

>> FOCUS: FESTIVALS <<



(L-R) An overview of Pemberton [B.C.] Music Festival and shots of its tent city. (Photos courtesy of Pemberton Instagram)

FEST-CATIONS MOVE STAY-CATIONS ASIDE

Music is just one element of the experience today at lifestyle festivals

by GIL KAUFMAN

The view of Chicago's skyline during Lollapalooza is spectacular. And there's nothing quite like the drive into the lush polo fields of Coachella to warm any festival-lover's heart.

But chances are if you're at either one of those fests you're there to see the music (and be seen) and, if you're lucky, you might have time to crawl out of your hotel room (or tent) and do a little sightseeing before the music starts.

What if the festival was the destination? If seeing great bands was just as important as being in a great place where the vibe was as attractive as the lineup? As the list of domestic festivals continues to explode, a growing breed of "lifestyle" gatherings has taken hold in

which the traditional idea of big stages in a big city is being supplanted by something entirely different.

TAKE YOUR PICK(ATHON)

"We have a mixture of several elements that we explore that most festivals don't really curate in that way but use a much more generic model," said Zale Schoenborn of Oregon's quirky 17-year-old Pickathon Festival. The zero-waste gathering on an 80-acre farm in Happy Valley draws a modest 3,500 attendees each year.

While Schoenborn places a premium on great music — booking such hot acts as Shakey Graves and Mac DeMarco before they get national exposure — he jokes that even the

most educated music fan likely knows only one-quarter of the acts on any year's bill.

With a month to work on the site and one-fifth the density of other major festivals based on patrons-per-acre, Schoenborn said Pickathon creates a high level of comfort. Pickathon boasts 3.5 patrons to every 2.5 paid/unpaid/volunteer/vendors, a number he said is drastically different from Lollapalooza, which has 10 (or 20) patrons per staffer/volunteer.

Positioned at what he described as "the nexus of music, art, sustainability, design, food/drink, community and media," Pickathon also looks unlike any other fest.

Patrons carry around their own reusable cups and flatware and there are no traditional truss stages. The main one takes a month to

build and is the largest temporary fabric stage around at 200,000 square feet of fabric held together by 10 miles of rope line. “We create a custom environment and the impact on the audience is like a musical alternate reality ride.”

There’s a solar-powered Woods Stage that is, yes, in the middle of the woods, as well as the “intimate and intense” 300-capacity Galaxy Barn, which feels rustic but has the most sophisticated lights and sound possible. The fest also has a 300-person broadcast team that collects broadcast-quality video in 2K and 4K for later use and 12 independent film teams that shoot private sessions that are shown between sets.

“You add in sustainability and it’s a crazy stew, but those are not the things you come for,” he said. “It’s the overall impact of having no trash, which is a totally awesome draw, but that’s also not enough to make a music festival successful. It’s not enough to do beautiful stages and remove all the hassles of a festival.”

This year also brought a special brunch ticket pairing 38 fans with a famous chef and the band, the Heartless Bastards, who played 10-minute sets between courses. Oh, and the filming of an entire “Portlandia” episode on site during the fest.

PEMBERTON IS AN ADVENTURE

Another festival heavily invested in making the experience king was this year’s Pemberton Festival in British Columbia. The four-day gathering is part of the growing portfolio of New Orleans-based HUKA Entertainment (Rock The Ocean’s Tortuga Music Festival, Hangout Music Festival), which chairman and CEO A.J. Niland said is firmly focused on destination and experience.

“Our thought process is if we can pull together an experience and a lineup in a location where people would go on vacation regardless of the music, we’re creating an experience beyond music,” he said of the event that boasted 113 acts, including Kendrick Lamar, Black Keys and J. Cole.

Pemberton is held at the foot of the majestic Mt. Currie, just 15 minutes from the resort town of Whistler. It offers a variety of options

besides music, from mountain biking to ziplines, whitewater rafting and hiking, as well as everything from traditional camping to glamping (with tent setup and linens provided)

and spots at the nearby Four Seasons with available shuttle service to and from the site.

On site there is a zipline, a waterpark-

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HOT TICKETS

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Based on concert and event grosses from June 16 – July 15, 2015, as reported to Venues Today.

