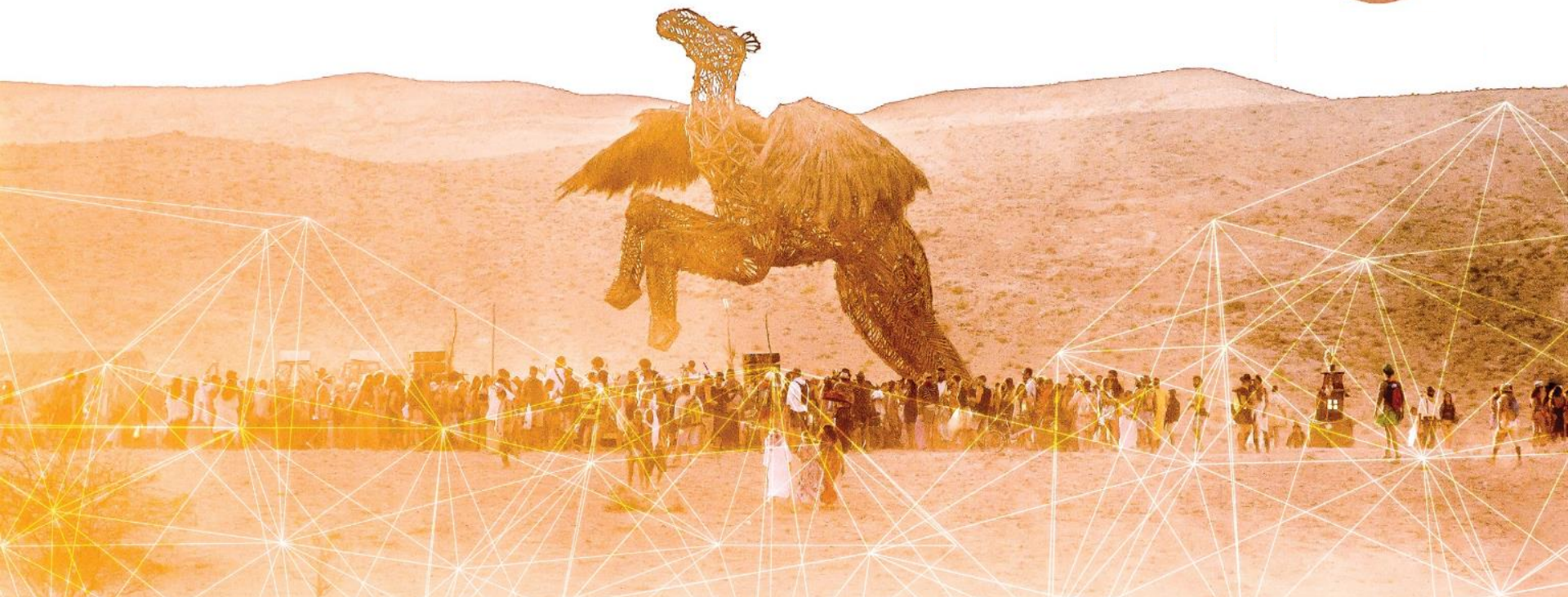


MIDBURN



2014

2,850
PARTICIPANTS



2015

6,800
PARTICIPANTS



2016

8,500
PARTICIPANTS



2017

10,500
PARTICIPANTS



2018

12,000
PARTICIPANTS



SOME NUMBERS

Non for profit
organization

+ 40,000
profiles

7employees

1annual event
1decompression

3000
Volunteers



EVERY YEAR WE ARE
BUILDING A TEMPORARY
CITY IN THE DESERT.



