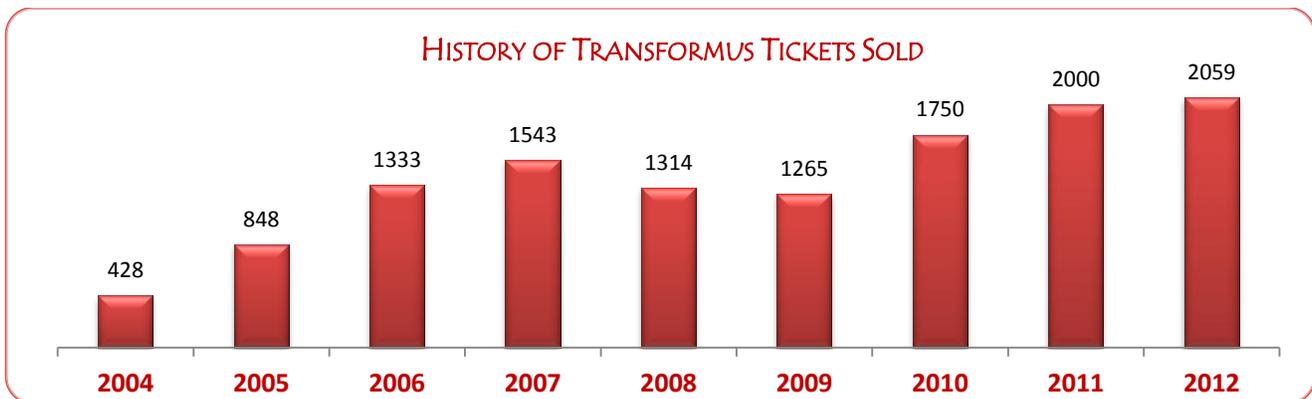


## INTRODUCTION

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On the third weekend of July two-thousand twelve, 2036 participants from 32 states gathered to form the art-city of Mysteria, transforming Deerfields into the place we call “home.” Community participation rose to record levels with 12 registered art cars, 22 Creativity Grants, 85 Theme Camps and 2036 attendees on site. Out of 2,059 tickets sold, 2,036 attended – a 98.8% utilization rate.

The ninth incarnation of Transformus came together smoothly due to our amazing Team Leads and Theme Camp Operators working past exhaustion to execute their collective vision of Mysteria. Theme Camps are the backbone of a Burn – the city’s content is created at their discretion – and their level of participation is awe-inspiring. 26 volunteer teams provided the city infrastructure. Together, everyone’s collaborative creativity built and then deconstructed the city of Mysteria.



## ORGANIZATION

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Transformus is a volunteer-run Limited Liability Corporation (LLC), incorporated in the state of North Carolina. Working as a not-for-profit group, only several vendors receive payment – all leadership and volunteers remain unpaid. The current six-member Board of Directors consists of DTR (President), Vespa (Treasurer), Midnightt (Secretary), Firefly, Treat, and sauce. Transformus is a [sanctioned member of the Burning Man Regional Network](#). Official event information, announcements and additional transparency can be found on the event website, [www.Transformus.com](http://www.Transformus.com).

Ensuring the leadership group of Transformus remains open to new life is important for keeping a balanced perspective and the long-term sustainability of our collective. In January of 2013, two experienced community leaders joined the leadership group as “board liaisons,” during which they support the board by participating in meetings and assisting with managing teams at the event. JoeJoe from Charlotte, NC has previously managed both the Conclave and Effigy Burn Coordination teams. Moon from Columbia, SC is involved with the Mysteria Rangers and Drummers Collective.

The board provides vision, direction, management and support, but the 26 volunteer teams execute the city of Mysteria. The Team Leads handle their tasks autonomously, with one board member serving as a point of contact and support person. These volunteer leaders create Mysteria each year – as a community, we owe them a great deal of thanks.



## FINANCIALS

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Transformus is volunteer run and pays very few vendors. Full financial information dating back to 2005 is available on [Transformus.com](http://Transformus.com) under the Transparency > Financials tab. A final copy of the 2012 financials will be posted online after review by our accountant.

### **Ticket Sales**

Total Deposits less refunds	\$188,955.00
Less Sales tax paid	(\$11,931.12)
Net Sales	\$177,023.87

### **Expenses**

Venue Rental	\$76,648.44
Event Costs	\$24,129.69
Art Grants	\$14,993.06
Security	\$10,750.00
Equipment Rental	\$8,780.58
Bank & Merchant Fees	\$4,897.74
Corporate Taxes	\$4,331.26
Ticket Sale Costs	\$4,204.74
Insurance	\$2,035.00
Storage	\$864.00
Travel	\$648.61
Legal	\$550.00
Office Expense	\$522.60
Volunteer Gifts	\$470.77
Accountant	\$445.00
Donation	\$350.00
Web/Email	\$315.10
Secretary of State fee	\$202.00
CPR training	\$200.00
Total expenses	\$155,338.59

<b>Net income</b>	<b>\$21,685.28</b>
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## BREAKDOWN OF ADDITIONAL COSTS

While the leadership of Transformus remains unpaid, several vendors are paid in order to host a more responsible event and ease the burden on volunteers. In 2012, our paid vendors were: rental companies for radios, lights, and transportation; the landowners; an accountant; CPR trainer; event security; trademark lawyer; professional first aid services; and a ticket vendor. Donations went out to the Mills River, Rocky Point and Pleasant Garden Fire Departments.

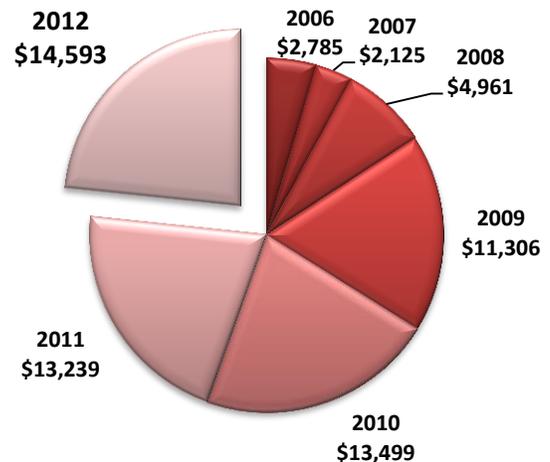
## CREATIVITY

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Sharing creative projects that are interactive and engage others is a great way to participate in our society.

The city of Mysteria is a living work of art in itself, weaved together by each participant's gifts. The leadership group works hard to provide a fertile environment where each participant feels comfortable sharing their creativity.

In order to support large projects and return a portion of ticket money back to participants, the community has allocated \$62,508 towards art in the form of Creativity Grants since 2006.



## 2012 CREATIVITY GRANTS

The Art Team, led by returning Team Lead - Memory, reviewed a record number of 45 grant applications and led a jury of 11 volunteers through the blinded grants. As a result, they awarded \$14,593 to 22 community projects. The Transformus Creativity Grant jury works autonomously from the leadership group and is open to participation by anyone in our community. Once again, Breathe led the onsite placement team to assist art grant recipients during installation and removal.

