

2020 Night of Lights Business Information Sheet

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What is Night of Lights?

This year's Night of Lights will take the form of an extended public art installation activating Germantown Avenue and transforming Chestnut Hill's familiar commercial corridor into an interactive exhibition of local history and architecture. Over two and half weeks in October, historical images and films from the Chestnut Hill Conservancy's Archives will be projected through storefront windows along Germantown Avenue, while neighboring historic buildings will be illuminated with colored lights. An expanded virtual experience—accessible on site and at home—will allow for socially distanced explorations of community history, while offering a platform for the attendees to share their own stories.

When is it?

Friday, October 9th through Sunday, October 25th, evenings (most likely 7pm-9pm)

Where is it?

To encourage social distancing, the projections will be distributed along Germantown Avenue from Rex to Springfield Avenues and on Bethlehem Pike at Chestnut Hill Avenue with about one projection per block.

How can you participate?

- Stay open late on the weekends and add to the vibrancy of the event.
- Consider lighting your building. Swap out existing bulbs with colorful LEDs and/or flame effect LEDs depending on the fixture. We'll be placing colored lights up and down Germantown Avenue to highlight the unique architecture.
- Coordinate a window display. See below for this year's slideshow themes. We can provide images from our Archives for you to use.
- Help us advertise. You can spread the word with a poster in your window. Participating businesses will receive custom "Look for us at Night of Lights" posters.
- Cross promote with the Conservancy on social media.
- Donate coupons that can be given away as prizes to event participants.
- Consider participating in a Give Back by donating a portion of your profits during the exhibition to the Conservancy. This can be limited to customers who return to shop in Chestnut Hill after the event or whatever way makes sense for your business.
- Or something else entirely! We welcome your ideas. Night of Lights aims to celebrate local retailers like you, demonstrate the value of the neighborhood's historic fabric, and drive economic benefit to the area in the future.

Slideshow Themes

- Germantown Ave Before and After/Colonialization
- Tour of Germantown Ave from Germantown to Mt Airy—created by the Germantown Historical Society
- Estates in Springfield Township—created by the Springfield Township Historical Society
- Mower General Hospital
- Religion
- Vanished/Lost Places
- Planned but Never Happened/Disasters Averted
- Sustainability

Locations

- Confirmed projection locations on the 8000, 8100, 8200, 8300, 8500, and 8600 blocks of Germantown Avenue, and the 100 block of Bethlehem Pike.
- We are in discussions with property owners about additional projection locations on the 7900 and 8400 blocks of Germantown Avenue.
- Architectural and landscape lighting will be used throughout Germantown Avenue.

There will be Interactive Elements.

- We will still feature a version of our popular Pastport that can be scanned at each projection site and redeemed for a prize.
- Opportunities for attendees to text their own stories and/or write them down on site
- Possible scavenger hunt with clues found throughout the Avenue or in participating businesses

Citywide Event Partnerships

Night of Lights is part of *Design Philadelphia* and *Archives Month Philly*. This means broader marketing outreach and new audiences—and customers—for Chestnut Hill.