

# 2011 Transformus After Burn Report



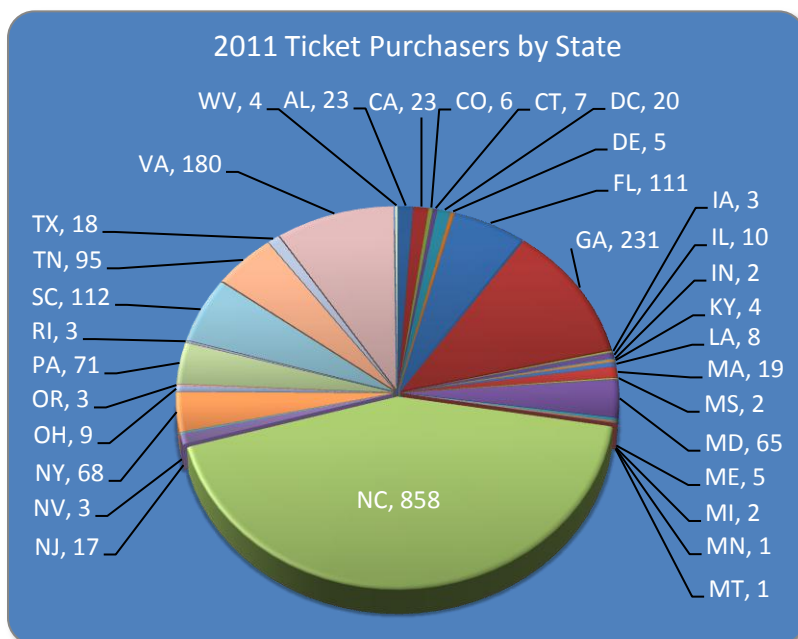
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## 1. Introduction

Transformus' eighth year truly blossomed and brought our collective community to new levels of organization and participation. On the third weekend of July 2011, 1906 participants from thirty-two states gathered to form the art-city of Mysteria, transforming Deerfields into the place we call "home." Twenty-two volunteer teams provided the city infrastructure, and with our incredible Theme Camps and everyone's collaborative creativity, we together built and then deconstructed the city of Mysteria.



## 2. Organization

Transformus is a volunteer-run Limited Liability Corporation (LLC) incorporated in the state of North Carolina. Working as a not-for-profit group, very few vendors receive payment. All leadership and volunteers remain unpaid. The city is built and managed by 48 Team Leads and Co-leads, overseeing 32 different teams. It is these teams and team leaders which execute Transformus.

The current six-member board of directors (BOD) consists of DTR (President), Vespa (Treasurer), Midnightt (Secretary), Firefly, Treat, and sauce. Adhering to a strict interpretation of the [ten principles](#), Transformus is a sanctioned member of the [Burning Man Regional Network](#). Official event information, announcements and additional transparency can be found on our event website, [Transformus.com](http://Transformus.com).

### 3. Financials

The following is a breakdown of Transformus' 2011 financials. This information is subject to change after our accountant's fiscal yearend review in early 2012. Past financial reports can be found under the Transparency > Financials tabs on our website, [Transformus.com](http://Transformus.com).

#### Revenue

|                   |              |
|-------------------|--------------|
| Invitations total | \$171,228.49 |
|-------------------|--------------|

#### Expenses

|                           |                    |
|---------------------------|--------------------|
| Land rental               | \$76,577.78        |
| Team budgets              | \$9,222.96         |
| Art grants                | \$13,239.00        |
| Donations                 | \$250.00           |
| Office                    | \$442.47           |
| State and federal taxes   | \$15,009.95        |
| Fees                      | \$200.00           |
| Travel                    | \$2,552.36         |
| Education and training    | \$591.95           |
| Rental                    | \$818.34           |
| Radios                    | \$5,308.68         |
| Insurance                 | \$2,080.50         |
| Professional services     | \$4,571.64         |
| Accounting                | \$535.00           |
| Website                   | \$1,462.00         |
| Security                  | \$10,200.00        |
| EMS                       | \$1,950.00         |
| Shuttles                  | \$4,003.13         |
| Miscellaneous             | \$1,425.64         |
| Subtotal expenses         | \$150,441.40       |
| Minus income              | \$171,228.49       |
| <b>Total 2011 Revenue</b> | <b>\$20,787.09</b> |

