




XPLORE 2019

Make Salsa
Not War



Since I was a kid, the
happiest I have ever seen
anyone, ever, has been
in images I come across
from time to time.

Images like this one.





Or any image really,
as long as it was
taken at...

A woman is the central figure, her face and hair completely covered in bright red tomato pulp. She has her arms raised in a gesture of celebration or surrender. The background is a dense crowd of people, also covered in the red sauce, creating a sea of red. The ground is a thick, slippery layer of tomato pulp. The overall atmosphere is one of chaotic joy and sensory overload.

LA TOMATINA

BUNOL, SPAIN



La Tomatina is
an annual tradition
where over 20,000
participants flood the
city all just to throw
tomatoes at each
other.

WHY

No one really knows why the festival started, only that it happened around 1944-45 and it has continued for the sheer **joy** of it! Look how **happy** they are!

WHY

WHERE

WHEN

WHERE

The festival is held in the Valencian town of Buñol, in the East of Spain

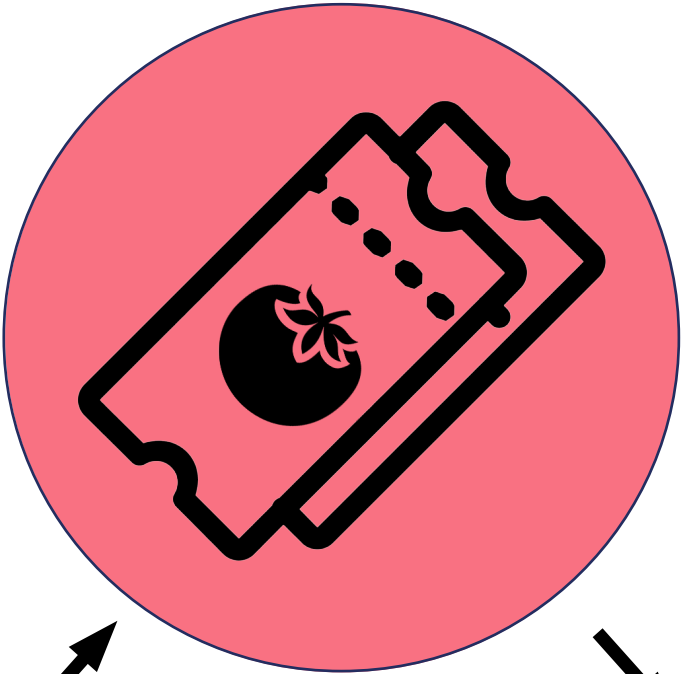
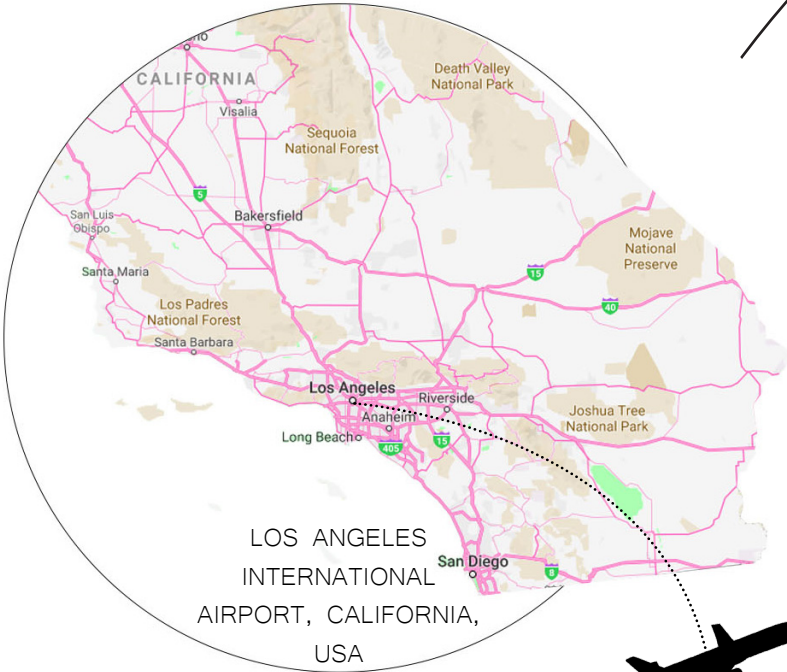
WHEN

