



SHAIN SHAPIRO

As part of the IE NextGen programme devised as a forum for young real estate professionals to make their voices heard, IE School of Architecture & Design were joined by Shain Shapiro, CEO & Founder of Sound Diplomacy. He told us more about growing music and nighttime economies.

Sound Diplomacy is the leading global advisor on growing music and nighttime economies in cities. It has defined a new way of thinking about the value of music, and influenced over 100 cities to invest in music and culture. Shain has also co-founded the Music Cities Convention, the world's largest event uniting the music industry with city planners, policy makers, developers and executives, as well as the Music Cities Community and Music Cities Awards.

IN CONVERSATION WITH SHAIN SHAPIRO

Sound Diplomacy is based on the fact that "music is chronically undervalued in economies" and economic development and policy tend not to recognize music, meaning the nighttime economy is not regulated. However, many cities are correctly managing their nighttime economies, including Melbourne, Amsterdam and Berlin. Shain has also advised the Mayor of London on utilizing the nighttime economy.

In terms of Spain's nighttime economy, Shain thinks it's more focused on tourism. But there is a need for policy: "We need to think about facts, not emotions," he asserted. And that's where Sound Diplomacy comes in. They act as strategic advisors, with solutions based on daily data gathering and impact assessments to figure out how to improve cities on a case-by-case basis.

When analyzing a city, Shain often finds that "musicians are struggling. It's too noisy, there are too many people in one place and issues surrounding race, class or income. Cities need a sense of place." Shain has worked to change national planning laws and development plans to engage with these issues facing our cities.

Every city is governed by policies that we can't see. Nighttime economies have this structure too, and Shain is working to improve these policies. "Cities that measure, analyze and produce policy around music will bring affordability, diversity, health and well-being to cities."

Shain believes that Sound Diplomacy challenges the status quo, concluding: "No one does what we do!"