

# SPARKED

FESTIVAL FASHION CULTURE

PILOT ISSUE | SPRING 2019



59123439



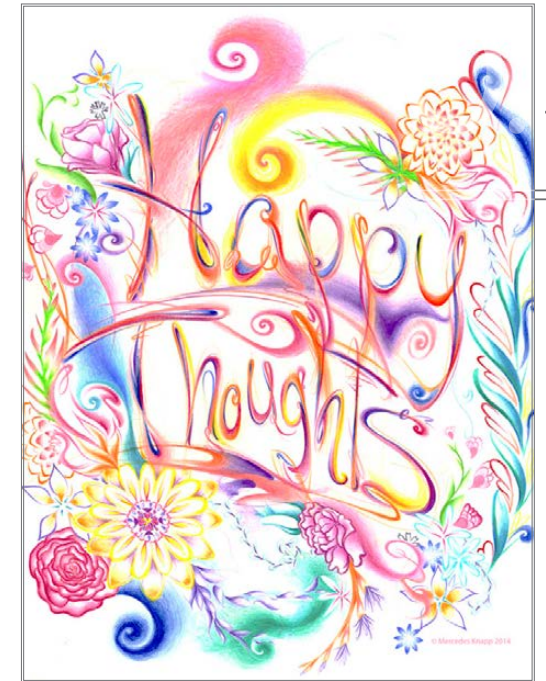
0.1



SUNSET DREAMS- SYMBIOSIS | 03



FURTHER FUTURE BY REKAN NYARI | 26

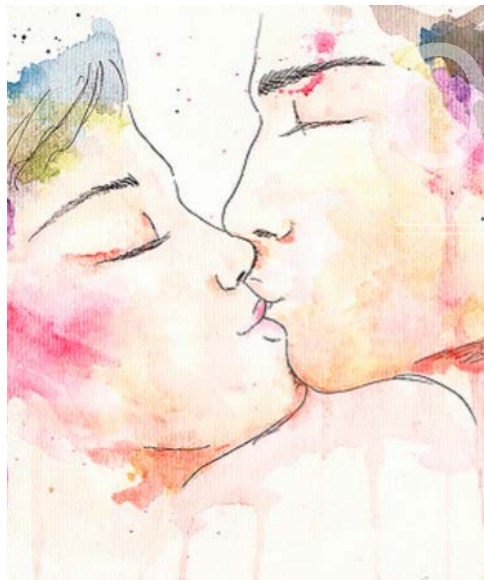


ILLUSTRATOR MERCEDES KNAPP | 12

5

3

0.2



MORE THAN SEX, DRUGS & ROCK 'N ROLL | 34

0.3



WHY HUMANS NEED MUSIC FESTIVALS | 20

0.6



BEAUTY LIES WITHIN - FLOW ARTIST MACKENZIE | 40





0.1



SYMBIOSIS FESTIVAL

# SUNSET DREAMS

*With Garments from  
Little Black Diamond & Luxe Muse*

MODEL CHRISTINA KNOLL  
PHOTOGRAPHY BY MARIO MOTTI







# MORE THAN JUST SEX, DRUGS AND ROCK'N ROLL

BY MARIO MIOTTI

ILLUSTRATIONS BY LUIS QUILES

A poll from MSN UK asked 2,000 British summer music festival goers about why they attended festivals and their behavior whilst there:

- 47% confessed to doing something at a music festival that they would “never consider doing outside the music festival environment”
- 21% reported using illegal drugs while at the festival
- And only 45% said they attended the festivals specifically to listen to the music

Music festivals are an explosion of the fantastic, where you will find yourself inspired and motivated to try things you never thought you would want to try. So do them with the belief that your freedom to choose is what matters most. Allow yourself to expand your horizons if it feels comfortable, and if it doesn't, ask yourself, can I do it safely? How will I know if I never try? Make friends, be adventurous, and you will not regret it.

If you fall in love, in lust or simply think you want to get sexual, do so as you would in any other circumstance: feel empowered in your choice, and go boldly into the experience. Be prepared, carry condoms. And of course, no one can make you do anything you don't want to do. Consent is sexy and mandatory. Choose because you want it, and speak out if transgressions occur.

The truth is, you don't need sex, drugs or alcohol to enjoy a musical festival. Some people even find that music itself provides a natural high for them. And that yoga, platonic human contact, cuddling, and tantric practices all create deep emotional satisfaction.

