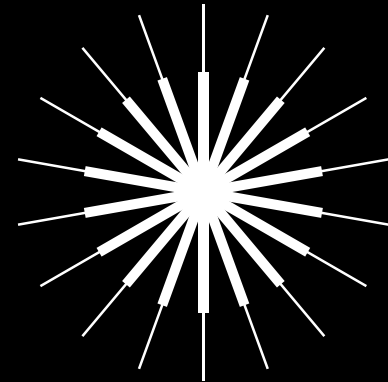
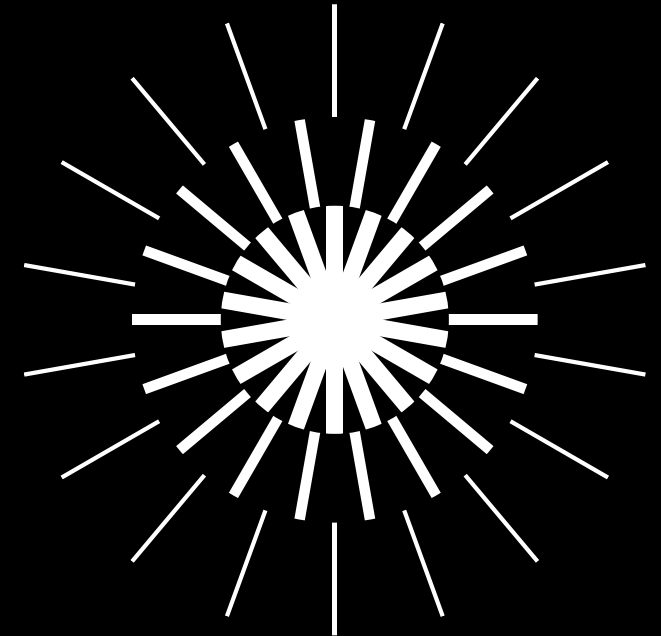
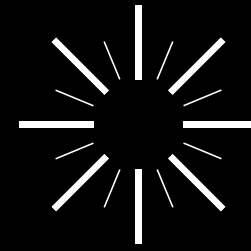


NIGHT-TIME ECONOMY ANNUAL FORUM

January 17th 2023

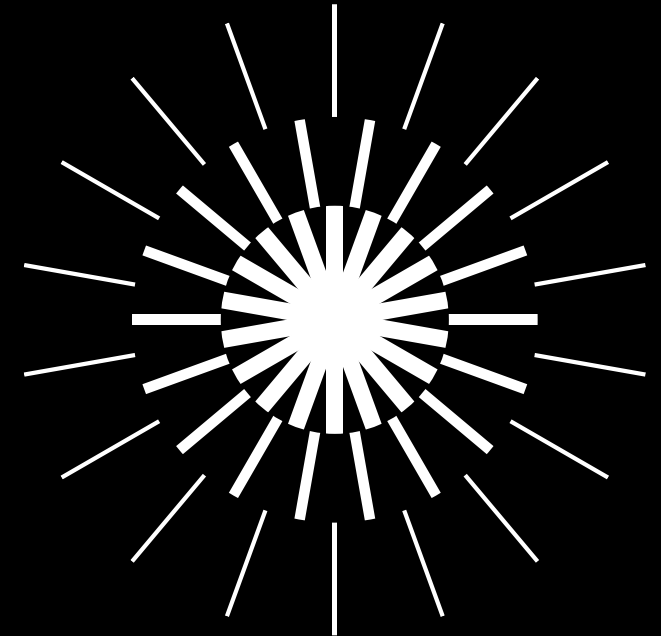
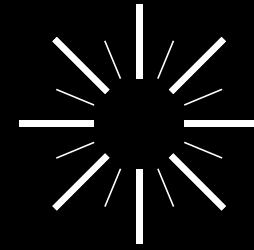
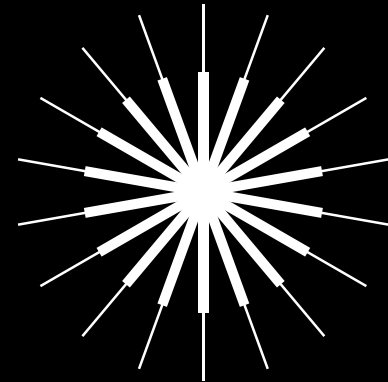
National Gallery of Ireland



#NightTimeEconomyForum

Welcome

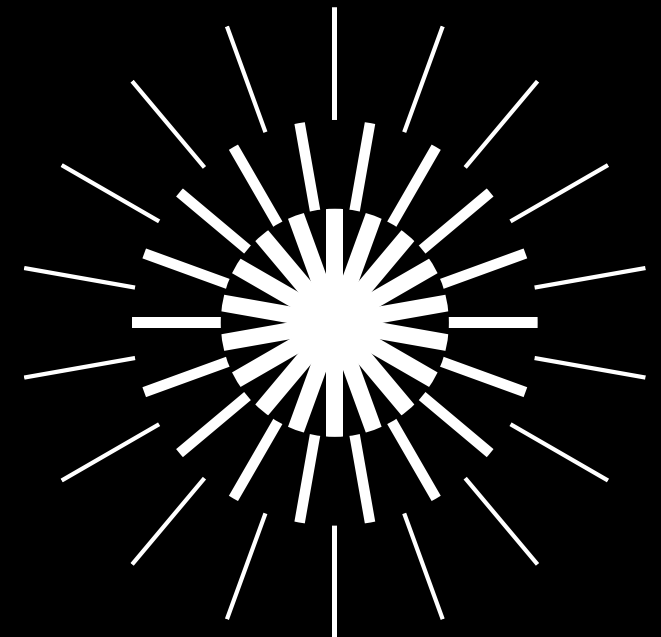
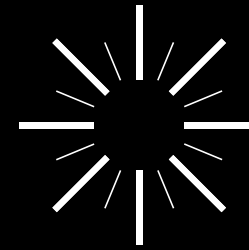
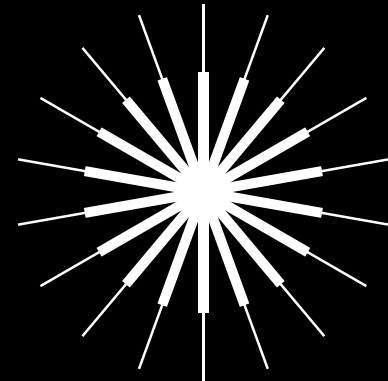
MC Robbie Kitt
DJ & Producer



#NightTimeEconomyForum

Welcome

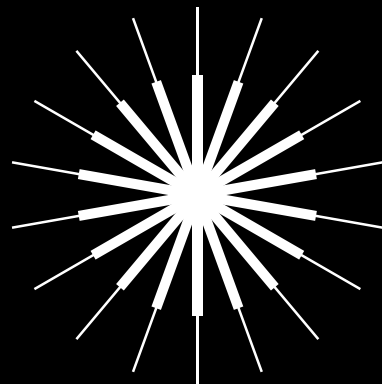
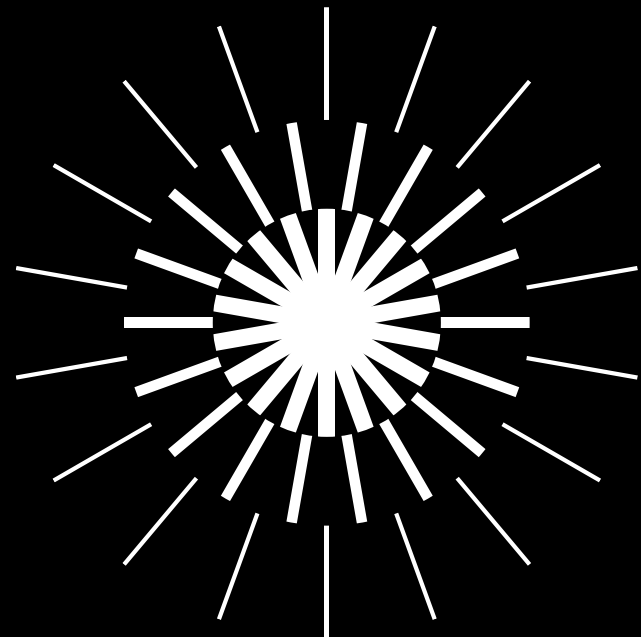
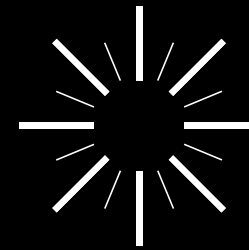
Maureen Kennelly
Director of The Arts Council



#NightTimeEconomyForum

Keynote Address

Professor Terry Stevens
International Tourism Consultant
Stevens & Associates



#NightTimeEconomyForum

RE-IMAGINING THE
FUTURE OF THE NIGHT:
THE ROLE OF
ART & CULTURE

ARTS COUNCIL OF IRELAND

DUBLIN

17TH JANUARY 2023



THE AGENDA

Setting the scene

What are we talking about?

Market trend implications

Opportunities and
International examples

Conclusions

.....

THE AGENDA

Setting the scene
Our relationship
with the night





JAMES JOYCE, *Nightscape*, 1915

Gaunt in gloom

The pale stars their torches,

Enshrouded, wave.

