

EVENT DETAILS:

The 19th annual How Weird Street Faire

“The Disco Ball Inferno”

Sunday May 6, 2018 from Noon to 8 pm

Centered at Howard and 2nd Streets, San Francisco, Earth

\$20 at the entrance / \$15 in advance

More info at <http://HowWeird.org>

San Francisco’s 2018 festival season starts off weird

The San Francisco Bay Area festival season begins with the 19th annual How Weird Street Faire on Sunday May 6, 2018 from noon to 8pm. This unique event takes place in the heart of the new downtown of San Francisco, centered at Howard and 2nd Streets.

How Weird is a spectacle of weirdness in a rapidly gentrifying world. The faire, surrounded by towering new skyscrapers, is a menagerie of attractions. How Weird is a world renowned music festival featuring 10 stages of different styles of electronic dance music. How Weird is an open air art festival filling an expanded Art Alley along Tehama Street with live and exhibited artwork, and local craft vendors. How Weird is a global market of interesting vendors selling designer goods, plus delicious food and drinks. How Weird is a platform for performers of every type, from hula hoops to marching bands. How Weird is a place where people in colorful costumes from around the world come together to celebrate creativity, diversity, and peace.

How Weird does the time warp back to the 70s

The How Weird Street Faire is set to make history, again, with a parody of the 1970s. Disco isn’t dead, it just got weird. This year’s theme is “The Disco Ball Inferno”, a powerful theme based on a shiny story. It will be a hymn to high weirdness. The 1970s were a time when modern communal dancing became mainstream and DJs took over the world. It was the best of times, and the worst of times, and often the weirdest of times. Seventies-style costumes will be big this year, expect plenty of platform shoes, big hair and sideburns, and bellbottoms. It will be a funky good time.

Celebrate How Weird Day with the How Weird Day Parade

May 6, 2018 is officially “How Weird Day”, as declared by the Board of Supervisors of the city and county of San Francisco. San Francisco deserves a holiday that celebrates weirdness, and so do all people. Festivities include dancing and the inaugural How Weird Day Parade. The How Weird Day Parade will start at Howard and 1st Street at 2:22pm and wind its way through the faire, complete with marching bands and assorted weirdness. The parade will end at Tehama and 1st Street, at the Green Alley stage, where the founder of the faire Brad Olsen will read the San Francisco Proclamation declaring How Weird Day. Then, the parade continues with more dancing and weirdness.

It is traditional for people to dress in unusually colorful attire for How Weird Day, often evoking smiles from passersby. Most schools and banks are closed for How Weird Day, and many people have the day off of work, mostly because it is on Sunday.

Dancing in the streets

The How Weird Street Faire has always been known for its enticing dance and music experience. For 2018, the faire will become the world’s weirdest disco. How Weird showcases some of the best electronic dance music played on some of the world’s most advanced sound technology. Cutting-edge artists from across the Bay Area provide a memorable day of dancing. Each stage represents different styles and communities. Together they form one of the most diverse and talented music festivals ever held. Get your groove on.

This year, there will be 10 stages of dance music produced by established local collectives. The soundtrack for the Disco Ball Inferno will provided by Symbiosis, CCC, Muti Music, Enchanted Forest, Northern Nights, Opel, Opulent Temple, Tantra, Fusion, Six Degrees Records, Mountain Lion Hi-Fi, SomaFM, and Think You Can DJ Game Show. There will also be music and fun games by Lagunitas.

The How Weird Marketplace

The How Weird Street Faire is filled with over 85 vendors from around the world selling unique and designer goods. From clothing to art to jewelry and accessories, you can find interesting things and new styles for the beginning of the 2016 festival season. How Weird features an unusually diverse shopping experience that you won't find anywhere else. Seven food trucks will offer a wide variety of meals, and five bars will provide delicious drinks. The How Weird website will list who will be there, and what specials they will be offering, at <http://HowWeird.org/magic-passes>.

Art Alley

Art Alley will showcase the visual arts, with live and exhibited artwork, interactive pieces, and local craft vendors. Art Alley takes place on both sides of Tehama Street off of 2nd Street. Stroll the legendary open air gallery, and be inspired. Art Alley features fantastic visionary artists from around the Bay Area, surrounded by the sounds of eclectic downtempo music from SomaFM. See the extreme creativity that San Francisco is famous for, and participate in the creation of exquisite art.

Green Alley

Green Alley will be located on Tehama Street near 1st Street this year. It will be filled with cannabis-related booths, educational opportunities, and visionary presentations. The Green Alley stage will feature inspiring talks and groovy downtempo music by Six Degrees Records. Come learn and be delighted by the evolution of cannabis culture. There will be useful information and networking, but no sales of cannabis at the faire.

Magic Passes

The faire costs \$20 at the entrances, or \$15 in advance, and comes with a Magic Pass. The "magic" part contains benefits, specials, fun activities, and free goodies that come with the pass throughout the faire. Enjoy all that the faire has to offer. The faire recommends getting the presale passes to save money and time when arriving. The presale passes are available on the How Weird website, and on Eventbrite at <https://www.eventbrite.com/e/how-weird-2018-tickets-42881590993>.

The entrances to the faire are located at:

- Howard and 1st Streets
- Howard and New Montgomery Streets
- Folsom and 2nd Streets
- Mission and 2nd Street

It is strongly recommended to take public transportation to the faire. It is difficult to find parking these days. The How Weird Street Faire is located a short walk from Market Street and the Montgomery BART station, as well as Transbay Terminal, Caltrains Station, and many MUNI lines.

How Weird welcomes all ages, and all types of people. The faire is handicapped accessible. Glass bottles and weapons are not allowed in the faire, bags will be searched when entering. Please come to the faire with an open mind, dancing shoes, and a colorful costume.

About the faire

The How Weird Street Faire is centered at Howard and 2nd Streets, or 37°47'12.4" N, 122°23'53.7" W. The faire is located in the SoMa district of San Francisco, what has become the center of the technology industry for the city, and perhaps the world. How Weird attracts many of the area's innovative technologists and internet pioneers. The area is also home to a large concentration of art galleries and museums. How Weird attracts many types of artists and lovers of art and culture. The faire, the area, and the participants represent the convergence of art and technology, the fusion of creativity and possibilities. How Weird encourages fresh perspectives and new ways of viewing the world.

The How Weird Street Faire is a project of the nonprofit World Peace Through Technology Organization, showing the world that peace is possible. The faire brings diverse people together to make connections and find common ground. Dancing knows no boundaries or political affiliation, and music, more than any other form of communication, is able to transcend differences between people. See how fun peace can be.