The Enchanted Forest Gathering in California, provides and espouses just that. They will help you get high naturally through exercise, human connection, and nutritious food choices. Zac Krohn writes in an article published on their blog, “With the right stimulus, your body can serve you up a cocktail of

its own psychopharmacological delights that evoke emotion and affect the way you process the world around you.”

Once you have these tools at your disposal, any festival you attend can be enjoyed any way you like, including sober.

However should you choose to enhance your festival experience by dabbling in some recreational treats, make sure you do so safely. Sparked Magazine does not encourage, sponsor or endorse the use of any drugs or alcohol, but we fiercely believe in your ability to find education on the subject and to make wise decisions. Nor do we judge your decision-making; we simply want you to be safe. Harm reduction is the key.

Visit sites like [www.dancesafe.org](http://www.dancesafe.org), [www.ankors.bc.ca](http://www.ankors.bc.ca), [www.bunkpolice.com](http://www.bunkpolice.com), and [www.eztest.com](http://www.eztest.com); read as much as you can about drugs, their effects and safe dosages. Buy a testing kit and test everything you come into contact with. Often, just mentioning you want to test will keep the supplier honest.

And remember, abuse of any substance, illegal or not, almost always leads to the worst outcomes, so please, employ moderations at all times.

Finally, whatever it is that draws you to music festivals, value the opportunity to be a participant, to learn, to make new friends, to accept differences in lifestyle, to open yourself up to something you may have not thought to try before, to be tolerant, to practice being eco-conscious, to help your neighbors, to share your passions, and to express your personality as brightly as you possibly can.

A festival is a place where the fantastic is encouraged, and by being there, you are already fantastic. Stay safe, have fun, dance like crazy and above all else: love yourself, respect your environment and smile at all those around you. Change is you and you are change.

## WHICH WOULD YOU DO? OR NOT DO? AND WOULD THAT CHANGE IF YOU WERE AT A FESTIVAL?

- PLAY BEER PONG
- MAKE OUT WITH A STRANGER
- NOT SHOWER FOR 4 DAYS
- JOIN A CUDDLE PUDDLE
- ATTEND A YOGA CLASS
- BUY A COLORFUL AND BOLD GARMENT
- WEAR A BIKINI ALL DAY
- HAVE SEX IN A TENT
- HAVE SEX IN A PORTAPOTTY
- DANCE
- LICK SOMEONE'S EAR
- HUG SOMEONE FOR 60 SECONDS
- PARTICIPATE IN A SACRED SPACE CEREMONY
- HOWL AT SUNSET
- STAY UP ALL NIGHT
- FLASH THE BAND/DJ
- TAKE A LOT OF EMBARRASSING SELFIES
- SMILE AT EVERYONE
- SAY HELLO TO EVERYONE
- EAT ORGANIC
- CREATE A PIECE OF ART
- OPEN YOURSELF UP EMOTIONALLY
- CROWD SURF
- WATCH A SUNSET
- WATCH A SUNRISE
- PICK UP A PIECE OF GARBAGE THAT WAS NOT YOURS
- TURN OFF YOUR PHONE ALL WEEKEND
- TURN VEGAN

0.2



# THE MARKET SQUARE

PHOTOS BY MARIO MIOTTI

...leather smith specialist Santiago Fileta.



eI GATO MONTES

... wearable art.

Gato Montes is a collective consortium of sun darkened artists and dreamers, well worn boots accustomed to the long miles of travel and life on the road. We are a representation and homage to the international movement of Artesanos, wandering the fog capped peaks of discovery, exploration and creation. We are passionate makers of handcrafted goods in predominantly leather, but also silver and stone.

We as a collective seek to end the mass consumerism of the global marketplace by creating beautiful, ancestral works that are built to last into the next generation. It is our sincere desire to spread the techniques of our trade and open dialogue as often as possible around social justice and intersectionality in our daily lives as individuals as well as while at festivals.

We got our start years ago, riding bicycles through Latin America, hitch hiking in the Himalayas, living on the beach and partaking in the beautiful experience that is to learn to make things and sell them to put food in your mouth!

Life is meant to be enjoyed and shared in community, which is perhaps the most integral aspect of our personhood, we are seekers of community, community in our trades,

community in our art, community in our daily lives. It is in this way that we are able to forge together our passions of art and social justice into a viable lifestyle that not only sustains us, but also helps create the change we strive to be.

