

2017 WFA ACHIEVEMENT AWARDS PROGRAM
Innovations & Management Excellence
FORM FOR DIVISIONS 13 – 27



FAIR NAME: Marin County Fair (New Event, Exhibit or Program)

CLASS: 2

DIVISION: 14

a) What was the goal?

- The Marin County Fair’s theme Let the Funshine In! celebrated the 50th anniversary of the Summer of Love – emphasizing Marin’s dedication to the things we value most in our community, Family, Art, Agriculture and the Environment.
- The Fair featured a special exhibit named the *Fantasy Fair*, chronicling the Summer of Love’s origins in Marin County starting in June of 1967. The KFRC Fantasy Fair and Magic Mountain Music Festival held in June of 1967, and the vibrant music scene in Marin during the Summer of Love were catalysts which transformed the Bay Area into the countercultural phenomenon epicenter.

b) How did you achieve the goal?

- The exhibit showcased the original Fantasy Fair and Magic Mountain Music Festival which was the first of its kind—an outdoor music festival and fair featuring bands from across the musical spectrum including the Doors, the Byrds, Dionne Warwick, Jefferson Airplane, Sparrow (later known as Steppenwolf) Captain Beefheart, Canned Heat, and the 5th Dimension (who famously covered “Let the Sunshine In!” and “Aquarius” from the hippie musical Hair), as well as numerous local bands such as Sons of Champlin. Fifty years later, the 5th Dimension and Sons of Champlin performed at the 2017 Fair.
- In the *Fantasy Fair*, fairgoers experienced original photos of the concert by attendees and rock photographers, original concert footage, 60’s clothing, posters by famed Marin illustrators and artists, original handbills and programs, psychedelic light shows, and more!
- The ephemera from the festival educated Fair guests about this amazing period of Marin history.
- The exhibit included 125 vintage posters, plus handbills and dramatic photographs. The posters were on loan by local collectors who had vast collections to choose from. Posters from Marin County venues popular in the 1960’s were featured.
- In Marin County, the Summer of Love was all about the music. Local heroes like the Grateful Dead, Big Brother and the Holding Company, Jefferson Airplane, Moby Grape, and Sons of Champlin regularly played shows at Santa Venetia Armory, Pepperland, and many other Marin County venues alongside internationally renowned artists like Pink Floyd and Frank Zappa.
- The *Fantasy Fair* Liquid Light Show, reminiscent of the light shows of the 60’s. It included hand animated painted slides, liquid mixes and reflective materials accompanied by recorded music of the era.

c) What were the results?

- As a part of “Let The Funshine In!” in celebration of the 50th Anniversary of the Summer of Love the *Fantasy Fair* was a huge success.
- The posters for many of those historic concerts and other artifacts of Marin’s rich rock history had not collectively been on display before.
- Thousands of fairgoers enjoyed the posters, a reproduction of the Fantasy Fair program, photos by renowned photographer Elaine Mayes, the only surviving film footage of the Magic Mountain Festival and the Liquid Light Show.
- Many of our Fair guests had attended the Magic Mountain event and other concerts showcased by the exhibit.
- The *Fantasy Fair* was a tremendous addition to the 2017 Marin County Fair.



Are you feeling Groovy?



The Marin County Fair: Let the Funshine In celebrates the 50th anniversary of the Summer of Love emphasizing Marin's dedication to the things we value most in our community, Family, Art, Agriculture and the Environment and I look forward to another summer celebration with you all.

In 1967, the Summer of Love kicked-off with a two-day concert on Mt. Tamalpais called the Fantasy Fair and Magic Mountain Music Festival. Nearly 100,000 young people converged on the Haight-Ashbury neighborhood, turning the Bay Area into the epicenter of a cultural phenomenon known as the Summer of Love. During this transformative time, music, fashion, art and new ideas flourished and there was a feeling that everything and anything was possible.

Marin County is, and continues to be, a nexus of creativity and innovation. Our Fair draws together, celebrates and inspires creativity and imagination across the county, regardless of socioeconomic and cultural differences. This year to celebrate the Summer of

Love we'll feature events such as tie-dye and macramé competitions, zen gardens, pop and abstract art competitions, Flower Power horticulture, a daily 60s fashion parade and more. We'll also feature a special exhibition showcasing photographs and objects from that historic Fantasy Fair and Magic Music Festival alongside a special exhibit for the 50th anniversary of the beloved Renaissance Faire. We're also bringing back our virtual reality experience where you'll be able to take a "trip" to exotic and psychedelic spaces.

