

# NIGHTLIFE MARKET

By Holly Friend

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**Nightclubs have been given a new lease of life as collectives and night tsars take on the challenge of re-imagining the industry.**



Traición by Derré-Tidá, Mexico



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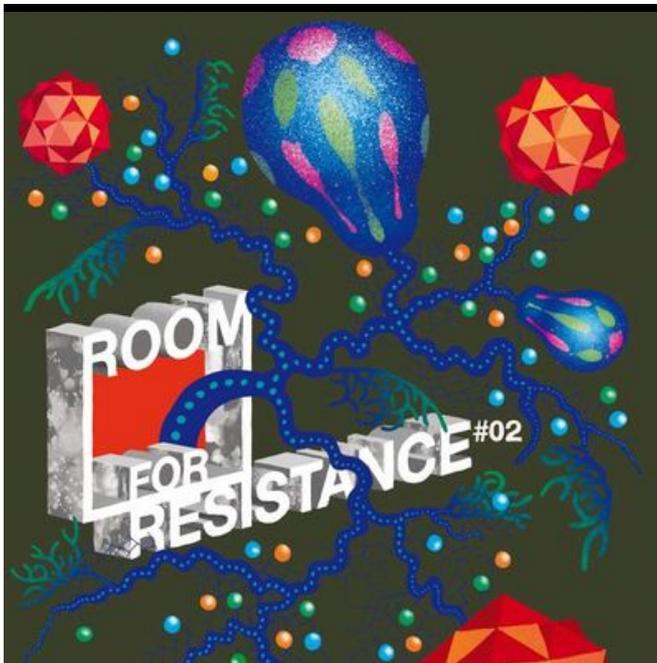
Traición by Derré-Tidá, Mexico

**Health-conscious consumers, property development and the effects of social media interaction are forcing the nightlife economy to re-invent itself. A wave of high-profile closures, both official and threatened, at venues such as Fabric are forcing city authorities to take civic action. Simultaneously, Generation Z is re-inventing club culture as a community-driven activity.**

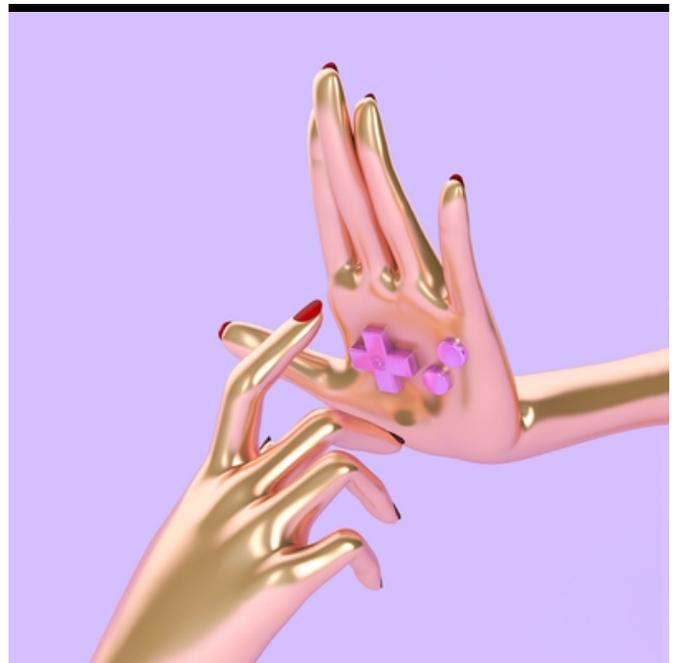
- : Annual nightclub admissions in the UK fell by 23% in 2010–2015, and revenue declined by 21% in the same period, according to a report by Mintel**
- : Artists, DJs and promoters are fighting back against outdated and unfair regulations, such as London's Form 696 and New York's Cabaret Law, by hosting their own hyper-inclusive parties**
- : Instead of attending nightclubs to meet potential partners, people are turning to digital tools – usage of online dating services by 18–24-year-olds increased nearly threefold between 2013 and 2016, according to the Pew Research Center**

## What this means to your brand

1. Brands have the potential to support and develop a new wave of club culture. Consider becoming a Civic Placemaker in order to shape your city's youth culture.
2. Is your brand reliant on alcohol? Go beyond the mocktail and experiment with wellness offerings to empower those embracing sobriety.
3. Develop a night and day strategy. Multipurpose spaces that can switch from fitness club to nightclub are in high demand.
4. High friction exists between clubs and property developers vying over the same space. Consider how venues can be future-proofed against gentrification.
5. Activism isn't exclusive to the daytime. Marginalised groups are carving out their own safe spaces that merge parties and politics.



