



More intimate music festivals and events throughout the valley continue to garner just as much attention, though on a smaller scale. **The Rhythm, Wine & Brews Experience** is hosting its fourth annual event on February 28th, 2015 at the Empire Polo Club. The festival is unique in that it offers craft beer and wine tasting, along with an energetic lineup of live entertainment. Past artists include the legendary King of Blues B.B. King, Buddy Guy, Aaron Neville and Big Bad Voodoo Daddy. This year an eclectic mix of reggae, hip hop and latin funk will be fused with a bit of blues and alternative rock to offer fans a more diverse experience. This year's headliners include Slightly Stoopid, Ozomatli and Fishbone.

Joshua Tree Music Festival, founded in 2002, is everything you'd expect in the bohemian-minded high desert: the festival is beamlit/indie action in the sprawling campgrounds just on the rim of the national park. Its focus on emerging artists helps introduce new breakthrough bands, like Deer Tick and Edward Sharpe, and also offers lively dance parties, community yoga and a whole lotta desert freedom.



Not all festivals are created equal, and not all sprawl along open plains. Resort pool parties chockfull of splashy hipsters have become a fixture in the Palm Springs resort scene for regular, wet and wild weekend events. Stylish resorts like Saguaro, Skydork, Ace and Riviera tout killer weekend pool party scenes, helmed by notable DJ's dishing out mostly EDM beats to young swimwear-clad, sun-kissed and boozy revelers. **Hard Rock Hotel Palm Springs'** notorious weekend pool parties get so jam-packed they have no choice but to charge a cover. Ask any local: the pool party wars didn't exist five years ago.



Golden Voice—a division of AEG that put Coachella on everyone's radar—amped the pool party scene by partnering with **Splash House**, which debuted last year. The festival, taking place at various locations including Hard Rock Hotel Palm Springs and Saguaro, takes the resort pool party to the next level by flying in major acts like Moby, Chromeo, Cat Coppy and Jason Bentley. According to Tyler McLean, co-founder and producer, Splash House was built to work specifically in Palm Springs and nowhere else, due to the swelling pool party scene. "For a long time, Palm Springs was known more for being a retirement community than a destination for anyone younger than 50," he says. "So the perception that it's a now hot spot for hipsters is a testament to how far it's come."

Golden Voice also took faith in **Hacienda Cantina & Beach Club**, a new, 8,000-square-foot outdoor party venue with pool, cabanas, three bars, outdoor yard and tons of booze. It's less constricted than a resort pool and can hold hundreds of parties. In fact, it's like a mini-Coachella. A handful of celebrities have already popped in to scout the venue for private events, like Taryn Manning (Orange is the New Black) and Kelly Osbourne. Even Elijah Wood popped in to guest DJ a few months ago.

The Coachella Valley is undeniably music centric and, while music here has been a highlight for almost a century, there's no better time to get your dance on in the desert. Palm Springs is like one big block party, and the ever-expanding festivals and music events prove there's no sign they will be one-hit wonders. Q