#### Breakdown of Additional Costs

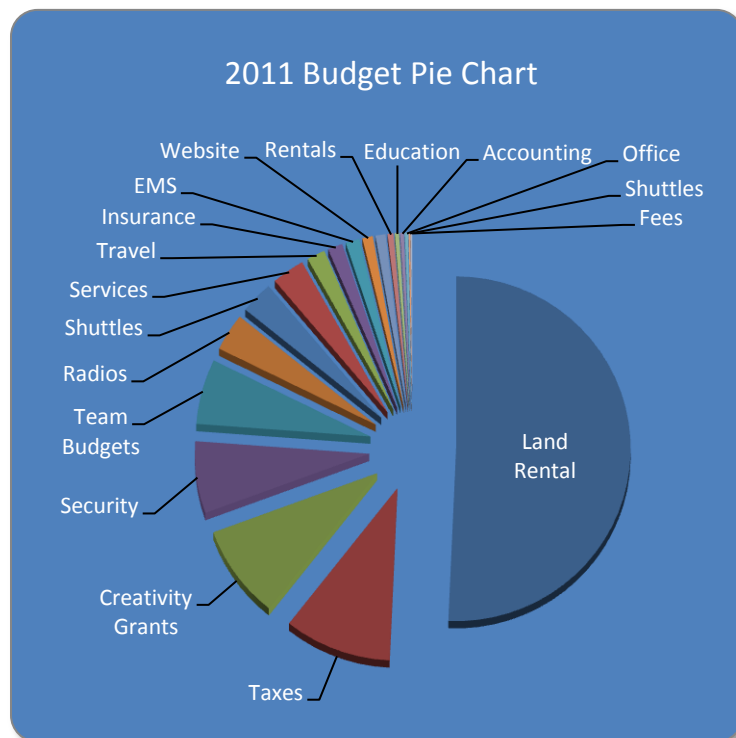
The population of Mysteria grew to 2000 tickets sold this year, allowing additional funding for infrastructure support. Several paid vendors were utilized to assist our volunteers and make everyone's Transformus experience more enjoyable and safe. Paid services new for our 2011 event are as follows:

- Overnight Emergency Medical Services
- Hired security over seven days
- 70 rental radios, a repeater and replacement costs for two missing radios

- Additional shuttles
- Additional insurance

We continued using a third-party ticket vendor in 2011. The total cost for using these services was \$8771.51. This total includes all service and processing fees, and on-site equipment rental.

Transformus continues to support relevant local and national groups through donations. In 2011, we returned the seed money provided to Transformus by Burning Man many years ago, and donated to the independent group [Feed the Artists](#). Transformus is honored to be the first regional Feed the Artists has supported. We also continued yearly donations to the Mills River and Rocky Point Volunteer Fire Departments.

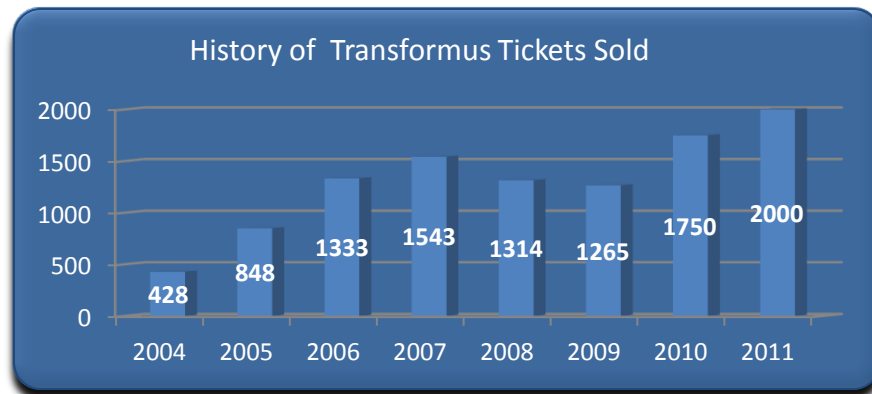


## 4. Execution

### Ticket Sales

2011 was the largest Transformus to date. Out of 2000 tickets sold, 1906 attended. 53 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. The first batch sold out in less than 24 hours, the second batch remained on sale for several weeks. The attendance cap for Transformus 2012 will remain at its current level of 2000 participants.

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.



## Theme Camps

71 registered Theme Camps came together to form the diverse city of Mysteria. Built from the ground up and leaving no trace, it is up to these volunteer-run camps to determine the contents of our art-city. Year after year, we are thankful for what these groups help blossom, with their hard work, creativity and spice. Thank you to these amazing collectives for all your hard work, as truly, you are Transformus.

