



BOOSTING THE POTENTIAL OF URBAN NIGHTLIFE

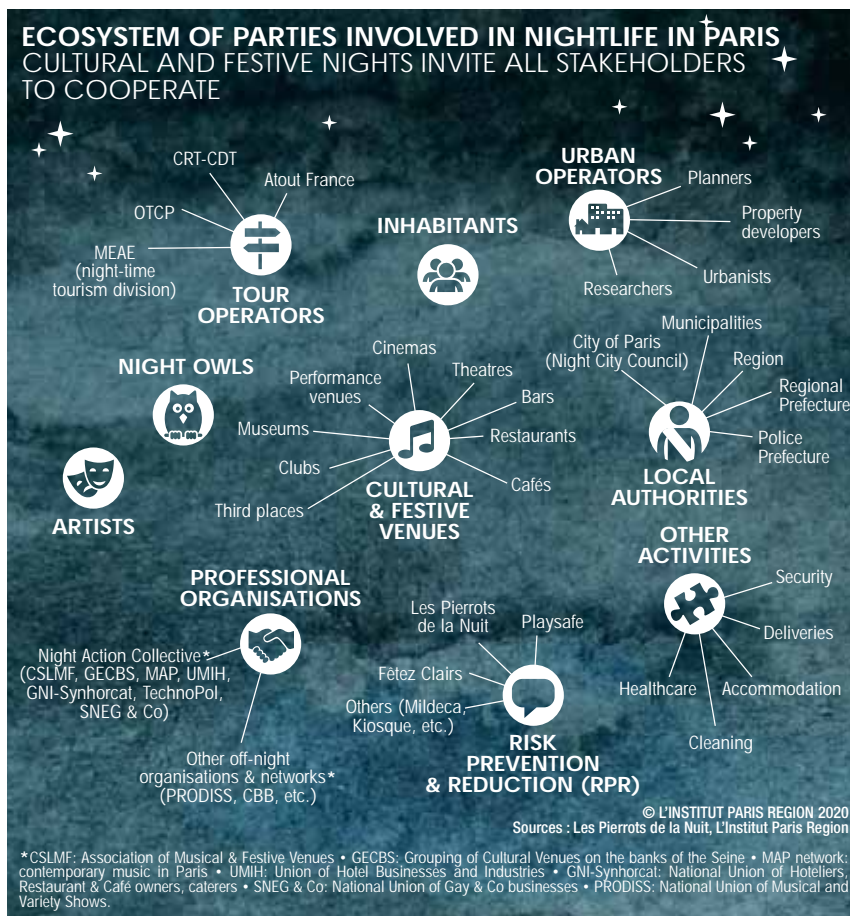
THE INTENSITY OF NIGHT ACTIVITY IN FRANCE'S CAPITAL REGION REFLECTS THE GREAT VIGOUR OF ITS CULTURAL, FESTIVE AND LEISURE LIFE. INDEED, NIGHT ACTIVITIES ARE PRACTISED AS MUCH BY PARISIANS AND INHABITANTS OF THE PARIS REGION AS BY TOURISTS. HOWEVER, THE FULL POTENTIAL OF NIGHTLIFE FOR CULTURAL, ECONOMIC AND TOURIST DEVELOPMENT HAS BEEN UNDERESTIMATED AND THE LOCAL AUTHORITIES HAVE YET TO LEVERAGE NIGHTLIFE TO FOSTER THE DEVELOPMENT OF THE CULTURAL, FESTIVE AND LEISURE SECTOR.

The Paris Region is famous all over the world for its nightlife driven by the vitality of venues open at night. These are used for cultural and community activities that help dynamise neighbourhood life, strengthen social bonding and stimulate economic activity and job creation. Long ignored, festive nights have gradually become part of planning policies in France and abroad. In France, the growing recognition by public authorities of the unique importance of nightlife has led to three initiatives: first, the establishment by the Foreign Ministry of a centre of excellence dedicated to overnight stay tourism; second, the appointment of elected officials as "night referents"; and third, the creation in Paris of a Nightlife City Council.

THE GEOGRAPHY OF A FESTIVE NIGHT EVOKES AN ARCHIPELAGO

The geography of a festive night in the Paris region conjures up the image of an archipelago and differs from that of daytime activities. In Paris and a few suburban towns, its festive focus points change during the night. When does night-time begin? There is no single definition: the Labour Code, the Prefecture, INSEE (the National Statistics Office) and professionals all have their own definitions. Moreover, since 2010, by multiplying "before" and "after" moments, the de-partitioning of night-time hours has made this exercise even more complex.