Ghostfires from heaven's far verges faint illumine,

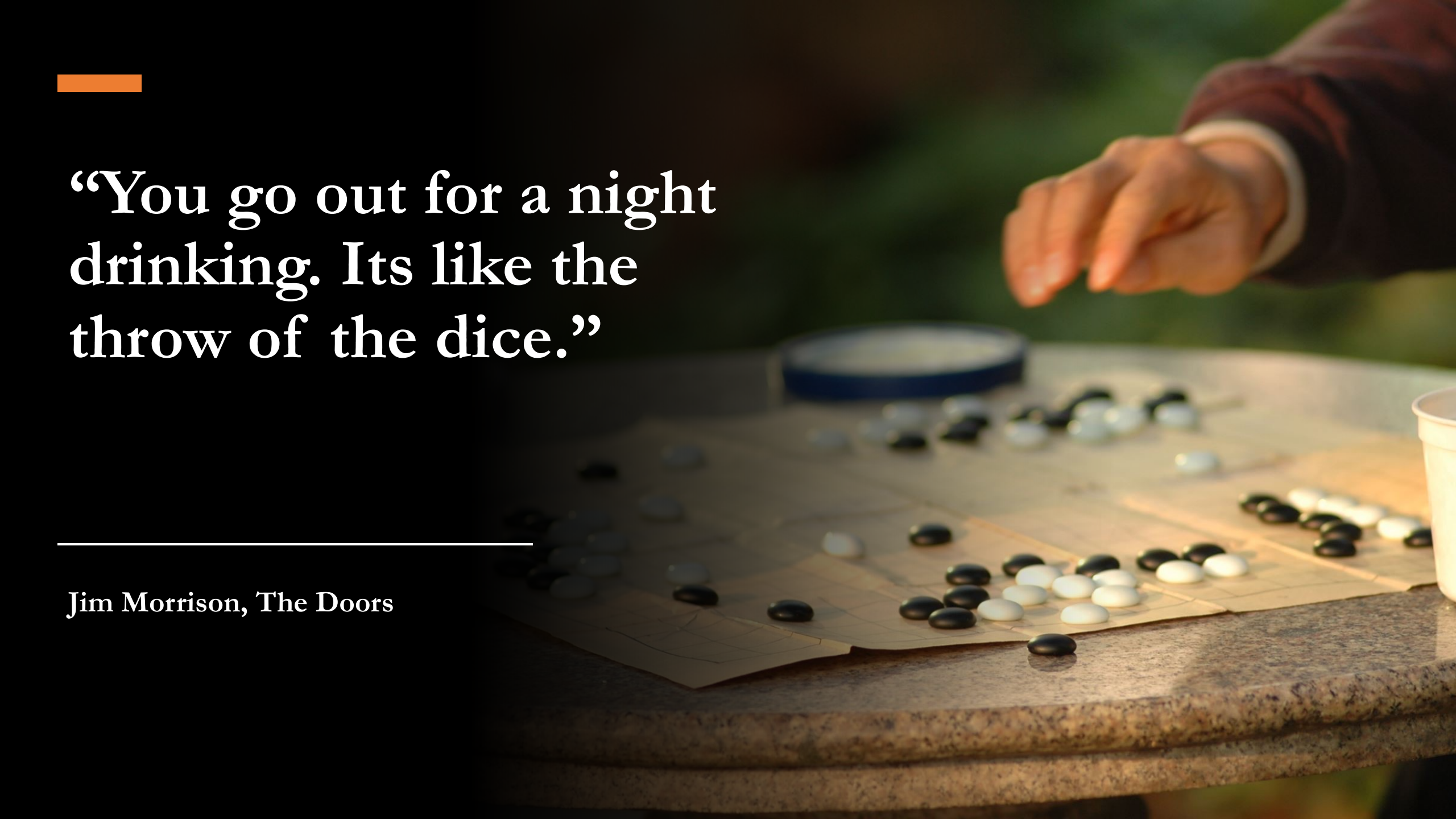
Arches on soaring arches,

Night's sindark nave.

*Well, here it comes
Here comes the night
The long, the long and
lonely night
Whoa, here comes the night*

**Them with Van Morrison
1965**

*Midnight city: The night has a
thousand eyes; I am your late-night
evening prostitute: You shook me all
night long: Dancing in the moonlight:
End of the night: One night stand:
Night people: Night fever: Hard days
night: Heart of the night: Saturday
nights alright for fighting: Starry,
starry night: Nights in white satin:
Help me make it through the night:
Rhythm of the night: Wild night:
Heart of the night: Nights: Saturday
night: Black night: Dance the night
away: Night train: the night they
drove old Dixie down: A night like
this: Open all night: Night flight:
Night shop: Night boat: Tonight's the
night: Dance the night away.*

A close-up photograph of a person's hand dropping a white Go stone onto a board. The board is on a stone table, and several black and white stones are scattered around. The background is a blurred green field.

“You go out for a night drinking. Its like the throw of the dice.”

Jim Morrison, The Doors

*I saw werewolf with a Chinese
menu in his hand*

*Walking through the streets of
SoHo in the rain*

*He was looking for the place called
Lee Ho Fooks*

*For to get a big dish of beef chow
mein*

*Little old lady got mutilated late
last night*

Werewolves of London again.

Warren Zevon, 1978.



T S ELIOT
*The Love Song
of J. Alfred
Prufrock (1915)*

*Like a patient etherised
upon a table*



*“What has night got to
do with sleep?”*

John Milton, *Paradise Lost*



*“The night is more alive and
more coloured than the day.”*

Vincent van Gogh

.....

THE AGENDA

**What are we
talking about?**

Prevention & Control

Nurturing & Enhancing

Rural & Urban



WHAT ARE WE TALKING ABOUT – AND DOES IT MATTER?

- THE NIGHT
- THE NIGHTTIME / NIGHT-TIME
- NIGHTLIFE
- NIGHT-TIME ECONOMY

‘Night-time’ refers to the time of the day when the sun disappears, and darkness falls, lasting until sunrise the following day. ‘Night’ refers to the time between sunset and sunrise.

THE NIGHT, THE NIGHTTIME / NIGHT-TIME

DYNAMIC & INCONSISTENT
VARIATION BY SEASON, INTENSITY,
CULTURAL MEANING AND GEOGRAPHY



Seanad Éireann Debate

13 July 2022 (Vol.287. No.6)

Move by Senator Fintan Warfield on Report by Night-time Taskforce (September 2021) *'Give Us The Night'*.

"I recognise that policy focus revolves solely around alcohol rather than the holistic community and societal benefits of the night-time culture."

Seanad Éireann Debate

Senator Barry Ward

*“The Night-Time Economy is a hugely important sector, contributing to the economy and Ireland’s cultural and creative sectors, which can **bring vibrancy to city and town centres** attracting people into our towns and cities later in the evening and night-time by offering a range of cultural activities, in a variety of venues.”*

Minister Catherine Martin

*“A vibrant, diverse and inclusive night-time economy is **important for our towns and cities**, it boosts the local economy, makes our towns and cities more attractive places to visit and to live in. It is extremely important that we ensure that there is **a balance between alcohol and alcohol-free** activities to ensure that a **wider demographic can engage with the Night-Time Economy.**”*

THE NIGHT. NIGHTLIFE. NIGHT-TIME ECONOMY.

Life blood of a city

- The **NIGHT** is neglected with focus on night-time **ECONOMY** (*Night-time Economy Index*)
- Economy driving policy from branding to management – *UNSDG 11 safe, resilient, sustainable*
- The changing geography of nightlife from condensing to beyond the centre
- Muddying the boundary between night and day – no definition
- Obsessed by flows and time not rhythm and space – *the 20minute neighbourhood*
- More than illumination and animation
- The night can be expensive
- Any sense of social and generational diversity can be illusory

The background of the slide is a composite image. The top half shows a clear night sky with the Milky Way galaxy visible as a bright, diagonal band of stars. The bottom half shows a dark wooden boat on a calm body of water, with the sky's light reflecting on the surface. The text is overlaid on the left side of the image.

CONSIDERING THE RURAL: WHAT ABOUT SMALL TOWNS AND VILLAGES?

- **Smaller resident population**
- **Limited range of commercial assets**
- **Poor public transport**
- **Skills and training issues**
- **Lower wages**
- **Tourism promotion, imagery and perceptions**



**CONSIDERING THE RURAL:
WHAT ABOUT SMALL TOWNS AND
VILLAGES?**

BUT

- **Post-COVID live/work shift**
- **Importance of tourism and tourism assets**
- **Changing tourist markets and expectations**
- **Importance festivals and events**
- **Nature-based opportunities – dark skies**



THE AGENDA

**Market trends &
implications**

Thomas Burke

English Nightlife (1943)

“Dark empty streets,
curfews and
blackouts and a dim
subdued kind of
night. Would
nightlife ever
recover?”

Dublin City during lockdown



A dark, foggy night scene with a street lamp and trees. The text is overlaid in white, serif font.