Congratulations to all past and present Creativity Grant recipients. A full list of recipients dating back to 2006 can be found at [Transformus.com](http://Transformus.com) under the Art > Art at Transformus tab. The 2012 official grant creativity grant recipients are listed below:

- ♥ Backpack of Boom by Intrinsic
- ♥ Bring Da Love
- ♥ Dream Space by Jessamyn Bailey
- ♥ Fire Garden by Robert Harrison
- ♥ FWUMP Project by Lew
- ♥ Giant Rocking Horse by Simon H Leake
- ♥ Interactive Musical Tesla Coil by Merlin
- ♥ Magic Garden by JIMRR
- ♥ MechaMara by Professor Mike
- ♥ Mirroracle by Free Radical
- ♥ Museum of Mysterian Art by Jennifire, LoveLee, Heeder and James Burns
- ♥ Night Light by Running Tony



- ♥ Paintable Triangle Flags by Button
- ♥ Personal Journey Booths by Captain Fancy Scientist
- ♥ Pollen Path by Mezza9
- ♥ Shadow Puppet Theater by Sarah Burke
- ♥ Silhouette Wall by Tom Turner
- ♥ Something Fishy and The Albatross by Lucky Bastard
- ♥ Steampunk Bunashimeji Mushroom Patch by Ranger Rack
- ♥ Stereophonic Audio-Modulated Dual Tesla Coils by David Barron
- ♥ Stone Zone by oooOOooooOOole Shi Ted
- ♥ Video Project by Mysterians for Mysterians by Mr Krispy

## KATUAH EFFIGY

Katuah is an ancient word from the Cherokee Nation that refers to the bioregion in which Mysteria exists. The Katuah Effigy brought together all the elements in a spiraling staircase of altars, configured in the eight-sided “Bagua.” There were 7 steps leading up to the top platform, representing the energies of the 7 chakras, elements, family members, and belief systems. All of Mysteria was invited to interact and experience the effigy, from the earth altar to the sky altar and all those inbetween. Stan Devi, Sugar Plumb, El Carne and the Landing Pad family were honored to offer the Katuah Effigy to Mysteria n 2012.



*Effigy Burn – photo by Dathan Brannon*

## TEMPLE OF TIME

While the Saturday night Burn erupts in raucous blissful celebration, the Sunday night Temple Burn is a more reflective and circumspect occasion. Darin Bray (Columbia, SC) and the Temple of Time Crew provided one of the most interactive temple spaces in our event’s history. Participation and interaction was high throughout the week. By the time the structure was moved on Sunday on the Burn Field, it was fully covered in messages and remembrances.

The Temple of Time was a sacred place for Mysterians to come and meditate on the passages of time. The theme centered on looking back at the past, to honor the role it took in creating the beautiful person you have become and looking forward to the future, to realize the life you want to have.



## MYSTERIA ART DEVELOPMENT (M.A.D.) GRANT

Mantis Garden by Gaetan Spurgin from Philadelphia, PA was this year's Mysteria Art Development (M.A.D.) grantee. The Mantis sculptures are individually handcrafted with particular events, festivals and celebrations in mind. Mantis sculptures travel to their destinations and then decorated freely by event patrons and community members. With three years of artistic energy and psychic fuel built up since the first Mantis was cut, the installation hopes to expand the reach of the artistic community by producing art that moves within it, from one transformation event to another. Several of the Mantis Garden pieces were available for community participation along the side of the burn field. The artist also led an open forum for questions and discussions about the installation. 2012 was the inaugural year of the M.A.D. grant. The BOD seeks to develop the inclusion of large-scale preexisting art to our regional burn by providing a support grant to the selected artist. The M.A.D. grant serves to further extend our support of Transformus as a platform for diverse artistic expression.

## EXECUTION

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### TICKET SALES

2012 was the largest Transformus to date. Out of 2059 tickets sold, 2036 attended. 25 of those attendees were between the ages of 18 and 21. Tickets were sold online in two batches of 1,000, with a limit of two tickets per-person, at \$90 per ticket.

One of our organizational challenges this year was ticket sales. Unprecedented demand triggered server delays and each round of tickets sold out in less than one hour. Our web team prepared [this detailed presentation](#) to manage the resulting concerns after the first round. The explanation was also discussed in an open forum at Town Hall and posted for the community on our website.

Transformus has not utilized complementary admission in its eight-year history. Everyone, from the founders to our volunteers, are each required to have a paid ticket for admission. Taking into consideration responsible growth and room for additional parking and Theme Camps, the attendance cap for Transformus X has been increased by 225 participants.



*Photo by Dathan Brannon*

### ENTRY PLAN

One of the most complicated aspects of the burn is the transport of all 2036 participants in and out of a remote mountain holler. Those who arrive at the gate before dark on Thursday are able to drive to their campsites and drop off all belongings. If participants arrive at the gate after dark on Thursday, they and their belongings are ferried onto the property via shuttle.

Our industrious Team Leads found solutions in the form of a new entry approach, originally presented by RJ at the Town Hall. Kurtalicious' aptly named and created the thorough ["In & Out Guide,"](#) more clearly setting Mysterians expectations with entry and exit.



## THEME CAMPS

85 registered Theme Camps formed the city of Mysteria 2012. Built from the ground up and leaving no trace, these volunteer-run camps create the diverse neighborhoods of our art-city. Year after year, we appreciate what these groups help blossom with their effort, creativity, ingenuity and spice. Many thanks to these amazing collectives for your spirited commitment and participation, as truly, you are Transformus.

Listed below are the titles of the 2012 Transformus theme camps:

- ♥ 1 More Theme Camp
- ♥ Ancient Insanity Forever
- ♥ Arcana
- ♥ Area 51
- ♥ Arrr! Camp
- ♥ Big Puffy Yellow (BPY)
- ♥ Big Thumpy Yellow
- ♥ Bloody Glove
- ♥ Bootytique and Beyond
- ♥ Bubble Bar/ InflataBar
- ♥ Burning Oasis
- ♥ Butterfly Gangbang
- ♥ Camp Blue Fire
- ♥ Camp Cheese Nips
- ♥ Camp Chococalypse Now
- ♥ Camp Contact
- ♥ Camp Don't Tell Mom
- ♥ Camp Glowstick
- ♥ Camp Lay-Z-Fux
- ♥ Camp Love Boat
- ♥ Camp Photon
- ♥ Camp Procrastination
- ♥ Camp Sptizah
- ♥ Cape Sphere
- ♥ Carolina Moon Cabbage Crew
- ♥ Charleston Ohm Frequency
- ♥ Combustabubble
- ♥ Cowboy Coffee
- ♥ D.A.M.M. Camp
- ♥ Dirty Southern Burners
- ♥ Dogs on Papasans
- ♥ The Dusty Swan Public Craic House & Celtic Cinema
- ♥ Elephant Rhino
- ♥ Flesh of beauty
- ♥ The Fire Triangle
- ♥ Fuck You I'm A Wizard
- ♥ Good Vibe Tribe
- ♥ Green Man Camp
- ♥ Gypsy Bar Camp
- ♥ Herhisensua
- ♥ Hot Witches' Brews
- ♥ Hum & Hug
- ♥ IHOP - Intergalactic House Of Pancakes
- ♥ The Imaginarium
- ♥ It's the End of the World as We Know It
- ♥ Jedi Training Camp
- ♥ Knotty Pub
- ♥ The Landing Pad
- ♥ Local Fauna
- ♥ Logos
- ♥ The Magic Garden
- ♥ Magic Love Bus Camp
- ♥ Meso Creso
- ♥ Mischief Village
- ♥ Mists of Avalon
- ♥ Mustache Theater
- ♥ Mysterian Apothecary
- ♥ Nutz n Butz
- ♥ Nymph Nook
- ♥ Party Liberation Front (PLF)
- ♥ Panacea
- ♥ Percussion Junction
- ♥ Philadelphia Experiment (PEX)
- ♥ The Philosopherz Stone
- ♥ Plan B
- ♥ Portrait Orchard
- ♥ Pretty Titty Bang Bang
- ♥ Quantum dot
- ♥ Queer Ass Folk
- ♥ Red Tent Revival
- ♥ Scratch's Costume Camp