And as always, we're proud to be on being The Greenest County in California with the solar-powered stage and stage, our commitment to environmental conservation and a new recycling program to compost a waste diversion to compost a Put on your tie-dye and bell we'll see you at the Fair!



H.C. Calicchio

Gabriella C. Calicchio, Director, Marin County Department of Cultural Services



FANTASY FAIR SPECIAL EXHIBIT

This year's Marin County Fair *Let The Funshine In!* will feature a special exhibit chronicling the Summer of Love's origins in Marin County starting in June of 1967. The KFRC Fantasy Fair and Magic Mountain Music Festival and the vibrant music scene in Marin during the Summer of Love were catalysts which transformed the Bay Area into the countercultural phenomenon's epicenter. Photos, objects, and ephemera from the festival—as well as posters and graphics from Marin bands and local venues from the era—will educate attendees about this fantastic history.

On the weekend of June 10-11, 1967, the Summer of Love kicked off in Marin with a two-day outdoor concert

at the Sidney B. Cushing Memorial Amphitheater atop Mt. Tamalpais. KFRC Fantasy Fair and Magic Mountain Music Festival was the first of its kind—an outdoor music festival and fair featuring bands from across the musical spectrum including the Doors, the Byrds, Dionne Warwick, Jefferson

Airplane, Sparrow (later known as Steppenwolf), Captain Beefheart, Canned Heat, and the 5th Dimension (who famously covered "Let the Sunshine In!" and "Aquarius" from the hippie musical *Hair*), as well as numerous local bands such as Sons of Champlin.

Nearly 36,000 fans converged on Mt. Tam, comprising youth from local communities as well as the emerging counterculture from San Francisco's Haight-Ashbury neighborhood. The

festival, in stark contrast to later shows like Altamont (where an unruly crowd policed by Hell's Angels ended in the death of an attendee), was an intimate affair where performers mingled with the crowd and served as a fundraiser for Hunters Point Child Care Center. Imbued with feelings of hope and possibility, new ideas of music, fashion, and art flourished.

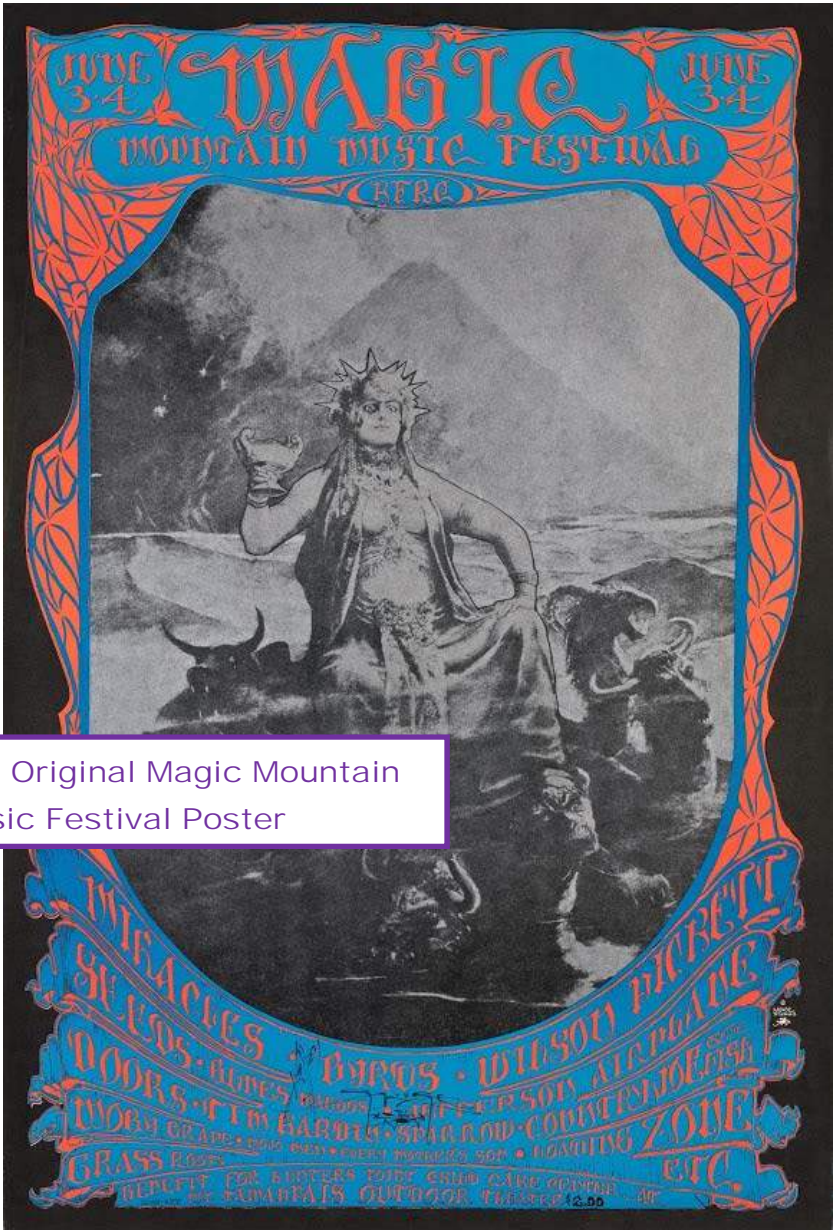
In Marin County, the Summer of Love was all about the music. Local heroes like the Grateful

