

# COACHELLA

*Valley Music and Arts Festival*

## SHORT HISTORY ON COACHELLA

The Coachella Valley Music and Arts Festival began in October 1999 as a two-day festival. Beck and Rage Against the Machine headlined, and more than 25,000 people attended, but the festival failed to make money. It was held just months after the disastrous Woodstock '99, and it was unclear if promoters could turn a profit on a weekend-long multistage event.

Coachella's organizers took a year off and then brought the festival back as a one-day event in April 2001. (The change in month was also an effort to avoid high temperatures in the desert heat.) Coachella returned to a two-day format the following April and expanded to a third day in 2010.

## WHAT IS COACHELLA?

— Coachella Valley Festival, in full Coachella Valley Music and Arts Festival, annual rock festival held at the Empire Polo Club in Indio, Calif., U.S., featuring music on multiple stages. Although electronic music tends to be better represented at Coachella than at other festivals, lineups have included the top names in rock, pop, and hip-hop, with a blend of emerging artists and established performers.

Organizers remained committed to keeping the festival fresh, and very few acts have made repeat appearances.

Headlining artists have included Madonna, Jay-Z, Portishead, and Paul McCartney. High-profile reunions were also a fixture of the festival, with groups such as Pavement, Faith No More, the Specials, and Iggy and the Stooges taking to the stage for the first time in years.

— Aside from experiencing music performances, attendees can view art (especially sculpture) and enjoy food and drink. In 2010 organizers angered some attendees by eliminating single-day tickets in favour of full three-day festival passes. Attendance was not hurt, however, and Coachella set a record by attracting about 75,000 people each day.

## WHAT IS THE LOCATION?

Coachella takes place in Indio, California, located in the Inland Empire region's Coachella Valley within the Colorado Desert. Temperatures during the festival's history have ranged from 106 °F (41 °C) on April 21, 2012, to 43 °F (6 °C) on April 14, 2012. The festival is hosted at the 78-acre Empire Polo Club; when accounting for land used for parking and camping, the event covers a footprint of approximately 642 acres. The site is about 125 miles east of Los Angeles.

During the festival, several stages continuously host live music. Two outdoor stages are used, along with several tents named after deserts. The primary stages that have been in use since Coachella's inception are:

- Coachella Stage
- Outdoor Theatre
- Mojave
- Gobi
- Sahata

And others have been added over time.



## 2022 IN BLOOM COMMEMORATIVE NFT

All 2022 attendees can now claim a free commemorative 2022 In Bloom seed NFT. Watch your seed bloom on Friday morning at the festival and redeem it for dedicated entry line access, limited edition merch, food & beverage vouchers, and a chance at a rare flower NFT with premium festival upgrades.

# CAMPING COACHELLA

Camp onsite for non-stop Coachella fun. Build your own oasis or book one of our ready-to-go overnight options. Off-site suggestions also available.

## CAR CAMPING

Our most popular overnight option lets you park a vehicle on your campsite and build an awesome weekend oasis.

## TENT CAMPING

Pitch your desert palace on a field of grass. Perfect for international travelers, campers without cars or folks who prefer a vehicle-free environment.

## LAKE ELDORADO

Camp in style by booking a tent or lodge at our exclusive lakeside oasis. Packages include Festival Passes.

## SAFARI CAMPGROUNDS

Nestled in an exclusive, secluded camping area, Safari guests reside in furnished tents and yurts and enjoy all the comforts of home and then some. Includes Guest Passes for 2 people with the option to add additional guests. Book directly through Valley Music Travel

