

Dear Pasquale,

Today I am writing to address the ongoing issue regarding the banning of a dance form at your events nationwide, a dance form that means a lot to me and most importantly, a large number of members of our beautiful EDM community. This is a letter to address and offer solutions to the ongoing issues the rave community has experienced over the past 5 years while they have attempted to express themselves during performances of the dance form known as *Gloving*. Glovers are a community of very positive people and should be welcomed to the same amazing experience you offer to the rest of the dance music community, unfortunately this is not the case.

I want you to know that I am a huge fan of you and the positive messages you bring to young people around the world. Messages which include radical self-expression and freedom from the challenges of the everyday life. I can relate. This is why it disheartens me to see prohibition against a positive movement and dance form that was created at your events by the festival-goers you actively support. As you already know, LED lights and light shows were banned from your events after the tragic death of Sasha Rodriguez at EDC 2010. I think we can all agree that life is sacred and the death of any festival-goer deserves a well-thought out response and change in policies. But the haphazard banning of specific LED products does not better our community or provide any type of safety improvements in terms of loss of life and harm prevention in young festival-goers.

Recently, tragedy struck again at HARD Summer, and you posted a public statement in regards to the government reaction to the tragedies that really stuck with me:

“Dance culture has survived for decades and has never been more popular. Banning these events at facilities where we are able to provide first-rate medical care and emergency services is not the answer. I hope that policymakers and the media do not turn their backs on a cultural movement that is thriving and brings so much happiness to a generation that, quite frankly, needs an environment where they can feel loved and accepted.”

I could not agree more. Whether we are talking about an EDM event or dance form should not make a difference. There is so much more to Gloving than what the media misreports on the surface and we have been working for years to prove this to the rest of the world. Gloving is such a positive addition to so many young lives. It gives purpose, provides growth and shapes character for people who have never felt those type of emotions from anything else. Gloving is their art and Insomniac events are their stage. By outright banning Gloving, you are sending the message that while performing the one art they truly connect with, at the place they are meant to feel free, they are still not accepted.

Glovers are an integral part of the fan-driven, grassroots EDM experience and are no different in terms of skill and entertainment than the stilt performers, go go dancers and the artists manning

the giant LED screens that are provided by promoters across the country. The best part is that our art is created by the festival-goers themselves, creating a unique experience that cannot be recreated through hiring performers or launching fireworks. You create the best EDM events in the world. You know better than anyone that the culture is everything in the rave community.

I am often asked the question of *why* is it that festival goers can freely shuffle, break dance, hula hoop, spin poi and perform any other way at your shows, while a passionate subset of fans is subjected to harsh treatment from security and forced into the darkest corners of Insomniac events. I never have a legitimate answer to give, just my best guesses. Maybe it is tied up with fire marshals due to the safety hazard of having glovers and 'cuddle puddles' spread across the floor. I sympathize with the safety concern, but Glovers are not the cause of cuddle puddles. These happen more due to people's fatigue from long, multi-day festivals than their desire to sit and watch light shows all night.

It is time to make a change. The ban has caused a negative chain reaction for Glovers and light show fans around the country. By banning LED gloves at your events, Insomniac has taken a clear stance that not *everyone* can actually be a "Headliner". To the contrary, a Gloving dance performance is the exact definition of offering the headlining experience to festival-goers. It should be cherished, not shunned by dance music promoters. Insomniac events hold the strongest culture out of all the modern EDM festivals, yet there is an obvious disconnect with the cherishing of rave culture and the shunning of performances that were literally born in the Insomniac dance music scene.

Here are possible solutions:

- For starters, it would be really cool to designate certain areas at each stage for light artist to perform and entertain away from the chaos of constantly shifting crowds. This would be a great way to solve any issues regarding sitting festival-goers and create an awesome atmosphere where flow artists could perform and bring a whole new element to your festivals. The idea of *flow gardens* have been around for a long time and have been proven both safe and mesmerizing to watch at festivals such as Lightning in a Bottle and Burning Man.
- As festivals have grown, so have the their footprints in amphitheaters and arenas. Maybe instead of limiting light show artists to one flow area, we could designate *sitting permitted* areas around the festivals and allow flow artists to perform freely in those as well. This would both help tired festival goers and provide a safe place for performers to do their thing in a regulated setting.
- I am super big on education and another cool idea would be to start hosting workshops to not only teach various flow arts, but spread the message of proper safety and etiquette as well. Like any type of prohibition throughout history, the light show scene is under-regulated right now and combining both the love of the art with the importance of proper community and respect can go a much farther in comparison to an outright ban. Again, festivals like Burning Man constantly push ideals such as the 10 Principles, which

radically change the overall culture and experience of those events. It would be awesome to see similar ideals spread throughout the EDM community.

- Lastly, we are 100% open to your possible solutions and are committed to working together in solving the gloving ban any way we can.

Glovers are harmless, or at least no more dangerous than the b-boys, poi spinners and headbangers who populate your festivals alongside them. In the time period since the ban, Gloving has pushed forward, become a nationalized hobby and has remained positive as a community in the process. Our scene has broken past social barriers and received investments from some of the world's biggest business moguls on Shark Tank, and we have even grown Gloving into its own competitive sport, complete with the backing of corporate sponsors and the 'okay' from parents and kids of all ages. Yet, here we are in 2015, still labeling LED gloves as *drug paraphernalia* and treating performers like *criminals*.

In my everyday life I am the CEO of the Emazing Group, but today I come to you as a messenger of the community you helped build and I am confident you love. Similar to the battles you have fought with fellow promoters and the bureaucratic struggle of planning events in cities such as LA, our community is fighting our own battles against stigmas and misinformation. Fortunately, our battle is with someone as influential as you and the rules you were forced to put in place years ago, well before the explosion of EDM, happened during a time when you had much less decision making power than you hold now. The scene has grown for all of us and you have risen to an incredible position where you can now teach and protect our culture to new generations of ravers across the world - let's fight this battle against rave culture together.

I invite you to check out the links attached to this letter as they are full of positive messages from Insomniac and light show fans who have done incredible things such as overcoming depression and rehabilitating their bodies through the art of gloving. I invite you to read up on *Glove4Glove*, our charity initiative putting gloves on the hands of those in need including paraplegic, youth and senior programs where gloving is giving them a new hobby and new purpose in life. I invite you to come check out our International Gloving Championship event this coming October, known by many as the 'Super Bowl of Gloving' and a positive environment for kids and adults of all ages to compete and perform. Most importantly, I invite you to an open conversation with not just me, but the entire community so they can know that no matter what the outcome, you truly gave this issue your attention and can perhaps give them your take on why this ban is a positive step in the direction of safety and harm-reduction at Insomniac events.

Sincerely,
Brian Lim
CEO - The Emazing Group

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