Dead, Big Brother and the Holding Company, Jefferson Airplane, Moby Grape, and Sons of Champlin regularly played shows at Santa Venetia Armory, Pepperland, and many other venues alongside internationally renowned artists like Pink Floyd and Frank Zappa. In this special exhibit, fairgoers will experience original photos of the concert by attendees and rock photographers, original concert footage, posters by famed Marin illustrators and artists, original handbills and programs, psychedelic light shows, and more!





Entrance to Fantasy Fair Exhibit at the 2017 Marin County Fair



The Original Magic Mountain Music Festival Poster



Samples of the 125 Vintage Posters on Display in the Fantasy Fair Exhibit





The Beach performs at the Fantasy Fair & Magic Mountain Music Festival on Mt. Tam, June 10-11, 1967
Photograph by Matthew Cold



John Cipollini, Quicksilver Messenger Service
Fantasy Fair & Magic Mountain Music Festival, Mt. Tam, 1967
Photograph by Matthew Cold



David Freiberg, Quicksilver Messenger Service
Fantasy Fair & Magic Mountain Music Festival, Mt. Tam, 1967
Photograph by Matthew Cold



Barry Jenkins, The Animals
Fantasy Fair & Magic Mountain Music Festival, Mt. Tam, 1967
Photograph by Matthew Cold



Eric Burdon, The Animals
Fantasy Fair & Magic Mountain Music Festival, Mt. Tam, 1967
Photograph by Matthew Cold



Quicksilver Messenger Service performs at the Fantasy Fair & Magic Mountain Music Festival on Mt. Tam, June 10-11, 1967
Photograph by Matthew Cold



Barry Jenkins, The Animals
Fantasy Fair & Magic Mountain Music Festival, Mt. Tam, 1967
Photograph by Matthew Cold

Photos taken at the Magic Mountain Music Festival in 1967



Jim Morrison, The Doors
Fantasy Fair & Magic Mountain Music Festival, Mt. Tam, 1967
Photograph by Matthew Cold

Jim Morrison - It was the first time the Doors played Light My Fire at a concert.



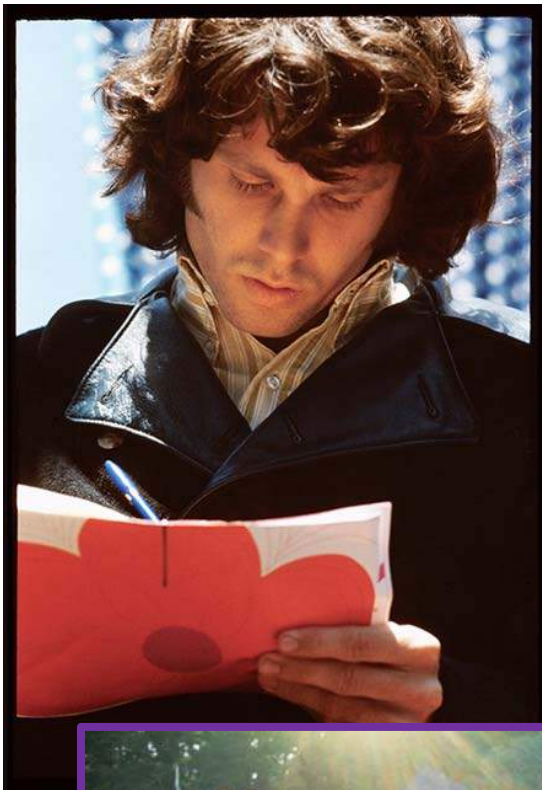
The Beach performs at the Fantasy Fair & Magic Mountain Music Festival on Mt. Tam, June 10-11, 1967
Photograph by Matthew Cold