## OFF-SITE CAMPING

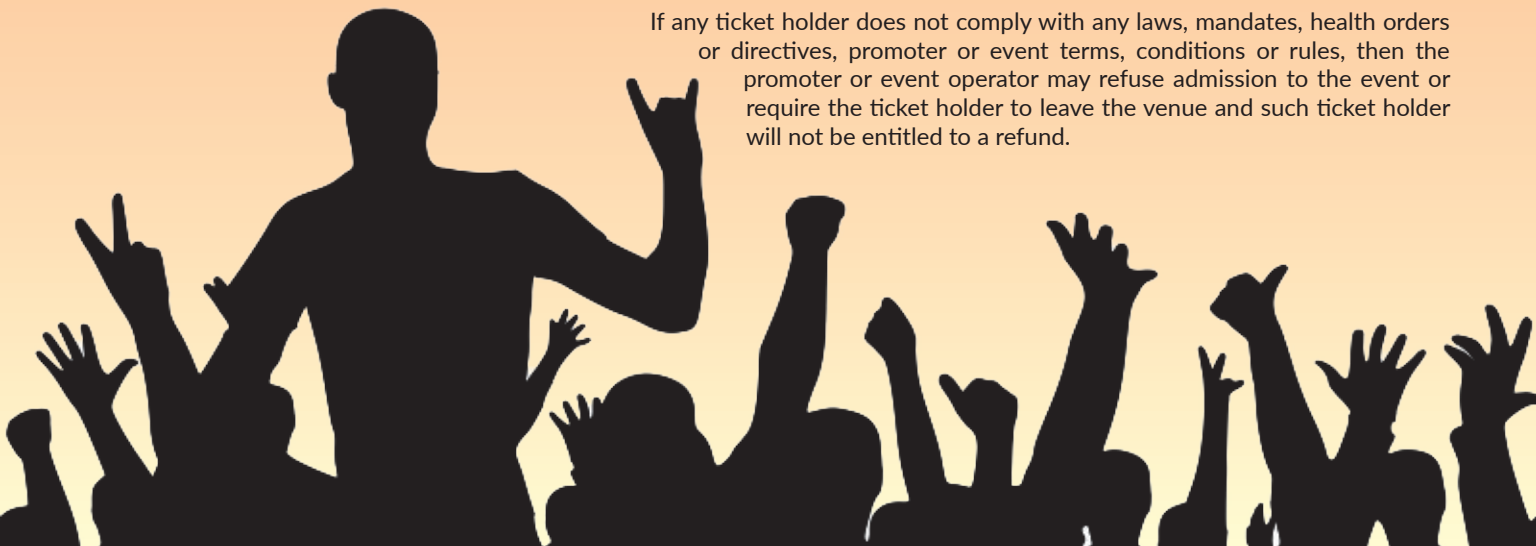
Too late to grab an on-site Camping Pass? We Googled these other camping options located throughout the Coachella Valley.

## HEALTH & SAFETY, RULES

### FESTIVAL ADMISSION UPDATE

In accordance with local guidelines, there will be no vaccination, testing or masking requirements at Coachella 2022. However, the event shall be presented in accordance with applicable public health conditions as of the date of the event and which may change at any time as determined by federal, state or local government agencies or instrumentalities, artists or the promoter; such requirements may include, without limitation, changes to capacity, attendance procedures and entry requirements, such as proof of vaccination and/or negative COVID-19 test, and other protective measures such as requiring attendees to wear face coverings.

If any ticket holder does not comply with any laws, mandates, health orders or directives, promoter or event terms, conditions or rules, then the promoter or event operator may refuse admission to the event or require the ticket holder to leave the venue and such ticket holder will not be entitled to a refund.



# EAT & DRINK COACHELLA

Food program features top restaurants from across the country offering a wide variety of cuisine that pleases any festival-goer.

## OPINIONS ON FOOD & DRINKS

In the insanity of a music lineup stacked with heavyweights, larger-than-life art sculptures, and breathtaking moments, it's easy to overlook one of the most memorable parts of Coachella – the food! Just like following your ears will lead to your own personal listening adventure and a universe of new musical discoveries at Coachella, following your other senses is sure to bring similar joy. The difference is most of these handpicked morsels aren't available to stream later. In fact, outside Coachella, it's safe to say finding a spread like this all at once is near impossible.

A simple stroll through the Indio Central Market, Coachella's main food court, is like falling into an international vortex of savory fragrances. From top-end juicy burgers to southern-style hot chicken sammies, these culinary delights are right on par with the headliners. Choosing what to eat is no less challenging than deciding which act to hear next. With 26 vegan options, five different pizza vendors, and stylized food from cultures far and wide, it's a great time to try something new, too.

### DRINKS ❁ INDIO CENTRAL MARKET

Expect to visit new and/or returning favorites such as The Cabin, Craft Beer Barn, Wish You Were Beer, Bar Flores, Best Friend, Block Party, Sonny's by Attaboy, PDTropicale, craft on draft mixed cocktails and more. Also featuring Coffees, Teas and Juices plus a selection of non-alcoholic beverages.

Enjoy Coachella's food lovers haven featuring more than a dozen carefully-curated food & beverage vendors from across the country under one large tent with plenty of shaded seating.

### FEATURED RESTAURANTS ❁ OUTSTANDING IN THE FIELD

Our food program features top restaurants from across the country. Offering a wide variety of cuisine that will please any festival-goer. Vendors range from chef-driven concepts to artisanal ice cream shops and crave worthy street food.

For the seventh year, Outstanding In The Field is setting a long table in the tranquil hideaway of our VIP Rose Garden. The intimate area allows you to take refuge (and a seat!) at the festival while you mingle with other guests over a full-service, four-course family style meal, a cocktail and ample regional wine. Dinner will be served just as the sun starts to hang low.

