



Rebranding and Strategic Repositioning of the Dublin Chinese New Year Festival creating the:

Dublin Lunar New Year Festival.

Lunar New Year

Lunar New Year, Chinese Chunjie, Vietnamese Tet, Korean Solnal, Tibetan Losar, also called Spring Festival, is typically celebrated in China and other East Asian countries such as Vietnam, Singapore and South Korea and the period begins with the first new moon of the lunar calendar and ends on the first full moon of the lunar calendar, 15 days later.

The lunar calendar is based on the cycles of the moon (like Easter), so the dates of the holiday vary slightly from year to year, beginning sometime between January 21 and February 20 according to Western calendars. Dances and fireworks are prevalent throughout this period, culminating in the Lantern Festival, which is celebrated on the last day of the New Year's celebrations.

With over 50,000 Chinese and Non-Chinese Asian residents¹ in Dublin alone, it is not surprising that Dublin City Council has supported Lunar New Year Festival celebrations for some time.

Founded in 2008, Dublin Chinese New Year Festival is a Dublin City Council initiative which takes place annually in Jan/Feb celebrating the Lunar New Year and associated Zodiac animal (pig, rat, dog etc.). From 2008 to 2014 the festival was managed internally via the Office for Integration in DCC. In the summer/autumn of 2014 the festival brief was transferred to the Dublin City Arts Office. Given the successes of previous festivals the Arts Offices continued to professionalize the Festival and tendered for an Event Management Company to run all aspects of the Festival.

From 2015 onward Boxroom Productions were awarded the tender to produce and develop the Dublin Chinese New Year Festival. Over the course of a five year period, Boxroom Productions grew the festival programme, partnership and sponsorship portfolio significantly.

¹ The 2016 Census does not offer a breakdown of nationalities within the East Asian community bracket.

Festival Growth

Overview of growth of the festival from 2015 - 2021

	Year of the Sheep 2015	Year of the Monkey 2016	Year of the Rooster 2017	Year of the Dog 2018	Year of the Pig 2019	Year of the Rat 2020	Year of the Ox 2021
No. Events	38	43	52	72	103	118	28
No. Audience	n/a	n/a	11,181	17,925	25,514	21,013**	50,874***
Revenue [sponsorship / box office / other]	€33,747	€54,494	€44,039*	€73,586.13	€76,489.30	€49,421.34	€0
DCC	€35,000 Communit y & Developm ent Unit	53,000 Dublin City Arts Office	53,000 Dublin City Arts Office	53,000 Dublin City Arts Office	€53,000 Dublin City Arts Office	€83,000 Dublin City Arts Office (€53K) & additional secured via Internation al Office (€10K) + Events Unit (€10K) + Arts Office (€10K) + LEO Office (€15K)	€83,000 Dublin City Arts Office
DCC Events Unit	€10,000	€25,000	€0	€7,500	€7,500	See above	€0

*includes €5,000 from Failte Ireland

**audience figures affected due to cancellation of events towards the end of the festival as a result of COVID-19.

*** The 2021 programme was presented fully online

Prior to 2021 the Festival's audience consisted of members of the Chinese communities residing in Ireland (including visiting Chinese students, Chinese tourists, etc.) as well as attracting the culturally curious Irish and non-Irish audiences (including domestic and international tourists).

Over some years now, and as referred to above, it has been noted that many other Asian countries celebrate the Lunar New Year and a proposal has arisen that the Festival could rebrand to include all residents in Dublin of Asian origin as well as include of course the core Chinese audience. In 2021 due to Covid an experiment in rebranding occurred and the Festival was renamed the Dublin Chinese Lunar Festival and initial discussions were had with other nationalities that celebrate the Lunar New Year living in Dublin. Although it is difficult to

predict the viability of Festivals post Covid, the principle of a broader inclusive remit remains attractive and it is proposed that the 2022 Festival adopt this approach and be named the Dublin Lunar New Year Festival. It is now the Festivals objective to maintain the welcome to Chinese residents and visitors to Dublin but now also engage with all who want to celebrate the Lunar New Year. This name change is proposed for the foreseeable future.

To be able to commence the process of widening the stakeholder groups and begin the process of appointing a more diverse advisory panel for the festival it is advised that the name change is implemented as soon as possible.

The festival is now at an exciting juncture where it can finalise the rebrand of the festival to become the Dublin Lunar New Year and commence approaching the various communities, stakeholders and potential sponsors to begin planning for The Year of the Tiger 2022.

Ethnicity	Total	Percentage
White Irish	994,740	75.47%
White Irish Traveller	6,001	0.46%
Any other White background	153,880	11.67%
Black or Black Irish - African	26,039	1.98%
Black or Black Irish - any other Black background	2,850	0.22%
Asian or Asian Irish - Chinese	10,771	0.82%
Asian or Asian Irish - any other Asian background	39,835	3.02%
Other including mixed background	30,237	2.29%
Not stated	53,680	4.07%

Source: CSO (Census 2016)

Logo Evolution

Within the new logo Chinese characters (zodiac animals and festival name) were removed. The new brand will allow for the various languages to be depicted in the overall look & feel of the festival assets (website and print). It was chosen to depict the zodiac animals as illustrations, rather than Chinese characters which helps with legibility and identify the zodiac animals for non-Mandarin speakers.

2008 [stock logo]



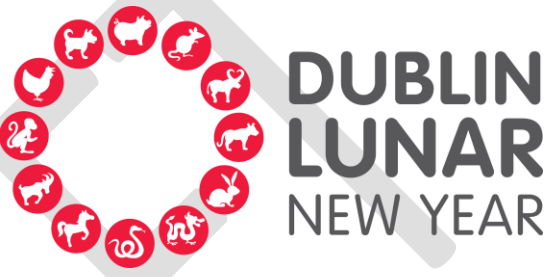
2015 [Designed by ZINC]



2021 [Designed by ZINC]



2022 [Designed by ZINC]



Website / Social Media Handles

The website URL and handles changes were successfully applied at the beginning of 2021.

Website	dublinchinesenewyearfestival.ie	dublinlunarnewyear.ie
Facebook/Instagram/Twitter/TikTok	@DCNYF	@DublinLunarNY

Ray Yeates,
 City Arts Officer
 20th September 2021