However [see Barillet, Steinbach, 2015, Apur, 2010], it is generally considered that a festive night starts at around 7pm (close of business) and ends the next morning. Early evening lasts until 10pm, after which time, although daytime activities tend to spill over into the night, most offices and shops will have closed their doors. Cultural venues (theatres, cinemas, opera houses, concert halls) then become the new centres of attraction. When these close at midnight, festive sites often located



FESTIVE NIGHTS, SPECIAL MOMENTS IN URBAN LIFE

Luc Gwiazdzinski, a geographer specialised in urban nightlife, defines the night as “a territory experienced as ephemeral, cyclical and low-density” [Gwiazdzinski, 2015]: “For a few hours, the geography of an activity changes by partitioning the urban space into a city that sleeps, a city that works continually, a city that has fun, a city that is empty and a city that acts as an empty shell for daytime urban activities.” The festive night runs in direct contrast to the restful night. The former combines the metropolitan area’s cultural life and leisure function, featuring: cinemas, concert halls, shows, theatres, museums open at night, festivals, restaurants, bars, clubs, private evening parties, ephemeral cultural venues, parks open at night during the summer, night markets, shops that close late and a great variety of night-time leisure activities.

nearby (bars, restaurants and clubs) take over. In Paris, after 2am (the legal closing-time of most bars), the geographical concentration of venues open to the public clusters even more in and around a few streets [Apur, 2010]. In the middle of the night, night-time centralities are concentrated in a few Paris neighbourhoods, such as the Champs-Élysées, Pigalle, Les Halles, Bastille, Oberkampf and quai de la Rapée/Austerlitz. As the metro (underground) and RER public transport services are closed in the middle of the night, taxis, night buses and passenger car drivers take over.

Thus, in geographical terms, although festive nights in the Paris Region remain very Paris-centric, they have been increasingly driven outwards by the public’s migration towards venues outside Paris. The SMAC Present-day Music Scenes Festival has changed the rules of the game in public policies across the entire Paris region by favouring venues such as La Clef (Saint-Germain-en-Laye, Yvelines county), Le Triton (Les Lilas, Seine-Saint-Denis county), La Ferme du Buisson (Noisiel, Seine-et-Marne county), le Forum (Vauréal, Val-d’Oise county) and le Plan (Ris-Orangis, Essonne county). Although less well organised and sometimes bordering on the illegal, collectives, non-profit organisations and evening event organisers have also been trying to shift the frontiers of ‘partying’ by proposing the organisation in the suburbs of alternative and less formatted events wherever there is more space available (e.g. in parks, brownfield sites, hangars).

Rave parties have been making a major comeback in disused brownfield sites. Thus, at night, the impact of the Paris ring-road (“le périphérique”) as an obstacle is less and less significant, as evidenced by people searching for major events or special kinds of music beyond this ring-road. Such is especially the case in the counties of Seine-Saint-Denis and Val-de-Marne, where pieces of industrial wasteland provide the breeding-ground for cultural and festive activities in Saint-Denis, Montreuil, Saint-Ouen, Pantin or Vitry-sur-Seine and appear on the mind-maps of many night-owls.

ENHANCING A TERRITORY’S LOCAL TOURIST ATTRACTIVENESS THANKS TO A DYNAMIC QUALITY NIGHTLIFE OFFERING

The high quality of a town’s nightlife enhances its tourist appeal. It is a response to the inhabitants’ expanding working time, leisure expectations and cultural ways at night, and to new tourist behaviour patterns. Paris nightlife meets all the required criteria in terms of musical genres, venues and communities, and attracts both local inhabitants and city breakers.

The Paris region is the world’s top tourist destination, with 50 million tourists in 2018 (80% of whom were repeaters, i.e. tourists who had already visited the capital at least twice). However, it is true that its DNA is less festive than that of Barcelona, Berlin, London or Amsterdam. Its festive offering is somewhat drowned in the superabundance of its cultural, gastronomic and heritage assets: the Paris region is home to over 4,400 museums or historical monuments, 830 theatres, 310 cinemas and 460 concert halls. However, all in all, partying is merely one element of the plentiful supply of amenities provided by Paris region as a destination.