GROSS SALES	EVENT	VENUE	ATTENDANCE	PROMOTER	TICKETS	DATE	SHOWS
> 15,001 OR MORE CAPACITY							
1. \$5,952,700	Kenny Chesney	Lincoln Financial Field, Philadelphia	55,131	The Messina Group / AEG	\$225-\$110	July 11	1
2. \$5,867,106	Kenny Chesney, Jason Aldean	Lambeau Field, Green Bay, Wis.	53,363	The Messina Group, AEG Live	\$254-\$38	June 20	1
3. \$4,428,366	Kenny Chesney, Jason Aldean	CenturyLink Field, Seattle	49,680	The Messina Group, AEG Live	\$250-\$39.50	June 27	1
4. \$3,220,264	Mana	Staples Center, Los Angeles	28,728	AEG Live, Goldenvoice	\$350-\$59	June 18-20	2
5. \$2,695,337	Paul McCartney	Wells Fargo Center, Philadelphia	15,422	Live Nation	\$254-\$29.50	June 21	1
6. \$1,785,128	Cirque du Soleil Varekai	Rexall Place, Edmonton, Alberta	28,196	Cirque du Soleil	\$92.95-\$37.18	June 18-21	7
7. \$1,754,729	Cirque du Soleil Varekai	Canadian Tire Centre, Kanata, Ontario	28,239	Cirque du Soleil, evenko	\$92.95-\$41.83	July 2-5	7
8. \$1,489,325	Bette Midler	Wells Fargo Center, Philadelphia	11,479	Live Nation	\$260-\$45	June 16	1
9. \$1,418,355	BET Experience: Kevin Hart	Staples Center, Los Angeles	14,031	BET, LA Arena Company	\$159-\$59	June 25	1
10. \$1,409,402	BET Experience: Ice Cube	Staples Center, Los Angeles	15,212	BET, LA Arena Company	\$149-\$59	June 27	1
11. \$1,352,913	Mana	American Airlines Center, Dallas	10,617	Live Nation	\$277-\$46	July 5	1
12. \$1,340,006	Rush	Wells Fargo Center, Philadelphia	13,476	Live Nation	\$151-\$46	June 25	1
13. \$1,162,682	Shania Twain	Consol Energy Center, Pittsburgh	12,497	AEG Live	\$136-\$46	July 10	1
14. \$1,157,806	Neil Diamond	Sportpaleis, Antwerp, Belgium	13,501	Live Nation	\$105.49-\$51.05	June 21	1
15. \$1,157,103	Hot 107.9 Birthday Bash	Philips Arena, Atlanta	15,746	Radio One	\$198-\$10.79	June 20	1
> 10,001-15,000 CAPACITY							
1. \$1,288,223	Cirque du Soleil Varekai	MTS Centre, Winnipeg, Manitoba	21,666	Cirque du Soleil	\$83.66-\$37.18	June 24-28	8
2. \$973,974	Shania Twain	Van Andel Arena, Grand Rapids, Mich.	9,729	AEG Live	\$136-\$46	July 11	1
3. \$920,284	Cirque du Soleil	Royal Farms Arena, Baltimore	14,685	Cirque du Soleil	\$95-\$35	July 8-12	7
4. \$878,606	Aerosmith	Ford Center, Evansville, Ind.	9,710	In-house	\$142.50-\$62.50	June 24	1
5. \$865,660	Romeo Santos	Atlantic City (N.J.) Boardwalk Hall	8,610	NYK Concerts	\$120-\$70	June 26	1
6. \$787,535	Cirque du Soleil Quidam	Ergo Arena, Gdansk, Poland	13,668	Cirque du Soleil, AlterArt	\$89.74-\$35.64	June 18-21	6
7. \$758,784	Kenny Chesney	Denny Sanford Premier Center, Sioux Falls, S.D.	10,112	The Messina Group, AEG Live	\$79-\$39	June 18	1
8. \$738,794	5 Seconds of Summer	Brisbane (Australia) Entertainment Centre	9,340	Live Nation	\$89.90	June 23	1
9. \$696,270	Kenney Chesney	Constellation Brands/Marvin Sands Perf. Arts Cntr., Canandaigua, N.Y.	14,772	The Messina Group / AEG	\$85-\$35	July 8	1
10. \$686,888	Shania Twain	Jacksonville (Fla.) Veterans Memorial Arena	7,905	AEG Live	\$136-\$46	July 15	1
11. \$636,855	David Guetta	Barclaycard Arena, Hamburg	11,884	FKP Scorpio	\$57.47-\$48.63	June 26	1
12. \$631,765	Kenny Chesney	Ambleside Park, West Vancouver, B.C.	10,145	The Messina Group, AEG Live	\$67.69	June 25	1
13. \$623,906	5 Seconds of Summer	Vector Arena, Auckland, New Zealand	8,675	Live Nation	\$89.90	June 18	1
14. \$618,639	James Taylor	Van Andel Arena, Grand Rapids, Mich.	7,432	Beaver Productions	\$89.50-\$65	July 14	1
15. \$593,701	5 Seconds of Summer	Perth (Australia) Arena	9,842	Live Nation	\$70.66	June 29	1



