



## 19. BURN THE MAN

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LIVING THE BURNER LIFE AT BURNING MAN  
**DISRUPTS** CAPITALISM'S SALES PITCH THAT  
 IT'S THE BEST WAY TO LIVE

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**THE LOWDOWN:** In order for the rebel fight to transition from an ongoing struggle to a new way of living, rebels need to deal a deathblow to capitalism's sales pitch that it's the best offer on the table. This can begin by experiencing communities founded on post-capitalist principles, such as Burning Man.

### DISRUPTING CAPITALISM'S SALES PITCH THAT IT'S THE BEST WAY TO LIVE

- A) REBEL:** To revolutionize the rebel fight, find or create post-capitalist communities that dispel the tenants of our current form of capitalism (like the bottom line and environmental degradation). While no community ever exists without skeptics or criticism, places like Auroville, India; Findhorn, Scotland; and Black Rock City, Nevada, help to underscore that there is a different and viable way of doing business than the commonplace practices we have in place today. Black Rock City (BRC) is a rebel favorite: the spot where Burning Man takes place. BRC springs out of an otherwise empty desert once a year and becomes the third largest city in Nevada during the weeklong burn. Over 60,000 people come together, have the time of their lives, and don't spend a single dollar while there.<sup>197</sup> And of course, living up to its name, residents of BRC also burn the man.<sup>198</sup>
- B) DISRUPT CAPITALISM:** Experimenting with post-capitalist living is what really revs the revolution to life. One reason why capitalism permeates throughout our culture is because people have a hard time envisioning that there can be another viable ism. Rebel events, like Burning Man, disrupt capitalism because they show the world that another way of living is indeed possible. When it comes to Burning Man, some naysayers will point fingers and say things like, "but people still have to pay a fee to get in." Sure, rebels do have to make an upfront payment, but this should not detract from the broader message: when people spend capital differently than capitalists allocate it today, a 60,000+ sustainable city springs into existence with no financial currency.
- C) HAVE FUN:** Has anyone mentioned the best part? Burning Man can be a truly epic experience if you plan for it right. From awesome people, to amazing art, to ridiculous parties, to radical self-expression, get ready for an unforgettable seven days. To maximize your fun, learn about the Burn and come fully prepared.  
*Note: Additional information about the ten principles that help guide Burning Man are available on page 160.*

#### **BONUS POINTS (A+B+C):**

Veteran Burners, this bonus is for you. If the ranks of Burners swell, they'll be lots of BRC "virgins" who will need your support to get their sea legs. They'll benefit from your good will and patience.

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*"BURNING MAN IS  
 GREATER THAN I HAD  
 EVER IMAGINED."*

GROVER NORQUIST