- ♥ Sin-sation
- ♥ SparkleSpaz HoboTron 20:12
- ♥ Taint Town!
- ♥ Temple of the Breaks
- ♥ Tents N Ass
- ♥ Tribal Council
- ♥ Vulgarcadia
- ♥ WACK Radio
- ♥ WMD
- ♥ Yerkey's Traveling Camp
- ♥ YinMoon
- ♥ You Are Beautiful
- ♥ Your Camp
- ♥ Zama

## TOWN HALL WEEKEND

Our all-ages Town Hall weekend returned to Castle Elchenburg (Booneville, NC, north of Statesville) in May of 2012. Activities focused on community building and developing Transformus' greatest assets: the volunteer leaders who run our teams and manage our city. Transformus-specific Ranger Training was offered along with CPR certification training on Saturday afternoon in early evening. A Town Hall-style community meeting addressed current event topics and open questions Saturday night, followed by a potluck meal. Sunday featured a discussion focused on strategies for leading volunteer teams.

## LANDOWNER PARTNERSHIP

We are proud to announce the land lease agreement for Transformus X was signed in October of 2012, months earlier than ever before. Transformus has a close partnership with the landowners of Deerfields (Horse Shoe, NC), our site for the history of the event. Working with the Deerfields staff, our Team Leads executed several new approaches to traffic control that made entry and exodus easier on everyone. The land was in good shape for this year's event and extra care was given to road preparation prior to our arrival.

## SUPPORT ROLES

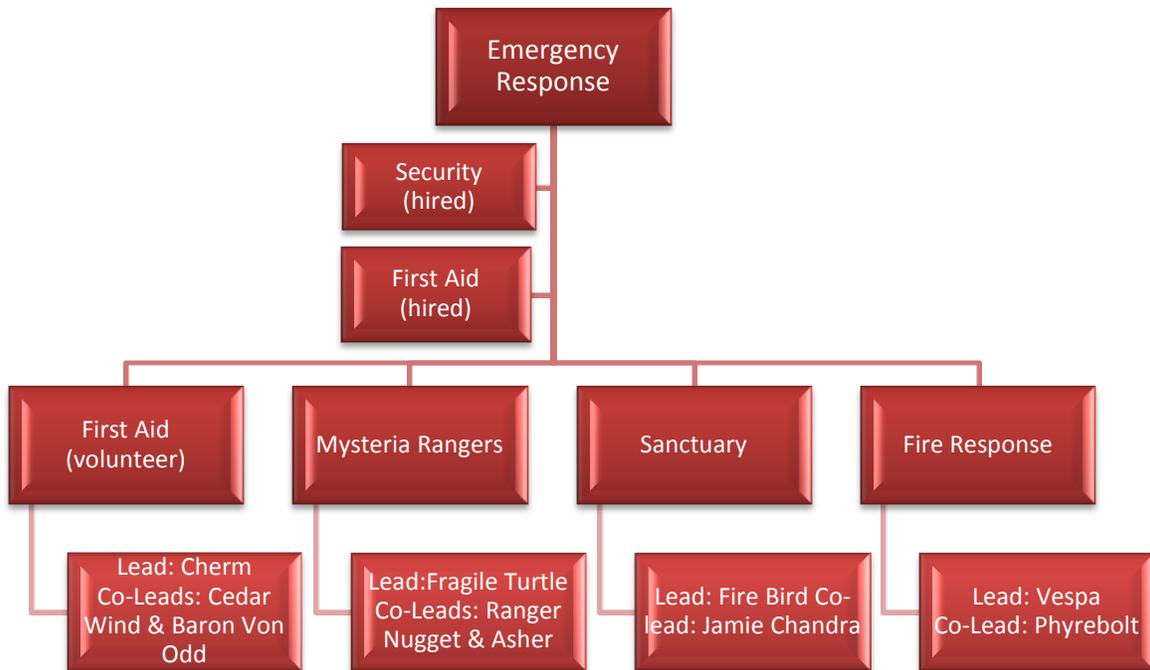
In 2012, the BOD introduced a new way to get involved with the leadership of Transformus. Starting in 2012, every team had a "Support" role or roles available. About 1/3 of the Teams formally utilized this system in its first year. Even volunteers relatively new to Mysteria can apply for the Support position with a team. Support members' roles function as a type of leadership-training opportunity and can also provide a less intense outlet for former team leads to assist current leadership.

We also encouraged former Team Leads to consider working in a Support role with current Team Leads, if they would be willing to share some of their past experience. Support Roles work closely with the Lead and Co-lead, serving as backup as necessary. Support Role members are expected to volunteer for several shifts with that team and learn various positions as applicable. Support members will not necessarily be guaranteed Co-lead or Lead positions in the future. This position allows volunteers to show devotion and commit time to a particular team, while also developing the skills and knowledge necessary to become more involved with the community.



## TEAM BREAKDOWN – EMERGENCY SERVICES DEPARTMENT

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### FIRST AID

The event saw few significant injuries. The EMS teams addressed numerous cases of dehydration, sprains, burns and insect bites – nothing outside of the normal purview. Participants with broken bones and injuries that are more serious are encouraged to seek help at the local hospital and then readmitted free of charge following treatment.

Transformus utilizes both volunteer and hired medical services. Our volunteer team, led by Team Lead Cherm and co-leads Baron von Odd and Cedar Wind, provided basic medical services to all of Mysteria over the course of six days. The hired EMS vendor, JamCare, supplements the weekend shifts Friday through Sunday. Alternate First Aid and CPR certifications are provided to the community free of charge at the Town Hall each year.