- Aerial Space Camp
- Ancient Insanity Forever
- Area 51
- ARRR! Camp
- Art for Art's Sake
- Bang-A-Rang!
- Big Puffy Yellow
- Big Thumpy Yellow
- Bloody Glove
- Bubble Camp
- Camp Blue Fire
- Camp Contact
- Camp Curiosity
- Camp Fuck You I'm a Wizard
- Camp Lay-Z-Fux
- Camp SCIENCE!
- Camp Spritzah
- Camp Unheard
- Cape Sphere
- Circus Combustus
- Cowboy Coffee
- D.A.M.M Hangover
- D.A.M.M. Camp
- Dirty Southern Burners
- F\*ck Me Harder Baby Camp
- Food For Thought
- Green Man
- Gypsy Bar Camp
- Haiku Hut
- Herhisensua
- Hot Witches' Brews
- Hum & Hug
- IHOP
- It's the End of the World as We Know It
- Jedi Training Camp in Shangri La
- Jello Shots Galore
- Kamp Krieg
- Liquid Gold
- Local Fauna
- Lounge Lizards
- Love Boat/DisGraceland
- Mad Tea Party
- MAPS Central
- Mischief Village
- Mustache Theatre
- My Camp
- Northern Lights
- Pan's Light Labyrinth
- Party Liberation Front
- PEX The Philadelphia Experiment
- Philosopherz Stone
- Pretty Titty Bang Bang
- Project Soulb0t
- Raised by Wolves
- Rhythm Paradise
- Rogue Wonkas

- S.P.O.R.K.
- Scratch's Costume Camp
- Sex and Candy Camp
- Shablamaland
- Super Hero
- Taint Town
- Tents N Ass
- The Dusty Swan Public Craic House and Celtic Cinema

- The Landing Pad
- The Namaste Phamily Drummers
- Tramp Camp
- Wondrous Temple of Boom
- Yin Moon
- You Are Beautiful
- Zama

## C.O.R.E.



This year Transformus had the honor of participating in the [Burning Man C.O.R.E. Project](#). The “Circle of Regional Effigies” was a ring of structures, surrounding The Man in Black Rock City, representing Burning Man regional events from around the world. Our community stepped up and donated a total of \$6071.17 through private donations. Artist Winter Sun and team leaders Starseed, DTR, Big Daddy, Cypris, Ricky Bobby, E-Roc, Leafus, and Vespa led a group of dedicated volunteers through the entire process, from design through ignition to clean-up.



*Photo by Joshua Niven*

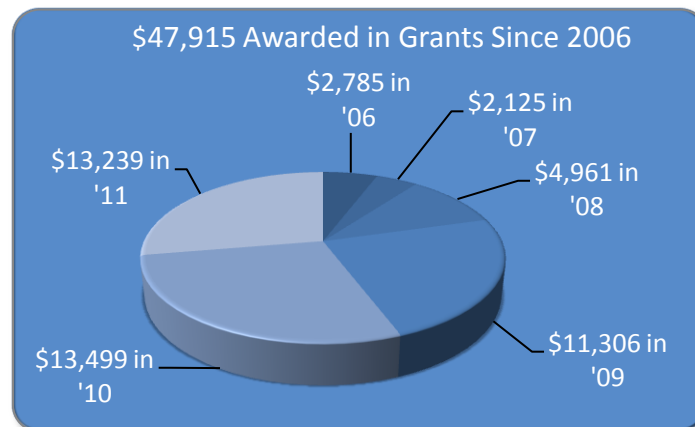
## Town Hall Weekend

This year, our Town Hall was held at Castle Elkenberg near Statesville, NC. The weekend was full of 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 (divided into two sections) with CPR/AED training in between. A Town Hall-style community meeting was held addressing current event topics and open questions. A pot-luck followed a long day of meetings and the night ended in celebration as the community danced to Big Puffy deejays. Before departing on Sunday, we held an open forum on supporting volunteer teams, with good attendance and useful group discussion. With strong participation and renewed family connections, we left the weekend with a positive outlook that carried into the implementation of Transformus itself.

## Creativity Grants

The Transformus Creativity Grant jury, open to participation by anyone without a conflict of interest, received 27 grant applications requesting \$37,000 in funding. Our budget allocation was \$14,000, allowing support for 15 projects. Congratulations to all Creativity Grant recipients, past and present.

