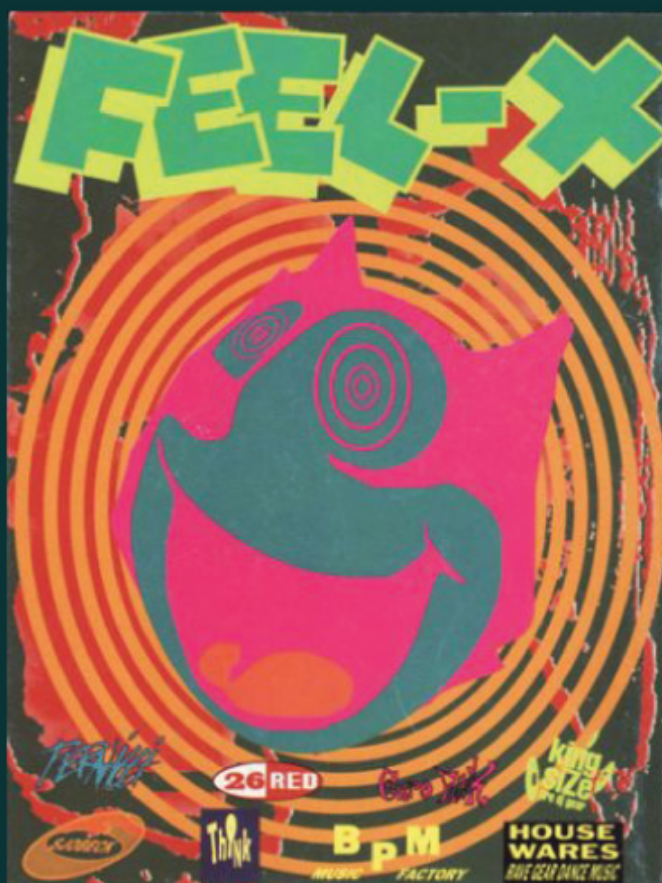


Rave Flyers



by John Kuzich

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INTRODUCTION

This is not intended to be a finely produced book, but rather a readable document for those who are interested in in this series on concert poster artists and graphic design. Some of these articles still need work.

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RAVE FLYERS: Wanna put the "real" fun back in collecting?
by John Kuzich

The most prolific collectors usually have the most fun. Their lust is an inspired one and their collecting comes from a heartfelt affinity for the object of their desire-whatever that object might be. Collecting in its most euphoric form consists of a passion for something that is plentiful and affordable. This, being your game, you can go out on any given day and score some treasure-often however, gorging yourself in a fit of complete abandon and excess.

When it comes to collecting RAVE dance/party flyers, FUN is the key word-and hey, they couldn't be cheaper. Try free. Interested? Wanna find some? If you do, just check out your local alternative music or clothing (RAVE gear shop) store, and you're home free. If you don't know where that is, just head for the most radical neighborhood in your area. You know, the place where the beatnick's, and the hippies, and the punkers would have carried on; having -most likely-abandoned their parents to seek answers in the booming therapy movement of the 60's, 70's, and 80's. If you don't know where that is, just tag along after any young people who are wearing clothes in a strange (to your way of thinking) sort of way. You know, like real baggy clothes-like ten sizes too big-and knit caps or baseball style caps worn backwards; and in many cases, sporting cutting tattoos and body piercing. Chances are that a few of them will be riding the waves of the city on a skateboard. Along with the customary flyer rack that you are looking for, most serious RAVE outlets sport their own DJ who spins his, or her own blend of the latest musical styles; Breakbeat Techno being the most popular. You can't mistake the music because it's like nothing you've ever heard before. And it's loud, real loud. And while you might just be inclined to hate it at first-like I did-BEWARE. With a little exposure it will find its way into your cells and you will start moving when you thought you wanted to sit down-and not acting your age. Techno music is very primal.