Barry Jenkins, The Animals
Fantasy Fair & Magic Mountain Music Festival, Mt. Tam, 1967
Photograph by Matthew Cold



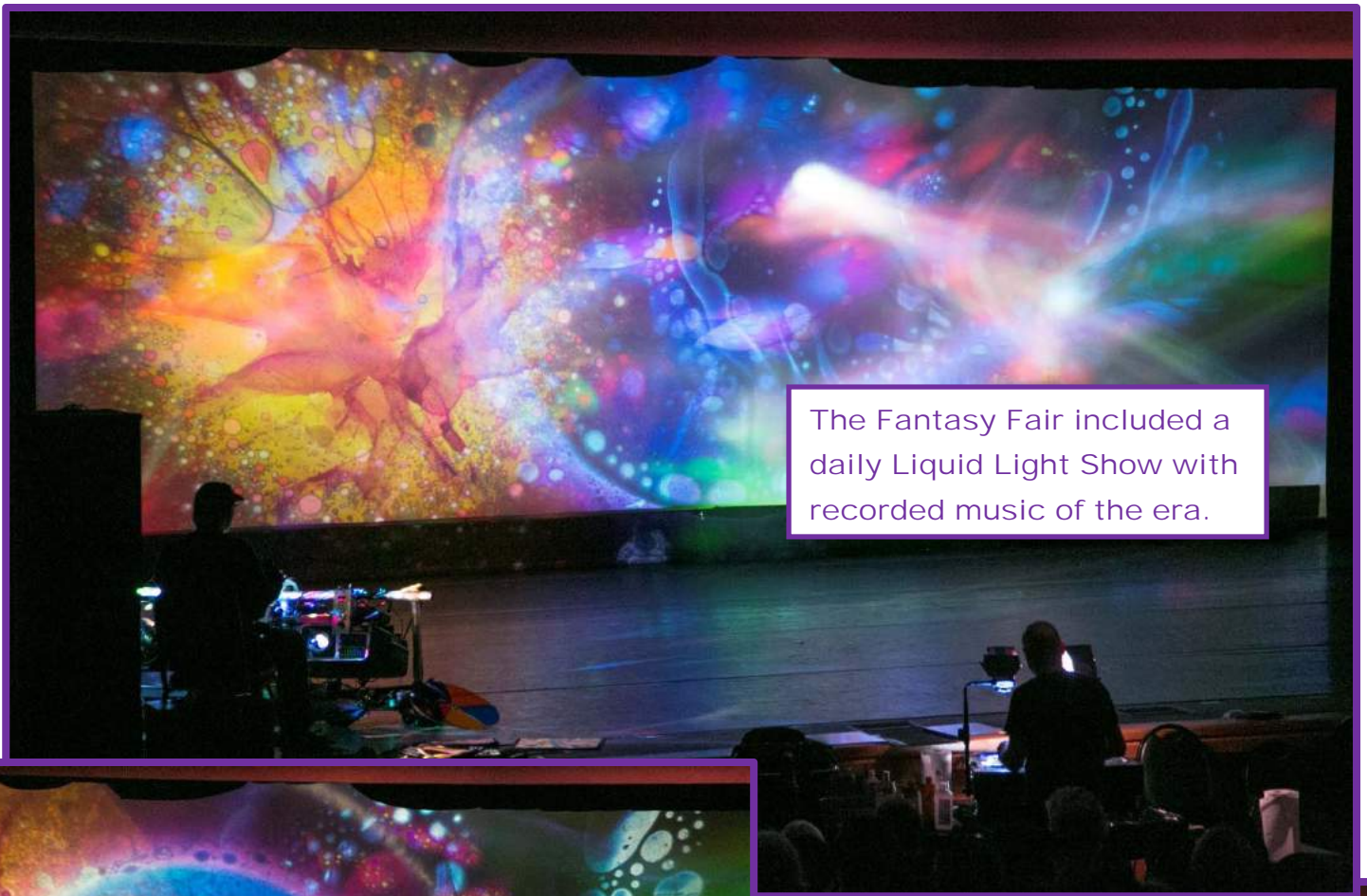
Eric Burdon, The Animals
Fantasy Fair & Magic Mountain Music Festival, Mt. Tam, 1967
Photograph by Matthew Cold