<https://www.elgatomontes.com/>





# WHY HUMANS NEED MUSIC FESTIVALS

“People need and deserve the opportunity to retreat from the hardships of a world conceived by the wealthy.”

WORDS BY VALEN LAMBERT  
PHOTOGRAPHY BY ERIC ALLEN

Since the beginning of our evolution, our species has instinctively gathered into groups and villages. There is something in the human psyche that craves connection, something beyond simply teaming up to accomplish tasks and to survive. These gatherings have progressed into celebrations of life, love, creativity, and the culture that we know as transformational festivals today. They play a more important role in society than a place to escape to and party.

In the world's longest study of happiness, lasting nearly 75 years, psychologists found that the most prominent

correlation with happiness was ‘meaningful relationships’. Because feeling such a divine connection with the rest of the human race, reinforces the empathy and understanding already present in our soul. Imagine how many powerful seeds would be planted if nobody was afraid to be themselves and acted completely from love. Seeds that could change lives, and if sowed properly, change the world.

Our society needs festivals because they remind us of that unity; the unity we knew well in our ancestry. Many in contemporary culture are hesitant to initiate interactions or to have substantial conversations with strangers, thus

holding back from building the valuable relationships that are so essential to their well-being. But at festivals, this comes naturally, it's in the air, like a contagion of ‘wanna-get-to-know-you’. You may wonder how you can help solve problems within society, and you're not alone, we are all inherently good people. But only together can we truly get anything done, and it starts by talking to one another. Attending festivals can help spark that movement of people towards transformation. A positive pollination. From festival to everywhere else.

I'm not saying that festivals ‘will’ save the world, but it's

paramount for us to have a home to go to where there is a mutual agreement to enter with the intention to love, to be free, and to share in understanding.

“People need and deserve the opportunity to retreat from the hardships of a world conceived by the wealthy. People need to experience a world based around unity and love.” Anything is possible. In the most organized chaos you will ever be a part of-- you will laugh, you will cry, and your spirit will soar. Some of the most powerful emotions you will encounter go down at a music festival... because there, there are no limits.



# THE HISTORY OF MUSIC FESTIVALS

PHOTOS & WORDS BY MARIO MIOTTI

*So, what is a festival to us now? and specifically a modern camping music festival? One brings to mind the music, the dancing, the art, the community, the opening up of your mind to non-conformist views as tools to live your life.*

*In a book titled 'Music Festivals and the Politics of Participation,' Roxy Robinson writes about hundreds of 'boutique' gatherings that have popped up in the UK and all over the world, drawing hundreds of thousands of festival-goers into the fields. Why has this happened? In her richly detailed study, Dr. Roxy Robinson uncovers the dynamics that have led to the formation and evolution of the modern festival scene. Tracing the history of the culture as far back as the fifties, her book examines the tensions between authenticity and commerce as festivals grew into a widespread, professionalized industry.*

*At Everfest, they created a Fest Test tool to help them decide if an event is merely that — an event, or if it is something greater: a festival. These are not absolute criteria that would apply in every case, but rather philosophical qualities that are representative in most, and certainly the best, festivals.*

*The Everfest Fest Test*

- 1) Festivals have an ethos of discovery and are about having fun.*
- 2) Festivals are multi-dimensional, encourage participation, and offer various types of activities and stimuli.*
- 3) Festivals can include anyone with the means to attend. They may charge for admission but should not discriminate by race, age, gender, religion, or otherwise be private clubs.*
- 4) Festivals physically occur in the real world.*

*They remind us that there is a human social network where we meet old and new friends.*

*5) Festivals should be celebrations worthy of the test of time. They should recur or intend to recur.*

*George McKay, Professor of Cultural Studies at Salford University, said, "Festivals are deeply rooted in the carnival tradition, which is to invert everyday expectations of normal behavior. Historically, carnivals would have a 'lord of misrule' who oversaw the revelries and subversion of the ordinary rules of life.*

*Music festivals continue to be places where we can escape reality and subvert the rules – whatever age we happen to be."*





# 6 BEST MUSIC FESTIVALS ON EARTH...



ENVISION  
Rancho La Merced, Costa Rica

Envision is a 4-Day festival perfectly nestled where the Pacific Ocean meets the wild jungle of Costa Rica. As a celebration dedicated to awakening our human potential, Envision Festival provides a platform for different cultures to collide harmoniously in regenerative community. Our aim is to inspire one another through the collective participation in art, spirituality, yoga, music, dance, performance, education, regenerative strategies and our fundamental connection with nature. We'd love to share this experience with you.