And yet, the festive offering of the city of Paris is extremely diverse and the quality of its nightlife venues (in terms of scenography, design, architecture) meets the highest international standards. Its offering includes world-famous performance halls (Paris Opera House, Lido, Philharmonic Hall), museums now with evening openings (the Palais de Tokyo is open until midnight) and many hybrid locations for a variety of festive and cultural events in the fields of catering, broadcasting, exhibitions and concert-going. These include locations such as bars, restaurants, performance venues, exhibition spaces and concert halls including La Bellevilloise, Le Point Éphémère or clubs with much appreciated programmes, such as Rex, Glazart, Nüba or Concrete, the first club, which was opened round-the-clock one weekend a month.

The number of temporarily occupied places undergoing conversion in the city is multiplying. They are used for cultural and social activities in the evening. Good examples of these venues are La Station-Gare des Mines and Ground Control

LES PIERROTS DE LA NUIT

The Pierrots de la Nuit (Pierrots of the Night) emerged from a general forum on the topic of “the night” held in 2010. This forum produced proposals to make ‘living together at night’ easier. This non-profit association provides mediation and advisory services aimed at preventing noise pollution in nightspots. It raises the night owls’ awareness of this problem by organising artistic events in busy streets. The association’s aim is to preserve the vitality of night life while respecting the living environment of local residents.

Their hashtag is

#SansRespectlaNuitDisparaît (WithoutRespecttheNight Disappears).

Les Pierrots de la Nuit also took the initiative to set up the EuroCouncil of the Night (ECN), a European platform for exchanges and observation. This platform comprises local authorities and local government professionals from Berlin, Milan, Lisbon, Madrid, Barcelona, Brussels, Rotterdam and Paris, as well as representatives of the following bodies: the Association of Musical & Festive Venues (CSMLF, Chambre syndicale des lieux musicaux et festifs), the Union of Hotel Businesses and Industries (UMIH, Union des métiers et des industries de l’hôtellerie), the National Union of Gay & Co Businesses (Sneg & Co, Syndicat national des entreprises gaies), the Contemporary Music Network in Paris (MAP, Musiques actuelles à Paris) and experts who have joined the ‘Action Nuit’ Collective (CAN/Collectif Action Nuit).

(temporary artistic sites managed by the property arm of French Railways), the barge alongside La Javelle quay, the Palazzo (the terrace of palais de la Porte Dorée), the 6b building (in Saint-Denis), etc. The city of Paris alone is home to over 12,000 bars, 4,300 of which are authorised to close late (at 7am)¹.

The offering of festivals is also much appreciated, especially because of the quality of the programming and of client reception. In recent years, the intense development of modern and electronic music has established the Paris region’s reputation as a renowned hub for such events, which are particularly popular with artists. The Paris region boasts around 60 festivals (including Villette Sonique, Solidays, Download festival-Cœur d’Essonne, Weather festival, We Love Green, Kiosquorama, Elektrik Park in Chatou, Macki Music festival in Carrières-sur-Seine, etc.) and over 500 evening event organisers (according to the Paris Tourism and Conventions Office, 2017).

All these features make the Paris region’s nightlife unique with its highly original and innovative cultural offering blending elegance with diversity, originality and innovation. Night-time urban tourism has been developing: promoting night-time tourism makes it possible to win young clients in search of fun and meetings as well as tourists (private or business) in search of entertainment and the special atmosphere associated with Paris nightlife.

THE “NOCTURNAL ENTERTAINMENT” SECTOR’S SIGNIFICANT ECONOMIC AND SOCIAL IMPACT

French nightlife is renowned for its high-quality offering of cultural and festive activities. These enhance its attractiveness to tourists and act as major drivers of economic activity [Barillet, Steinbach, 2015]. However, the often outdated, fragmented or inconsistent statistical data do not show this. Although difficult to quantify, night activities represent a significant share of revenues generated by tourism. However, to date, no relevant data are available.

Nightlife is also intrinsically linked to the cultural and creative industries. Night-time provides a great environment conducive to creativity, artistic and cultural experimentation and expression: painters, actors, musicians and dancers are active in the evening or at night. Many artists made their first public appearances in the city’s “café-concerts” and concert halls. Paris and its region provide a broad range of activities and venues ranging from the most local to the international. Culture is unquestionably one of the region’s key economic drivers: it employs close to 300,000 people and generates wealth valued at 21 billion euros [Camors, Soulard, 2018]. In fact, its tourist economy relies to a great extent on these cultural assets.