Cases of Memorabilia from the 60's

Dancing at the Festival





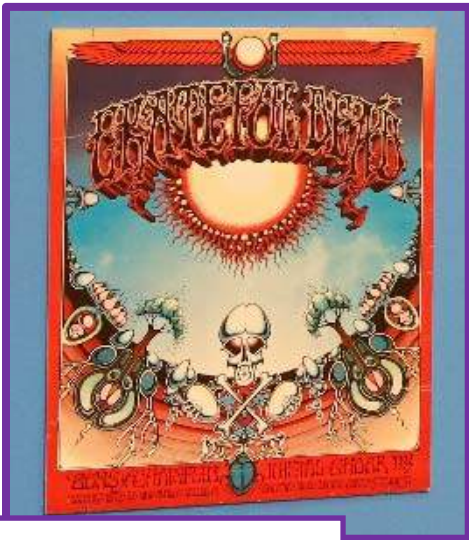
The Fantasy Fair included a daily Liquid Light Show with recorded music of the era.



The show included hand-animated painted slides, liquid mixes and reflective materials.

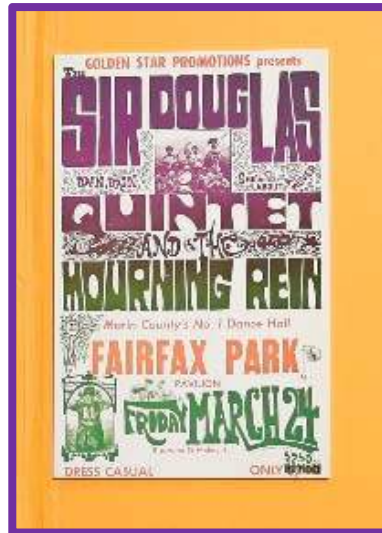
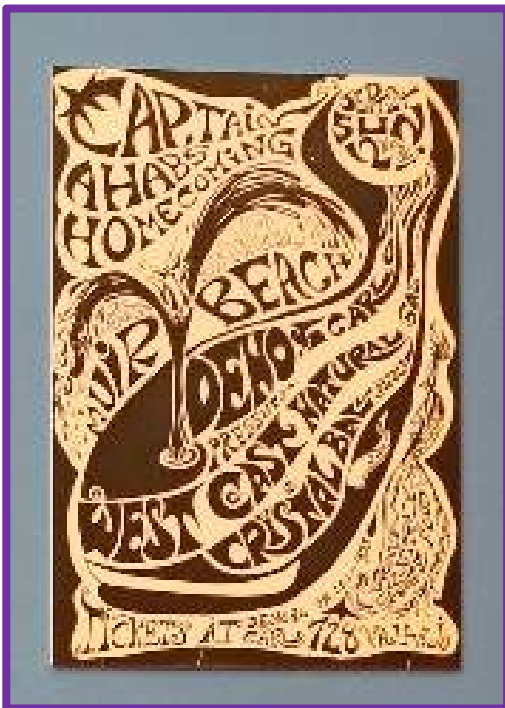
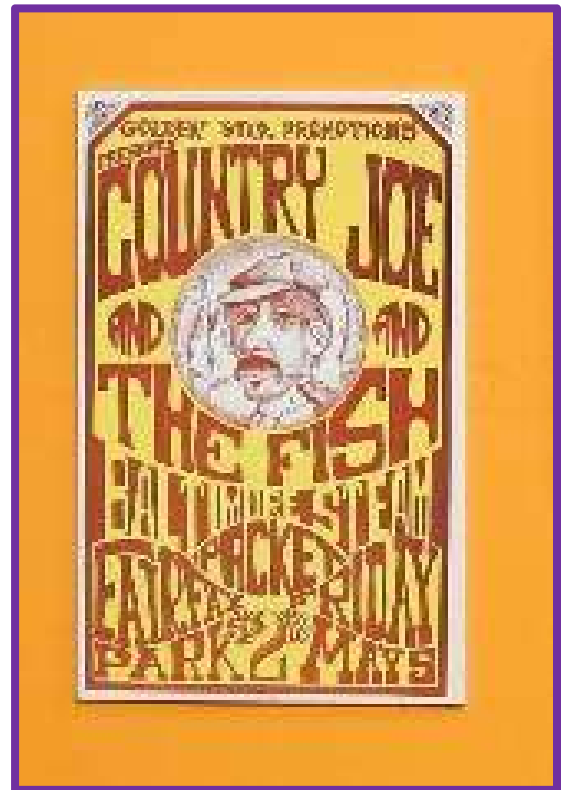