[EnvisionFestival.com](http://EnvisionFestival.com)



LUCIDITY  
Live Oak, California, US

Lucidity is an open-source transformational arts and music festival. We call it open-source because we co-create this festival experience with YOU! We invite you to come play with us, call together your star family, bring art, lead a workshop, spark a spontaneous flash mob, embody a character from your dreams, be silly and wild and free! We bring together a world class lineup of musical talent and weave them together with the sounds and vibrations of our beloved local legends. Our galleries showcase the most brilliant fine art the region has to offer, enriching the festival as a visual voyage. Art installations pleasure participants with multi-sensory stimulation while themed environments create intimate settings for personal connections. Lucidity's environmental commitment is to leave Live Oak better than before.

[LucidityFestival.com](http://LucidityFestival.com)



LIGHTNING IN A BOTTLE  
Bakersfield, California, US

Lightning in a Bottle, which first began as a private birthday party in 2000, has transformed into a mecca of culture, music, and art; renowned for its unique, innovative, and beautifully designed stages along with its diverse workshop schedule and music lineup. Lightning in a Bottle is more than a festival. It's a destination where your imagination is the only limit for 24 hours a day, for 5 days! Nestled in central California, LIB is filled with unique areas inviting you to create magic, experience art and music, and engage in inspiring and educational offerings. It's easy to join us as we bend reality and explore what else is possible!

[LightningInaBottle.org](http://LightningInaBottle.org)



ELECTRIC FOREST  
Rothbury Park, Michigan, US

With its astonishing and unparalleled integration of music, art and community, Electric Forest delivers "The ultimate festival experience." From the carefully curated musical lineup, to the jaw-dropping Sherwood Forest, to the festival's unprecedented participatory spirit, to the site's incomparable features and amenities – Electric Forest creates a vibe so thick with "camaraderie and freedom...it must be experienced to be appreciated." At night, Sherwood Forest turns electric, showered with state-of-the-art, jaw-dropping light displays, impromptu "secret" parties, other-worldly characters, and surprises around every turn. No exaggeration at all, [Sherwood Forest is] the most well produced and artistically inspired area... ever seen at a music festival."

[ElectricForestFestival.com](http://ElectricForestFestival.com)



SHAMBHALA  
Salamo River Ranch, British Columbia, Canada

Shambhala Music Festival was born from a vision as grassroots as it gets. On a sunny Labour Day weekend back in 1998, some 500 people gathered at the Salmo River Ranch for a party that showcased local art and music. From those early, heady days, Shambhala grew with enthusiasm by word of mouth, quickly becoming a staple event for the West Coast underground electronic music scene.

It's 20th Anniversary was the first Canadian music festival to sell out in 24 hours... and there's a reason for it. Shambhala's allure begins at its roots. The traditional Tibetan definition of Shambhala describes it as a legendary kingdom in the Himalayas, "this was a place of peace and prosperity, governed by wise and compassionate rulers." Chogyam Trungpa Rinpoche.

[ShambhalaMusicFestival.com](http://ShambhalaMusicFestival.com)



BURNING MAN  
Black Rock City, Nevada, US

Burning Man is an annual week-long experiment in temporary community. Dedicated to anti-consumerism and self-expression, the Burning Man art festival, which attracted more than 35,000 participants in 2005, traditionally culminates with the burning of a large wooden sculpture of a man. Burning Man was founded in 1986 when San Francisco artist Larry Harvey gathered a small group of people on the Summer Solstice to burn an 8-foot wooden structure of a man at Baker Beach. Today, Burning Man is celebrated on an empty lake bed in Nevada's Black Rock Desert. For six days in late August, "Black Rock City" exists as a self-sustaining community. On the seventh day, the residents of the temporary community break camp, taking care to "leave no trace."