Finally, night life can have an impact on a city’s reputation and recognition by influencing corporate

decisions on locating/relocating and by encouraging the settlement of international students and new inhabitants. Thus, developing and promoting nightlife represents a real cultural, touristic and economic opportunity, thanks to the creation of jobs not at risk of relocation. But this entails overcoming a number of obstacles.

NIGHT-TIME: A CHALLENGE SHARED WITH THE INTERNATIONAL COMMUNITY

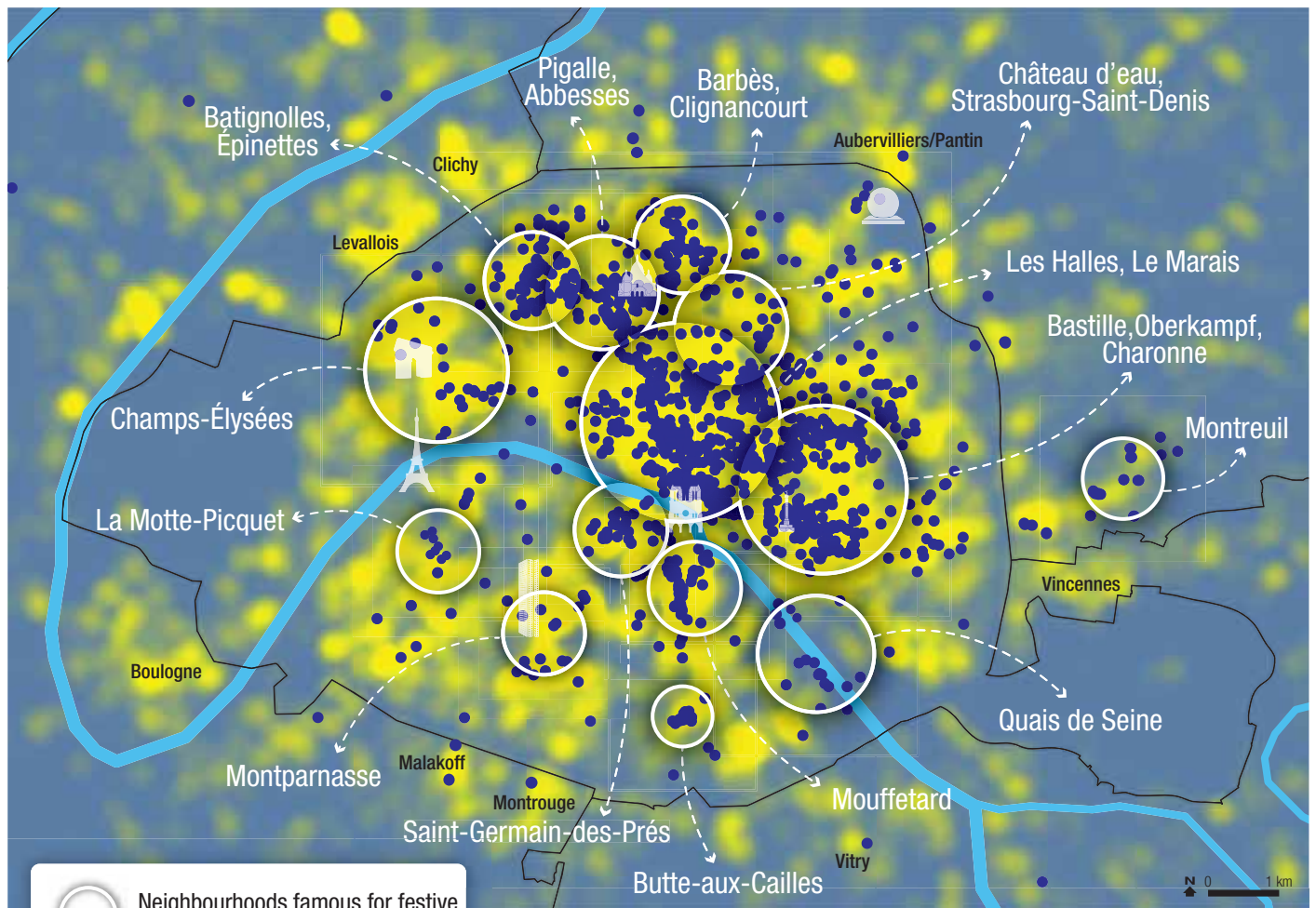
More and more territories in France, Europe and across the world are making the night-time issue their own. It forces itself on to all sorts of agendas: London’s night economy, New York’s economic strategy; around-the-clock public transport in Switzerland (including its small villages) or the establishment of a “night mayor” post, like in Amsterdam, the first city to have done this followed by many others, notably Paris in 2014, which appointed an “élu de la nuit” (night representative).

