

FORGET COACHELLA—MARFA MYTHS HAS THE BEST FESTIVAL STYLE AROUND

By Rachel Hahn – April 18, 2018



Photographed by
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Marfa is an undeniably curious place. The tiny West Texas town, which is located in the high desert just 60 miles east of the Mexican border, has a population of just under 2,000 people, a mix increasingly made up of urbanite art world transplants who rub shoulders, perhaps tensely at times, with the longtime Marfan ranchers. Revered artist Donald Judd started to purchase land in the dusty old town in the early '70s, including 16 buildings, three ranches, and a former army base. He eventually came to own about 40,000 acres of property in the isolated region, which has come to serve as the ultimate backdrop to his minimalist large-scale installations. Because of Judd's influence, it's become a popular getaway and even a full-time home for artists, writers, and the like.

Since 2014, the town has also hosted Marfa Myths, an intimate multimedia festival organized by Brooklyn-based label Mexican Summer and local contemporary arts nonprofit Ballroom Marfa. And while music festivals are becoming so commonplace and homogenous that they're essentially interchangeable, and for the most part almost fully disconnected from their setting, Marfa Myths is a different story entirely. Marfa plays an integral role in the event's programming, as the sight of new age music pioneer Suzanne Ciani crafting dynamic, almost organic-sounding soundscapes with the delicate, vintage Buchla synthesizer in the light-filled, Judd-restored converted gymnasium at the Chinati Foundation makes entirely clear.

Given the festival's lineup, which found New Age icons such as Laraaji, accompanied by longtime collaborator Arji OceAnanda, playing over the span of a long weekend alongside singer-songwriters including Jessica Pratt, Kelsey Lu, alt-country figurehead Terry Allen, and DJs such as Omar-S and Equiknoxx, it's fitting that the style at the festival was diverse, albeit skewing eccentric with a bit of salt-of-the-earth Texan grit. Take a look at some of the best street style from the festival above, from converted robes from the bohemian nomadic hotel and campgrounds El Cosmico paired with knockoff thigh-high Balenciaga boots, to safari hats and rainbow tie-dyed shirts.