

Love Parade v. Peace March

September 24, 2005 · San Francisco

	Peace March	Love Parade	Notes
Attendance	✓		PM by perhaps a 2-to-1 margin. If you counted the tourists watching from the sidewalks, though, LP would win.
Outreach to bystanders		✓	With loud music and scantily-clad dancers, LP was magnetic. Peace marchers wore too many clothes to compete.
Floats		✓	No contest. LP had Mac trucks pulling huge dancer-laden floats — mainly sponsored by clothing companies.
Signs	✓		Hundreds of hand-crafted signs made PM a reader's delight. LP let the music do the talking.
Music/Dance		✓	PM's bicycle-toted speakers couldn't compete with mobile sound studios, heavy bass, and truckloads of dancers.
Grassroots event	✓		Most floats in LP were sponsored by clothing companies. PM was truly a people's event, with home-made creativity filling the streets.
Diversity	✓		No contest. PM was all ages, all races, and a smattering of labor groups. LP was 90 percent young, white or Asian, and affluent.
Challenge to Status quo		✓	Whatever its shortcomings, LP rocked the streets — alive with potential, it made PM seem tame and predictable.
Greater meaning of event	✓		LP had no apparent meaning beyond the party, except as a forum for advertising. PM was a cauldron of thoughtful messages.
Fun		✓	No bullhorn-slogans, lots of music, thousands dancing in the street — in "energetic" terms, LP was the more powerful event.