- Davina Dragon by Ole Shi Ted
- Kiln by T-Dunk and Rachel
- Rice paper orbs by Dready Jazz
- Anti-SaneCraft ARTillary by Pyrocelt
- The Garden of Mystical Creatures by Michael Mooney
- Art Cube Memorial by Berlientta
- Peepshow self-lighted stage by Melissa Coffey
- Flame and light effects synchronized to music by Wizzard
- Recycled Life by Sally Pussycat
- Flame Cannon Shooting Range and Marshmallow Toastisserie by Scott-o-matic, Elf and Cheshire
- Floaty by Egypt
- Dreamsphere by AWDI
- Tetina by Party Liberation Front
- Spare Womb by Free Radical
- Geodesic dome Zina and Shau



## Landowner Partnership

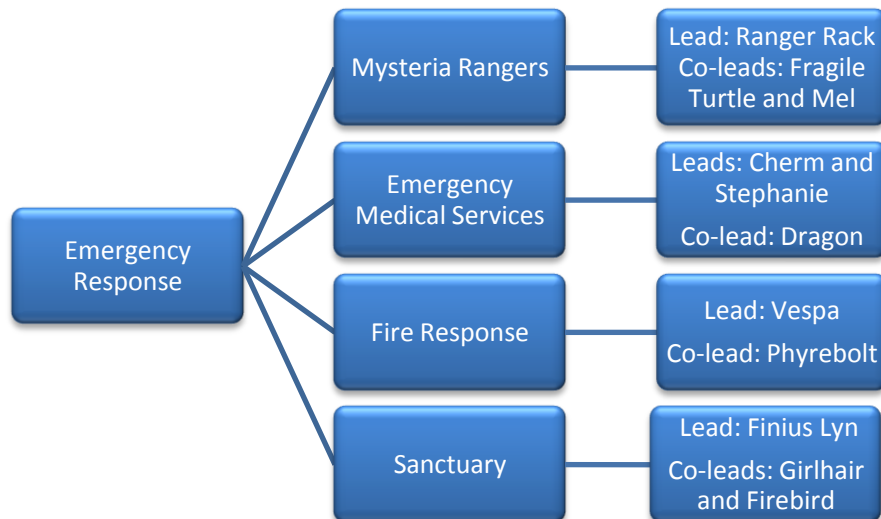
Working together with Deerfields staff, our team leads executed several new approaches to traffic control and parking, making entry and exodus easier on everyone. The land was in great shape for this year's event and extra care had been taken in road preparation. We look forward to growing our Deerfields partnership in 2012.

## 5. Transformus Team Breakdown

Transformus is managed by 22 teams, across four departments, led by 50 leads and co-leads. These leaders execute their team's tasks as they see fit, with one board member serving as a point of contact support person. We appreciate these leaders' countless hours of hard work – without them, Transformus would not be Transformus.

We're adding two new teams for 2012: A Logistics team, overseeing shuttles, logs and radios, and a Communications team, supporting newsletters, announcements and Burn This Booklet.

### Emergency Services Department



### Mysteria Rangers

Under the leadership of Ranger Rack, with co-leads Ranger Mel and Fragile Turtle, the Mysteria Rangers did another excellent job keeping our city safe and well cared for during Transformus 2011. This absolutely 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. Again, the Rangers took on the additional task of handling radio checkouts.

Volunteers were happy with the special tokens of appreciation, but a problem developed when some Ranger T-shirts got up and walked off the stage area before being handed out – leading to the possibility of keeping team swag in secure locations next year. Without the Rangers' excellent performance every year, this event wouldn't function. We rely on them dearly, and they never let us down.

### **First Aid**

Transformus utilized both volunteer and hired medical services in 2011. The majority of medical services were provided by volunteers, led by Team Lead Cherm, while the 8pm-8am shifts on Friday, Saturday and Sunday nights were handled by local vendor Rock Docs. Basic first aid supplies were provided, and injuries requiring serious medical attention were sent to hospitals. First Aid/CPR certification is required of all volunteers participating in EMS.

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 were encouraged to seek help at the local hospital, and then be readmitted following treatment. One participant was referred to the local ER for a snake bite. They returned to the event, as did each hospital referral. All are doing very well.