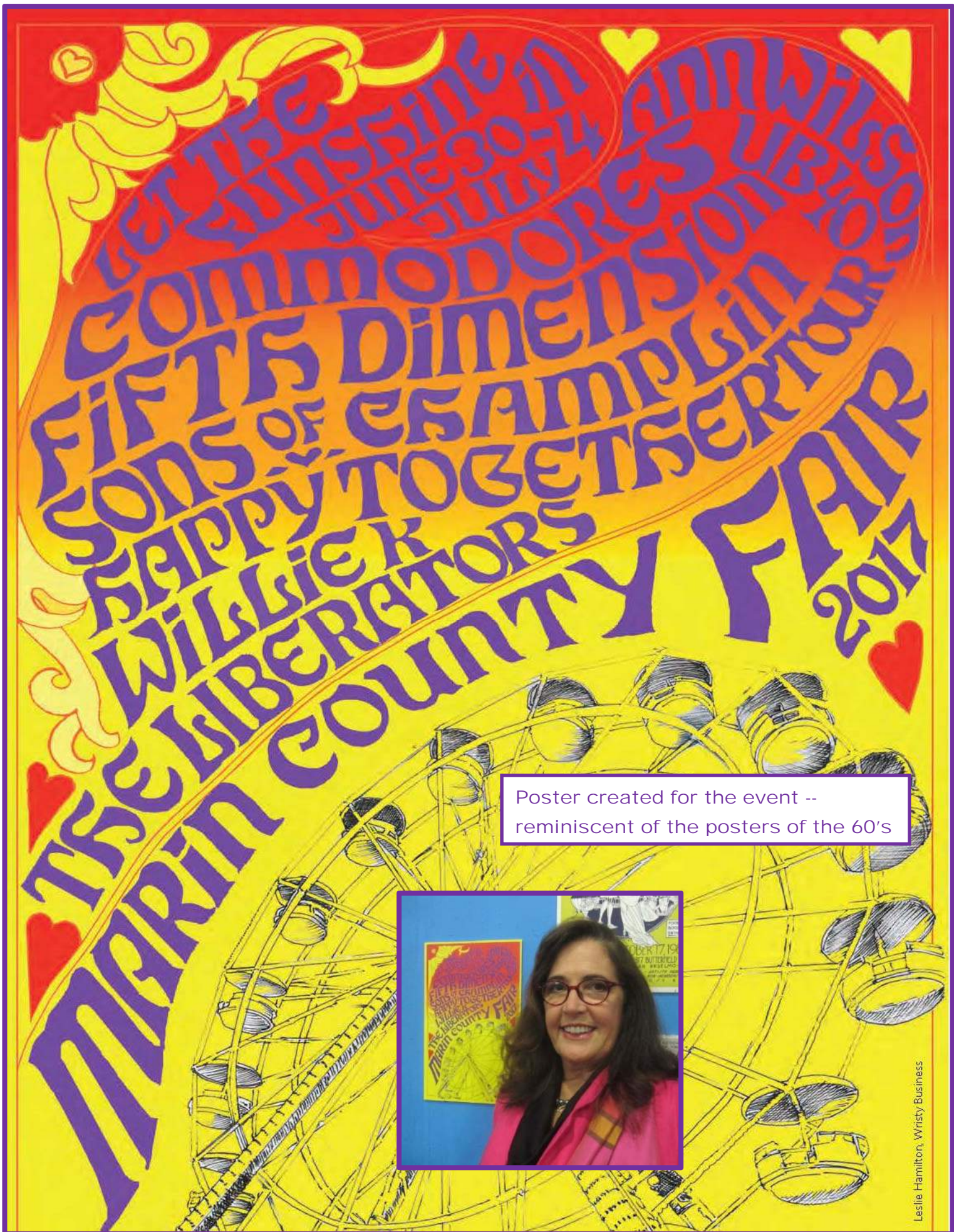
Vintage Clothing of the era was also included.