Late-night partying and culture is a challenge to cross-sectoral public policies that cover a whole range of fields including the economy, culture, tourism, territorial marketing, security, healthcare, transport and urban planning. Competition is very stiff between national and regional capital cities such as Berlin, London or Barcelona, which have developed active communication strategies based on the nightlife topic. Describing themselves as open and welcoming “cities that never go to sleep”, from every Friday evening they are the favoured destinations of European tourists.

Today, two trends have emerged among European metropolitan areas:

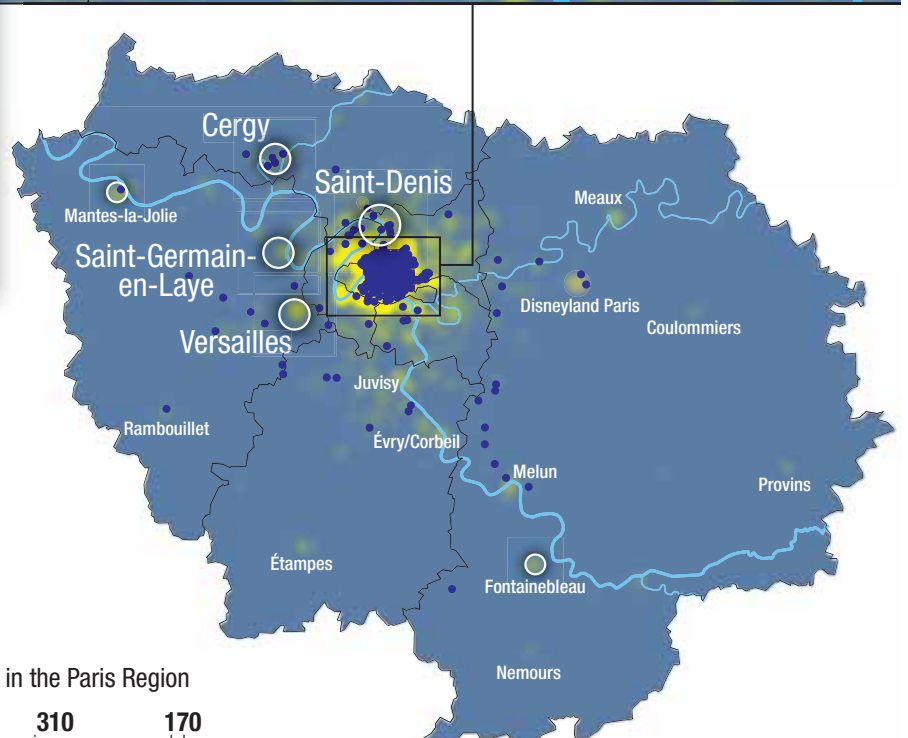
- **precursors**, such as Berlin, Barcelona or London, for example, have been very quick to understand that a nightlife offering combined with a strong identity could be a local and international strength and convey a positive image that enhances their attractiveness. Even though the methods used may differ, the results are sometimes mixed due to gentrification or tourist saturation in certain neighbourhoods. Barcelona, for example, a victim of its own success, now advocates “negative growth” in city-centre tourism and aims to reduce its tourist reception capacity. Today, London is expanding its strategy in favour of the night economy [Greater London Authority, 2017]. The UK’s capital city is also facing several challenges that directly threaten its activities during the night and its cultural dynamism: real estate pressures have led to the closure of numerous live performance concert venues (more than a third over the last 10 years), as well as of clubs and pubs (true institutions of British socialising). London now seeks to diversify its nightlife activities in terms of both content and venues: several parts of the London area have been identified as “cultural neighbourhoods”. London’s city hall encourages the extension of

CULTURAL AND FESTIVE ACTIVITIES AT NIGHT IN THE PARIS METROPOLITAN AREA



- Neighbourhoods famous for festive and cultural evenings
- Bars, restaurants, clubs & concert halls open after 10pm, partners of the Pierrots de la Nuit*
- Cultural and festive density facilities partly open at night: cinemas, theatres, contemporary music venues, restaurants, bars