[BurningMan.org](http://BurningMan.org)



LIVING OUTDOORS IN  
**FURTHER FUTURE**

*It's not just an ordinary reality*

TEXT BY MARIO MIOTTI  
PHOTOGRAPHY BY REKA NYARI



0.4



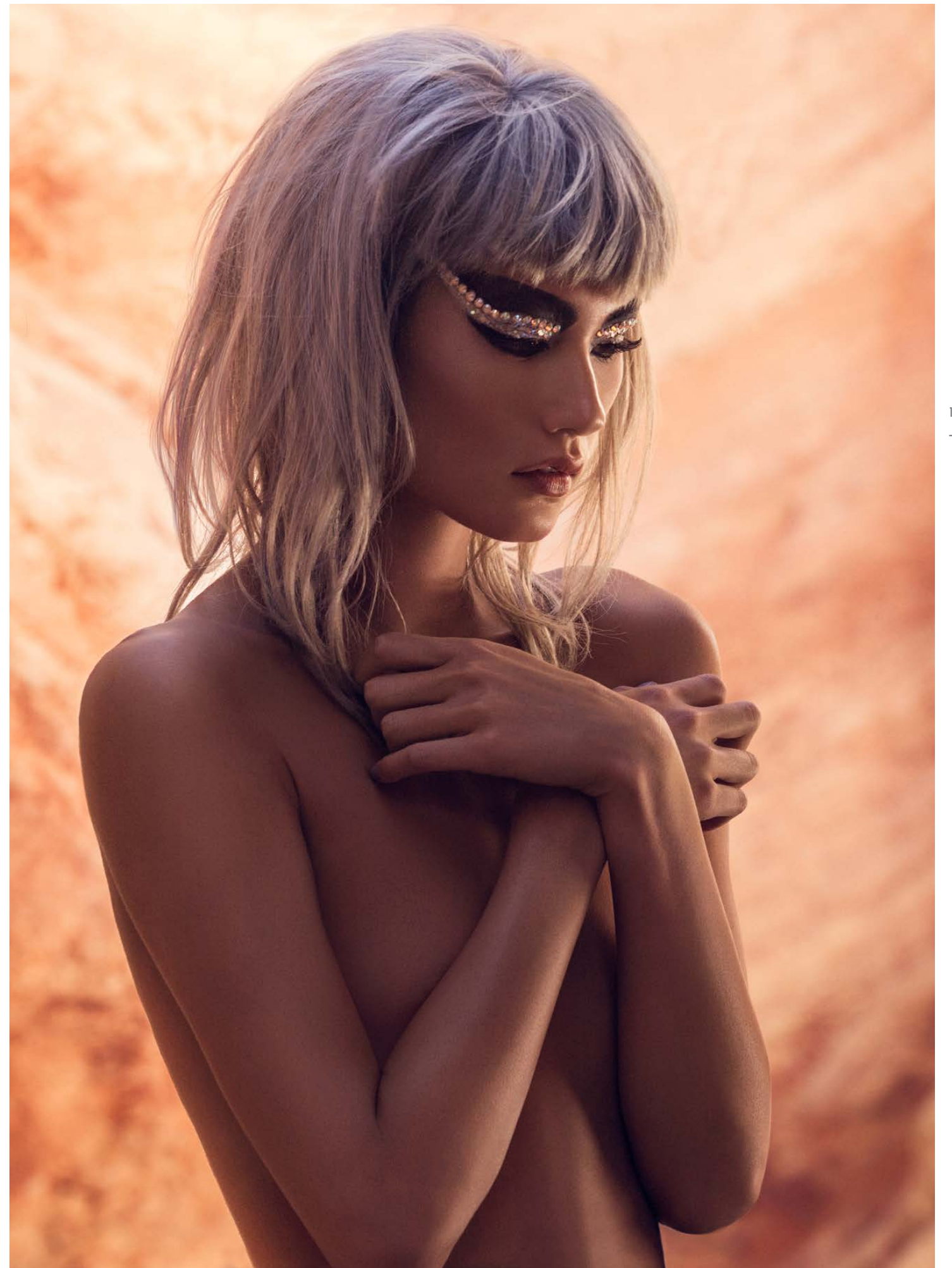
“CULTURE IS REAL...



...CULTURE  
CAN BE  
CHANGED



...WE CAN BEND IT.”  
- SETH GODIN





# WHAT IS SLOW FASHION?



WHAT IS SPARKED MAGAZINE?

A festival fashion culture magazine!

