

Burning Man Art Finds Long-Term Home in California City

California City, California, August 22, 2016 - As Burning Man gets ready to kick-off its 30th annual gathering in Black Rock City, Nevada, a new opportunity has arisen for its participants to preserve the artistic elements of the temporary metropolis following the festival's end. Burning Man artists will now have the chance to turn what are normally week-long art installations into permanent local art pieces displayed year-round in California City. The opportunity has been made possible through a joint effort between the City of California City and hearing technology startup OTOjOY. The goal of the partnership is to inspire artistic genius in a city with vast economic and creative potential and a beautiful desert environment akin to that of Burning Man.

Originating in 1986 with a population of just 35 participants, Burning Man now hosts 70,000 individuals who gather at Black Rock Desert in Northern Nevada for a week dedicated to art and community. The annual music and arts festival is completely organized by its participants, who co-create Black Rock City under principles, such as radical inclusion, civic responsibility, communal effort, and leaving no trace. Because of this last mentioned principle, most of the artistic installations exhibited during the week are either burned or put in storage for the rest of the year in order to "leave no trace" of the temporary desert city.

However, this year's artists will have a third option. Burning Man artists can now fill out an application form online to have their art displayed in various locations throughout California City year-round. With 203 square miles of land the city is the third-largest in the state by area and is home to 14,000 citizens that enjoy the huge vistas, clean air, good water, and star studded skies. Locations for art pieces will include Balsitis Park, the lawns of City Hall, and several other private lots. After artists have made their submissions, California City residents will vote on the different art installations. A committee will then make final decisions regarding placements. All of this will ensure that every art installation is appropriately represented and reflects the diverse and positive family community of California City.

"This is a great opportunity for our community and visitors to see thought provoking, family friendly art. Seeing the piece LOVE, by artist Alexandr Milov, elicits such emotion. I could look at it for a long time. The art coming from Burning Man is inspirational; maybe it will inspire artists in our community." Mayor Jennifer Wood

Sponsoring the project with the city and the Chamber of Commerce is OTOjOY, California's leading expert in hearing loop technology and advocate of universal accessibility for individuals with hearing loss. Founder and CEO Thomas Kaufmann hopes that bringing artists and musicians to California City will attract more creative minds, including entrepreneurs and engineers, many of who are already living their passion in nearby Mojave.

"My hope in sponsoring this project is to help grow California City into a diverse start-up hub for people who are looking for an environment that provides the excitement, fun, and creative, community atmosphere of Burning Man year-round," said Thomas Kaufmann. "At the same time, you can find 5 acres of land for under \$5,000 in the city. And all that many artists and entrepreneurs are looking for are affordable space and housing."

OTOjOY aims to promote values of community and inclusion through its accessibility-focused business model, aligning closely with Burning Man's core principles, such as "radical inclusion," which are often reflected in its art installations.