The vast collection of posters was of concerts that took place in the 60's and early 70's at Marin County venues.







Poster created for the event -- reminiscent of the posters of the 60's



POSTERS, ARTIFACTS



Jack Buzian hangs rock 'n' roll photos on Wednesday at the Marin County Fair in San Rafael.

Marin's rich rock history displayed at county fair

By Paul Liberatore
liberatore@marinlf.com
@LibLar on Twitter

If you were a live music fan and lucky enough to be in Marin County in the late 1960s, you wouldn't have been exaggerating if you told people you were living in rock 'n' roll heaven.

On any given night, you could have gone to Pepperland, a ballroom on San Rafael's East Francisco Boulevard and taken in concerts by Pink Floyd, Chuck Berry, Captain Beefheart and his Magic

Band, Hot Tuna, the Grateful Dead, Elvin Bishop and Box Car Rats. When Pepperland (aka Euphoria) had an evening of blues, it didn't fool around, presenting Muddy Waters and Big Mama Thornton, both all-time greats.

Meanwhile, the Santa Venetia Armory was hosting shows by the Jefferson Airplane, Quicksilver Messenger Service and Moby Grape while the Sons of Champlin and the Sir Douglas Quintet were playing at the Patriex Pavilion, which billed itself as "Marin County's No. 1 Dance Hall." At the Ark,

a rock club aboard the converted ferry the Charles Van Damme at Gate Six in Sausalito, Santana and Big Brother and the Holding Company with Janis Joplin were regularly on the bill.

Posters for many of those historic concerts and other artifacts of Marin's rich rock history are on display in the Exhibit Hall at the Marin County Fair, part of its "Let the Funshine In" celebration of the 60th anniversary of the "Summer of Love." The fair opens Friday and runs through the Fourth of July.

ROCK • PAGE 5

Rock

FROM PAGE 3

"We're flashing back to the '60s," said Gabriella Calocchio, the county's director of cultural and visitor services.

Light show

No "Summer of Love" exhibit would be complete without a light show. The Marin Fair brought in Dennis Keefe to create an analog light show like the one he presented for the Berkeley Art Museum's recent "Hippie Modernism" exhibit.

The half-hour show — using six overhead projectors, hand-animated painted slides, liquid mirrors and reflective materials — will go on each day at 8 p.m. in the Exhibit Halls Showcase Theater with recorded music by Marin bands of that era.

"It's replicating the liquid light shows of the late '60s," added Libby Garrison, head of marketing and communications. "Kids can see what light shows actually looked like instead of watching them on their phones."

The first rock festival

One section of the exhibit

hall is devoted to the 60th anniversary of the Fantasy Fair and Magic Mountain Music Festival, a weekend extravaganza in the Cubbing Memorial Amphitheater on Mount Tamalpais that attracted tens of thousands of young rock fans on June 10 and 11, 1967, to hear some 30 bands, including the Jefferson Airplane, the Doors and Steve Miller, who was living in Mill Valley at the time. It made history as the first outdoor rock festival in the U.S., preceding Monterey Pop by a week.

"It has all the posters and handbills from that era and some amazing photographs," Calocchio said, pointing to photos by Matthew Child and a portrait of the Doors' Jim Morrison by photographer Elaine Mayes, who also shot a picture of a young David Crosby, who was performing with the Byrds.

For Morrison, the festival was one of his first big shows after the release of the Doors' debut album and the red-hot single, "Light My Fire." In 1967, he and Crosby and the other musicians were still rockstars-in-the-making.

Renaissance Faire

The 60th anniversary

of the Renaissance Faire in Marin County is being celebrated in an exhibit of photos, ephemera and artifacts, including a newspaper clipping about the fair, which reveled in its bawdiness, being shut down in Southern California for being "lewd."