### MYSTERIA RANGERS

Under the leadership of Fragile Turtle, with co-leads Ranger Nugget and Asher, the Mysteria Rangers did an excellent job keeping our city safe and content during Transformus 2012. This vital team performed up to and beyond expectations managing conflict across Mysteria. Throughout the event, all logged incidents were handled in accordance with Ranger protocol and without major problems. We are lucky to have a community who for all intents and purposes, regulates itself, with only supplemental enforcement.

### FIRE RESPONSE TEAM

This year the Fire Response Team (FRT) was led by the previous years' team lead- Vespa and co-lead Phyrebolt. FRT is instrumental in the inspection of flame effects (required before device operation) and support of responsible art burning. Once again, the team involved a close-knit group of qualified firefighters, many of whom serve together at



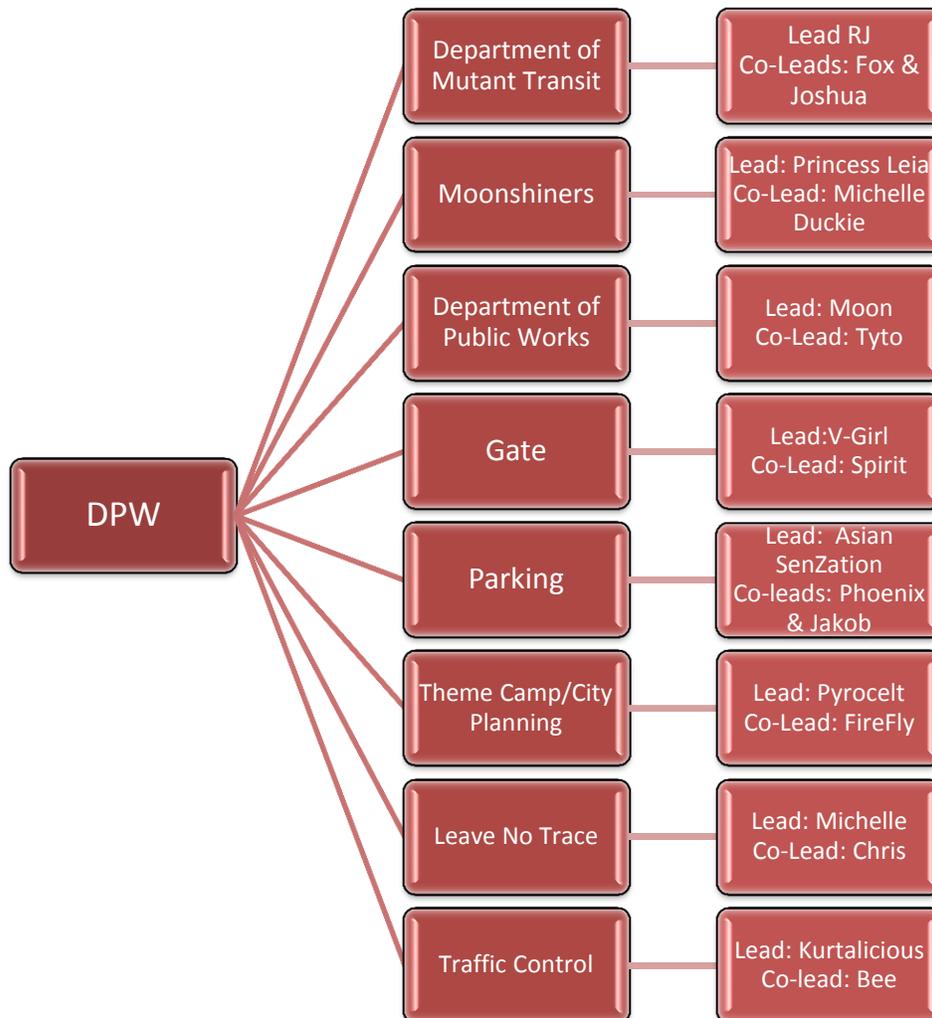
events around the Southeast and in Black Rock City. The Effigy and Temple fires burned smoothly. Participants creating new fire pits and unattended fire pits were a minor onsite problem this year. Safety is everyone's responsibility at Transformus, especially in a place where many of the attendees are comfortable around fire and flame effects.

### SANCTUARY

Sanctuary is a giving and responsive team tending to emotional issues of Mysteria's members. The Sanctuary team for 2012, led by and FireBird and Jamie Chandra, was effective in achieving this goal. All incidents were handled well, and participants assisted as needed. A new setup this year, facilitated by an increased budget, created more comfortable areas for recuperation.

### TEAM BREAKDOWN – DEPARTMENT OF PUBLIC WORKS

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## DEPARTMENT OF MUTANT TRANSIT

The Department of Mutant Transit, or DMT, provides Transportation shuttles for Mysteria's residents to and from remote parking on Friday and Saturday, and shuttles participants back to parking on Sunday and Monday. Led by Team Lead RJ and co-leads Fox and Joshua, this team's hard work over seven long days is crucial to keeping Mysteria running smoothly, and we're proud to welcome our DMT leaders back for another year.

## MOONSHINERS

Moonshiners ensure our city's main roads are well marked with light throughout the hours of darkness. Moonshiners light the city each night near dusk in procession and retrieve and refill the lamps each morning. They not only prepare and hang the kerosene lanterns that light the city, they also place the poles that line our streets. New Team Lead Princess Leia and co-lead Michelle Ducky worked hard each day ensuring the city was well lit. They implemented a new lamp carrying system to assist the volunteers. We looking forward to their return in 2013.

## DEPARTMENT OF PUBLIC WORKS

The Department of Public Works, or DPW, is responsible for the physical setup of Mysteria's structures, and assisting in land projects benefiting the community during Transformus, and repairing land damage post-event. New Team Lead Moon and co-lead Tyto were some of the first arrivals on-site and last to leave on Tuesday, and we're glad to have Moon returning in 2013. DPW is hard work and needs more volunteers to stay on site through end of day Tuesday.

## GATE

The Gate team led by returning leads V-girl and Spirit ensured a smooth arrival and registration for Mysteria's inhabitants. Managing the gate from Wednesday morning through Saturday afternoon, these ladies' dedication and a good volunteer turnout facilitated a smooth gate process for all. Ticket scanners were again rented through our ticket vendor. Overnight gate management was outsourced on Friday night to ensure we remained open all night, accommodating Mysteria's late arrivals from far and wide.

## PARKING

Parking was fortunate to have three amazing leaders and countless volunteers this year, which together oversaw our population's entry, parking and exodus from the remote lot. They were led by three returning Tea Leads: Asian SenZation, Phoenix and Jakob. The parking plan developed by our leads and roadwork by Deerfields worked cohesively, and volunteers were plentiful throughout peak times. Working in the hot, remote parking lot is not fun, and we thank those of you who help facilitate our arrival and departure process.

## THEME CAMP & CITY PLANNING TEAM

Another record breaker for Transformus, 85 Theme Camps registered to bring the awesome to Mysteria this year. Each camp brought something unique and beautiful, while still contributing to the cohesive space the neighborhoods have become. Our youngest neighborhood, Argonath, expanded in its second year of existence, hosting theme camps with larger vehicles that the upper city's streets cannot support. Paradise Plateau remained more hospitable than usual throughout the week, also hosting camps.

