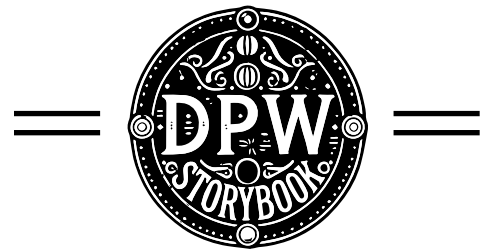


SWEET RIDE

Sweet Ride, is the Bureau of Land Management (BLM) project manager for Burning Man. As the liaison between the federal government and Burning Man, Sweet Ride manages contracts and oversees the Joint Operation Center (JOC), ensuring smooth collaboration between BLM, Black Rock City (BRC), Emergency Services Dispatch (ESD), and Pershing County law enforcement.

This partial interview was conducted by “Flo”, Flore Muguet, a French anthropologist, in 2016 and edited by Sweet Ride in 2023. Most of Flo’s questions have been omitted to improve reading flow.



My very first time at Burning Man, I had driven in from Reno. I had one of the Burning Man Rental vehicles. I got into Gerlach and went to Make-Out Queen, who is in charge of housing. I said, “Can you show me where my house is?” And she said, “Yeah, sure. Who’s truck is that?” [She pointed to my bright red truck.] I said, “It’s mine, it’s a pretty sweet ride, isn’t it?” And she was like, “That’s your new Playa name.” I was like, Oh, yeah? and that’s how I got Sweet Ride. I’ve been Sweet Ride ever since. This was three years ago. It’s a pretty sweet name, isn’t it? It works for me, you know.



Sweet Ride (front) and Birthday Boy. Photo credit: unknown. Year: unknown.

So, I am the BLM—Bureau of Land Management—project manager. I act as the liaison between the federal government and Burning Man.

I manage the contracts between Burning Man and BRC. We build this. We build the JOC Joint Operation Center. It’s BLM and BRC—Black Rock City— that has an office here. They operate out of here too. And then ESD – Emergency Services Dispatch—. Then it’s also Pershing County: those are the two law enforcement. Pershing County, BLM, BRC, and ESD all have offices here. Pershing County is the county

we’re in. They also police this area. I am hired through BRC: through Burning Man.

This might be our fence team coming up here... We can carry on later for sure. Let’s stop now and we can keep going after? Cool!

Note: They did not carry on “later for sure.” This is the end of the interview.

“She said, ‘Who’s truck is that?’ I said, ‘It’s mine, it’s a pretty sweet ride, isn’t it?’”



Sweet Ride in front of the BLM Early Man’s 2023 project. Photo credit: unknown.