

# *Faire Wind & Song*



## **How We Choose Our Locations**

*A guiding principle of Faire Wind & Song*

It all begins with one key truth that shapes everything we do:

Our ship, *The Faire Wind*, travels linearly.

We embrace the journey.

We see the planet.

And we know the distances.

Everywhere you look, people say "*the world feels smaller now.*"

They mean it metaphorically — and digitally. But here is the reality:

The world is still vast.

Oceans are wide.

Rivers take weeks.

Mountains do not care about your schedule.

We do not swipe between cultures. We sail to them.

Does the Earth seem small to you?

The world is not small. That is an illusion created by satellites, jet engines, fibre optic cable, and map projections.

## **For Your Consideration**

No matter what you think,

*Most people live somewhere else.*

No matter what you think,

*Most people think differently.*

**It is our mission to explore, engage, and enlighten.**

We move forward — not in loops or shortcuts, but one stretch of water at a time. The coastline is a fractal — endlessly detailed, full of unexpected turns — and we are following that edge, slowly, deliberately. We do not skip ahead.

We do not circle back — well, mostly.

Rivers are a different story.

On the Amazon, for example — which is absurdly wide — we will visit towns on the north bank as we head upriver, and towns on the south bank on the way down.

So yes, sometimes the route forms an oblong loop.

But we always keep moving with purpose, shaped by the flow of the world around us.

Along the Amazon River, between the Atlantic and Manaus (1,600 km), the Amazon averages 6 to 24 kilometres wide, and can exceed 50 kilometres across during high water. Between Manaus and Iquitos (1,300 km), it ranges from 2 to 6 kilometres, with some stretches reaching 10 kilometres wide.

River current speeds vary from 1.5 to 5 km/h (roughly 0.8 to 2.7 knots), depending on depth, gradient, and season — slower going upriver, faster going downriver.

*FYI: If we are proceeding upriver and running the ship's motor at what would normally be 6 knots, and the current is running at 2 knots against us, our actual speed over ground is 4 knots. On the way back downriver — same motor speed, but now with the current — we are hauling ass at 8 knots!*

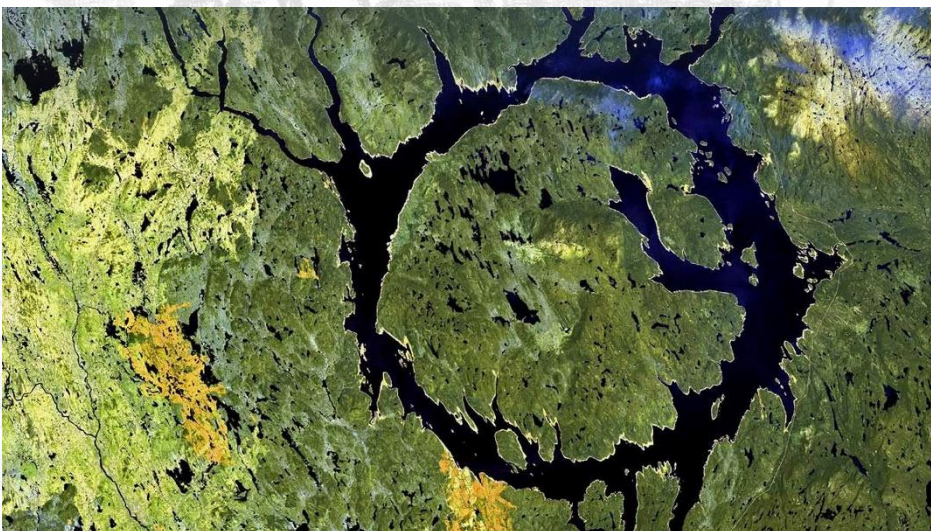
We will not be on the river during the flood season — our schedule is designed to take full advantage of stable water levels, clearer access, reasonably navigable currents, and avoiding crazy torrential rains.

The river is not only a road — it is a continent in motion, with each bank hosting unique cultures, access challenges, and histories. This is why we route both directions with care, treating each leg as a chance to explore entirely different communities.

We select our 16 featured locations from looking at a large globe of the Earth at least a year in advance, and chart a plausible arc. Those 16 featured locations are carefully considered based on our starting point, the time of year, and the realities of weather, distance, and production requirements. From that core route, we make at least 4 additional stops between each episode location — meaning roughly 64 more stops that are more spontaneous, more reactive, and often more surprising.

In many cases, we find them — or we literally bump into them. We are not travelling in a straight line — the coast bends, rivers curve, and geography is an ever changing, self determining fractal. But we are moving forward, and if a place lies along the course we are sailing, it becomes part of the conversation. — because we are going right through it. Sometimes we plan. Sometimes we adjust. Always, we listen. As the Yiddish proverb says, “Der mentsh trakht un Got lakht” — “Man plans, and God laughs.

”Mama Gaia and the Moon decide how fast we go. Currents, tides, winds, river flow — all of it means we average about 80 to 140 nautical miles a day. On a great day? Maybe 200. But usually, we move at the pace of nature, not production. So we adapt.