**PRE-COVID FUN & JOY OF THE
NIGHT BEING EXTINGUISHED
AND UNDER THREAT.**

**POST-COVID RECOVERY
REMARKABLE BUT.....**

86,000 Night Time Culture Economy Jobs Lost

NTIA | A STUDY OF THE NIGHT TIME ECONOMY



£46 Billion 1.64% GDP 425K Jobs

Total NTE Value of Culture (Pre Covid)

NTIA | A STUDY OF THE NIGHT TIME ECONOMY



SESSION SPOTLIGHT

*«Night Fever:
How can night mayors
help cities recover after
the pandemic?»*

with Mirik Milan

Tuesday,
29. Sep 2:00 pm CET



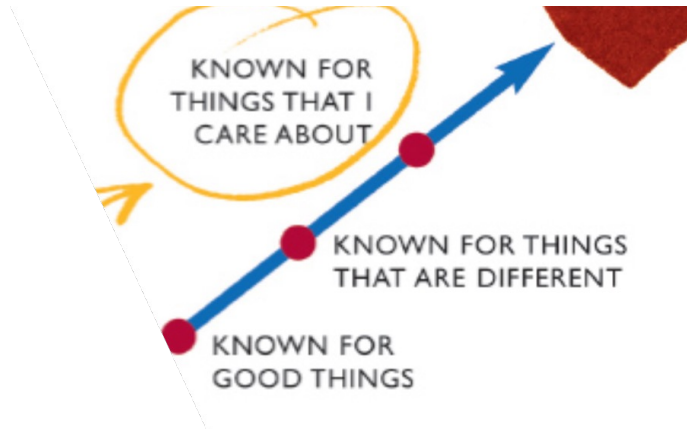
The past two years has exposed the emptiness of marketing slogans and the silliness of branding whilst amplifying the importance of

reputation

management

and the way a destination AND ITS ATTRACTIONS behaves.





Tomorrow's tourists AND RESIDENTS care!



**THE NEW
EXTRAORDINARY**

We've spent our time fretting about the
New Normal, when we should be
talking about the

New Extra-ordinary!

The pandemic has precipitated
scientific advancement, championed
innovation and ushered in a new age of
collaboration, challenge and
accelerated change'.

Martin Raymond, *The Future Laboratory* (2021)

TEN PARADIGM SHIFTS

1. **HYBRIDITY** – novel, unique solutions, innovation
2. **BLURRING** – the increasing difficulty to define
3. **OUTLIERS** – ‘who would have thought it’ fosters competitiveness
4. **CO-CREATION** – collaborative experience creation
5. **CO-DEPENDENCY** – the eco-system not the ego-system

TEN PARADIGM SHIFTS

6. TRANSFORMATION – boldly go where no one has been before

7. ELASTICITY – fluidity, flexibility and agility, **PACE** of change

8. RE-PURPOSE – finding new uses for old assets

9. TALENT – the alternative qualification, drives competitiveness

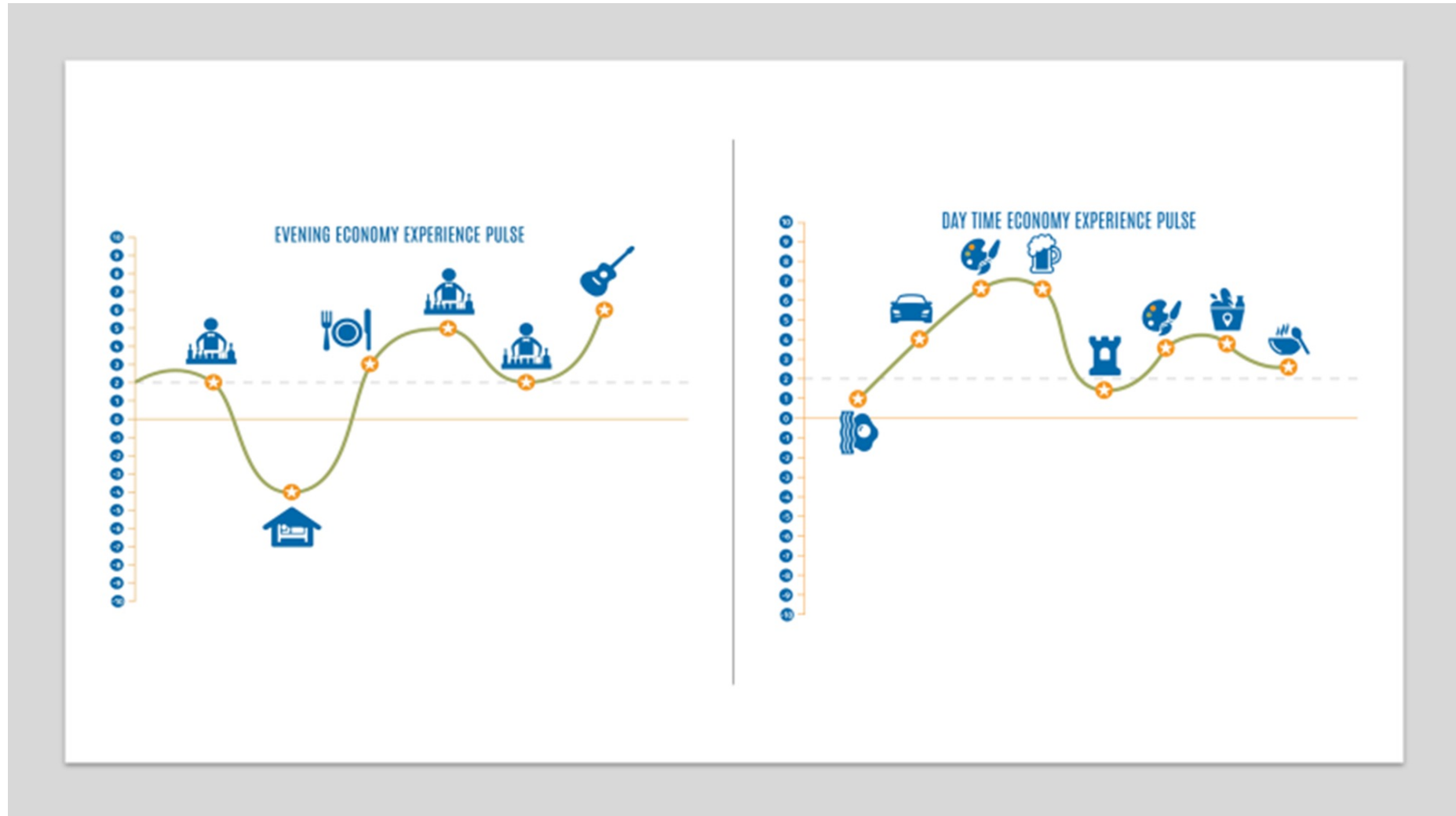
10. VALUE – re-calibration of perceived / real value