The slow fashion revolution has joined the slow food revolution: a revolution to revive global manufacturing processes and to place timeless, quality apparel — ethically produced — back on store shelves. The internet has upended the retail model. Department stores are struggling. Fashion brands behave like startups. Fashion weeks are more party and advertising campaign than events for buyers.

Top concerns however, but generally overlooked, are the unethical treatment of labor workers that produce our clothing, underdeveloped countries being polluted and mistreated all over the world, and poisonous, endocrine-disrupting chemicals used in cosmetics.

But it’s about more than just the environment, or human rights, or health or style. It’s about living a life that is true and honest

to all of our other principles and beliefs. Marci Zaroff of Zady Apparel, says, “This is a lifestyle choice. Once you start to think about what you’re buying and using and wearing and eating, you don’t go backwards—you want to keep going forward.”

Transformational music festivals want us to get away from the processed world that has become our reality and back to where we find our true happiness: in health, in nature, in expression, in positive intention, in learning valuable knowledge to move our lives in the direction that makes the most sense.

And in that explosion of the fantastic, is the opportunity to buy food, clothing, and cosmetics directly from brands that ethically source or produce them. Brands use to need a store presence in order for consumers to find them, but now a label can be purchased online or at a pop-up location such as a music festival. If a designer is on a mission to improve the world with their fashion by using organic cotton and paying artisans a fair wage, why not direct your dollars to them? #votewithyourwallet

We Love Fashion.



VEGAN



SUSTAINABLE



FAIRLY MADE



UPCYCLED



ORGANIC



# Fast Fashion is Fast Food.

EMPTY CALORIES THAT MAKE US FEEL FULL

*FACTORIES FULL  
OF MISTREATED WORKERS  
RIVERS FULL  
OF TOXIC CHEMICALS  
CLOSETS FULL  
OF DISPOSABLE WEARS  
LANDFILLS FULL  
OF YESTERDAY’S GARMENTS*

**Process matters.  
Quality matters.  
Honesty matters.**

**YOU’RE DAMN RIGHT IT’S  
A CALL TO ACTION.**







TREASURING WITH GRATITUDE

# THE SIMPLE THINGS

*It doesn't have to be complicated*

ILLUSTRATIONS BY MERCEDES KNOPP

Mercedes Joy Knapp an illustrator, painter, designer and activist from Michigan, who paintings caught our eye at several festivals. We had to find out who she was ... Who are you Mercedes Knapp?

I am a visual artist from Michigan. I create anything from whimsical colored pencil drawings, to oil paintings, to high-vibration gemstone jewelry, to sculptures. As a meditation on the beauty of the Earth, and the spirit that moves through everything inhabiting it, my work creates a magnificent celebration from every buoyant hue and springing line.

While working towards my BFA at the Minneapolis College of Art

and Design, I found that my love for color and interconnection which I depict in my work, also translated into various music events around the Twin Cities. This inspired me to take my natural state of creation and contemplation into the public realm. I now enjoy expressing myself at these events through the visual medium, hoping to inspire others to see the festivity in all parts of life. My work depicts inner life, fueled by imagination, emotions, and an unending curiosity about how "alive" we can really be. The delicate, whimsical scenarios in my pictures discover what seems to be otherworldly and bring glimpses of it to this reality; they are a celebration of the imagination and soul.





# BEAUTY LIES WITHIN

THE HOOP, THE WIND, AND THE SPIRIT

TEXT BY MARIO MIOTTI

PHOTO OF MACKENZIE @MACKENZIE MUNRO\_

In the end, this is what this is all truly about. A festival is a festival. We come to have fun, to dance, to live, to express. But what happens to us inside that festival is what matters the most. It can bring us joy, love, epiphany, self-discovery, or just simply a good time with friends, leaving us invigorated, like a good night of laughter would do, with the glow of happiness on our cheeks.

I believe these kinds of experiences change us. These kinds of settings, with people from all over the world, with intentions to be better, to do better, learning something that we can use to help ourselves and our neighbors, they are what make our world stronger.

Hula-hoop flow artist MacKenzie, said she would not change anything about the world, she would instead change... “the story told of the world, because this world is perfect and when you fall in line with that belief then everything truly is perfect. And we are doing it, we are changing the story: tell yourself a different story, and that is what’s real. It’s so important that people are getting this exposure, and that festivals create that space for them to experience themselves and others in a truly different way than the life they come from.”