Once you've started collecting fliers, or, if you happen to really get into the music; you might want to check out a couple of RAVEs. Standing in line to get your ticket might feel a little weird, like waiting in line to apply for your driver's license. And once inside, mingling with a crowd of mostly 16 and 20 year olds, you will probably feel like I did (and still do), "Ancient RAVE Man". But if you get into the music, I mean-really-get into the music, the kids will dig you, diggin' the scene, and you will lose much if not all of your self-consciousness. But it's a little strange when you're a "timer" like I am.

While most of the crowd has accepted my compulsive commitment to the preservation of their movement, while it's happening-something which, for many, is still a little hard to grasp-a small number of young promoters eludes me. Instead, they keep their distance, ignoring my repeated phone calls, and withholding their help-suspecting (I'm sure)-that I might be a Narc, or a Fed, or-quite possibly-with the IRS. I mean, what else could explain a fifty two year old advertising guy, taking off inordinate amounts of time to nose around in an underground scene centered around drugs and dancing until six in the morning???

While borrowing from the psychedelic 60's, the RAVE culture is, without a doubt, unique. When we talk about RAVE, we're talking about a totally new youth movement, with new music and a style of dance party promotion, the likes of which we've never seen. RAVE flyers, the primary method of advertising, come in all shapes and sizes. Diecuts, as shown in this issue, are very distinctive and popular. When it comes to poster collectors, I'd lay money on one thing for sure. When you see a mass of the best full color RAVE work-you'll experience a rush.

Owing to the new computer technology, which now makes it possible to merge creativity with leading edge graphics software; RAVE artists have shaped a look that is all their own. A virtual explosion, a fantasmagorica of color, visuals and typography. There is little doubt that the RAVE artists of today is much different than the Randy Tuten's, Wes Wilson's and Victor Moscoso's that we have come to know.

The RAVE artist is an entirely new breed. He's a "cyber cowboy", who know little of Windsor Newton, Arches 100% rag paper, Magic Markers, or ink pens; and has little use for them. This artist is a gun for hire, armed with Quark Express, PhotoShop, Aldus Freehand and a "Mac". He or she, lives and thrives on short deadlines, (I mean REAL SHORT), low pay and thankless promoters-and very often-never see the printed results of their work.

Designing RAVE flyers and posters, the artist works around the clock for young promoters with such names Mr. Kool Aid, The Mad Hatter, Cool World, Toontown or United Altered States. Young promoters who front up to \$20,000 on an event, know that the artist's creative inspiration can strongly impact their chance for success. Nursing a fifth cup of coffee, the Rave artist responds to the challenge, loading the visual with eye dazzling fractals, wraps copy around spheres, and struggles to balance the visual with gargantuan amount of information and descriptive text. A challenge for event the most seasoned pro.

Every element of the promotion works overtime to sell the events, which have such names and themes as Wacky Citrus, Psychotropic Carnival, Heaven, Pandemonium, Cosmofunkagroovethon, or ... The Adventures of Quantum X. When it comes to sales pitch, Barnum & Bailey could have had a hard time topping the RAVE pitch, as it exhorts young party goers to shell out the \$10 to \$30 price of admission. "It's a 100% DJ powered techno event-the ultimate dance delirium with one million ziggowatts of surreal sound-happy helpings of holographic harmony-mind massaging intellabeams AND 10,000 watt data flash super strobe system in a monster two acre intellifunkarena. Be on the watch for the 20 foot cycloptic laser robot and the pulsating orgasmic GO-GO platform. THIS PARTY PROMISES TO TAKE YOU TO THE NEXT LEVEL!"

Well, one thing for sure. When it comes to collecting, RAVE flyers will take you to the "next level" of fun and enjoyment. Since RAVE dance parties are taking place in most major cities worldwide, you should have little trouble finding flyers in your area. If you can't, call me and I will help you locate sources. When gathering flyers be sure to use discretion as to how many you take. Quantities can be obtained by going around after the event and picking up the leftovers.

[Note: This article originally appeared in Wes Wilson's publication "Off The Wall," and is used with permission of Wilson and the author. Copyright © Wes Wilson and John Kuzich]