The Theme Camp team, led by PyroCelt with co-led by FireFly, juggled and jig-sawed 88 registered Them Camps and 24 registered art projects (including the art grant recipients, the M.A.D. Project, and the Temple) into our city, taking into



account location preferences, planned activities, thematic milieu and plain old aesthetics so that as you walked through the city the expected and unexpected were juxtaposed into the larger whole of “holy crap this place is awesome!”

The Theme Camp team had two support positions this year, DJ 40 oz and Ranger Rack. As we continue to grow in size and scale, it is even more important that theme camps register. While we were able to accommodate a few surprise camps this year, it is far simpler a thing to register and have a space waiting for you, then to wait at the gates hoping you or someone else can find a spot big enough to hold all of the awesome stuff you hauled to the mountain. Theme Camp registration for Transformus X will be in early Spring, 2013; keep your eyes on the website and newsletter for details.

### LEAVE NO TRACE

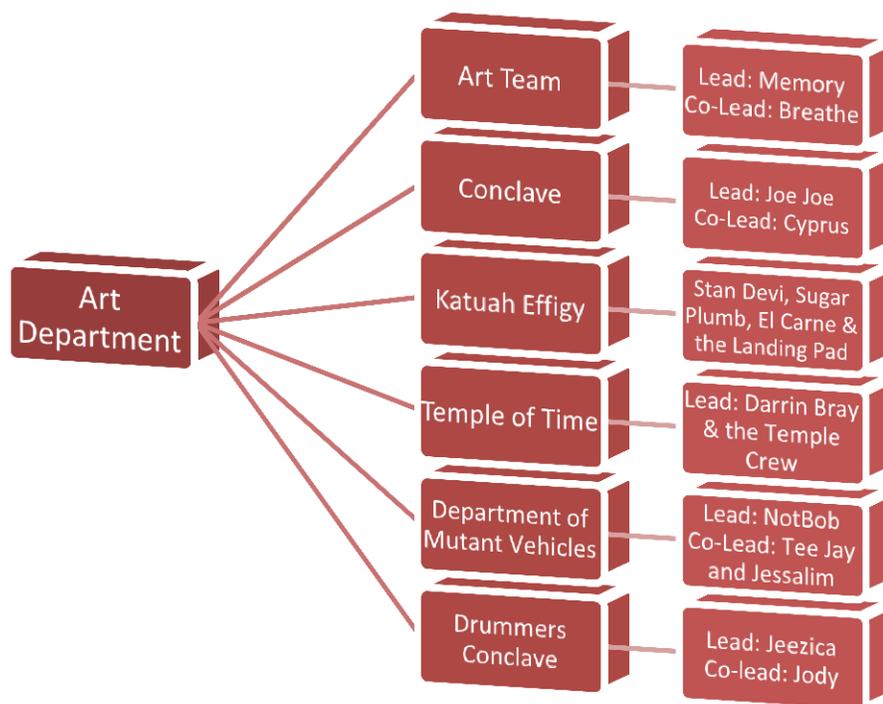
Returning for a fourth year to lead Leave not Trace (LNT), Michelle and her co-lead Chris ensured the city of Mysteria left no physical trace. Volunteers focused on education and posting informational signs in Mysteria’s port-a-potties. Only the LNT leads stayed through Tuesday working, with DPW, to ensure we received our damage deposit back. More care needs to be taken with feathers, and camps collecting all micro-MOOP prior to departure.

### TRAFFIC

Traffic volunteers kept the vehicles moving and the roads safe at all times before and after the event (when private vehicles were allowed access into the city). Led by team lead Kurtalicious, supported by co-lead Bee, a new [In & Out Guide](#) was developed to help set participants’ entry and exit expectations. Exodus was again smoother with traffic management when the value of the Traffic Team is appear to all.

## TEAM BREAKDOWN – ART DEPARTMENT

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## ART TEAM

The Art Team, led by returning Team Lead Memory, reviewed a record number of 45 grant applications. She led a jury of 11 volunteers through the blinded grants, as they awarded \$14,593 to 22 community projects. Once again, Breathe led the onsite placement team to assist grant recipients in finding their assigned locations. Mysterians were treated to a large number of propane art pieces this year (all inspected by the [Fire Response Team](#)), as well as a few more art cars on our city streets (which were inspected by [DMV](#)). The burn seemed saturated with art this year, with tons of amazing pieces and brought by theme camps and individual Mysterians.

The annual art walk, which takes place on Friday afternoon, a walking tour stops each installation, as art grant recipients speak on behalf of their work. All Mysterians can include their projects in the art walk by [contacting us](#). Keep your eyes on the [website](#) and the newsletter for the exact dates to be announced.

## FIRE CONCLAVE

There's more to conclave than what we see happening around the effigy on burn night. Coordination between a number of teams including FRT, Effigy and Rangers is necessary, as is organizing enough safeties to keep a watchful eye on the performers and participants. Thanks to Joe Joe and Cypris for leading these efforts to make the effigy burn a beautiful and well planned night. JoeJoe devised a new pattern to organize conclave members in 2012, which allowed a high number of fire spinners to participate in conclave at an efficient rate, creating a stunning design.

## DEPARTMENT OF MUTANT VEHICLES

The department of Mutant Vehicles (DMV) was one of two new teams for 2012. Led by NotBob, TeeJay and Jessalyn, DMV inspected each mobile art vehicle, and assisted hired security in ensuring each operating art car was licensed. DMV licensed a record number of 12 vehicles.

## EFFIGY TEAM

Katuah is an ancient word from the Cherokee Nation that refers to the bioregion in which Tranformus exists. STANdard DEVIation, Sugar Plumb, El Carne and the Landing Pad family were honored to offer the Katuah Effigy to Mysteria. More information can be found in the [Katuah Effigy section above](#).