**Les Pierrots de la Nuit: nocturnal hotspot mediators who aim to preserve the vitality of nightlife while paying due regard to the living environment of local residents.*



Key figures regarding cultural and festive offerings in the Paris Region

44,900 restaurants	4,300 bars	830 theatres	450 concert halls	310 cinemas	170 clubs

opening hours of cultural venues and shops. It thereby intends to give everybody access to festive nights and to encourage operators to act responsibly and maintain a high level of security, notably in public transport networks, so as to meet the expectations of both night owls and local residents. The successful launch of the Night Tube has turned it into a driver of economic development. London has also set up a Night Commission in charge of night-time strategy.

- “new” entrants, such as Paris, Rotterdam, Milan and Lisbon have been leveraging the diversity of their stakeholders. The emphasis has been on the quality of the proposed activities rather than on the quantitative aspect. New uses in these districts call for suitable responses: the leisure time of urbanites is concentrated in the evening or at night, hence the increase in demand for nightlife activities, notably involving “original” experiences. Moreover, this time-space has been conquered by a new hybrid offering that combines several functions such as cultural third places and temporary spaces such as brownfield sites undergoing regeneration whose night-time activity is only one facet of their existence. This hybrid offering has emerged to the detriment of specialised venues and has changed both needs and uses. Festive nightlife hot spots have been changing and spreading into new areas, enabling day-time players to take ownership of them as well.

DOES NIGHTLIFE HAVE A POOR IMAGE?

The development of nightlife raises many key issues such as night work, noise pollution and the prevention of risky behaviour. Nightlife in the most festive neighbourhoods causes conflicts of use of public space, notably relating to noise. It also raises the question of “living together” as individuals: we want to go out during the weekend and at the same

time we want silence outside our window during the rest of the week. The question of night-time public transport addresses several challenges: accessibility, security, diversity and changes of use, which make for more complex expectations, etc. (see the box entitled Pierrots de la Nuit on page 3).

Currently, the adverse perception of nightlife by some cities or tour operators partly explains the difficulties they face in promoting them. As a result, some politicians see nightlife as a potential nuisance and not as a cultural, gastronomical, commercial and festive asset to foster human interaction and creativity. This poor image is damaging and does not take into account the fact that the tourist sector has been professionalised and restructured. Moreover, the existence of a lively nightlife increases the sense of security in the neighbourhoods concerned and improves the overall perception by tourists of the quality of reception.

To draw up a policy in favour of nightlife, it is necessary to raise the awareness of these issues on the part of the public, professionals and decision-makers. Indeed, apart from venues such as the Moulin-Rouge, the Lido or the Philharmonie Hall, which target both French and international audiences, and apart from a few festivals (such as Rock en Seine), concerts and dance shows, the night-time offering mainly meets the expectations of the French market. As of today, event organisers or managers of entertainment venues do not consider international clients as priority targets. Institutions involved in tourism find it difficult to consolidate an offering based on heterogeneous, scattered and untranslated content. To develop suitable tools, cooperation between nightlife content providers and tourism development stakeholders must intensify. Effective channels of communication between them should be established in order to promote the offering, through the tourist offices, for example.

10 YEARS OF EVENTS THAT GAVE BIRTH TO THE PARIS REGION'S FESTIVE NIGHT

- 2009: Nuit Vive petition (the night dies in silence).
- 2010: general meeting on night-time (EGN) co-organised by Nuit Vive and the city of Paris.
- 2011: creation of Les Pierrots de la Nuit/EGN monitoring committee/Paris Nightlife Committee.
- 2012: programme of subsidies for the soundproofing of buildings by the city of Paris and the Paris Region.
- 2013: first european meetings of the night organised by Nuit Vive and the Association of Musical and Festive Venues (CSMLF, Chambre syndicale des lieux musicaux et festifs).
- 2014: The Association de médiation pour un usage optimal de la nuit (AMUON) establishes the EuroCouncil of the Night (ECN) and develops les Pierrots de la Nuit in the cities of Rotterdam, Brussels and Berlin. Appointment of a night deputy mayor by the city of Paris.
- 2015: creation by Laurent Fabius of the Night Tourism department. Drafting of the roadmap entitled: “Tourist centres of excellence: 22 measures to make nightlife a factor of international attractiveness to tourists” [Barillet, Steinbach, 2015].
- 2016: Caisse des Dépôts incorporates nightlife into its investment programmes/2nd european meeting of the night organised by EuroCouncil of the Night (ECN)/AMUON.
- 2017: Nuit Vive becomes the Collectif Action Nuit (CAN, ‘Action Nuit’ Collective), which conducts lobbying and adopts public positions on the sector’s challenges.
- 2018: 3rd european meeting of the night and publication of the white paper entitled *Les Nuits du Futur (The Nights of the Future)* by ECN/AMUON.