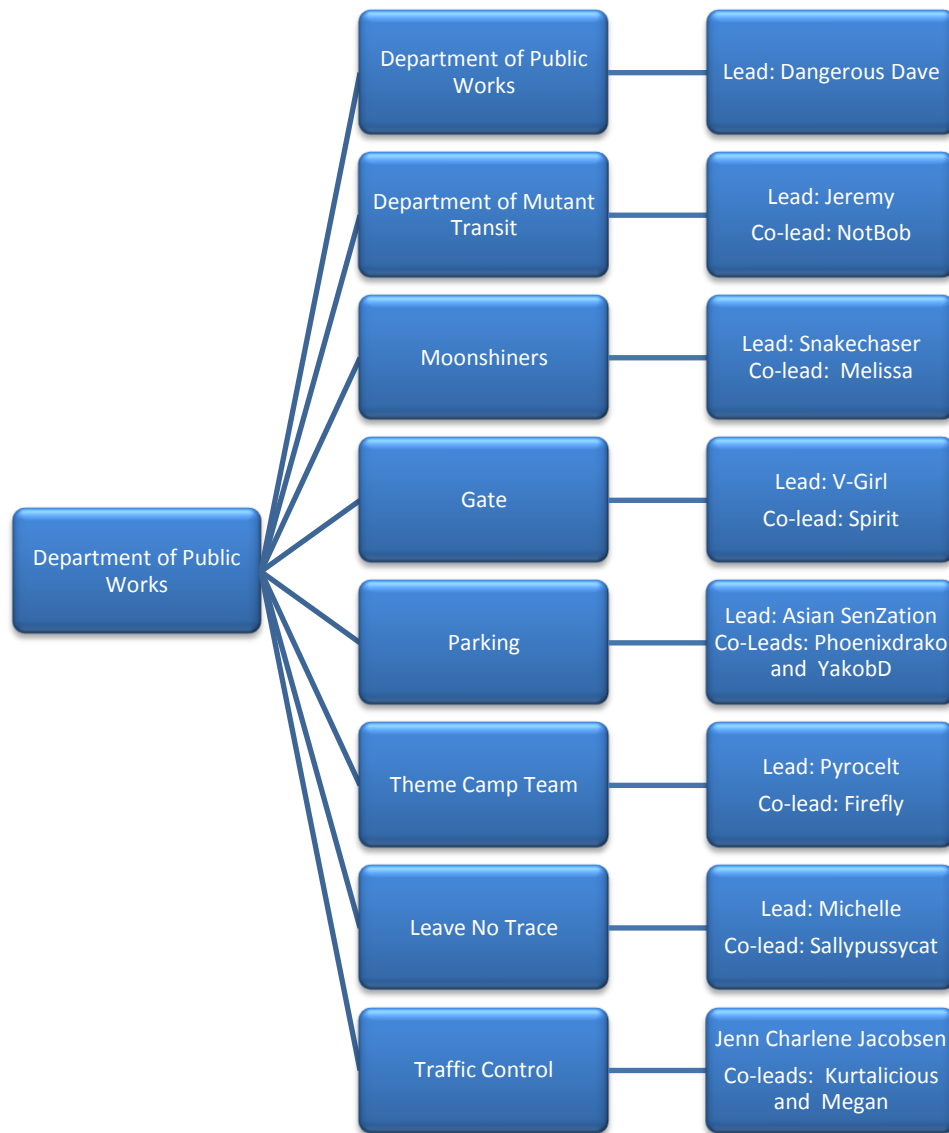
### **Fire Response Team**

This year the Fire Response Team, or FRT, was led again by Vespa and co-lead Phyrebolt. FRT is instrumental in the inspection of flame effects 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 burns went well, the Effigy being a design we tested on the burn field at Transformus, and then took to the playa for C.O.R.E. The only onsite problems at Transformus this year were unattended fire pits in Shangri La, just past Valhalla.

### **Sanctuary**

Sanctuary is a very giving and responsive team, tending to emotional issues of Mysteria's members. The Sanctuary team for 2011, led by Finius Lyn and Firebird, was effective in achieving this goal. All incidents were handled well, and participants assisted as needed. There were minor issues with the team tent, missing parts, etc. that require either a new shelter or confirmation of all needed structural parts. Blankets and foam mattress pads were purchased this year and helpful in creating a comfortable setting. Additional supply suggestions for 2012 include additional blankets and raised cots to keep the blankets and beds off the cold and dank ground. One of the team leads is storing some supplies at their house, so a new storage container for Sanctuary related items would be useful.

## Department of Public Works



### DPW

The Department of Public Works, or DPW, provides the infrastructure our teams require to execute Transformus responsibly. Helping set-up tents for greeters and gate, and dropping off team items pre-event, are only part of what DPW does. On-site for 10 days, Team Lead Dangerous Dave worked three days after BOD check-out to repair property damage at Deerfields. Special thanks to the Theme Camps with high traffic areas who took time to lay grass seed prior to leaving.

All DPW shifts were fully committed within one day of posting the list, but embarrassingly, our on-site participation averaged at just 30%. In 2012, a dedicated team of 15 individuals is needed to stay on-site through Tuesday afternoon to assist DPW with final checkout tasks. Thanks to Dangerous Dave, the LNT team, NotBob, and a few dedicated volunteers, Transformus received our entire \$4,000 damage deposit back.