La Tomatina
2020 will take place
on Wednesday,
August 26

TRAVEL TO DESTINATION

BUY TICKETS

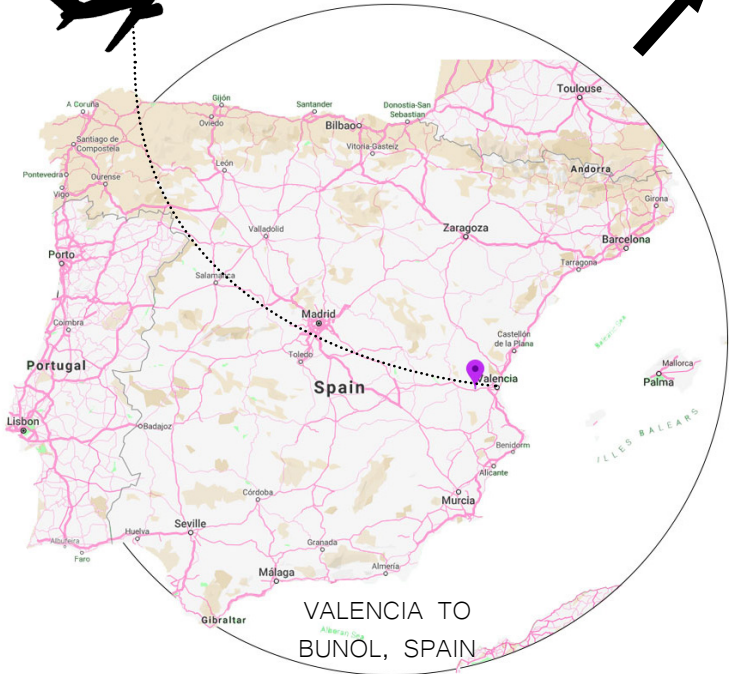
THROW TOMATOES

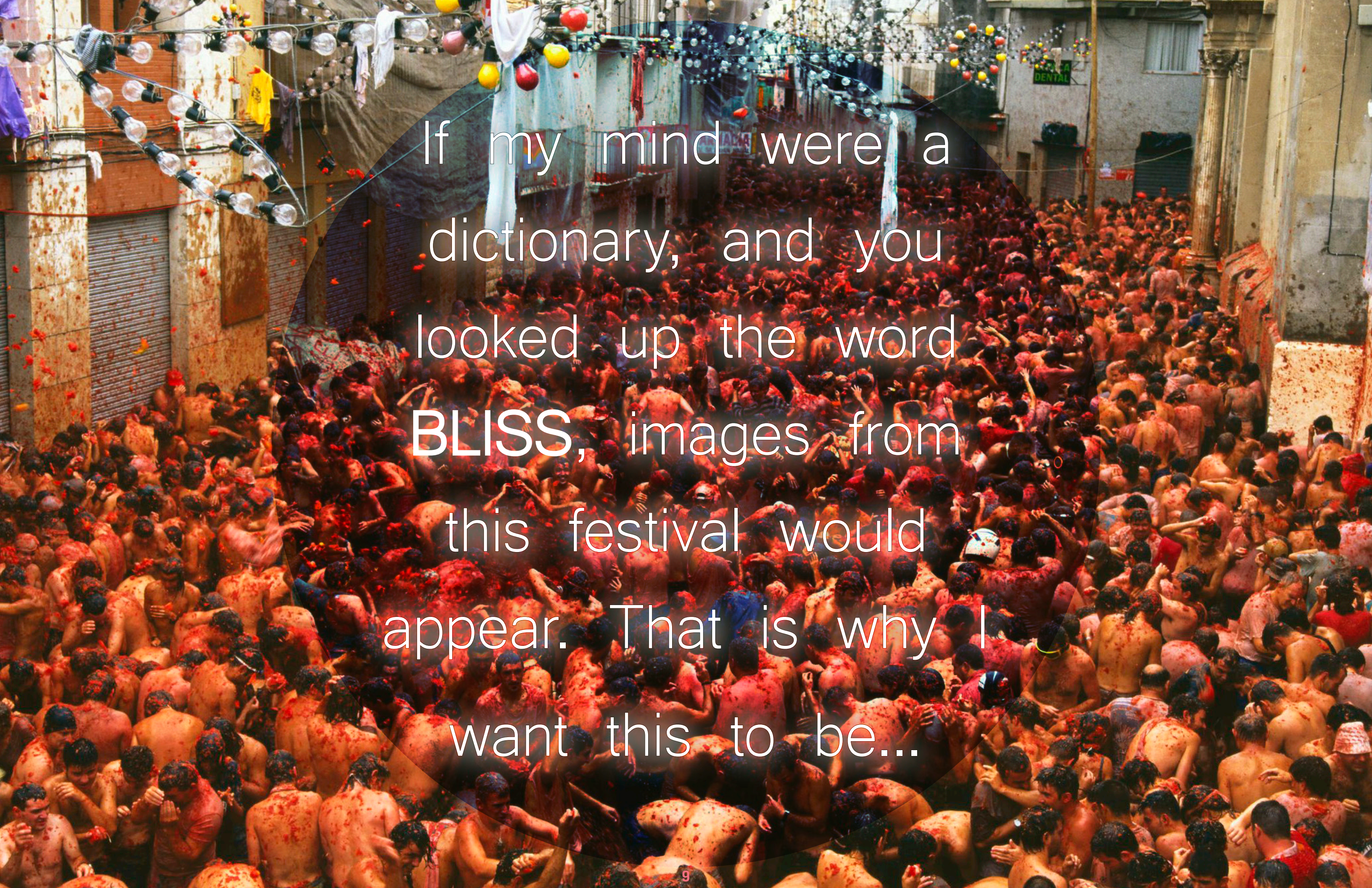


HOW



PHOTOGRAPH EVERYTHING!



A large crowd of people, mostly men, are covered in red paint or tomato sauce, participating in a festival. They are packed closely together in a narrow street, with buildings and string lights visible in the background. The scene is festive and chaotic, with many people looking towards the camera or each other. The red paint is smeared on their faces, chests, and arms, creating a vibrant and messy scene. The background shows a narrow street lined with buildings, some with balconies and string lights hanging across the street. The overall atmosphere is one of celebration and joy.

If my mind were a
dictionary, and you
looked up the word
BLISS, images from
this festival would
appear. That is why I
want this to be...



me



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