



# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. 137-2007

## LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: June 8, 2007

SUBJECT: Sleepless Night

On Saturday, November 3, 2007, Miami Beach will host SLEEPLESS NIGHT, an all-night, free, citywide celebration of the arts, presented by the City's Tourism and Cultural Development Department and Cultural Arts Council. SLEEPLESS NIGHT is a collaboration of all of the city's major cultural institutions, theaters, galleries and arts organizations, along with hotels, shops, clubs, restaurants, and individual artists and presenters. It will include indoor and outdoor art exhibits, installations, performances, fashion shows, tours, dance, theater, music, film and other cultural offerings, all presented without admission charge. Free public transportation will connect the four major zones of activity: North Beach, Collins Park, Lincoln Road and Ocean Drive.

SLEEPLESS NIGHT is the result of the Cultural Arts Council's desire to create a signature, annual cultural event to celebrate Miami Beach's commitment to the arts. With the opening of the Carnival Center, and the discontinuation of the annual "Invitation to the Arts" season preview, the CAC felt it essential to present a new event that would focus the cultural spotlight on Miami Beach. The idea of a sunset-to-sunrise showcase of the arts began with the first *Nuit Blanche* in Paris in 2002; its continuing success (more than a million-and-a-half visitors each year) has spawned similar events in Rome, Madrid, Brussels, Toronto and other cities. SLEEPLESS NIGHT is the first time a citywide event of this type will occur in the United States. The night of November 3<sup>rd</sup> was chosen because it marks the end of Daylight Savings Time, providing an extra hour of nighttime in the year's only 25-hour day, and fits perfectly with the city's "Miami Beach 25/7" marketing campaign ("Miami Beach, so much to do you need an extra hour.")

As of May 15, 2007, those eager to participate in SLEEPLESS NIGHT include Animate Objects Physical Theater, Architects of Air, Art Center/South Florida, Arts Connection, Bass Museum of Art, Books and Books, Pablo Cano, Mariangela Capuzzo, Centro Cultural Espanol, Dance Now! Ensemble, Chus Garcia Fraile, GenArt, Barbara Hulanicki, Interdisciplinary Sound Arts Workshop, Jewish Museum of Florida, Live Nation, Ivan Martinez, Gustavo Matamoros, Miami Beach Botanical Garden, Miami Beach Cinematheque, Miami City Ballet, Miami Design Preservation League, Miami International Film Festival, Miami Light Project, Miami World Theater Festival, Rhonda Mitrani, New World Symphony, Ocean Drive Magazine, Rudy Perez, Red Chemistry, Bert Rodriguez, Sarruga, Seraphic Fire, Magnus Sigurdarson and Ragnar Kjartansson, Spiegelworld, Tigertail Productions, William Morris Agency and Wolfsonian-FIU. They are proposing to present a wide variety of cultural programming, ranging from the intimate (Matamoros' six-hour piano piece in the Miami City Ballet's Studio Five) to the monumental (the Florida debut

of Alan Parkinson's thousand-square-meter luminarium *Levity II.*) Additionally, the city's hotels, restaurants and clubs are being encouraged to offer free performances and exhibitions and will be included in the night's program.

Seed money for SLEEPLESS NIGHT from the CAC marketing budget will be supplemented by private sector sponsor funding.

Please feel free to contact me with any questions regarding this event.

C: Management Team  
Hilda M. Fernandez, Assistant City Manager  
Max A. Sklar, Tourism and Cultural Development Director  
Gary Farmer, Cultural Affairs Program Manager

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