**UNPRECEDENTED
EXPERIMENTATION
HYBRID SOLUTIONS
HYBRID THINKERS**



**CO-COOPERATION AND
& CO-DEPENDENCY:
THE IMPORTANCE OF
THE DESTINATION**

THE PLANNED AND MANAGED v SERENDIPITY

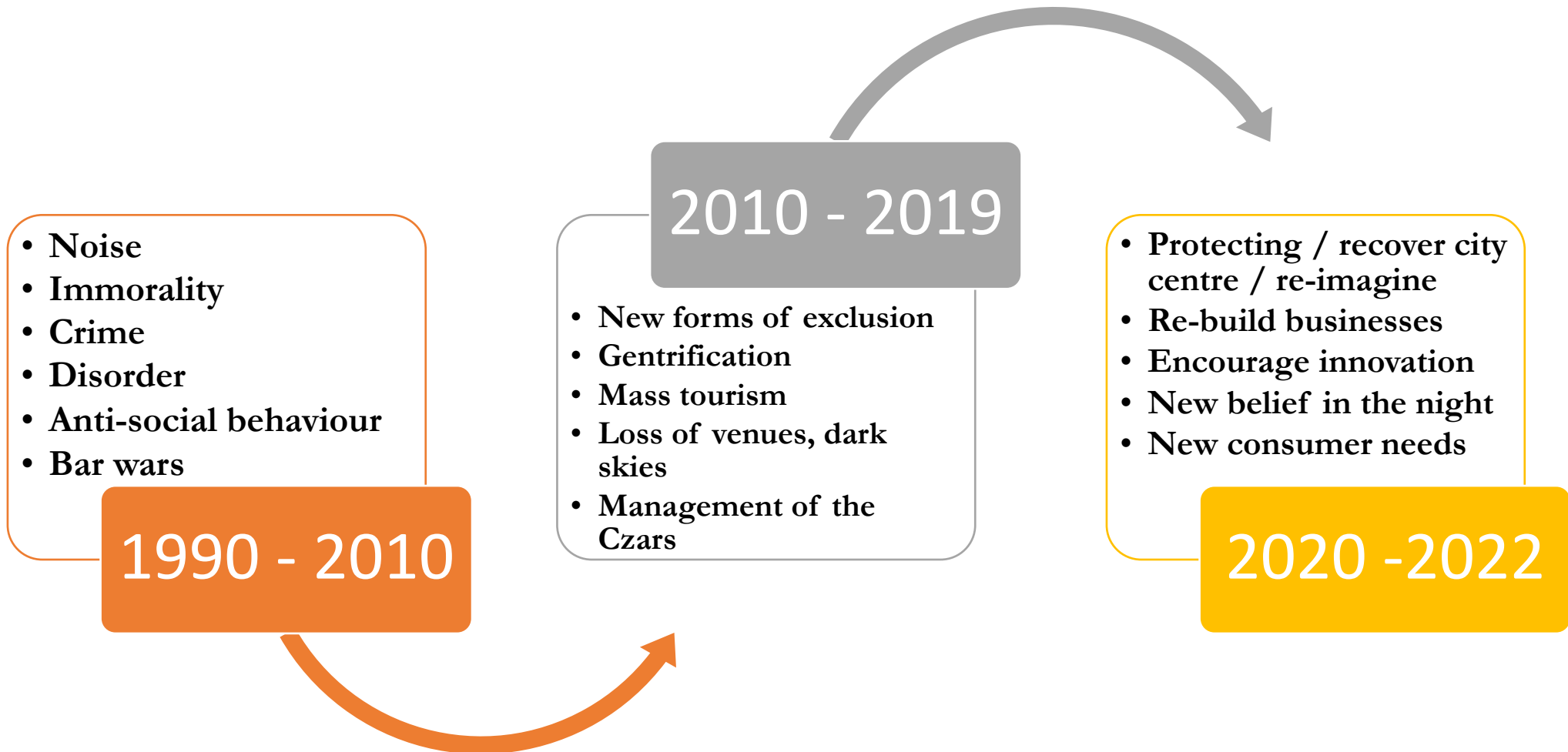




THE AGENDA

**Opportunities
& challenges**

THE LIFE CYCLE OF OUR RELATIONSHIP WITH THE NIGHT



THE NIGHT

Bouyant, diverse, varied, cosmopolitan =
Sought after, promoted, enabled

BUT

Still articulated by fear, risk, crime,
anxiety, sentimentalism, bar wars and the
5pm flight

Is the ability to go to an all-night gym or
shop, or a sleep-over in a museum, have a
haircut or attend a night-class really the
markers of progress and modernity?

Everything has
changed –

Nothing has changed

THE
CONTEMPORARY
WORLD RUNS
COUNTER TO
THESE IMAGES
WHICH STILL PUSH
MUNICIPAL
GOVERNMENTS TO
ENACT MEASURES
TO TRANSFORM
AND TO CONTROL
THE NIGHTS.



A nighttime photograph of a cityscape. In the foreground, a body of water reflects the lights from the buildings and bridge. On the left, a white cable-stayed bridge with a curved pylon is illuminated. In the center, a large, multi-story building with many lit windows is visible. On the right, a modern building with a distinctive, curved, glass facade is illuminated with blue and green lights. The sky is dark, and the overall scene is vibrant with city lights.

NOCTURNAL LEISURE, PLEASURE, DEVIANCE AND TRANSGRESSION

Van Liempt (2015) Geographies of the Urban Night.
Koslofsky (2011) History of the Night



WHY SHOULD WE
CARE?
Change is happening

(Google Images: Cities)

COMPLEXITY: THE POWER OF THE NIGHT

VARIED DURATION
VARIED GEOGRAPHY
THE MIDNIGHT HOUR
DUSK / DAWN, TRANSITION

PLACE OF UNORTHODOX BEHAVIOUR
ON THE EDGE – LIMINAL / ENTROPY
FREE FROM THE CONSTRAINTS OF THE
DAY
FEAR, VULNERABILITY, DANGER

THE POWER OF
THE NIGHT

SEPARATE TIME & PLACE
IMPACT ON THE SENSES
STIMULATES NEW PERCEPTIONS
ALTERED STATE & FORM

LIMITED NATURAL ILLUMINATION
FIRES THE IMAGINATION
STIMULATES CREATIVITY
INTERVENTIONS

COMPLEXITY: DIMENSIONS OF THE NIGHT

GOVERNANCE
MANAGEMENT
ROLES & RESPONSIBILITY
REPUTATION MANAGEMENT

COSTS V BENEFITS
SHIFTING ANXIETIES
WINNERS & LOSERS
BRANDING, REGENERATION,
IDENTITY

NEED TO THINK
THROUGH ALL THE
DIMENSIONS AND
THEIR INTEGRATION

SPACES & PLACES
TIME
NETWORKS & CLUSTERS
GEOGRAPHY

NEW URBAN/ RURAL IDENTITY
VIBRANT SOCIAL TRANSFORMATION
ECONOMIC TRANSFORMATION
CULTURAL TRANSFORMATION

IT IS NOT A DARK ART

Great destinations at night are more than just about nightlife, nightclubs and bars.

The night can bolster economic, social, cultural and place-making reputations.

FULL OF PROMISE: NIGHTLIFE IN 21ST CENTURY?

APPEALING

SUSTAINABLE

RESILIENT


SECURE

DIVERSE

INCLUSIVE

INSPIRING

RELEVANT

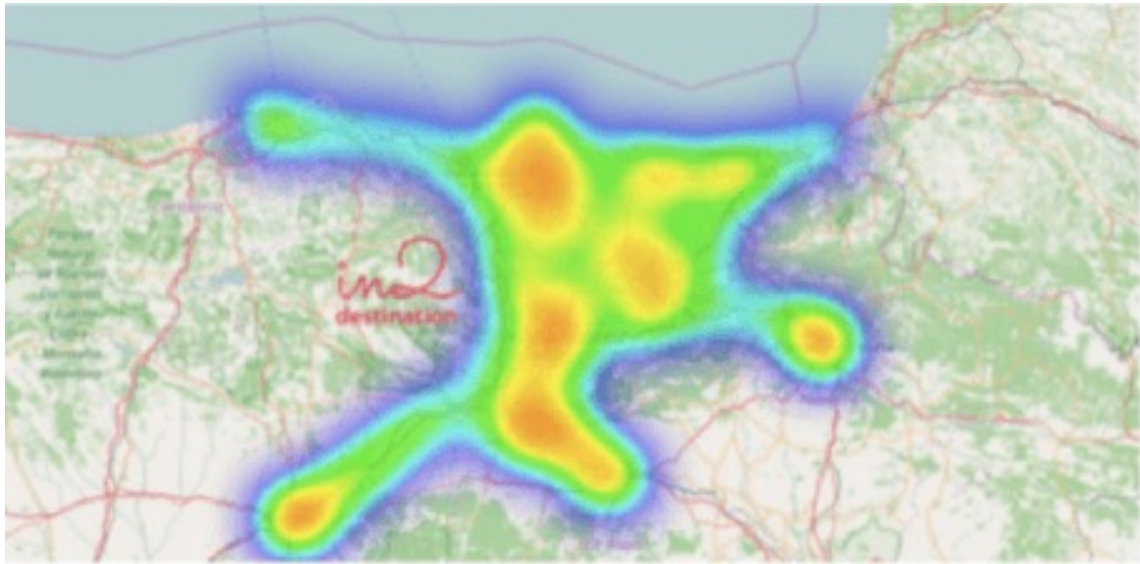


**INTERNATIONAL
BENCHMARKING:
WHERE & WHO DOES THE
NIGHT WELL?**



BILBAO

- Absence of nightclubs
- Waterfront focus – FAMILY FRIENDLY
- Role of icons & iconic DESIGN
- Night opening of museums and attractions
- ‘Right to Rest’ for local people
- Importance of architectural lighting
- Integrated transport systems





TURKU



COPENHAGEN: pushing local neighbourhoods

All Night Tours in Copenhagen



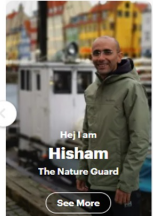
Choose your favorite local

Enjoy Copenhagen with a host of your choice
**The Charm of Copenhagen at Night:
Kickstart Tour**

€12.50 pp • 1.5 hours • Night tour
★★★★☆ 4.5 | 4 | 8

Explore Copenhagen with a local of your choice

Learn about their personal stories, and find out how you can explore Copenhagen together

