



Jägermeister

NIGHT EMBASSY

ABOUT

The Night Embassy concept, launched by Jägermeister in 2019 amidst the vibrant backdrop of Berlin, Germany, embodies the company's mission: creating the "best nights of your life – today and tomorrow." This global event series serves as a nurturing ground for trendsetting nightlife experiences. Every year several Night Embassy editions come to life in a rotating selection of urban hubs across the globe. Budding talents within the creative community receive the space and resources they need to craft immersive multi-day cultural events. In the build-up to each Night Embassy, Jägermeister collaborates with local nightlife icons to discover emerging talents in the creative scene who have already captivated nightlife fans with their innovative ideas and formats. The so-called Ambassadors of the Night then develop multi-day programs that cast a spotlight on crucial social issues that might have otherwise remained unnoticed.

In recent years, an increasing number of clubs and venues have shuttered their doors due to gentrification, escalating costs, and staffing challenges. The consequence is a dramatic loss of physical spaces where individuals can hone their talents and creative ideas. This is where the Night Embassy steps in and Jägermeister extends its support - by creating physical spaces where artistic expression and ideas can be realised – the Freiraum. This creative space coupled with financial backing from Jägermeister, empowers creatives to pioneer formats that tackle socially relevant themes. In doing so, it kindles public discourse, ensuring that the Jägermeister Night Embassy leaves a lasting imprint.

38K EVENT ATTENDEES

146 DAYS OF EVENTS ACROSS 4 CONTINENTS

150+ COLLABORATIONS WITH CREATIVES



At its core, the Night Embassy seeks to cultivate a global community of unconventional artists. The events aim to forge connections with progressive audiences, all with the goal of bettering the nightlife landscape and establishing Jägermeister as an ally in this realm. Each local event series serves as the start of a lasting cooperation with local ambassadors. This ongoing collaboration supports the local artists in realizing and promoting their vision for making nightlife better for everyone, extending beyond the limited duration of the Night Embassy. Past examples include a captivating documentary profiling Ambassador Labianna Joroe and a vibrant festival designed by and for the queer community.

The first edition of the Jägermeister Night Embassy in Berlin in 2020 was a resounding success. Subsequent editions followed in Johannesburg, Tokyo, São Paulo, Bogota and Nairobi. To date, this global endeavor has granted more than 200 artists the chance to express their creative visions and gifted more than 38,000 nightlife lovers with their most recent best nights.



FIND OUT MORE ABOUT THE PROJECTS

