



Dublin City Council Winter Lights 2020



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council



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Strategy

- Create a welcoming and festive atmosphere for citizens (Dublin is Open for Christmas)
- Illuminating iconic sites in the City Centre
- Messaging: Festival running for month of December. Avoid large gatherings
- Sustainability: Energy Reduction in accordance with Dublin City Council Climate Change Action Plan



17 Locations for 2020

- **Capital Dock**
- City Hall
- **Triumphal Arch**
- Civic Offices
- Covanta Ringsend
- Custom House
- GPO
- Hugh Lane Gallery
- **The Jeanie Johnston**
- Mansion House
- **Mater Hospital**
- Millenium Bridge
- O'Connell Street Trees
- Parliament Street Trees
- Samuel Beckett Bridge
- Smithfield Plaza
- Trinity College



Community Participation

Dublin City Council Culture Company
Lead Artist (Steve Mac Devitt)

Location	Community Group
1. City Hall (Artist: Ben Readman)	Hollybrook and The Croft Nursing Homes
2. Civic Offices (Artists: Helen Barry & Steve McDevitt)	Henrietta St. Adult & Community Education Group
3. Mater Hospital (Artists: Aoife McTamney & Steve Mac Devitt)	The National Neighbourhood Group
4. Samuel Beckett Bridge (Artist: Alan Dunne)	Richmond Barracks Movement Group



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Margadh Na Feirme

To celebrate those workers who have kept this City running throughout the Covid-19 pandemic
#beannaighdolaoch

- 12 Lights
- 24 Sales
- 9 DCC Departments
- 17 External Organisations
- 82 Photos



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Margadh Na Feirme

- Dublin City Council
 - Civil Defence
 - Customer Services
 - Dublin Fire Brigade
 - Gully Maintenance
 - Homeless Services
 - Parks and Landscapes
 - Roads Maintenance
 - Traffic
 - Waste Management
- An Garda Síochána
- An Post
- Care Homes (Care Choice)
- Charities (ALONE, Capuchin Day Centre, St. Vincent De Paul)
- Dublin Bus
- HSE National Ambulance Service
- Our Lady's Hospice Harolds Cross
- Retail (Aldi, Dunnes Stores, Fresh, Lidl, Tesco, Supervalu)
- St. James's Hospital



Marketing and Communications

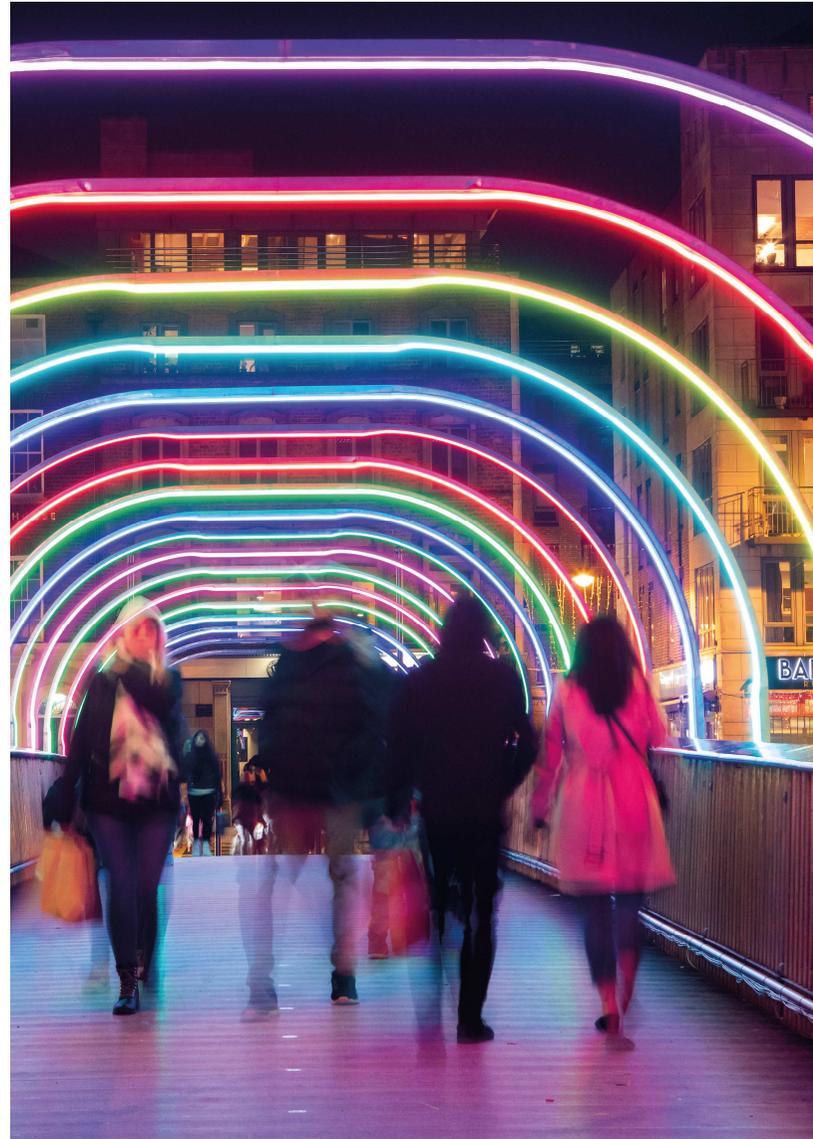
- Lord Mayor of Dublin (Tv and radio interviews)
- DCC Social Media Unit/Press Office
- Professional photos of each installation
- 2 x new videos for Social Media
 - Drone footage of each installation
 - Smithfield Installation (a story behind the photo)
 - www.Dublin.ie/Winterlights