## TEMPLE TEAM

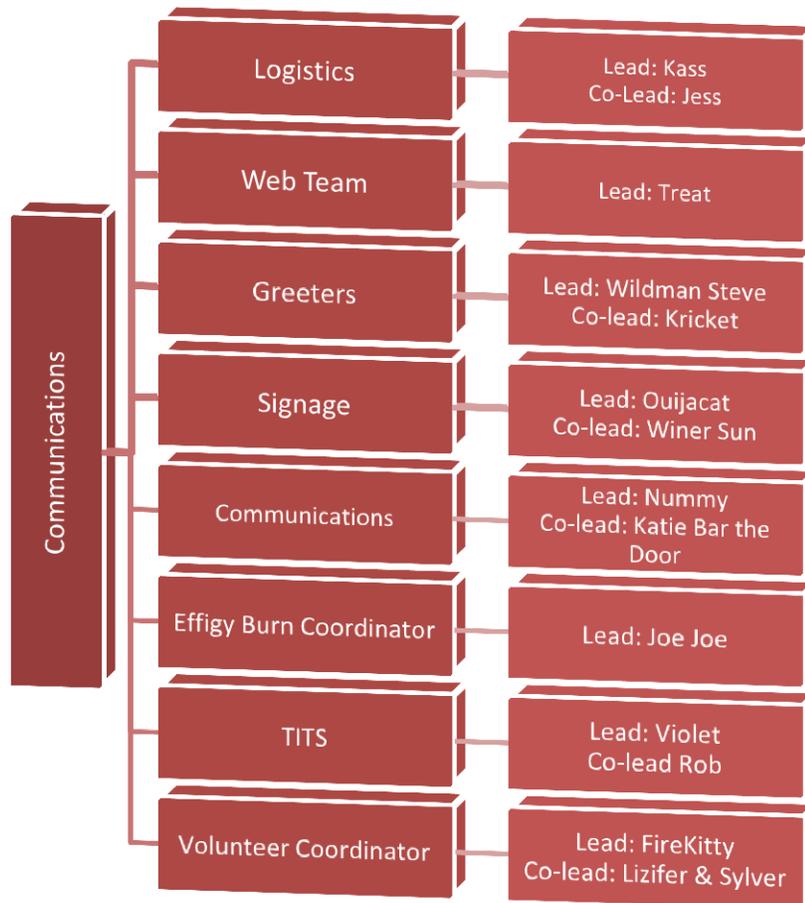
Darin Bray out of Columbia, SC and the Temple Crew provided one of the most interactive temple spaces in our event's history. The Temple of Time was a sacred place for Mysterians to come and meditate on the passages of time throughout their time in Mysteria. More detailed information can be found in the [Temple of Time section above](#).





## TEAM BREAKDOWN – COMMUNICATIONS DEPARTMENT

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### LOGISTICS

Although Logistics was a new team developed for the 2012 burn, several other team leads commented that Logistics' work is now instrumental to the efficient functioning of their own teams. Logistics centralizes many of the tedious tasks involving overlapping supplies for multiple teams. Team Lead Kass energetically invested thought and time into creating systems to effectively manage the checkout and tracking of transportation shuttles and over 100 rental radios. Kass had a well-organized approach to this daunting task and maintained commanding leadership throughout the event, even in a new difficult role. He was assisted by his co-lead Jess, Support Role Quinn and committed volunteer Debra. We are pleased that this new team has flourished and risen to fill the need for important support across the entire event.

### WEB TEAM

The 2012 web team was managed by returning lead Treat. Utilizing a custom designed, developed and coded event website, [Transformus.com](http://Transformus.com), and volunteer registration system, our web team manages the distribution of official even information. Our online volunteer registration is a self-service system, administrated by each individual Team Lead. [A volunteer statistics page](#) created by our web team this year displays all pre-event volunteer information in real time. Our website remains the one place for up-to-date event information.



## GREETERS

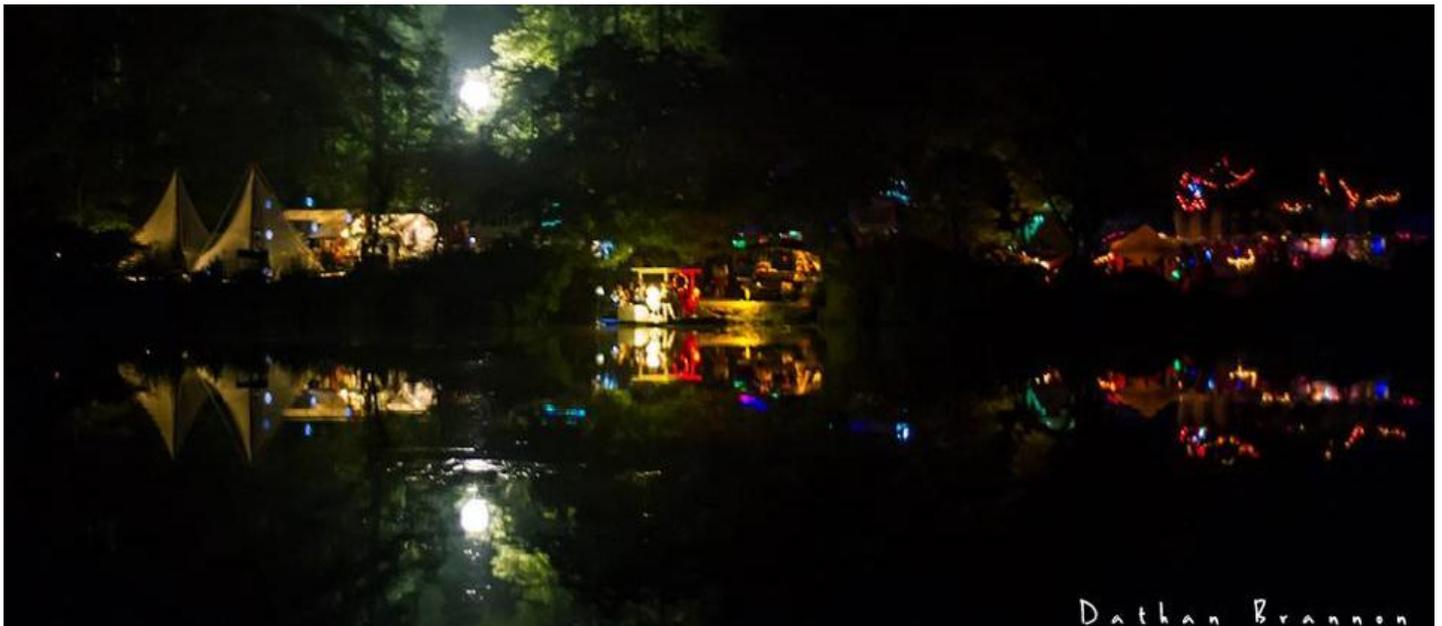
The enthusiastic leadership of returning Team Lead Wildman Steve, and his vivacious co-lead Cricket, led the Mysteria Greeters in ensuring all of Mysteria's arrivals were greeted properly – especially the event virgins. No one passing near the Greeters Tent could fail to see the joy on the faces of people arriving for Transformus 2011, a joy made even more intense by the fantastic welcome extended by all greeter volunteers. This is a team that seldom has problems filling their shifts as everyone loves to be a greeter. Wonderfully effective innovations this year were signs that explained the ten principles of a burn. The signs were spaced-out along the entry road, then magically migrated to the burn field once the gates were closed. This year, more emphasis was placed on educating virgins on burner principles, and plans are to extend this even more next year. Our hats go off, again, to a great team well led.

## SIGNAGE

From leading Mysterians to art projects and theme camps to helping us find our homes and find our adventures, the Signage Team created and posted the beautiful infrastructure to help us find our way through our city. Signage arranges for the neighborhood banners, large-scale maps of Mysteria, theme camp and art grant placement placards, golf cart license plates, and our ever-beloved volunteer shwag badges. The Signage Team Lead OuijiCat created the graphics and Co-Lead Winter Sun led the onsite placement.