**How can we extend it's spirit,
values, inspiration and artistic
engagement to other places?**

LEGITIMACY CHALLENGES

in a VUCA environment



THE 5 FINGER PLAN, FFP - Strategic Partnerships

Environmental

Tourism & Positioning

Economic

Community - social

Culture and Art



FFP - ENVIRONMENTAL

Agriculture land - restrictions and hazards

Dust abatement model

Restoration - of the land

Human factor - Education



FFP - ECONOMIC

Enhancing local businesses

Opportunities

Landscape and Art intervention as change agent



TOURISM & POSITIONING

Publicity, awareness

Exposure opportunities for the Council

International press

Local & International tourism



COMMUNITY - SOCIAL

Dialogue

Identifying needs

Sharing ideas & inspiration

Making a change (Trumazon)

Responsibility



CULTURE & ART

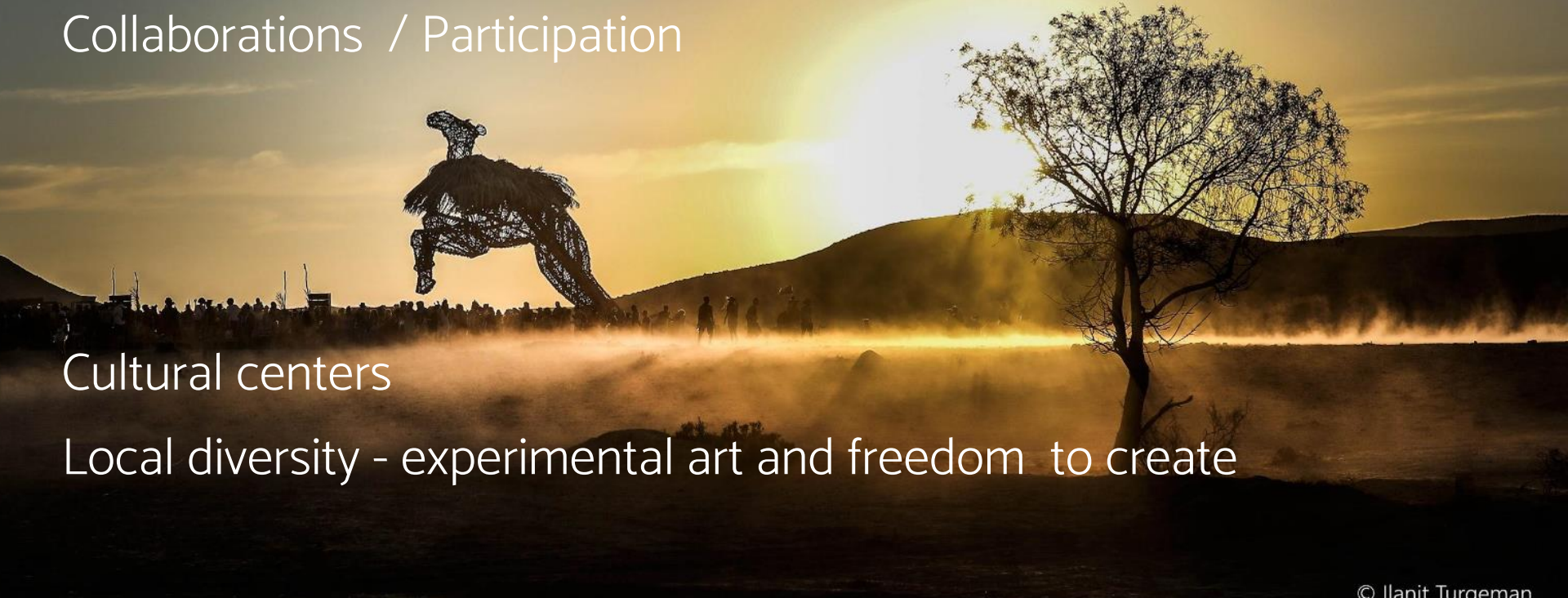
Makers, creators, artists - generating accessible culture

The ability to make a change - placemaking

Collaborations / Participation

Cultural centers

Local diversity - experimental art and freedom to create





AND IF YOU STILL HAVE A MINUTE..

<https://www.youtube.com/watch?v=m-J7iPAcCoI>



THANK YOU