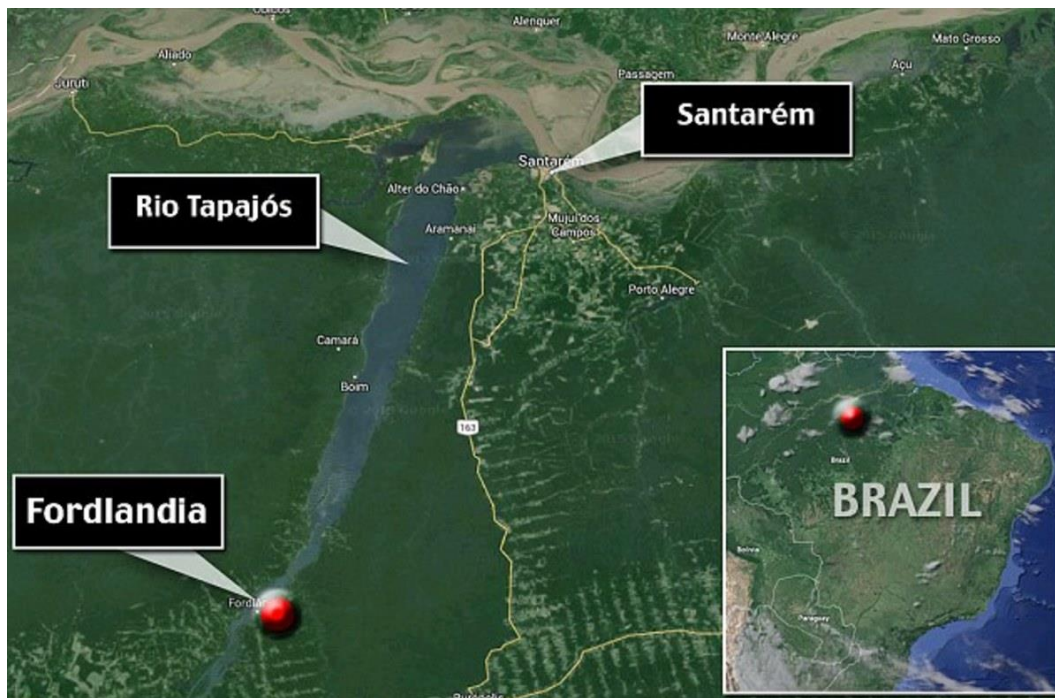


We also expand our reach inland. For example: after sailing from Quebec City to Baie-Comeau (roughly 230 nautical miles downriver), we plan to travel inland — either by road or small aircraft — to the ghost town of Gagnon, Quebec, which sits on a remote bay of Lake Manicouagan. That lake was formed by a meteorite impact 214 million years ago, and the crater — perfectly circular and some 40 miles across — is still visible from space. It looks like a massive eye, staring back at the sky





Or take this: when planning our Amazon River locations for Season 3, we measured every single mile of every single map on Google Earth Pro — every twist and turn of the river, both directions. As we studied the basin, we came across names like Curumu, Gurupá, Prainha, Purupuru... and then something jumped out on the Tapajós River, a tributary of the Amazon, about 120 miles south of Santarém: a town called Fordlândia.



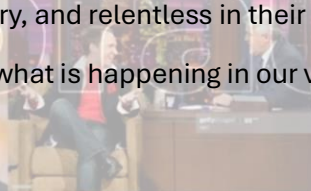
Fordlândia? What is *that* doing there? That discovery led to weeks of research, and eventually two books on Henry Ford's failed 1928 attempt to establish a rubber plantation empire in the middle of the Amazon. The culture clash, the ambition, the collapse — it is an extraordinary story, and we *will* be going there in Season 3.

You never know what is around the next corner — and that is exactly the point.

This series is not only about who lives in a place now, but *who lived there before*, and how the land itself came to be. We care about people, stories, and the Earth beneath our feet.

Aboard *The Faire Wind* are 20 individuals — including an ethnomusicologist, an archaeologist, musicians, chefs, filmmakers — all with deep interests in biology, history, botany, agriculture, geology, and more. Ashore, we have another dozen or so based around North America, feeding us research, stories, and leads in real time. Together, this team is incredibly curious, multidisciplinary, and relentless in their search for meaning.

If someone reaches out and says, “Come see what is happening in our village,” we answer with: “Let us check the tide tables.”



**IRON CHEF  
AMERICA**

with host  
**kevin brauch**

the  
**Thirsty  
Traveler**





Our Social Media Director will also be proactively reaching out to like-minded creators and influencers — establishing cooperative cross-promotion opportunities that extend the reach of our community (and theirs). We will invite them out to our locations and sponsor their content, fostering a network of creative cross-pollinators who share our love for music, cuisine, culture, and the Earth.

So yes — there is intention. There is methodology. But there is also surrender.  
We are co-authoring this journey with the Earth, our home.

Faire Wind & Song is an organic model.

We plan — with care, detail, and intention.

We study coastlines, measure distances, track weather patterns, and set our course accordingly.

But when we arrive — that is when the unexpected begins.

That is when the real stories start to surface.

We are responding — to the planet, to people, to conditions, and to what reveals itself along the way.

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Faire Wind & Song is about music, cuisine, & culture.

Faire Wind & Song is about art, language, geography, & history.

Faire Wind & Song is about all of us.

In the immortal words of Thich Nhat Hanh:

We are all the leaves of one tree.

We are all the waves of one sea.

Make sure you stay tuned so you can come by and say hello when we are in a town near you — because we're going EVERYWHERE (gotta be near the ocean or a big river, of course 😊).

— Clark & Ch'Petey

Clark Graff

Creator & Director,  
Faire Wind & Song



We ride the water.

Not against it.

Not above it.

Not under it.

But with it.

We ride with it.

Because it was here before us,  
and it will be here after us.

Why would you fight the sea.

Why would you want to command it.

You should learn to move with it.

You should learn to dance.

And it rides through us.

Through songs, through stories,  
through cultures carved by its edges,  
through histories buried in its depths.

Water is.

We ride the water.

And the story flows from there.

*“The sea’s not your enemy...*

*You’ve got to dance with her.”*

— Scully, *Summer Rental* (1985)

We sail.

We are in the water.

We arrive by the water.

We are the water.