HOTTICKETS

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GROSS SALES	EVENT	VENUE	ATTENDANCE	PROMOTER	TICKETS	DATE	SHOWS
> 5,001-10,000 CAPACITY							
1. \$908,485	Aerosmith	State Farm Arena, Hidalgo, Texas	4,987	In-house, First Row Promotions	\$350-\$75	June 30	1
2. \$591,432	Mana	State Farm Arena, Hidalgo, Texas	4,982	Live Nation	\$148-\$58	July 9	1
3. \$545,009	Life in Color: Big Bang	State Farm Arena, Hidalgo, Texas	10,124	SFX, LIC-Operation, LLC	\$80-\$40	July 4	1
4. \$530,470	Def Leppard	Mohegan Sun Arena, Uncasville, Conn.	7,445	In-house	\$79-\$59	July 5	1
5. \$435,885	Train	Mohegan Sun Arena, Uncasville, Conn.	6,559	In-house	\$75-\$25	June 21	1
6. \$365,465	Journey	South Okanagan Events Centre, Penticton, B.C.	4,485	Invictus Entertainment Group	\$109-\$49	July 10	1
7. \$344,491	Move	Mohegan Sun Arena, Uncasville, Conn.	9,336	In-house	\$39.50-\$20	July 12	2
8. \$341,335	ESPY Awards	Microsoft Theater, Los Angeles	6,358	ESPN	\$500-\$95	July 15	1
9. \$275,636	Distant Worlds: Music from Final Fantasy	Microsoft Theater, Los Angeles	4,035	AEG Live, Goldenvoice	\$95.95-\$49.95	June 17	1
10. \$254,799	Idina Menzel	Mohegan Sun Arena, Uncasville, Conn.	5,975	In-house	\$45-\$36	July 11	1
> 2,001-5,000 CAPACITY							
1. \$4,952,377	Reba McEntire, Brooks & Dunn	The Colosseum at Caesars Palace, Las Vegas	37,223	AEG Live, Caesars Entertainment	\$205-\$59.50	June 17-July 4	9
2. \$1,183,500	Kenny Chesney	The Joint, Las Vegas	8,219	The Messina Group / AEG	\$155-\$90	July 3-4	2
3. \$854,961	Aerosmith	Santa Barbara (Calif.) Bowl	4,563	Nederlander	\$350-\$75	July 7	1
4. \$516,077	Once	State Theatre, Minneapolis	10,017	Hennepin Theatre Trust, Broadway Across America	\$90-\$35	June 23-28	8
5. \$417,345	Kenny Chesney	Anselmo Valencia Amphitheatre, Tucson, Ariz.	4,839	The Messina Group / AEG	\$150-\$85	July 2	1
6. \$315,715	Toby Keith	Mosaic Place, Moose Jaw, Saskatchewan	3,327	In-house	\$106.38-\$62.41	June 30	1
7. \$313,578	The Smashing Pumpkins, Marilyn Manson	The Joint, Las Vegas	4,136	AEG Live	\$200-\$59.50	July 10	1
8. \$240,502	Morrissey	Civic Opera House, Chicago	3,337	Jam Productions	\$82.50-\$47	July 9	1
9. \$240,359	Anthony Bourdain	Fox Theatre, Atlanta	3,144	Innovation Arts & Entertainment	\$102-\$52	July 11	1
10. \$224,967	The Legend of Zelda: Symphony of the Goddesses	The Long Center for Perf. Arts, Austin, Texas	4,015	In-house	\$125.50-\$35.50	June 20	2
> 2,000 OR FEWER CAPACITY							
1. \$1,648,126	Jeff Dunham	Planet Hollywood Showroom, Las Vegas	21,472	AEG Live, Tate Entertainment	\$85	June 10-July 12	20
2. \$355,467	Gabriel Iglesias	Wagner Noel Performing Arts Center, Midland, Texas	5,349	Icon Entertainment	\$117-\$30	June 18-20	3
3. \$335,906	Eddie Izzard	Portland (Ore.) Center for the Performing Arts	5,833	Westbeth Entertainment	\$62.25-\$45.25	June 27-28	2
4. \$275,855	Hour Detroit's Best of Detroit Party	Sound Board at MotorCity Casino Hotel, Detroit	2,316	In-house	\$140-\$95	June 19	1
5. \$262,368	Dancing with the Stars Live Tour	The Venetian Theatre, Las Vegas	3,214	AEG Live, The Venetian Casino Resort	\$150-\$49.50	July 3-5	2
6. \$185,165	Bill Burr	Portland (Ore.) Center for the Performing Arts	4,531	Live Nation	\$45-\$35	June 18	2
7. \$167,900	Hank Williams Jr.	Wagner Noel Performing Arts Center, Midland, Texas	1,255	CMH Productions	\$150-\$80	June 26	1
8. \$154,136	Olivia Newton-John	The Showroom at The Flamingo, Las Vegas	1,652	Caesars Entertainment	\$350-\$70	July 7-11	5
9. \$131,958	Julianne & Derek Hough: Move Live on Tour	Barbara B. Mann Performing Arts Hall, Fort Myers, Fla.	1,661	AEG Live SE, In-house	\$89.50-\$49.50	June 25	1
10. \$131,331	Dancing with the Stars	Portland (Ore.) Center for the Performing Arts	2,234	AEG Live	\$79.50-\$18.76	July 10	1