## RULES

### Passes

- ❁ All ages welcome.
- ❁ Kids 5 & under Free.
- ❁ A Festival Pass is a single wristband that is worn all three days.
- ❁ Festival Passes are only valid for the specific weekend that you purchased—no switching weekends.
- ❁ Wristband is void if tampered with or removed.
- ❁ Wristband registration required for entry into the festival.
- ❁ Coachella Mobile App required to register wristband.



# COACHELLA

Newly-commissioned, immersive art and design installations and returning favorites that will make the Polo Field come alive

WE ARE EXCITED TO ANNOUNCE THE 2022 PROGRAM OF INTERNATIONAL AND LOCAL MULTIDISCIPLINARY DESIGNERS AND VISUAL ARTISTS: ARCHITENSIONS (ALESSANDRO ORSINI AND NICK ROSEBORO), CRISTOPHER CICHOCKI, KIKI VAN EIJK, ESTUDIO NORMAL, OANA STANESCU, AND LOS DOS. CHECK OUT DETAILS BELOW.

## ARCHITENSIONS

In a colorful gesture to bring urbanity to the desert, Architensions, the architectural design and research studio of Alessandro Orsini and Nick Roseboro, presents a fragment of a city — a vertical response to the single-story suburban sprawl in the Coachella Valley. Drawn from research into the history of leisure and focused on human interaction with architecture, the module grid framework encompasses five towers, each ranging from 42 to 60 feet in height and a few linked by skybridges. Each tower features a variety of geometric forms, some with cyan, magenta and yellow dichroic film that bathes the surrounding area in colors as the sun shines through them, and others mirrored to encourage people to interact with them. At night, the mirrors amplify the lighting, performances, and the activity around the structure.

The design also contains cultural references, such as arches suggestive of Roman architecture. Italianate also is the centerpiece — the piazza — a 174-by-104-foot public square at the intersection of the towers where people can rest on benches that flank its elevated platform. It's a place for people to assert their own narrative — otherwise known as the fifth dimension of architecture: the experience.

## CICHOCKI

The five-story-tall Circular Dimensions (Microscape), constructed with more than 25,000 feet of PVC tubes, presents a visual spectacle peering into the artist's ongoing exploration of water and the history of the desert. The bandshell-shaped pavilion contains a laboratory where scientists and artists generate experimental "video paintings" by manipulating water, salt, barnacles,

and algae from the Salton Sea under microscopes and projecting the activity in real time inside the pavilion's "nucleus."

Meanwhile, a soundscape of field recordings and industrial rhythms resonates through the structure's circular tunnels, elevating in intensity from day to night. Cichocki, based in Southern California's Coachella Valley, creates "new earth art" interventions as well as video and installation works informed by his deep roots as a biomorphic painter. Microscape gives mammoth new context to his familiar materials, including reclaimed irrigation tubing and a "mutant" cast resin aloe vera — "a surviving seed" from the desert's ancient sea.

# ART

When the sun goes down, the magnitude of the pavilion amps up with the artist's ever-evolving audiovisual performance Circular Dimensions.

## DO LAB

The Do LaB, the Los Angeles-based creative team known for transforming venues into visually spectacular and interactive experiences, returns to the Coachella Valley Music and Art Festival with fresh and imaginative stage designs. Their work encourages authentic human connection, art as transformative experience, and environmental sustainability that inspires to create a more peaceful culture.

## DON KENNEL

The From the deserts of New Mexico, Don returns with another mega-sculpture to watch over the Coachella camping day and night. and more...

## INDIE BAND

Unsurprisingly, Arcade Fire's last-minute set on Friday night at the Mojave tent was extremely well-attended. What was not as assured was its potency as anything but a victory lap for a band whose history at Coachella goes as far back as 2005. Fortunately, the performance—of songs from the band's forthcoming album WE, but also from their acclaimed back catalog—was charged and at turns poignant, as frontman Win Butler reflected on the psychological difficulties of the pandemic and the flat-circle nature of writing songs about parenthood with many of the same bandmates he corralled together in his youth.

## RAPPER

As is usually the case, Coachella was dotted with guest rappers who dropped by their friends' and collaborators' sets. This time that list included Tyga and Rico Nasty, who each came out during Doja Cat's main stage set on Sunday; EARTHGANG and Kenny Mason during J.I.D at the Sahara tent on Saturday; Gunna during Lil Baby; (Toronto native!) Nav during Belly's Gobi turn late on Sunday; and even De La Soul's Posdnuos, who joined Damon Albarn to play Gorillaz' "Feel Good Inc." during Billie Eilish's Saturday headlining slot.

“DANCING  
PAST  
MIDNIGHT,  
SINGING  
UNTIL  
DAWN.”