Performed by Fomyagina Kristina the student of 10(I) form

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#### SIEMENS

Rave is massive party with DJs and performance artists, where everyone can feel the powerful energy of music, the name of electronic dance. music played at these parties. It went its name. In the UK, raves have become a mass phenomenon in 1988 and the beginning of the 1990's became known outside the country.

The ravers are young people who love to hangouts and parties, original music and bright clothes. In the distant 90-ies culture of the ravers began to develop an alloy music techno and acid house. The ravers hang out at parties, trying to reach a particular emotional state in various ways.

# **Image**

Subculture of the ravers characterized by general synthetic, man-made. Nothing here is natural: if the music, then techno, if clothing, then from purely synthetic materials, toxic colors and painted with fluorescent paint. Such clothing sparkles and shines in the darkness, that becomes another factor contributing to the achievement of emotional ecstasy.





Asic colors, enjoying success it is orange, blue, poison green, kellow, pink. Many ravers are broad corduroy jeans and more exotic than the color, the better. Especially popular are sweaters and turtlenecks with some intricate pattern or inscription.







Even your own body the ravers trying different ways to replace, modify. Substitution of these can be fairly innocuous, such as dyeing hair, unnaturally bright makeup and excitation forces for the new dances by energy drinks. However, there is a tendency to the ravers and more rigid and generally unlawful actions in this direction, such as for example receiving drugs.

Hair, face Green, pink, violet, yellow, orange - this was the scheme, which is popular with the ravers and hairstyle: boys short cropped hair dyed in bright colors, the girls the long strands are painted a bright colors. Extremely popular piercing.



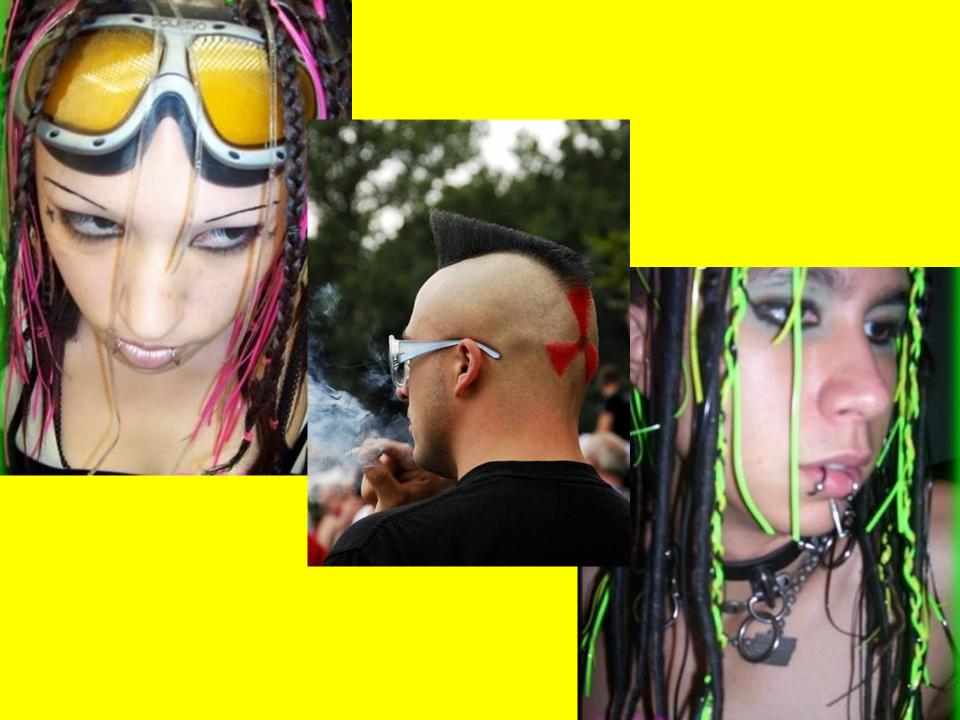


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Accessories Accessories such as chains, rings - a great success not in use. **Extremely popular** piercing and tattoos. Another popular labels on clothes, shoes with different emblems groups or something else. Each party is considered a natural hair dye in all colors of the rainbow.





Also popular caps or hats. The ravers entered into vogue clear plastic glasses in a color frame, often wear sunglasses, masks.











bag

gloves





## Values

Lifestyle of the ravers are night parties with a powerful music, computer graphics, laser beams. Their appearance and behavior promotes a departure from human nature. Their lives a complete entertainment. Ideology of the ravers based on entertainment and non-interference.

### Music

Ravers prefer techno music: trance, house, drum & bass. Most popular artists and bands: Scooter, Benny Benassi, Prodigy, Chemical Brothers and DJs.





#### Beattraax – Beach Party 2009

Benny Benassi feat. Dhany – Hit my heart

Dj Smash feat. Fast Food – Volna (video version)



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# My opinion

In my opinion subculture the ravers not as bad as it seems. Ravers do what they want only at night and in a certain place, without harming the society. But its bright view they protest against society, they want to somehow stand out.