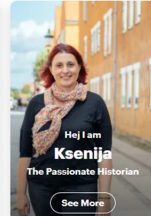


Hej! I am

Hisham

The Nature Guard

See More



Hej! I am

Ksenija

The Passionate Historian

See More

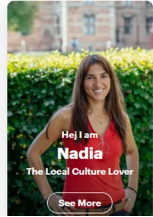


Hej! I am

Sergiu

The Guiding Photographer

See More

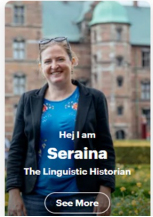


Hej! I am

Nadia

The Local Culture Lover

See More

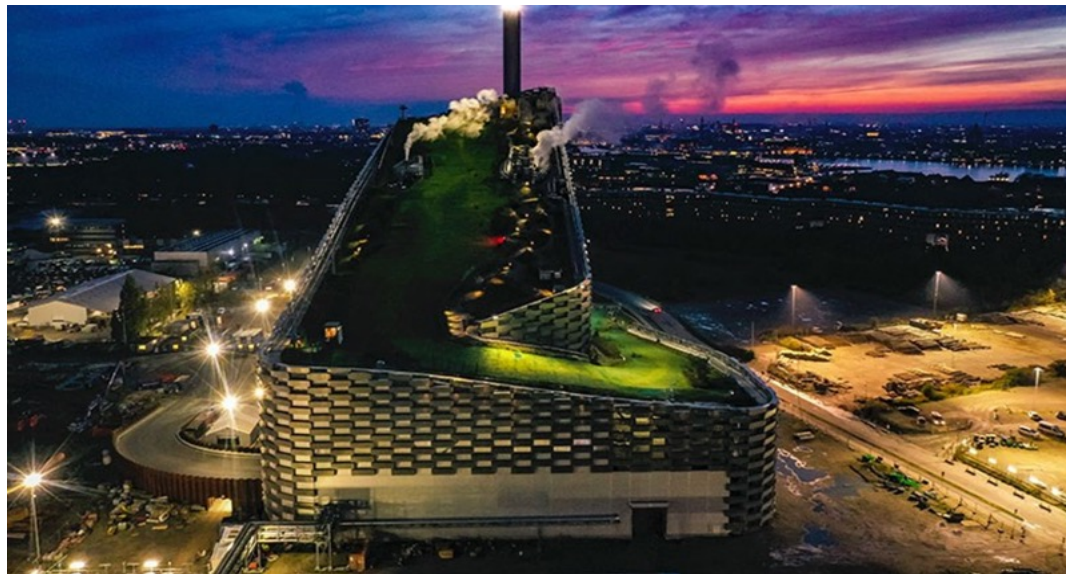


Hej! I am

Seraina

The Linguistic Historian

See More





AARHUS, DENMARK



LJUBLJANA

- Green, sustainable, proposition / position
- Traffic free city centre
- Waterfront activity and café culture
- Free electric vehicles
- Connection with the Castle
- Innovative night-time city tours
- Few nightclubs
- Boutique experiences in boutique destination (national strategy)
- Food-based, highly socialised, experiences





LISBON

- The food markets
- Reclaiming the traditional snack kiosks
- Neighbourhood focused activity
- Safe walking and integrated public transport
- Green spaces, large, multi-functional public areas
- Waterfront promenades
- Reclaiming 20,000 holiday lets

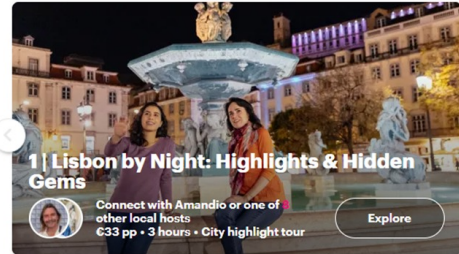
Night Tours in Lisbon

Get ready for a night to remember as the lively Bairro Alto, antique ginjinha taverns, and the infamous Pink Street come to life! Personalize a private night tour with your favorite local and explore the magical Lisbon by night!

▶ About Withlocals



Top 3 Night Tours in Lisbon



1 | Lisbon by Night: Highlights & Hidden Gems

Connect with Amandio or one of other local hosts
€33 pp • 3 hours • City highlight tour

Explore



2 | Lisbon Inspiring Night Nightlife

with Rita
€17 pp • 3 hours • City highlight to



LISBON NIGHTLIFE.
3 TIPS + 4 AREAS
for going out like a local

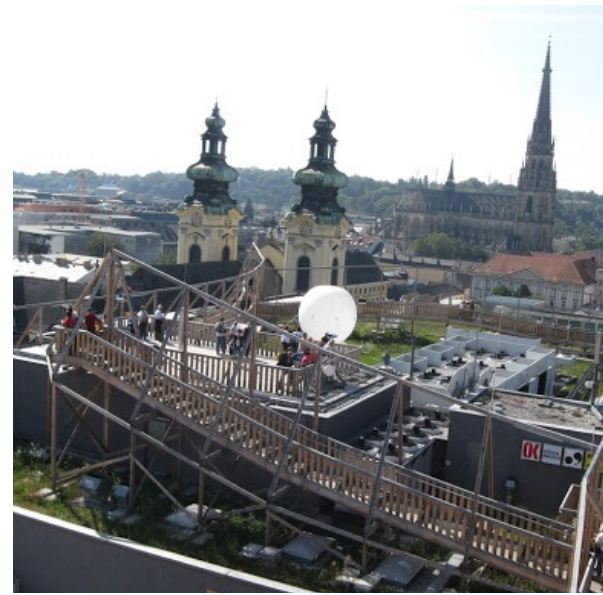




Night Sky Map for
Linz
Upper Austria **Austria**



LINZ, AUSTRIA

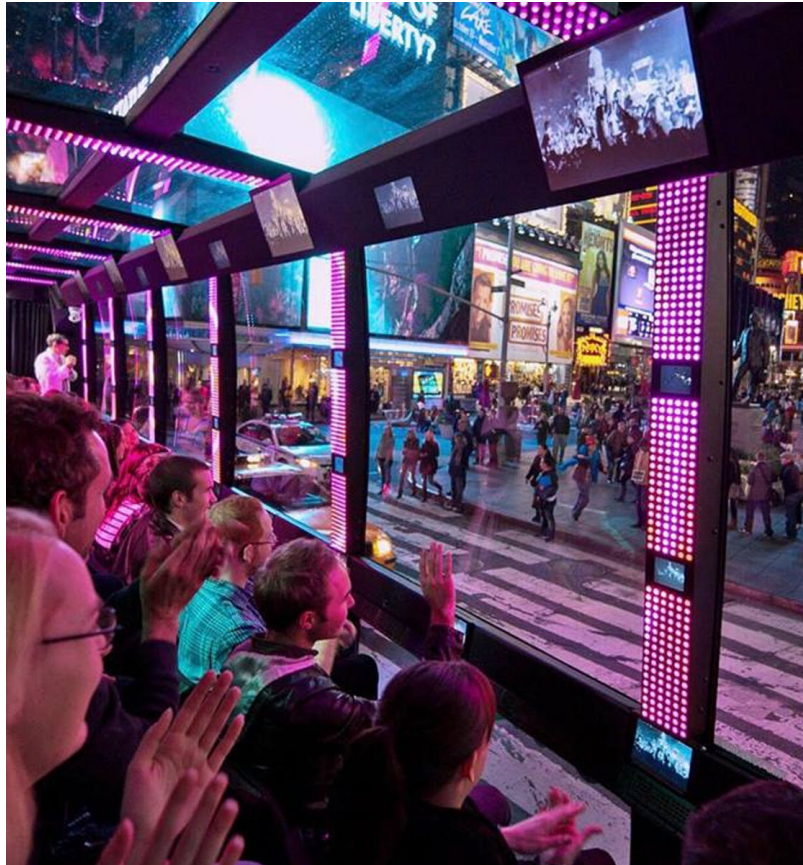


GUTE TAGE, GUTE NÄCHTE

BETRACHTUNGEN UND EMPFEHLUNGEN
ZUR LINZER LEBENSKUNST

**LINZ.CHANGE(D),
MEDIA ARTS**

DISCOVER LINZ, THE UNESCO CITY OF MEDIA ARTS.
LET YOURSELF BE INSPIRED BY THE EUROPEAN CAPITAL
OF CULTURE 2009 BY THE DANUBE.
WWW.LINZ.AT/ENGLISH / WWW.LINZTOURISMUS.AT/EN



THE RIDE, NEW YORK CITY



THE AGENDA

Conclusions

RECURRING THEMES

- Think as a 24/7 365 city
- Its **NOT** night v day (50% of world's time is darkness)
- 80% of a city's physical assets are still there: consider re-purposing
- Priority to attack spaces between buildings
- City planners tend only apply their work to the daylight hours
- It's the management of perpetual change
- A fresh approach is needed to after dark city design and management
- Destination management and place making organisations
- Strong civic leadership and vision

12 KEY LESSONS

- **Challenging traditional governance models**
- **Traditional approaches such as entertainment zoning are unsustainable**
- **Residents first – better places to live are better places to visit **BARCELONA DECLARATION****
- **Changing demand and perceptions - less dependence on alcohol**
- **Localhoods and neighbourhoods prevail – who curates the place / space?**
- **Strength physical, visual and experience (**SOCIAL**) connectivity**

12 KEY LESSONS

- Engage, support and nurture the creatives = hybrid solutions
- Enhanced role for lighting
- Safe passage home
- Predictive analytics
- Great during the day must be great during the night
- Ethical approach – wages, hours, sustainable, fairness, new metrics for success

**CARPE NOCTEM &
CARPE DIEM**





**RECURRING
OPPORTUNITIES:
THE FUTURE
OF THE CITY @
NIGHT**

- **Connected networks (linear routes linking local clusters)**
- **The emergence of localhood, the 20 MINUTE neighbourhoods, hyperlocal**
- **Understand and respect community**
- **Creating spaces where the experience can change DAY AND NIGHT**
- **Congenial, well lit, spaces**
- **Luminous architecture & facades of buildings, the advent of luminous materials**
- **Innovation and hybrid solutions**
- **Evidence = Monitoring and incentivising distribution and flows of people (big data and the return of the Night Watchman)**