Compiled by Tara Lopez, HotTickets@venuestoday.com

Outside Lands Festival, San Francisco, offers a rich collection of fine wines and gourmet food.

(Photos courtesy of OSL Instagram)



EAT, DRINK, BE AT OUTSIDE LANDS

Since 2008, San Francisco's Outside Lands Festival has turned Golden Gate Park into an urban oasis of fine wine and art, gourmet food and, yes, tons of great music too.

In addition to three days of such world-class acts as Elton John, Sam Smith and Wilco, this year's event (Aug. 7-9) also once again offered patrons a chance to buy a ticket to Wine Lands, where they could sample full glasses of vino from 35 wineries.

"It starts with the breathtaking surroundings of Golden Gate Park and continues with a diverse array of programming," said Kerry Black, co-founder of festival co-promoter Superfly. "We always say that anyone can create a festival, it is the details or our interpretation of it that matter and make it unique. When we were planning OL, we were looking to differentiate the festival and decided to focus on things that were special about the Bay Area. To showcase that we created an elevated food and drink experience unlike any other music based festival."

This year also added Back Wine, a 3-hole minigolf course with wine pairings for each hole. That ethos also means working with more than 40 local restaurants that offer unique tastes such as Rich Table's Porcini Doughnuts. If wine isn't your thing, there's also Beer Lands, Cheese Lands and Choco Lands, as well as a comedy tent and a miniart festival curated by Juxtapoz Magazine.

Many festivals have food and drink, sure, but Black said the depth and creativity of OL offerings are what set it apart. "Last year, we decided we wanted to push the food element to the next level and created a new stage called GastroMagic, where we tried to make food programming fun by melding it with music, comedy and art which led to some ridiculous moments like the Beignets and Bounce Brunch where people have to twerk for a beignet," he said.

Black said during year one in 2008 everyone talked about Radiohead but, over the past few years, attendees have told them that food and beverage are just as big a draw. "I get just as many people gushing about the Bandol Rose they tried at Wine Lands or the Bacon Flight at BaconLand as I do music highlights," Black said. "Seeing the surprise and delight of people discovering food like they are used to, discovering bands is a joy."

Contact: Kerry Black, [212] 375-9652

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grade waterslide, yoga classes, Saturday morning cartoons every morning in a tent, art and sculptures throughout the site and a craft beer garden.


This year's show — which drew more than 115,000 over the July 16-19 weekend — added an amenity no other festival can brag of: a five-star, VIP service that Niland said was the equivalent of a stadium suite. With a fully stocked, private, elevated structure overlooking the 3 main stages along with high-end food, the package (available to an invite-only test audience in year one) also included helicopter transport to and from guests' airports and hotels and helicopter excursions throughout the day.

"We invited a group of Olympians, celebrities and models on adventures like flying to a glacier, a hot spring and to Jet Ski ... it's something nobody is really doing and it's just extreme," he said. In future years he expects to open it to the public after picking up the tab this year while working out the kinks.

FROM FAMILY FARM TO FESTIVAL FUN

Much smaller, but no less unique, UtopiaFest VIII will set up shop in a natural amphitheater on the 1,000-acre Four Sisters Ranch in Utopia, Texas, Sept. 4-6. With only two stages and 2,000 tickets available, the event is BYOB and features free parking, camping, water and activities, including disc golf, yoga, silent disco and kids workshops.

"The whole thing starts with the location, which is a ranch that's been in my family for five generations," said 'chief experiential architect' Travis Sutherland. "It's in the middle of this breathtakingly beautiful part of the hill country in Texas, there's no sign of civilization, no fences, very little infrastructure and an amazingly positive, radiant energy you feel when you're out there."

As usual, hassle-free tent rentals are also available, with prices ranging from \$250 for an extra large tent with two cots and linens for two nights, to \$550 for three nights with an extra large tent and four cots. This year's lineup includes 30 bands such as Father John Misty, Dawes, Galactic and Dr. Dog, with no overlap between sets and some special late-night, acoustic gigs as well. 

Interviewed for this story: **A.J. Niland**, [818] 763-9800; **Zale Schoenborn**, info@pickathon.com; **Travis Sutherland**, [512] 496-2798