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## The Echo Project | 10.12 - 10.14 | Georgia

Words by [Brian Bavosa](#)

The Echo Project :: 10.12.07 – 10.14.07 :: Bouckaert Farms :: Fairburn, GA

This, my friends, is not your granddaddy's music festival. In fact, it's not our parent's fest, and in some ways, it's not even the same kind of festival we went to two, five or 15 years ago. Sure, the surroundings look the same, the music is still at the forefront, but the first ever [Echo Project](#), held on Bouckaert Farms just outside of Atlanta, was either the first environmentally conscious event of its kind or at least the biggest effort by our generation to date. An ambitious project, Echo brought in some heavy hitters to headline - festival staples [The Flaming Lips](#), MTV phenoms [The Killers](#) and the ever-present force that is [Phil Lesh and Friends](#).

One key player in the conscious effort was the company [Sustainable Waves](#). Even though they have been around for a decade, many fans got their first taste of what they were all about at Echo. Their website reads:

*Sustainable Waves specializes in sustainable solutions for the entertainment industry. We provide solar powered stages & sound systems and a variety of conscious products and services. From pollution free concerts to innovative products, Sustainable Waves is a logical approach to creating value. With art we integrate with existing business models. Taking one step at a time, we strive to inspire the currents of the glob*

On top of the environmental agenda, there were social ones as well. Taking place in the [Echo System](#), a strategic at the center of the concert grounds where organizations such as [HeadCount](#) and [Rock the Earth](#) which held pane to help raise awareness about topics like "Social Change Through Music," "Clean Vibes Recycle Olympics" and "Gr Industry," amongst many others.

And, of course, there was some music, too.

### FRIDAY – "RENEW"

Upon arriving at the picturesque farm, a few things were readily apparent from the jump. One, there would definitely be some schedule conflicts. With five stages, this place had ample space for everyone and a smaller crowd than expected - approximately 10,000 fans showed up. Things kicked off with local favorites [Dubconscious](#), followed an hour later by international star [Stephen Marley](#) satisfying reggae lovers. Marley was tough to pass up, but I settled into the Eclipse Stage, which was a covered white tent, where [The Duo](#) played a very strong set.

The schedule on Friday boasted tastes ranging from the southern pickings of [Col. Bruce & The Quark Alliance](#) to the almost spiritual party known as [The Polyphonic Spree](#) (who covered Nirvana's "Lithium") to the raw freestylings of [GZA \(Genius\) and Slick Rick](#) featuring [The Fyre Department](#). The weather switched from one extreme to the other. Reaching the low 90's during the day but dipping into the 50's at night, there was no middle ground. Also of note was the dust, which seemed to multiply as the weekend wore on, mainly due to the well-documented drought that has been plaguing the South in recent months.

One Friday highlight was [The Egg](#), who've been around for a while but with a certain level of anonymity. Hailing from the U.K., they are a live band that produces trancey electronic sounds. They were the first band that I saw over the weekend that I was somewhat unfamiliar with. That will change from here on out. It was a high-octane dance party and light show with a few guest DJs.

[The Flaming Lips](#) hit the Echo Stage around 9:00 p.m. and proceeded to do what they do best - entertain. Their live show is as much a circus as anything else, with the music



The Echo Project by Dave V