**“WHY NOT THINK
THINGS THAT HAVE
NEVER BEEN THOUGHT
OF BEFORE?”**

CLAUS SENDLINGER
FOUNDER & CEO
DESIGN HOTELS AG

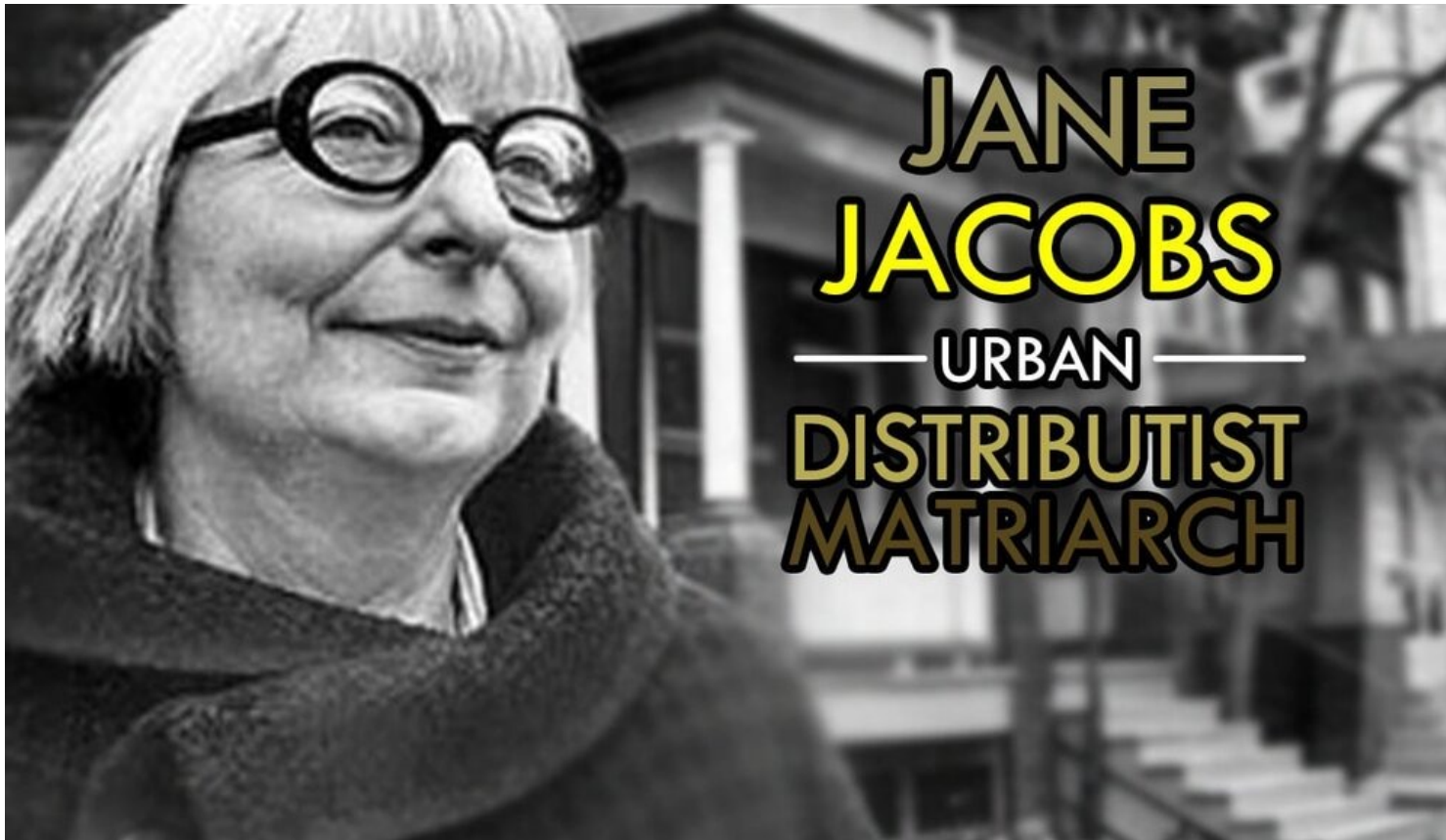




Reconnect.



LIFE DOESN'T END AFTER SUNSET



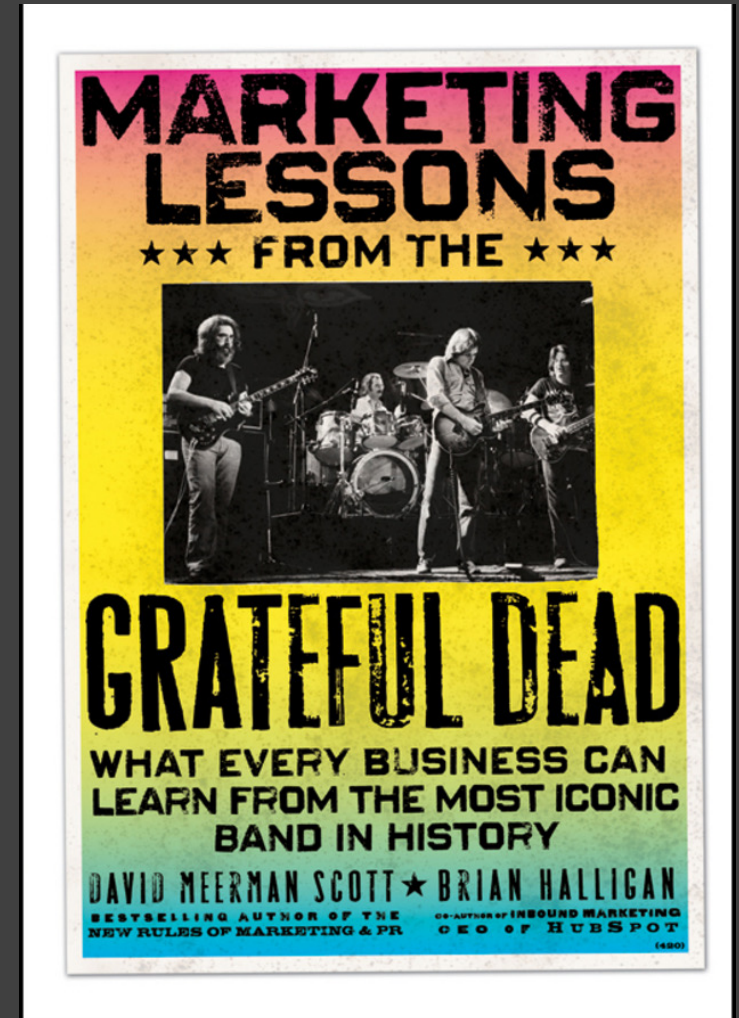
JANE
JACOBS
— URBAN —
DISTRIBUTIST
Matriarch

*“Create a
‘sidewalk
ballet’ where
the nights are
as interesting
as the day and
the days are as
much fun as
the nights.”*

Jane Jacobs (1916 – 2006)



“You cannot merely want to be considered just the best of the best. You want to be considered the only ones who do what you do.”



*“At that hour when soft
lights come and go”*

James Joyce, *‘At that hour’*

Will time make man more wise
Now the trees are almost green?
When time and tides have been,
Will I be bolder than today?

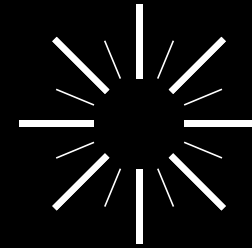
Jeff Beck (1944 – 2023) & Keith Relf, *Shape of Things to Come*, 1966



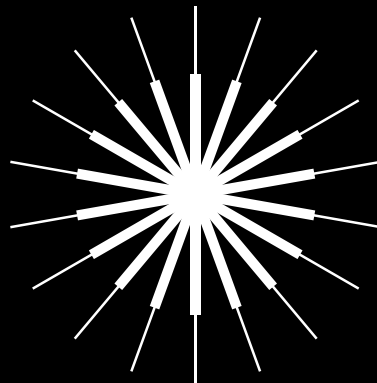
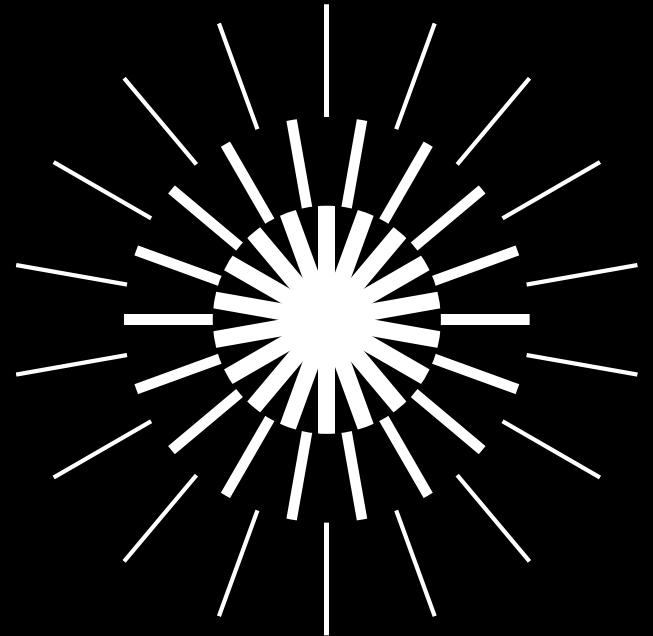
PROFESSOR TERRY STEVENS

terry@stevensassoc.co.uk

Panel Session: *The opportunities for innovation and the night-time economy*



- ✦ Chaired by Robbie Kitt, DJ & Musician
- ✦ Mirik Milan, CEO Vibe Lab
(former Night Mayor, Amsterdam)
- ✦ Michelle Carew, Arts Officer, Cork City Council
- ✦ Sinéad O'Reilly, Local, Place and Public Art Manager,
The Arts Council

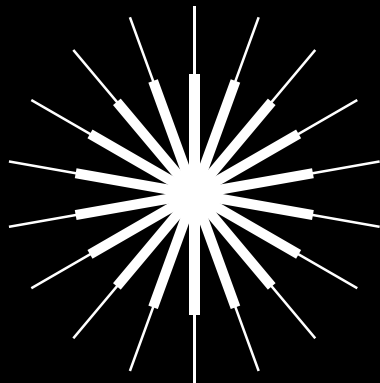
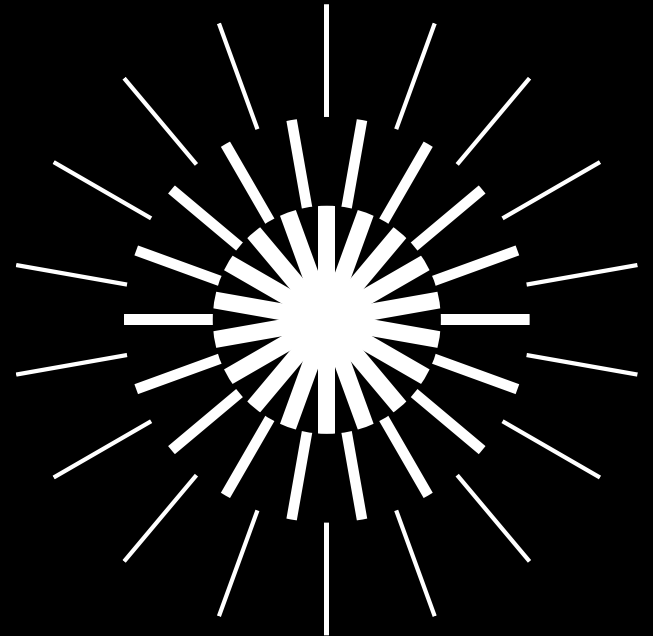
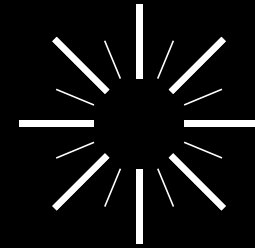


#NightTimeEconomyForum

Break

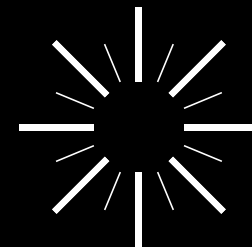
Resuming at 3.45pm

Panel Session: Artists, Arts and Cultural Organisations and the night-time experience

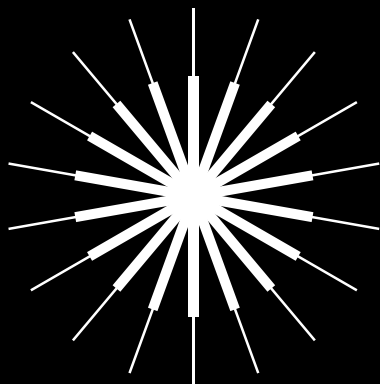
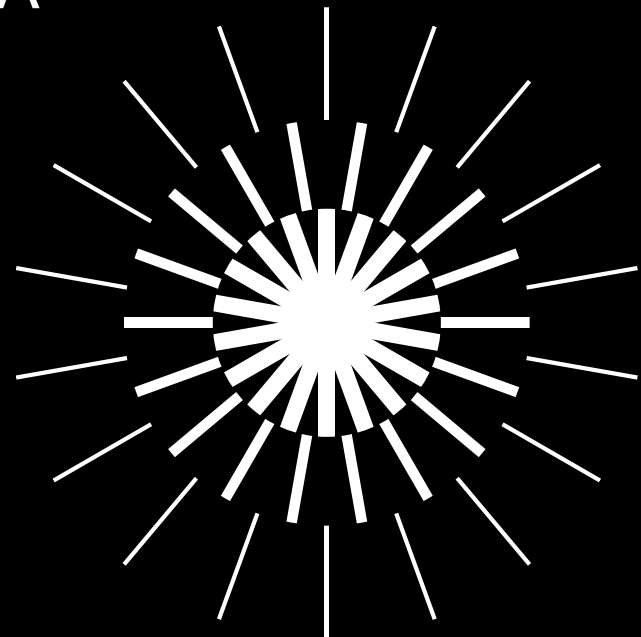


[#NightTimeEconomyForum](#)

Panel Session: *Artists, Arts and Cultural Organisations and the night-time experience*



- ✦ Chaired by Ruth McGowan, CEO Dublin Fringe Festival
- ✦ Fintan McDonald, Head of Commercial Services, IMMA
- ✦ Emilie Conway, Vocal Jazz Artist
- ✦ Cara Trant, Director/Curator, Kerry Writers' Museum
- ✦ Emma Nee Haslam, Manager, Birr Theatre and Arts Centre



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Emilie Conway

Vocal Jazz Artist,

Audio Described & Sensory Tours Creator,

Disability Consultant, Art Psychotherapist

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Disabled Artists, Disabled Academics

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Emilie Conway

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Where are all the
disabled artists/artswomen
in the NTE?

What Barriers do Disabled Artists Face?

1. **The physical/psychological/sensory/emotional/energetic/intellectual limitations of disabilities** which reduce earning power, productivity and the kinds of work we can do competitively.
2. **Attitudinal i.e. Ableism:** stereotypes and assumptions non-disabled people make about disability, capability, potential.
3. **Environmental:** the inaccessibility of many cultural spaces.
4. **Systemic:** Social Protection entitlement to disability supports is based on being and staying on no to extremely low income - i.e. **means, not disability needs.**

Otherwise the entire cost of disability & reduced earning power must be absorbed by the self-employed disabled artist. With an annual additional cost of [€8,700 to €12,300 according to INDECON Cost of Disability report](#), this is unaffordable and too medically unsafe for most.

Solution: Implement Universal Design

The Disability Act 2005 IRL defines Universal Design, or UD, as:

The design and composition of an environment so that it may be accessed, understood and used

- To the greatest possible extent
- In the most independent and natural manner possible
- In the widest possible range of situations
- Without the need for adaptation, modification, assistive devices or specialised solutions, by any persons of any age or size or having any particular physical, sensory, mental health or intellectual ability or disability, and means that
- in relation to electronic systems, any electronics-based process of creating products, services or systems so that they may be used by any person.

Solution: Implement UNCRPD! Article 30 – Participation in cultural life, recreation, leisure and sport*

1. States Parties recognise the right of persons with disabilities to take part on an equal basis with others in cultural life, and shall take all appropriate measures to ensure that persons with disabilities:

- a) Enjoy access to cultural materials in accessible formats;
- b) Enjoy access to television programmes, films, theatre and other cultural activities, in accessible formats;
- c) Enjoy access to places for cultural performances or services, such as theatres, museums, cinemas, libraries and tourism services, and, as far as possible, enjoy access to monuments and sites of national cultural importance.

2. States Parties shall take appropriate measures to enable persons with disabilities to have the opportunity to develop and utilize their creative, artistic and intellectual potential, not only for their own benefit, but also for the enrichment of society.

4. Persons with disabilities shall be entitled, on an equal basis with others, to recognition and support of their specific cultural and linguistic identity, including sign languages and deaf culture

*excerpt from the full Article.

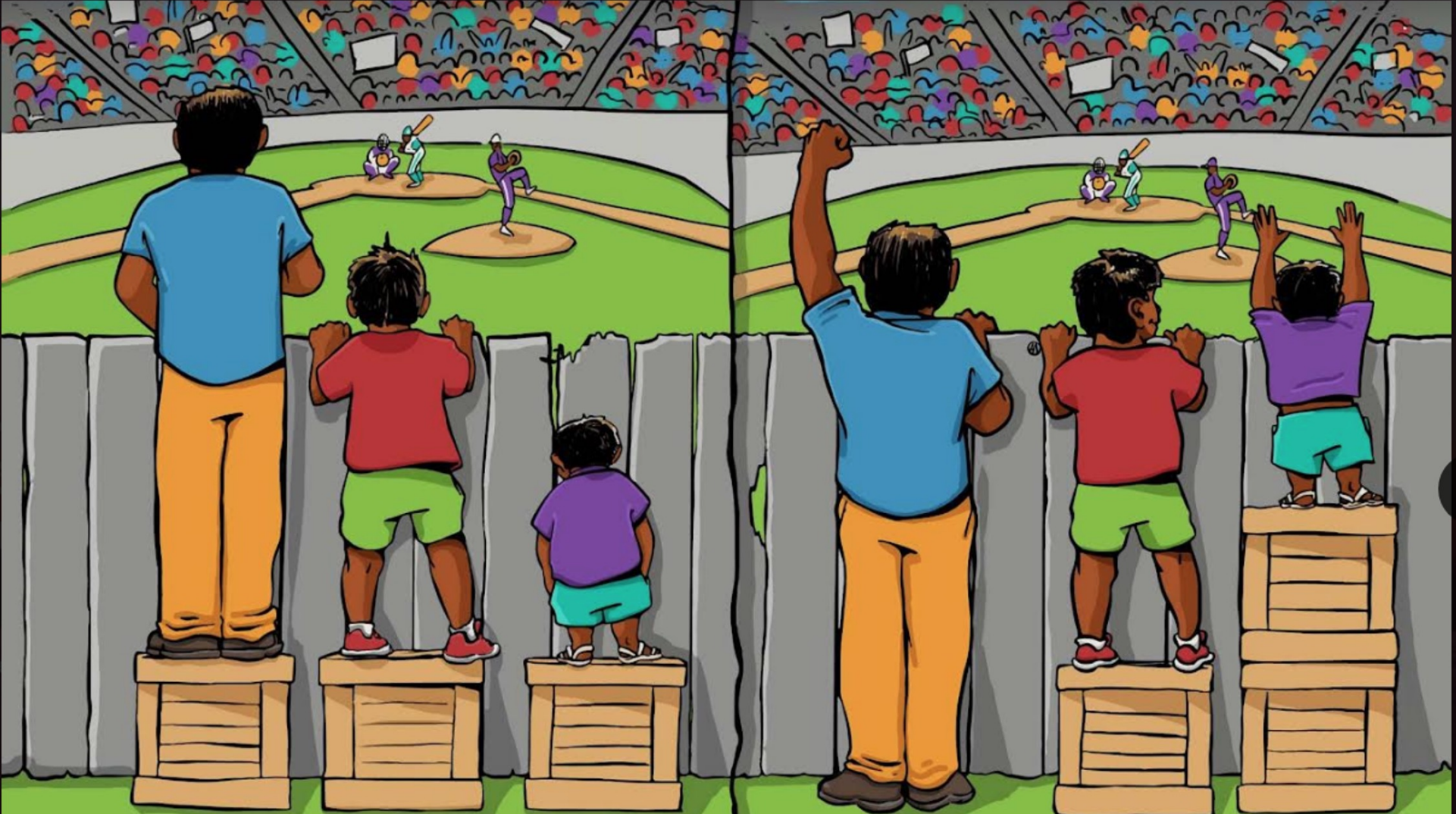
How best to implement these solutions?

