



**Perry Farrell Is Proud
to Present
A Truly Magnificent
Collection
Never Before Assembled In
This Universe**



FOR IMMEDIATE RELEASE
June 1, 1994

As the nation's most acclaimed progressive arts and ideas festival, LOLLAPALOOZA has long been celebrated for its dazzling front-of-house exhibitions, which in past years have included everything from underground art galleries to controversial political forums to freak shows. This year's key words are *interactive* and *technology*, giving concertgoers a golden opportunity to step into the future of communications, entertainment, and learning.

Perry Farrell wants to put you into the 21st century, and you'll be able to do that this year on THE MINDFIELD. In addition to the talent on the SECOND STAGE, here's what you can expect to find on THE MINDFIELD.



**One of Perry's favorite ideas is the
VISUAL DATING SERVICE.**

A camera will roam the Lollapalooza site, giving attendees a chance to go on camera, tell a little about themselves, and detail exactly what they're looking for in a "perfect mate." Their image and desires will be projected onto the Video Walls, so that those who are interested and feel they fit the bill, can meet up, get together and maybe live happily ever after.

CHAMELEON's "future of virtual reality" technology will allow event attendees to experience exciting, realistic adventures that *they* control. CHAMELEON plans to feature *Labyrinth Rangers* during Lollapalooza '94, a thrilling interplanetary battle against evil Graak forces that are trying to mine all the precious Limonium from the planet Terium and take over the Universe, leaving death and destruction in their wake.

Unlike film-based platform rides where everyone sits in a box-like movie theatre with moving seats and gets the same old ride, CHAMELEON is fully interactive. This means that the attendees are not just passengers, *they are actually controlling every aspect of the flight, and the outcome of the ride.*

CHAMELEON is an imposing giant of a machine with long arms, each with a two-person gondola attached. While the arms rotate at up to 18 RPMs, the gondolas pitch, roll and yaw independently in response to the driver's or pilot's commands.

While waiting in line to ride CHAMELEON, guests watch compelling, science fiction videos that tell the story of Terium and the Graaks, as Jarvoc, Chairman of the Universe, issues the call to arms to the Labyrinth Rangers. It is a totally immersive experience that has the guests coming back again and again for more.

**They Speak In Tongues in the Revival Tent of the
Rev. Samuel Mudd's Little Spoken Word Armageddon**

There ain't no way we can create a bigger "Coney Island of the Mind" Freak Show than to allow our audience to become the performers. Grab the Mic. Stand on the Stage. Fight the media machine!! Spoken Word allows attendees to have their own words heard in their own voice.

IN THE REVIVAL TENT...CAN I GET A WITNESS? Poets and demons are among us. At every show, we'll feature the best of the known and unknown, local and national Spoken Word scene. A couple of hours of OPEN MICS every day -- an Open Forum which we call "Oprahpalooza," for any wanderer who wants to bare his soul and/or other parts of his spiritual anatomy.....Slams throughout the day to find our blessed Main Stage spoken word performer for that night (*yes, perform on the Main Stage!*)...Rock for Choice will be hosting a discussion on women's issues...

THERE WILL BE FEATURED READINGS AND RANTINGS FROM LOCAL AS WELL AS OUR NATIONAL TOURING POETS

From Los Angeles, we've got New Alliance Records artists Luis Alfaro and Michele Serros, and our Queen of the Road, Liz Belile... Nuyo Records artists, the international Tracie Morris and the allmighty Maggie Estep...From San Francisco, punk rock bard Richard Loranger...From New York, reigning slam king Reggie Cabico.

PLUS OPEN ROAD SLOTS for three 25-and-under Slam Winners in San Francisco, New York, and Chicago! Winners had better be packed and ready to join the Lollapalooza tour, as they will leave that night, traveling in a crusty El Camino full of 8-track cassettes, corn chips and slum poets.

ALSO IN THE REVIVAL TENT

We'll have acoustic music -- you just don't know who may drop in and play...Tibetan Monks dance and hum blessings...and of course, Countless acts of Human Indignity: Date-a-Loser -- we'll hook you up with a warm living body, guaranteed; spam eating and spam art contests; human drag racing, bringing your garters boys; plus other two-headed dog, snake charmin' marvels!

the tour's planning and equipment, schedules of events and maps of the site, plus information about the charitable and other organizations found on Lollapalooza's Mindfield will also be included. There will also be local promoter-supplied information regarding upcoming local shows and club schedules for each tour stop.

EXTRA!!!
Lollapalooza '94's **FREE** Daily Newspaper, **TEETH** -- cause everyone's are different -- will contain exclusive editorial information about the Main Stage, Second Stage and Revival Tent talent, the tour's organizers and those who bring "Lollapalooza" from town to town. Behind-the-scenes information about

The Mindfield

T/A/Z — a Southern California-based company comprised of Jim Evans, Gibran Evans and Rolo Castillo — will be providing the visual identity for LOLLAPALOOZA '94. This will include art for the Main Stage (the two large scrim that will be hanging on either side, featuring the festival's logo — the Buddah figure in full colour), Second Stage and Revival Tent areas. T/A/Z will also be providing art for all of the other tents, flags, banners, and sinage. Some will carry useful information or directions, some will simply function as bizarre decoration to entertain the LOLLAPALOOZA audience. It will be a psychotic playground where the imagery will only make sense because it doesn't make sense. Styles from 2000-year old pagan idols to contemporary Japanimation cartoon characters will be mixed together with computers and silk screen techniques to create a hybrid style.