Room 4 Resistance, Berlin



CyberWitches, Guadalajara

## Tsar power

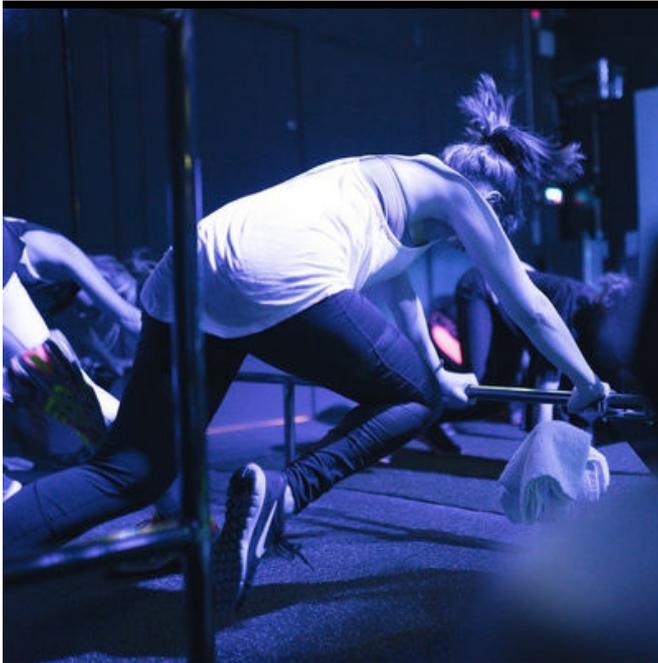
In an effort to stem the flow of **nightclub closures** in cities, mayors are putting the future of their 24-hour economies in the hands of night tsars, who are responsible for protecting culturally relevant nightlife.

This month, New York became the latest city to establish a dedicated nightlife office, which will act as a liaison between the government and industry. The office will consider a repeal of the archaic New York City Cabaret Law, which prohibits more than three people dancing in a venue without a specific licence. Alongside high property values, the 91-year-old law, introduced during Prohibition, is blamed for the city's failing nighttime economy, which has seen a staggering **20% of small venues** close in the past 15 years.

To tackle the future of the Dutch dance industry, worth £549m (\$720m, €600m) a year, Amsterdam elected night mayor Mirik Milan in 2014. To appease locals and alleviate pressure from the heavily populated inner city, Milan, a former club promoter, has introduced 10 24-hour multidisciplinary venues on the outskirts of Amsterdam.

London's night tsar Amy Lamé is working to knock down a stoic council versus venue mentality. As well as speaking to the public during her night surgeries, she is supporting at-risk venues, including LGBT and working-class establishments, which are increasingly fighting battles against property developers. London mayor Sadiq Khan has **pledged** to closely track and safeguard London's LGBT spaces, which have declined by 58% since 2006.

Khan's proposed Agent of Change policy hopes to return power to small businesses. The policy, which has been welcomed by influential nightclub operator **The Columbo Group**, would mean that developers would bear the costs for soundproofing new homes.



Ministry Does Fitness by the Ministry of Sound, London



SexyLand, Amsterdam

### High sobriety

Late-night establishments must prepare for the next generation of **Party-totallers**, a pioneering tribe of people who seek booze-free nightlife. More than one in five (21%) of the UK's adult population doesn't drink alcohol at all, according to the Office for National Statistics.

LS:N Global Tribe member Zeenie Malik co-founded **Maza NYC**, a company that hosts social events for Muslims. Malik wanted to create parties where she could socialise without compromising her faith.

In August, **Club Soda**, a movement that challenges venues to upgrade their soft drinks beyond tap water, held the UK's first Mindful Drinking Festival. Co-founder Laura Willoughby believes that not embracing this mindset is short-sighted. 'Those clubbing are definitely looking for drinks that are low in sugar, that give them a natural lift. Think Club Mate rather than cola,' she tells LS:N Global.

In response to many consumers' aversion to traditional nights out, iconic dance club Ministry of Sound launched its own **fitness studio**, which combines a full body training programme with elements of clubbing. 'This world of hedonism is being blurred as Millennials increasingly see health as a top priority,' says general manager Olivia Brafman. 'This is giving rise to a culture of 'healthonism'.'

Sober parties are also transforming the typically alcohol-fuelled gay club. Angelica Carlsson organises Choose Yr Own Adventure with cooperatively run centre **DIY Space for London** in response to the LGBTQ community's complex relationship with drinking. 'This is because most safe spaces available to us are alcoholic ones,' she tells LS:N Global.



Equalizing Music by Smirnoff, Thump and Spotify

Watch this video at <https://www.lsnglobal.com/markets/article/21694/nightlife-market>

### After-hours activism

The internet is blamed for killing club culture. But as the physical world continues its reign over the digital realm, groups that use the internet as a bed for activism are going from URL to IRL.

According to research by **Thump**, women comprised only 17% of headliners at electronic music festivals in 2016 and fewer than 5% of producers, according to Women's Audio Mission. To reverse the industry's gender disparity, Thump is working with Smirnoff on **Equalizing Music**, a three-year campaign promising to double the number of females making noise.

London, New York and Berlin are centres for club nights designed to abolish inequality. All-female groups **SIREN** and **Discwoman** are tackling the boys club of the electronic scene, and UK-based **Producersgirls** is hosting DIY workshops to get young women making music.

Berlin's queer scene is targeted explicitly at gay men, which **Room4Resistance** is fighting with sex-positive harassment-free parties for women and marginalised groups. For the collective, battling inequality is not only about race, gender and sexuality. 'We include a reduced-entry list for people in financial hardship, because we are aware that cost is a vector for discrimination,' co-organiser Luis-Manuel Garcia told Electronic Beats.

Mexico is increasingly proving to be a **culturally rich market**, with an activism-fuelled youth scene simmering beneath the surface. The country is ripe with female-first groups championing Latin American gay and female artists, such as **CyberWitches** and **Derré-Tidá**.

Derré-Tidá founder Lucia Anaya wants to build a nightlife infrastructure for Mexico, a country in which most media and music belongs to the US. 'In Mexico, being queer is very specific and niche, really punk and political,' she tells LS:N Global.