"They prevented us from being in a couple of locations at the time, but Marin said, 'Come on down,'" said Andrew Patterson, grandson of faire founder Phyllis Patterson. "That's one of the reasons we came to Northern California."

The fair began at China Camp but soon moved to its longtime home — a 238-acre oak forest in Novato's Black Point. By its 25th anniversary in 1991, it attracted 150,000 to 200,000 visitors during its six-week run. After being in Marin for more than 30 years, it packed up and left the county in 1999.

"We've got lots of photos, original artwork and maps," Patterson said as he helped mount the exhibit this week. "We'll have live musicians and actors doing children's theater, including a Punch and

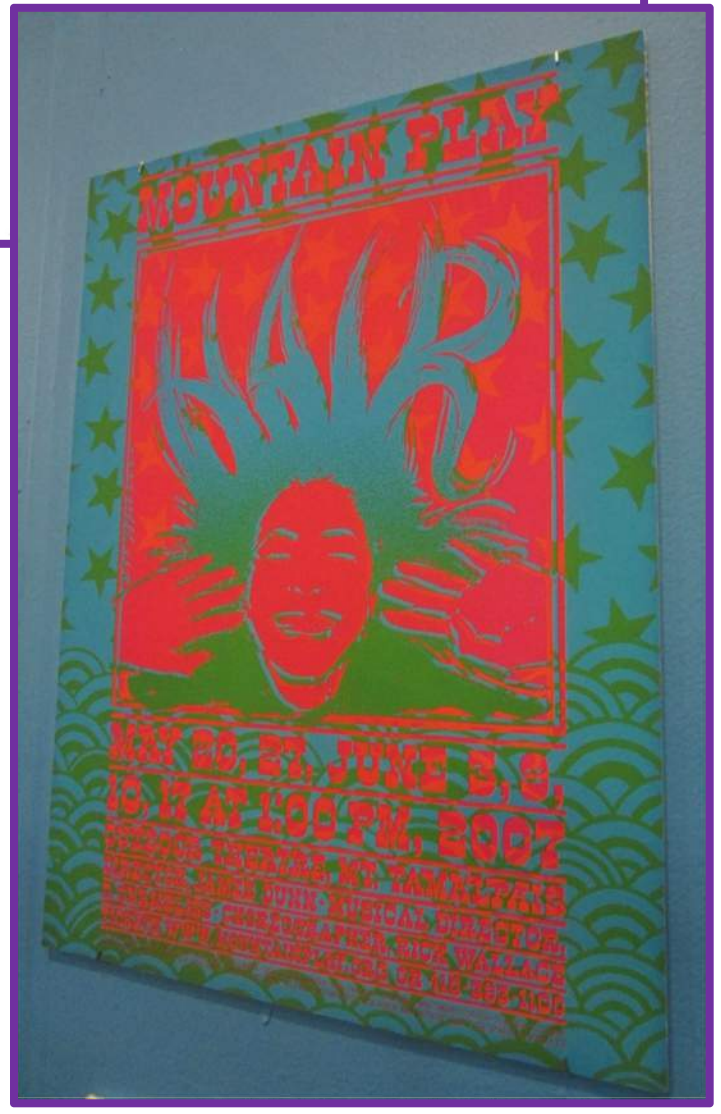
Judy show."

New this year

In keeping with its hippie theme, the fair has added new competitions this year in tie-dye, macrame and floral headbands. Also new — a "flashback to the '60s" photo contest.

The theme inspired some creative titles for the various contests that are sure to elicit some laughs and groans from pun lovers. The vegetable competition is called "The Best Gooes Out" and the baking competition includes "The Grateful Bread," "The Rolling Scones" and "Bake It to the Limit."

The Exhibit Hall is bursting with everything from floral arrangements and photography to arts and crafts and foods and beverages. There were 14,000 entries overall, including 3,500 entries from young people. "There's an enormous amount of creative energy in Marin County," Calocchio said. "And this is where it happens. It all comes together here. I think people were really excited by the theme this year and the fact that the 'Summer of Love' is being celebrated here and around the world."



PDF Entry Information

Exhibitor Name: Elisa Seppa

WEN: D73E88

Division: Section 2 - Innovation & Management

Class: 14 New Event, Exhibit or Program

Title: Marin County Fair

Description:

Notes:

