

ARTISTS EMPLOYED

900+
ATTENDEES

3 STOREFRONTS ACTIVATED WE SET OUT TO CREATE A
COLLABORATIVE OUTDOOR
EXPERIENCE THAT INTEGRATED BOTH
SMALL BUSINESS AND THE ARTS.
CREATING A FUN, OUTDOOR
EXPERIENCE THAT WOULD BE
ENJOYED BY THOSE ON FOOT, BIKE,
BUS OR CAR.

"Nubian Nights" is a team effort put together by the RCD, Jazz Urbane Café, Black Market, Nubian Gallery and the female-led production team of MF Dynamics, Hersch Visuals and Jane Long. The installation is spread across three local businesses on Washington Street, Jazz Urbane Café in the Bruce Bolling Building, Black Market and the Nubian Gallery.

PROJECT TYPE: Outdoor, lighting, Family

BUDGET: \$45,000

IMPLEMENTATION: Medium - 2-4 weeks

TIMELINE: March & April

MATERIALS: Sound equipment, lighting, musicians

MAINTENANCE: Medium



NUBIAN NIGHTS HIGHLIGHTS



Provided a safe venue for musicians to perform



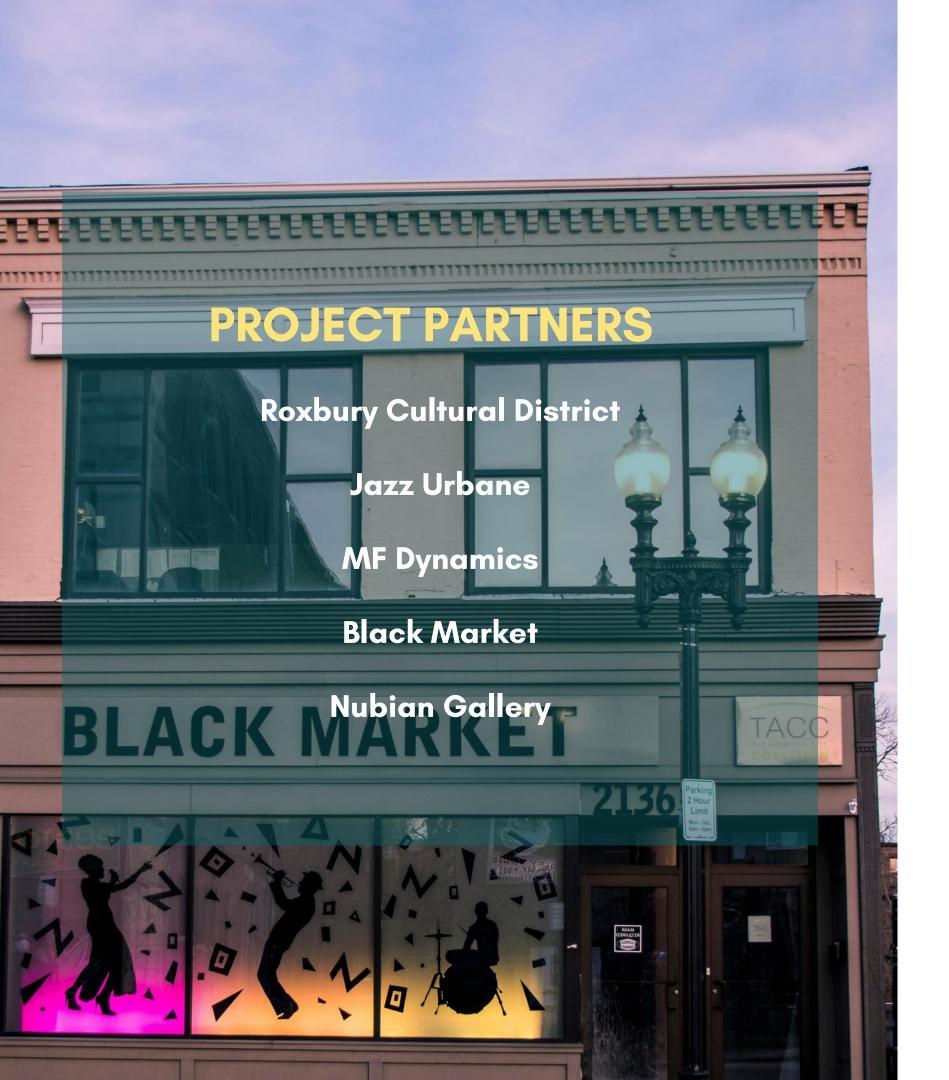
Increased visitation and stopping and staying



New cultural connections were fostered

The cultural district is really well positioned to be this connector between arts and culture and small business.

- Anita Morson-Matra



NUBIAN NIGHTS WHAT'S NEXT?

We are excited to report that in the beginning of the summer, the Roxbury Cultural District partnered with King Boston on One Night in Boston. This weekend event built on the concept of Nubian Nights and employed a number of artists that we had worked with during Nubian Nights.

the impact

There may be different perceptions about Nubian Square. We see it and we know it to be a destination for arts and culture, and that's what this event will show to the city.

- Daniel Callahan, Roxbury Cultural District

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