## DMT

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. NotBob managed the licensing of Mysteria's mutant vehicles and served as liaison between hired security and mobile artists. This team's hard work over seven long days is crucial to keeping Mysteria running smoothly, and we're proud to welcome Jeremy and his crew back to lead DMT for a fourth year.

## Moonshiners

Once again Snakechaser returned to lead the Moonshiners, with vital assistance from new co-lead Melissa. This is a team that does very hard work behind the scenes so 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. As in years prior, the city saw expansion of the number of lanterns covering all major areas, including the new Argonath neighborhood. The Moonshiners not only prepare and hang the lanterns that light the city, they also put up and take down the poles that line our streets. Everything went smoothly this year with the exception of some shifts that were short volunteers and the disappearance of some lamp poles that will need to be replaced.

## Gate

The Gate team led by lead V-girl and co-lead Spirit, ensured a smooth arrival and registration process for all. Managing the gate from Wednesday morning through Saturday afternoon, these ladies' dedication and a good volunteer turnout facilitated our smoothest gate process to date. Overnight gate management was outsourced on Friday night to ensure we remained open all night, accommodating Mysteria's late arrivals from far and wide. All other shifts were staffed by volunteers. Ticket scanners were again rented through our ticket vendor, who also provided the arrival data we're using to base our 2012 gate hours on.

## 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 Asian SenZation with co-leads Phoenix and YakobD. This year the weather was kinder, unlike 2010 with excessive rain. Being a temperate rain forest, heavy rain is expected each year. A new parking plan developed by our leads and roadwork by Deerfields worked cohesively, with far less negative situations than expected. This was largely due to the efforts of all involved in the preplanning and cooperative onsite execution.

## Theme Camps

Pyrocelt returned this year to lead this crucial team, lending his expertise once again at planning the city and laying out Theme Camps, with new co-lead Firefly very ably assisting. Along with the largest population of Mysteria so far recorded there were [more theme camp participants than ever](#), necessitating the opening of a new neighborhood, named Argonath. This year a new map maker feature in Google maps was used for layout, which allowed Theme Camps to view their neighborhood and space assignments on an overlay of Deerfields itself. This is a very work-intensive team where most of the effort is expended before and during event setup. Mysterians arriving as the event opens should never take for granted the amount of effort it takes to put together these plans. That it all goes so smoothly

each year is a testament to the organization and dedication of this critical team and the volunteers who show up early and work late, so every theme camp and every art installation knows where it's located. The amount of adjustment necessary as camps arrive and set up is handled with grace and efficiently.

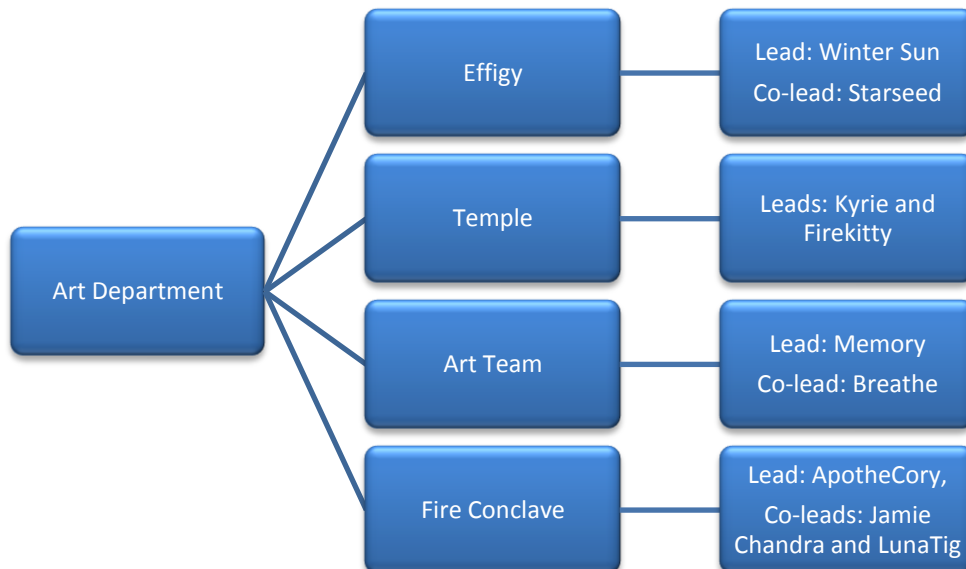
### Leave No Trace

Michelle and Sally Pussycat returned for a third year to manage our Leave No Trace (LNT) team, ensuring the city of Mysteria leaves 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. A committed group of at least 15 individuals needs to stay through Tuesday afternoon next year to assist LNT with final check-out tasks.