## TRANSFORMUS INFORMATION TRANSMISSION SQUAD

Lead Violet and co-lead Little Spoon headed the Transformus Information Transmission Squad (TITS) in 2012. The TITS team spread the word and posted updated announcements, events and other relevant information for the city of Mysteria. TITS assisted with the recruitment of on-site volunteers for the Volunteer Coordinator, as needed. The TITS booth, located near the burn field, provided copies of important documents/ resources and BurnThisBooklet for community access.





## COMMUNICATIONS

The Communications Team was another team formed and developed for 2012. The Communications Team completes the majority of its tasks prior to the event, assisting with preparation and content for the new official monthly email newsletter, *Mysterian Musings* and the creation of BurnThisBooklet. Team Lead Nummy and co-lead Katie Bar The Door worked closely with Midnightt to edit the newsletter to better inform the extended community throughout the year.

The other focus of the Communications Team was [Burn This Booklet \(BtB\) 2012](#). BurnThisBooklet was originally created several years ago by PyroCelt from the Theme Camp Team. This informative book has developed into an official comprehensive guide to Transformus on-site. Since the online event schedule has become more utilized by the community prior to the burn, the printed event schedule includes a diverse selection of theme camp offerings and other gatherings. BtB was available to all ticket holders via PDF before the event and printed for each team and theme camp, and for general distribution at TITS and the Volunteer Coordination booths. The book included: maps of each neighborhood with art and camps; theme camp information and extended descriptions; art grant descriptions and locations; an event schedule; team descriptions and team leads list; and featured art from the 2012 ticket design contest.

## EFFIGY BURN COORDINATOR

The Effigy Burn Coordination team was led by Joe Joe. This is a team was created to bring all aspects of our two burn nights together in hopes of producing two well-choreographed burns. Our lead did a great job in bringing this task to life. Looking towards Transformus X, this team has a developed game plan based on two yea of experiences, in hopes of providing another epic burn experience in 2013.

## VOLUNTEER COORDINATION

An effective approach was presented this year in filling Transformus' numerous volunteer shifts, utilizing an online system pre-event combined with strong on-site leadership in Mysteria. Volunteer Coordinators worked with team leads to find out when and where volunteers were needed throughout the event. They centralized this information in two places: the entry gate and the bend in the road near the burn field. The Volunteer Coordination booth provided an accessible location for Mysterians to check their shifts, sign up for new volunteer shifts and find out where to meet their team. Returning Team Lead FireKitty worked diligently to fill the requests for volunteers and get them to the teams in critical need. Co-leads Lizifer and Sylver helped the Volunteer Coordination Team operate throughout the burn to cover peak volunteer times and keep the city running smoothly.

The [volunteer statistics page created by our web team](#) displayed all pre-event volunteer information in real-time. Based on projection work, there are approximately 3,300 volunteer hours, or 825 four-hour shifts, to be filled at the burn itself to keep Transformus running. Assuming a volunteer base of 2050 Mysterians (subtracting for team leads/BOD/theme camp leads who are volunteering already) leaves the amount of volunteer time needed from each person, if everyone volunteered, at around 2 hours.

## NEW TEAM FOR 2013 – INVENTORY

Bee has stepped up to manage the new Inventory team, helping to manage the team distribution and re-collection of Transformus' physical assets. We're glad to have Bee's dedication and leadership returning to support Transformus with this new team in 2013.



## CENSUS 2012

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The 2012 Census was conducted online after the event, sent out to all ticket holders. 463 individuals responded, a fairly high amount compared to past census surveys. This number represents roughly 23% of the population of 2036 of 2012.

From these responses, we can conclude the following general statistics:

\*The largest age group is 26-35, but we have a diverse community representing all age groups. According to the census here's the age breakdown: 18-25: 16%, 26-35: 49%, 36-45: 21%, 46-55: 11%, 56+ : 4%.

\*Transformus is split gender wise, fairly evenly: Female-identified - 46%, Male-identified - 52%, Transgender and Other - %1.

\*91% of responding Transformus attendees have attended college, the majority have undergraduate degrees or higher (59%).

\*Transformus participants come from all over the country. Even within North Carolina, there is a notable diversity of burner concentrations in the state.

If you are from North Carolina, what region are you from?



\*Only 21% of the census responders were Transformus virgins, 78% were veterans. However, of the returning participants - 75% had only attended one to three previous years of Transformus.

\*Virgin Mysterians are frequently (75%) indoctrinated by their fellow experienced burners, but also by their theme camp, the website and survival guide. Very few (5%) arrive with no knowledge of the "burner world." Almost everyone (89%) read at least some of the survival guide before attending Transformus.

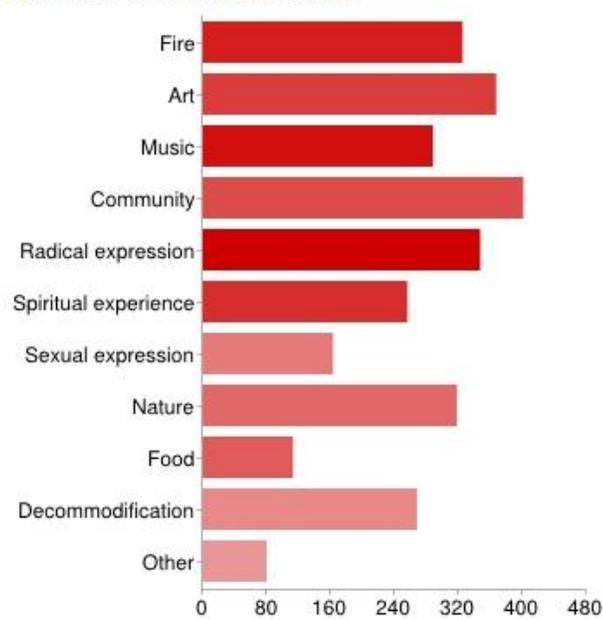
\*Eden (22%) and Elysium Fields (22%) are the most popular neighborhoods.

\*63% of respondents have attended another regional burn and only 38% have attended Burning man.

\*Community, art and radical expression are the main interests that draw people to Transformus, but many other aspects are considered important amongst burners.



**What attracted you to Transformus?**



Category	Count	Percentage
Fire	325	71%
Art	367	81%
Music	288	63%
Community	401	88%
Radical expression	347	76%
Spiritual experience	256	56%
Sexual expression	163	36%
Nature	318	70%
Food	113	25%
Decommodification	268	59%
Other	80	18%

People may select more than one checkbox, so percentages may add up to more than 100%.