Social Media

Millenium Bridge

Most popular
attraction in 2019
218,905 Impressions
(FB, IG, TW)



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Social Media



City Hall

Comments **Up 846%** (568 in 2019 v 60 in 2018)

Reactions **Up 2003%**
(35,813 in 2019 v 1,753 in 2018)



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Sustainability



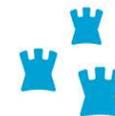
- **Civic Offices**
- Completely LED 3kw
- Equivalent x2 Dishwashers

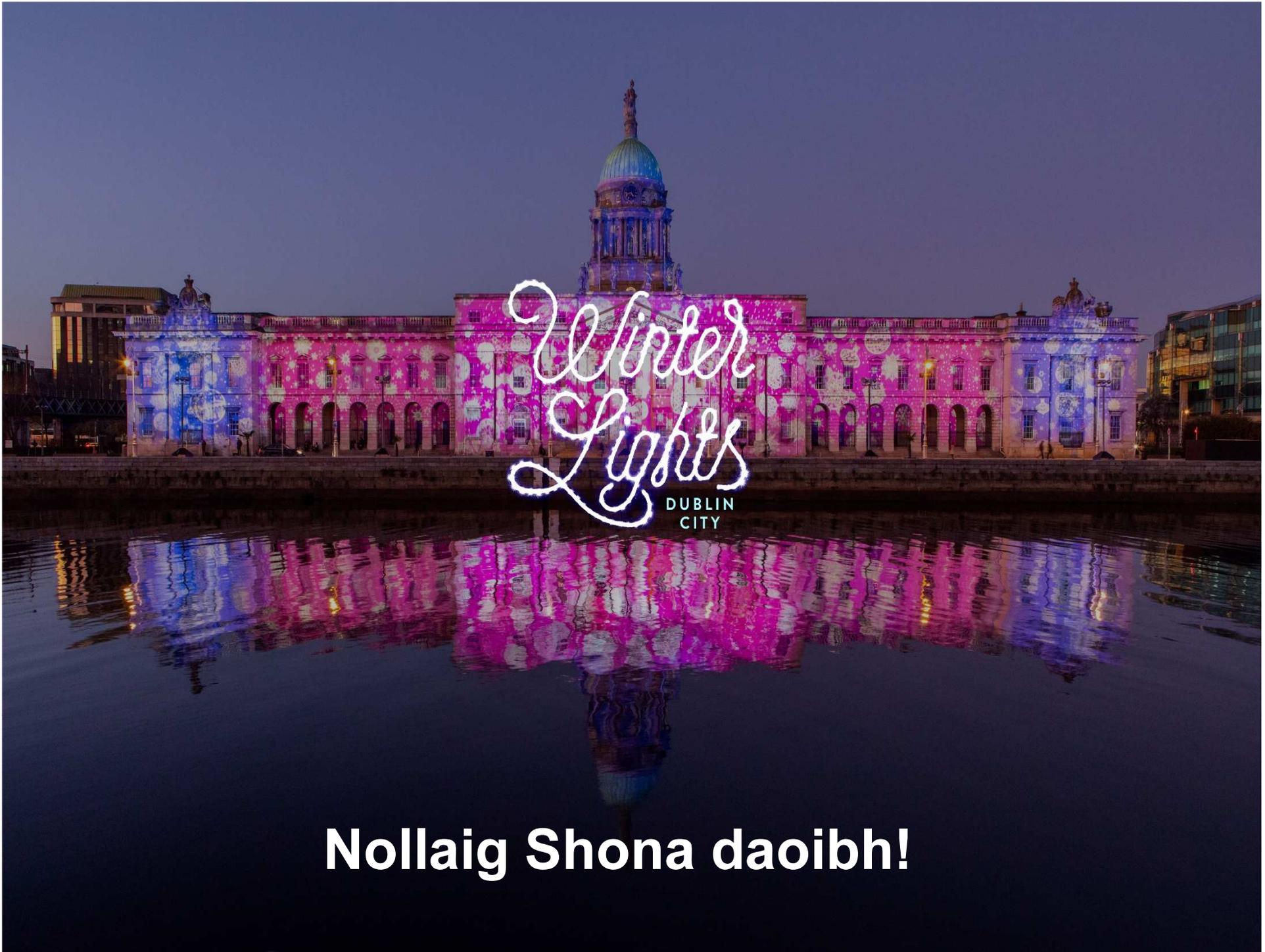


- **Covanta Incinerator**
- Powered completely using the plants own grid



- **Samuel Becket Bridge**
- Max 2kw x1 Vacuum Cleaner
- Average 700w on any graphic





Nollaig Shona daoibh!