### Traffic

In their very first year, this new team set a high standard for future traffic teams to meet. Under the leadership of Jenn Charlene Jacobsen, with awesome co-leads Kurtalicious and Megan, the volunteers kept the traffic moving and the roads safe at all times before and after the event when private vehicles were allowed access into the city. Success required careful pre-planning and flexibility to meet changing conditions as plans met with reality. Despite some shifts being short volunteers, with the critical assistance of the Volunteer Coordinator and TITS, vehicle traffic was always under control. This year we heard very few if any complaints about the chaos of the Exodus. This relative silence speaks volumes about how well this team performed.

## Art Department



## Art Team

Memory led the Art Team this year, and with assistance from Breathe, they oversaw the grant process, supported the Creativity Grant Jury, and assisted projects with on-site installation and volunteer recruitment. A full list of 2012 grantees can be found earlier in [chapter four](#). In addition to grant program management, the art team encourages community creativity. All participants are encouraged to share their creativity at Transformus, in any form they wish.

## Fire Conclave

We had another beautiful conclave this year, with two processions marching in from Elysium and Valhalla, then looping in and back around the effigy in two concentric circles of fire and dance. 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 Apothecory for leading this effort and to LunaTig and Jaime Chandra for their efforts to make this a beautiful and well planned night.

## Effigy Team

The Effigy Team was lead by Winter Sun and co-lead Starseed. Together the team designed and created one of the best effigies ever brought to the mountain. The "Rastaban" (meaning head of the snake), was a 30-foot tall tower of light, heat and fire. It had a spacious inner core that was accessible through lower levels, and Mysterians were able to scale its interior to reach an amazing observation platform. For the first time ever, Mysterians could observe the burn field from an aerial perspective, physically interacting with the effigy, before it burnt to the ground Saturday night.

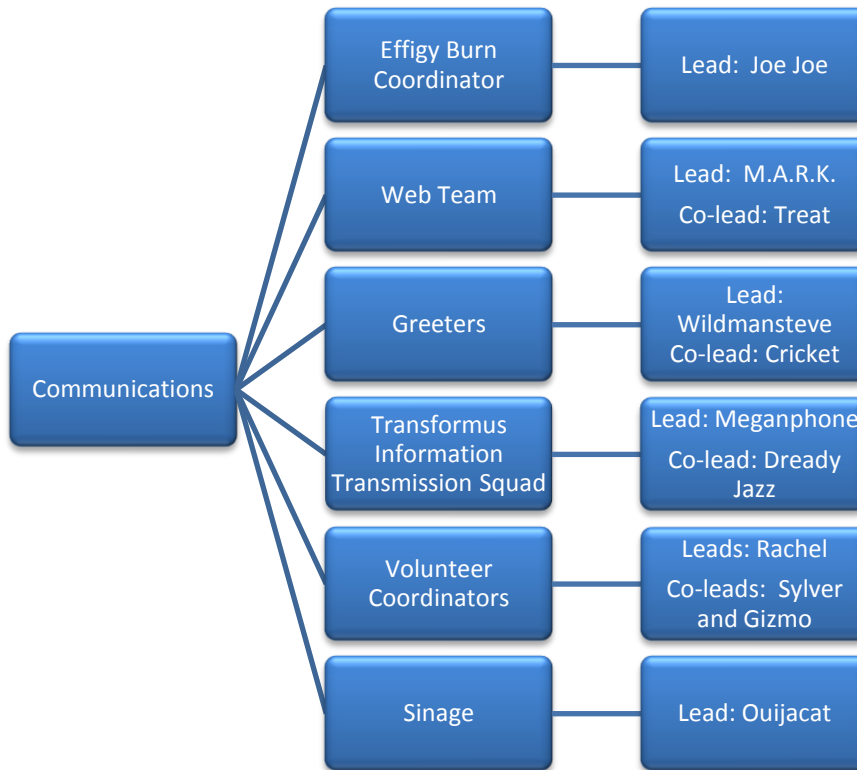
*Photo by Jessica Lee*



## Temple Team

The Temple Team was lead by Kyrie. She and her volunteer crew built the "Ennead Temple." The Ennead Temple consisted of nine small temples that were centrally positioned in each neighborhood, providing multiple alters for Mysterians to interact with. Each temple became a landmark within Mysteria, and physically, from each neighborhood, they brought the community together. Kyrie's vision for the Temple pieces was finely executed. The pieces together formed a Mandala on the burn field, which each piece represented a number and the design reflected the symbolism of that number. As 1 is the beginning and 9 is "that which brings completion," they were paired together and placed in the center of the burn field, leaving an opening in the circle to the east. The pieces were then lit in a sequence that formed a beautiful Sunday night Burn.

