

SFGate.com

[Print This Article](#)[Back](#)to Article
SFGate.com

Outside Lands Music & Arts Festival

Joel Selvin, Aidin Vaziri

Sunday, August 17, 2008

[The Secret to Getting Highly Discounted Cruise Tickets](#)[Is Your Computer Slower Than When You Bought It?](#)[How to Keep Your PC Clean and Quick](#)

When booking the more than 60 acts to appear at the first Outside Lands Music & Arts Festival, producers avoided picking bands just because they might be popular.

"We wanted what I call 'credibility acts,'" says Gregg Perloff, founder of Another Planet Entertainment, the Berkeley maverick concert-promotion firm that will present this huge undertaking next weekend in Golden Gate Park, filling six stages for three days.

"We went for great live bands," Perloff says. "We booked acts we liked."

In partnership with Superfly Productions of New Orleans, the people who created the wildly successful alt-rock-cum-camping Bonnaroo Music & Arts Festival in the remote hills of Tennessee, Another Planet is bringing a Bonnaroo-style event to Golden Gate Park's Polo Fields. Perloff first mapped out the terrain as a concert site when he was co-president of Bill Graham Presents, putting on shows by Pearl Jam and Peter Gabriel's WOMAD Festival.

While Outside Lands headliners Radiohead, Tom Petty and the Heartbreakers, and Jack Johnson probably qualify as the most popular rock attractions on the road this summer, their concerts - the first after-sundown shows ever allowed in the park - will cap hours of activity on stages scattered around the adjacent gullies and meadows. There will be a panorama of alternative rock, indie pop, jam bands, conscious rap, progressive Latin and world-beat fusion - from the Southern roadhouse cool of the Drive-By Truckers to the extroverted acoustic guitar playing of Kaki King, from the chamber pop of Vienna Teng to the eclectic Gypsy madness of Andrew Bird.

Perloff estimated that a quarter of the acts are from the Bay Area, including Primus and the Coup.

To further reflect the culture in the festival, food will be served by local restaurants such as Gordo Taqueria, Pacific Catch and Asqew Grill. Northern California wineries will display their wares at the WineHaven tent. Stages will be decorated by local outsider artists, and sound will be provided by the Meyer Sound Lab of Berkeley.

Emerging technology will be represented by CrowdFire, which will bring together audience

members' digital images online. The Pacific Gas and Electric Co.-sponsored Panhandle Stage, featuring some of the festival's most intriguing new talents, will run on solar power. And Eco Lands will host a number of environmental stations, including those featuring recycling and solar cell-phone recharging.

Perloff envisions Outside Lands - the original name of the area that became Golden Gate Park - as an annual event. He chose the program with the unique nature of the city in mind.

"We wanted to do a festival that was appropriate to San Francisco."

Tickets

Three-day tickets for the Outside Lands Music & Arts Festival: \$225.50. Single-day tickets: \$85. VIP three-day tickets: \$695. VIP two-day tickets: \$539.50. VIP single-day tickets: \$249.50. (415) 421-8497, www.sfoutsidelands.com.

<http://sfgate.com/cgi-bin/article.cgi?f=/c/a/2008/08/17/PKTS126BH0.DTL>

This article appeared on page **N - 29** of the San Francisco Chronicle

San Francisco Chronicle Sections  Go

© 2008 Hearst Communications Inc. | [Privacy Policy](#) | [Feedback](#) | [RSS Feeds](#) | [FAQ](#) | [Site Index](#) | [Contact](#)