\*Participants are arriving at the event earlier (74% of respondents arrived Thursday or before) and staying later (71% left Monday or later). (*“Thursday is the new Friday.”*)

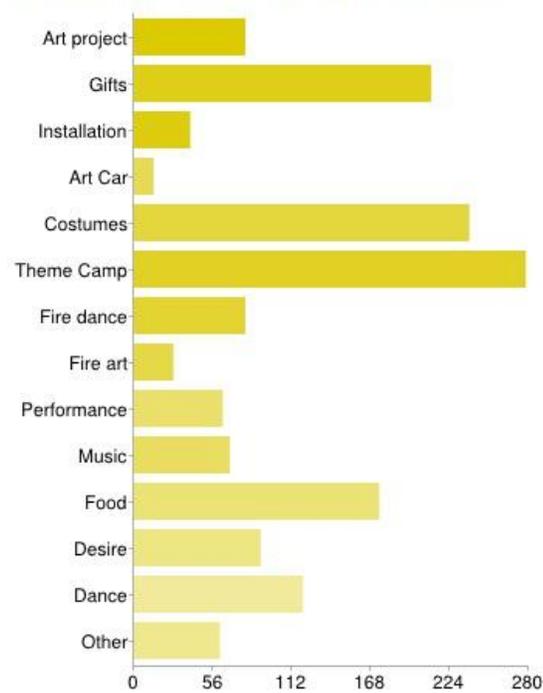
\*Burners are carpool conscious! 68% of respondents carpooled to the event in 2012.

\*Greeters and LNT were the most popular teams to volunteer with in 2012, while Parking and Rangers followed closely behind amongst the census’ volunteers. 59% signed up to volunteer ahead of time, either on the website or by contacting the team lead.

\*Mysterians contribute to Transformus in many ways, often more ways than one during each event.



**Did you contribute artistically to this year's event by.....?**

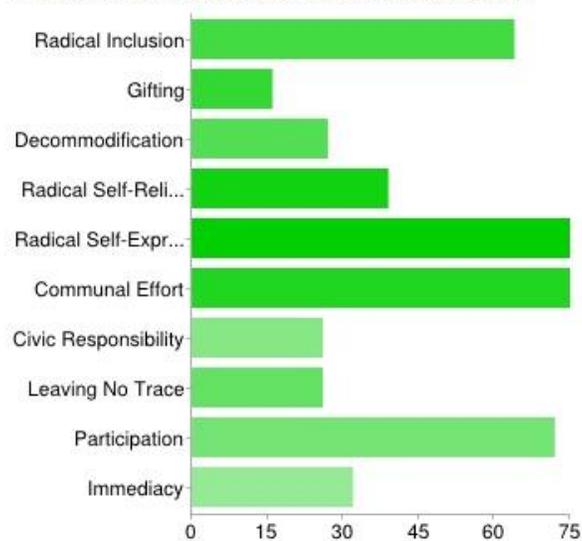


Contribution Method	Number of People	Percentage
Art project	79	19%
Gifts	211	50%
Installation	40	10%
Art Car	14	3%
Costumes	238	57%
Theme Camp	278	66%
Fire dance	79	19%
Fire art	28	7%
Performance	63	15%
Music	68	16%
Food	174	41%
Desire	90	21%
Dance	120	29%
Other	61	15%

People may select more than one checkbox, so percentages may add up to more than 100%.

\*Communal Effort, Radical Self-Expression and Participation are the highlighted principles of the 10, although all are important to the community as a whole.

**Which of the 10 Principles is the most important to you?**



Principle	Number of People	Percentage
Radical Inclusion	64	14%
Gifting	16	3%
Decommodification	27	6%
Radical Self-Reliance	39	8%
Radical Self-Expression	75	16%
Communal Effort	75	16%
Civic Responsibility	26	6%
Leaving No Trace	26	6%
Participation	72	16%
Immediacy	32	7%



The 2012 Census also included an open question: *What experiences did you take away from this year's burn?* Here is a selection of replies:

"The pure magic of Mysteria a burn like no other."

"Spinning in the Conclave... feeling the electricity in the air, hearing the crowd yet still connecting to the flow of the flame around me like I was the only one there."

"I was blown away by the creativity and freedom I experienced at Tfus....Truly awesome experience that reminded me of the great things we can create when hundreds of generous and creative folks get together to build something together."

"I feel like my real life finally began at Transformus 2012"

"TCO is tough"

"A string of xmas lights does not an art car make."

"It was the most beautiful burn I've been to yet. I volunteered my ass off, more so than in years past, and I truly reaped what sowed."

"It was lovely to see a new regional burn and to meet a new burner community. I've been going to [Burning Man] for a while, but I've come to love the regional burns because they are more intimate and it seems to be much more focused on creating a lasting community. "

"Education, Liberation, Love, Enlightenment, Encouragement, Inspiration, Passion, Light"

"I'm a 30-year-old North Carolinian with experience in monastic living and I can honestly say that Transformus was the most powerful expression of conscious living I'd ever seen."

"Transformus 2012 introduced me to a world of life that has been waiting for me since my arrival here on earth. The gift of life, I learned is the most powerful, emotional, but also questionable thing to ever endure.....Thank you so much transformus, you name says it all. You definitely transformed me into a beautiful, bright BURNER. "

"Best regional burn ever; felt the strongest sense of community, met more radically self reliable people than at other burns, took in such beautiful nature"

"Know thy limits."

"Appreciation of a well-planned burn, especially one that works itself within its natural environment. Everything seemed to fit together seamlessly and worked well organizationally, with none of the awkward imposition of some other burns that I have been to in the region."

"It is hard to use a port-a-potty at 3:00 AM if you've been drinking and are wearing Thai fisherman's pants."

"It seemed to focus way too much on hyper-sexuality"

"EVERYBODY CARED!!!"

"Volunteering was far more fun than I ever expected."

"A renewed feeling of awe & wonder at the magic that is Mysteria. A sense that this was the most 'together' Transformus yet & that it will continue to transform exponentially in a positive way. "



## THE FUTURE

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The first Transformus was held in July of 2004, when 428 people gathered “on the mountain to Burn the Bamboozler.” Transformus X celebrates the tenth anniversary of that inaugural event. This milestone invites reflection on our history, our founders and ourselves. One of those founders passed away in November. Rhythm’s continuing leadership invites us to reflect on our own limited time. How you choose to spend this time is up to you.

WinterSun has been awarded the opportunity to create this year’s Transformus X effigy, incorporating our burn’s rich history with a look towards the future. 95% of former Team Leads are returning to serve in the leadership. Community participation for this tenth event appears to be more intensive than ever before. We are excited about this next incarnation of Transformus and all 2013 will offer, and we look forward to the years ahead.

As a board, we take our mission of hosting and organizing a responsible event very seriously. We give our devoted time and energy to creating the space upon which everyone’s combined creative expression builds Mysteria and its year round community. Thank you for trusting us with the continued health of Transformus, but it is to you who all credit is due, since *you are Transformus*.

In gratitude,  
Transformus Board of Directors





## REFERENCES

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- ♥ The only source for official event information is our website: [www.transformus.com](http://www.transformus.com).
- ♥ Transformus is a [2012 sanctioned member of the Burning Man Regional Network](#).
- ♥ [Burn This Booklet](#) is Transformus' version of a Who When When Where guide, covering art, Theme Camps and volunteer teams and events.
- ♥ Transformus' new "[In & Out Guide](#)" helps set participant expectations with a sometimes difficult entry and exit process.
- ♥ [2012 Survival Guide](#) helps indoctrinate participants and update the community on event policies.