Work With Us! Let's Learn Together!

1. **Work with Us:** Emilie's model for Integration: RDS

- **Representation** of disabled artists/arts worker at all organisation and artistic levels
- **Documentation** to build a repository of resources, what works well, what doesn't.
- **Support:** By dint of having a disability in a non-disabled world we are frequently forced to become advocates. We need additional practical and emotional support by virtue of the imposition of this additional role.

1. **Work with Us:** Emilie's model of Access Declaration: Graded System of Michelin Stars for Accessibility. Good for disabled audiences and artists!



EQUALITY

EQUITY



Disabled Artists &
Disabled Academics

TM

References

National Disability Authority: <https://universaldesign.ie/what-is-universal-design/>

Disability Act 2005: <https://www.irishstatutebook.ie/eli/2005/act/14/enacted/en/html>

UN Convention on the Rights of Persons with Disabilities:

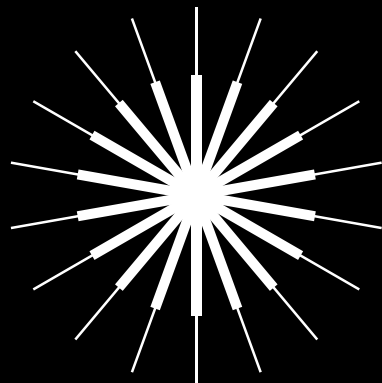
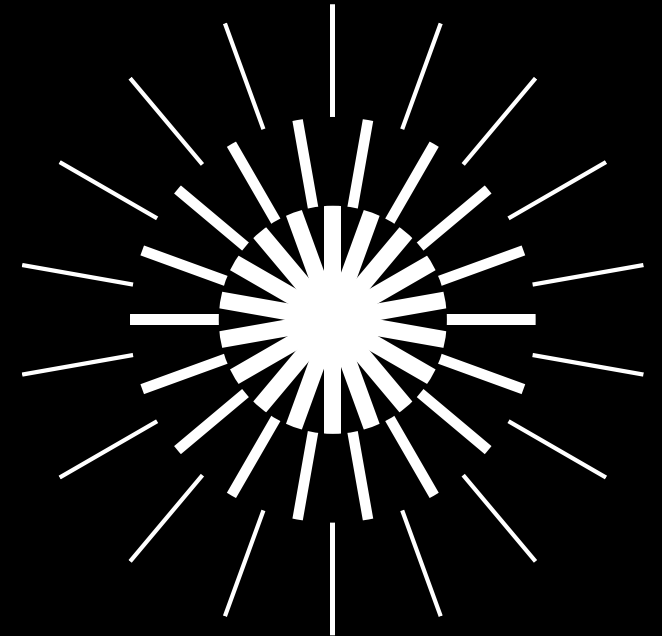
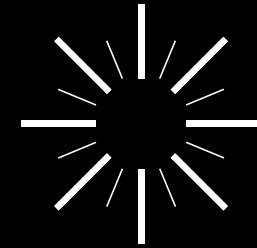
<https://www.un.org/development/desa/disabilities/convention-on-the-rights-of-persons-with-disabilities.html>

Irish Human Rights and Equality Commission: Equal Status Acts: <https://www.ihrec.ie/guides-and-tools/human-rights-and-equality-in-the-provision-of-good-and-services/what-does-the-law-say/equal-status-acts/>

Commissioned by the British Council, Europe Beyond Access [Time to Act Report: How lack of knowledge in the cultural sector creates barriers for disabled artists and audiences](#), authored by the international cultural mobility network, On The Move available on www.disabilityartsinternational.org

Rapporteur

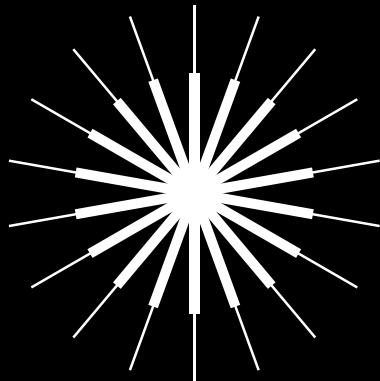
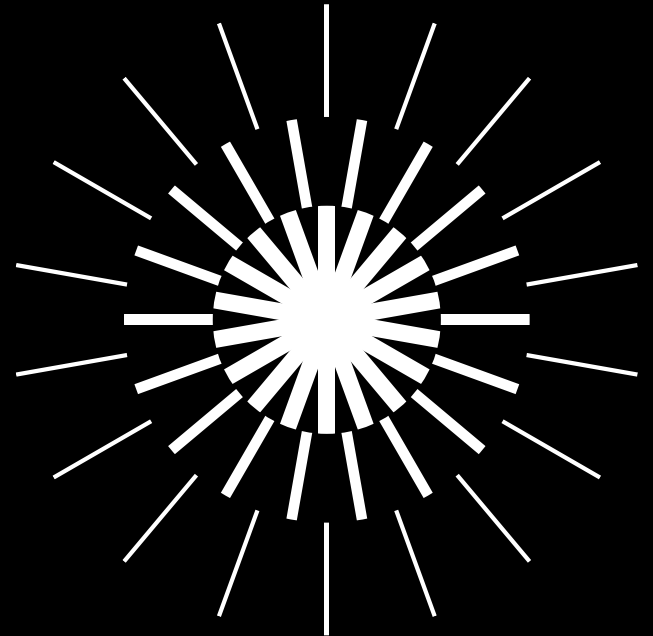
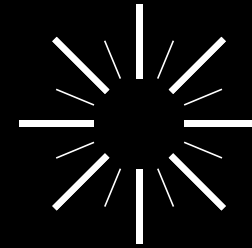
Saoirse Smith
Actor & Comedian



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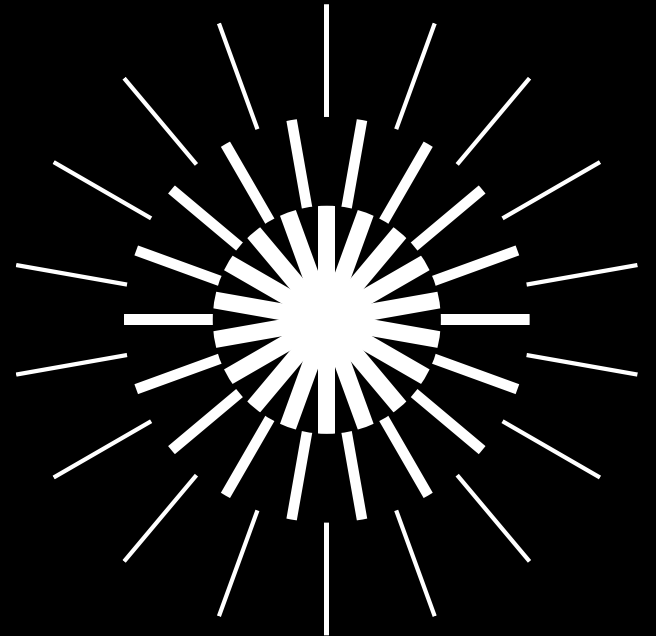
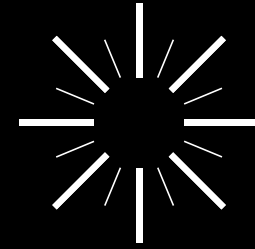
Closing Remarks

Minister Catherine Martin
Department of Tourism, Culture, Arts,
Gaeltacht, Sports and Media



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Thank You!



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