A NIGHTLIFE POLICY FOCUSED ON THREE OBJECTIVES

<p>1 MEDIATION AND REGULATION</p> <ul style="list-style-type: none"> + Support nightlife professionals + Raise night owls' awareness of respectful festive practices + Improve the living conditions of nightlife workers + Reduce noise pollution + Prevent night-time discrimination + Promote local dialogue 	<p>2 DEVELOPMENT OF NIGHTLIFE FOR ALL</p> <ul style="list-style-type: none"> + Create new spaces for Paris nightlife + Facilitate night-time mobility + Promote a diversified nocturnal offering + Promote a participatory nightlife policy + Strengthen human presence in public spaces 	<p>3 INTERNATIONAL PROMOTION OF PARIS NIGHTLIFE</p> <ul style="list-style-type: none"> + Enhance the attractiveness of Paris nightlife to tourists + Develop exchanges of best practices between major cities
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Sources: city of Paris, Paris Nightlife Committee, night life policy 2017

The Paris city hall has started working on this as part of the Paris Destination Committee and the campaign to revive tourism after the recent terrorist attacks in collaboration with key nightlife stakeholders (the OTCP Paris Tourism and Conventions Office and professional bodies such as the Night Action Collective). The Paris Region has also taken up the issue with the support of the Night Action Collective and once a month has been experimenting night-time metro trains.

RAISING AWARENESS OF RESPECTFUL FESTIVE PRACTICES

Capitalising on festive events to enhance tourist attractiveness also requires the implementation of regulations that favour nightlife development. Nightlife stakeholders are particularly involved in bringing nightlife activity to life. Nightlife is developed with its stakeholders thanks to various initiatives some of which supported by the state, such as, for example, the general forum on nightlife, the appointment by the Paris City Council of an elected official responsible for nightlife and the publication of a white paper on *Nights from the Future (Les Nuits du Futur)* (see the box below) etc. Aware of the challenges facing their territories, numerous local authorities in France (Lyon, Rennes, Nantes, Châteauroux, etc.) have started getting organised with professionals by drafting Nightlife Charters and setting up Nightlife Committees. In Paris, the Nightlife Committee (Conseil de la Nuit) has enabled all Paris stakeholders to work together on reorganising the development and promotion of nightlife through prevention and regulation. This consists, for example, of raising night clubbers' awareness of festive practices that mitigate the impact of risky behaviour, verbal rudeness, discrimination and harassment on the streets.

The world of the night is a source of discoveries, encounters, carefreeness, but also conflict. It remains a territory of freedom and innovation whose cultural, economic and social potential is still unknown. Today, nightlife stakeholders in France and Europe are mobilising to foster the development of festive nights. The white paper published in 2018 (see box below) sets out the proposals made by European professionals to adapt to changes in the sector and conduct experiments in favour of nightlife. ■

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NIGHTS FROM THE FUTURE

Following the European Meetings of the Night held in Lyon in February 2018, the EuroCouncil of the Night (ECN) and the UMIH (Union des métiers et des industries de l'hôtellerie) published *Nights from the Future, European Nightlife Professionals White Paper*, a real reference system for thinking about the nights of the future.

This forward-looking publication presents the testimonies and recommendations of over 70 European experts. These researchers, elected officials, artists, organisers, real estate players, healthcare professionals, academics, representatives of private and public sector bodies, residents, etc., are all committed to society's recognition of nightlife as a means of leveraging the attractiveness of all territories.

The three main topics of this white paper are: territories, users and governance. It enables the reader to discover or rediscover the state of our nights in Europe, and it proposes a number of key measures to enhance them by renewing the art of welcoming people and of partying.

<https://nuitsdufutur.com/>

1. Source: Police Prefecture, 2018.

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