## Communications Department



### Web Team

The 2011 web team was led by M.A.R.K. and co-led by Treat. They personally designed, developed and coded a new event website, [Transformus.com](http://Transformus.com), and volunteer registration system. Our online volunteer registration is a self-service system, administrated by each individual team lead. A [volunteer statistics page](#) was also created by our web team this year, which 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 new lead Wildman Steve, and his vivacious co-lead Cricket Too, 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

Ouijicat returned as the Signage team lead and was quite successful, despite not being able to attend the event this year due to a very sick pet. Ouijicat created stunning banners for Mysteria's nine neighborhoods and 15 Creativity Grant recipients. He also designed and coordinated printing of markers for 71 Theme Camps and laminated countless volunteer badges. Midnightt created large Mysteria map banners (printed with the help of Ouijicat and others) that were placed throughout the city. These featured Google satellite map imagery also used for Theme Camp layout. Many thanks to Ouijicat for helping Mysterians find their way around our growing city.

## TITS

Meganphone returned to lead the Transformus Information Transmission Squad, or TITS. Dready Jazz served as co-lead, as the TITS team shared information across the city, from the main gate to the back of Elysium Fields. TITS helps with the recruitment of on-site volunteers for the Volunteer Coordinator, as well as spreading the word on various events occurring in the city. They helped distribute Burn This Booklet, Transformus' "Who What When Where" event guide, and manage the town criers.

Burn This Booklet (BtB) 2011 was created and edited by Midnightt, along with the PyroCelt from the Theme Camp Team. It was available to all ticket holders via PDF before the event and printed for each team lead, theme camp lead and also for general distribution at TITS and the Volunteer booth. It included: maps of each neighborhood with art and camps; theme camp information; art grant descriptions and locations; an event schedule; team descriptions and team leads list.

## Effigy Burn Coordination

The Effigy Burn Coordination team was led by Joe Joe and team co-lead Phyerbolt. This is a new team created to bring all aspects of our two burn nights together in hopes of producing two well-choreographed burns. Both of these leads did a great job in really bringing this task to life. Next year there needs to be more group planning, to get the whole Effigy burn under one hour, and the Temple burn needs to start no later than 9:30 pm. To achieve this, the planning process needs to take place early on, to bring every team involved with the Effigy and Temple burns together, so everyone is on the same page. Looking ahead to 2012, this team has a developed game plan based on last year's experiences, in hopes of providing another epic burn experience.

## Volunteer Coordination

A new approach was taken this year in filling Transformus' numerous volunteer shifts, utilizing a new online system pre-event and on-the-ground leadership. Volunteer Coordinators worked with team leads to find out when and where volunteers were needed, and centralized this information in two places, first the main gate, and then the main stage, where Mysterians could see what was needed and sign-up for shifts. They, alongside TITS, also took the message to the streets, calling for volunteers for particularly critical needs.

The [volunteer statistics page](#), created by our web team this year, 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 1850 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.

FireKitty did an outstanding job leading the effort to relieve teams that were short on volunteers during critical times, as did her co-leads Sylver and Gizmo. Each year sees more Mysterians volunteering, and next year we look forward to even more of us signing up, and spreading out the workload of our labor of love.

## 6. The Future

We recognize the trust placed in us to ensure Transformus is hosted responsibly and survives over the long-term. That trust is acknowledged and respected, but we really do a comparatively small amount; it is you as individual artists, volunteers and Theme Camps which continually drive Transformus to new levels of creativity, community and change. It is you, who are Transformus.

Looking towards 2012, we have 90% of our leads and co-leads returning, Firefly and Midnightt have joined the board, and we've increased next year's Creativity Grant budget. Please join us this spring at our community Town Hall Weekend, an all-ages event full of connection, development and opportunity.

What we've together grown over the past eight years is something that requires attention and nurture. You as a community will determine our collective future, so start planning now. What volunteer gifts will you share, to help keep our event afloat for years to come? What will your Theme Camp bring to the mountain next year? How should we celebrate our tenth anniversary, in 2013?

Our collective future burns bright.

In gratitude,  
Transformus Board of Directors