T/A/Z has been part of the revival of the collectible rock poster, a genre that seemed all but dead after the rage of sixties acid-Art Nouveau inspired works by artists like Rick Griffin and Stanley Mouse. From the most sick to the most benign, T/A/Z art has a twisted, fast-forward energy that hits the eyes like a barreling 18-wheeler with its high beams on — just right for such ruckus bands as Porno For Pyros, Faith No More, Sonic Youth, and Helmet. And LOLLAPALOOZA '94.

MTV TO PROVIDE ON-LINE REPORTS VIDEO WALLS

This year, MTV will participate in LOLLAPALOOZA as never before. A special VJ will be on each and every tour date, armed with a PowerBook and a modem, delivering On Line, live-from-LOLLAPALOOZA '94 updates, news items, and accounts of what's happening on the tour.

The network will also be providing giant video walls strategically placed at each concert site. MTV will provide a substantial portion of the pre-edited software, and will be at every show with roving cameras, field reporters, and will offer spectacular contests linking LOLLAPALOOZA '94 with viewers everywhere.

Concertgoers can watch subversive video clips too hot for regular broadcast, sensational MTV graphics, and more left-of-center programming, much of it day-of-show live and direct from LOLLAPALOOZA '94.

Spoken Word reels, Rain Forest Action Network videos, current events clips from sources such as CNN, avant-garde cartoons and video paint box art -- Japanimation -- band PSAs, and CD-ROM material from Voyager are just some of what you can see on the LOLLAPALOOZA '94 Video Walls.

•• SOON TO BE ANNOUNCED: THE TECHNOLOGY EXHIBIT ••

BE INFORMED
KNOW ABOUT THE ISSUES
Representatives and information will be available at each Lollapalooza site on the following important issues:

- WOMEN'S RIGHTS
- THE ENVIRONMENT
- AIDS RESEARCH
- ANIMAL RIGHTS
- EDUCATIONAL ACCESS
- HOMOPHOBIA
- ALTERNATIVE MEDIA

LOLLAPALOOZA's RAIN ROOMS

Rain Room, a new misting system, will be featured at LOLLAPALOOZA '94 concerts all over the country this summer, helping fans keep cool (50-degrees!) and safe in dangerously high temperatures.

Rain Room uses a system of high-pressure water hoses and nozzles to create a mist in a portable space about 20-foot square. It is used not only as an entertainment feature at fairs, concerts, sporting events and amusement parks, but also as a heat emergency preventative. Rain Room can lower body temperatures from dangerous to safe levels in a matter of seconds, according to Larry Ducey, president of the Rockville company.

"Emergency crews have actually used Rain Room as a part of their treatment of heat exhaustion victims, both fans and participants," Ducey says.

"We are encouraged that our young company is included in Lollapalooza '94's plans," Ducey said, "because Lollapalooza is the country's best-known popular music tour.

Rain Room was developed in 1993, and has already been used at events in more than twenty states. Rain Room is a product of Potomac Rain Room, a Rockville, Maryland company.

*YOUR ATTENDANCE AT LOLLAPALOOZA '94
HELPS OTHERS!*

\$1.00 from each ticket will be donated to the following organizations:
Cities & Schools • The Rain Forest •
Clara's House • Rock For Choice •
Houston's Pruett Foundation for Children
and Animals • Sweet Relief •
Futures for Children

Last year, we raised \$300,000 for charities;
this year, we'll double that amount!!!

SOMETHING TO EAT---SOMETHING TO DRINK

Plenty on the Lollapalooza '94 Menu

Smart Drinks - drinks designed to stimulate and nourish the brain and nervous system.

Taco Grande - Hugh soft tacos with beef or chicken

Big City Burrito - Hugh vegetarian burritos

Outback Jack - Australian barbeque (pork, chicken, shrimp)

Paradise Cafe - Greek (Gyros, Souvlaki, Salad, Baklava;) Thai (Spring rolls, Fried Rice, Noodles, Stir-Fry)

African Food Nest - Chicken souya, curried chicken, Jellof rice, Fried plantain, Blackeyed bean porridge

Strawberry Fields - Fresh fruit smoothies

Parisi Bros. - Assorted pasta

National media inquiries should be directed to
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818-953-7910 • 818-953-7911 (Fax)

Tour/Regional/Local/College/Fanzine media inquiries should be directed to
Julie Arkenstone • Lollapalooza '94 • 151 El Camino Drive • Beverly Hills, CA 90212
310-859-4200 • 310-859-4598 (Fax)

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