

Dublin City Council
Bram Stoker Festival

Programme 2026



DUBLIN CITY COUNCIL BRAM STOKER FESTIVAL 2026

Dates

Friday 23 October - Monday 26 October (October Bank Holiday Weekend)

Programme

We are a full weekend ahead of Hallowe'en this year, so we need to focus messaging on DCCBSF being **the official start of Hallowe'en Season!**

We also need to reinforce the significant footfall we generate over the bank holiday weekend, as this is the reason for the dates.

Target Audiences

Dubliners	families with children for Stokerland, Macnas, Dracula's Disco
Dubliners	broad audience looking to take a punt on shows around Hallowe'en (from 21- 65+)
Domestic	nationwide visitors to Dublin currently in the city, international visitors in the city
Dubliners	C2DE audiences remain a central audience target

DUBLIN CITY COUNCIL BRAM STOKER FESTIVAL 2025

Announcement Timeline

Announcement that shows go on sale in one week

Tuesday 22 September

Announcement and on sale of shows via social media, email, website

Tuesday 29 September

Photocall

Thursday 1 October

Timing Rationale

Our rationale for the timeline above is to create urgency and awareness between 22 September and 29 September. We're working on a tight timeline this year, and won't be ready to announce the full programme on 22 September.

2026 EVENTS



Macnas - Fiain

Venue:

Dublin City Centre - Northside

Dates:

Monday 26 October

Time:

7.00pm (Gather from 6.45pm)

Age Suitability:

All ages

Tickets

Free

Target Audience

Families, all ages

Fiáin (fee-awn) is a celebration of the Wild - the wild elements of the West of Ireland, the wild inspirations that have imbued the work of Macnas over the last 40 years and the wild energy that engulfs performers and audiences as Macnas takes over the streets and public spaces.

Macnas is an award-winning, internationally acclaimed spectacle company from Galway, Ireland, making transformative, immersive work - parades, theatre, installations, film and performance art - in collaboration with artists, audiences and communities. Year-round, Macnas runs a community engagement programme, including Youth Theatre and Drumming, plus an education programme with schools and community groups.

James Riordan - Creative Director

Cherie White - Lead Designer

Richard Babbington - Lighting/SFX

Michelle Ruane - Makeup

Anna Mullarkey - Composer

Siobhan Patterson - Hair

Eamonn Fox - Event Control

Nithy Kasa - Background Story

Frank Commins - Production Manager

Spectacle / Family



Venue:

St. Patrick's Park, Patrick Street, Dublin 8

Dates:

Saturday 24 October - Monday 26 October

Time:

Sat 11:00 - 16:30

Sun 11:00 - 16:30

Mon 11:00 - 16:30

Relaxed Session Mon 11.00 - 13:00

Age Suitability:

Families and children under 12

Tickets

Free and unticketed

Capacity:

12,000 per day

Target Audience

Families, local residents, children under 12

Roll up, roll up! Firmly established as one of Dublin's most-loved family events, Stokerland returns to St. Patrick's Park with another gloriously Gothic weekend for children and the eternally young. Against the dramatic backdrop of St Patrick's Cathedral, the park is transformed with strange, spooky and playful dressing creating a world of curious characters, eerie encounters and family-friendly fun.

Stokerland brings together high-quality performances and activities for children across music, theatre, storytelling, street arts, games and creative play. Expect a packed programme in the performance tent, devilishly fun street theatre, free face-painting, macabre thrills, curious games, mysterious characters and plenty of silly surprises for little monsters and their keepers. The ever-popular Victorian-style carousel is completely free to ride, while food stalls and picnic-friendly spaces make it easy to spend the day in the heart of the city.

For children under 12 and their families, it's a chance to dress up, play, discover and enjoy the Hallowe'en season together in one of Dublin's most atmospheric settings. Whether you arrive in full vampire regalia or as your best bat-self, fancy dress is strongly encouraged. Bring your imagination: weirdness is very welcome.

A number of food traders will join us at Stokerland but BYOPicnics are also permitted.



Venue:

The Boy's School, Smock
Alley at Dublin Municipal
Theatre

Dates:

Fri 23 October - Mon 26
October

Time:

19:00 Nightly (with
capacity for additional
matinee performances)

Age Suitability:

18+

Tickets

€19 + €1 Booking Fee

Capacity :

75 per performance

Target Audience

Theatre fans, horror film
fans, emerging theatre

"Samhain night where spirits roam,
Something crawls into my bones..."

Alice has been in the basement for seven months.
The forgotten girl with her face all torn,
Only a shadow for shame and scorn.
On Samhain night,
she will be reborn.

Sinister, unsettling and unrelentingly atmospheric, this play is
not for the faint-hearted. For those who dare, Stitch
promises an unforgettable theatrical experience.

A homage to Mary Shelley's Frankenstein, Stitch explores
how we have the capacity to be both monster and maker,
and what can happen when the lines between them blur. It
explores the impact of shame in 1980s Ireland, where it
became a powerful, silencing force whose presence lingers
today.

From the team behind Gone Full Havisham Irene Kelleher,
Regina Crowley and Cormac O'Connor and presented by
Mighty Oak Productions, Stitch explores the monster and
maker in us all: sick, slick and impossible to look away from.



Blood, Guts and Black Pudding

Food / Talk / Tasting

Venue:
Medley, Fleet St

Blood. The Irish have been dining on it for centuries and they love it.

Dates:
26 October

It has sustained warriors in epic battles, staved off hunger and was offered as protection from bad luck. It's been drawn from living animals and caught from dead ones, stuffed into guts and boiled, or stirred into bloody porridges over turf fires.

Time:
14:00

Age Suitability:
18+

Mostly we know it as a moody melange of blood and guts that completes the breakfast fry. But blood is one of our oldest foods, from a time when the Irish diet was one of milky, oaty, salty things, celebrated for the many ways it is cooked, eaten and enjoyed. Yet, this is a food in danger of disappearing forever and so we must also ask what else is lost when the blood is gone.

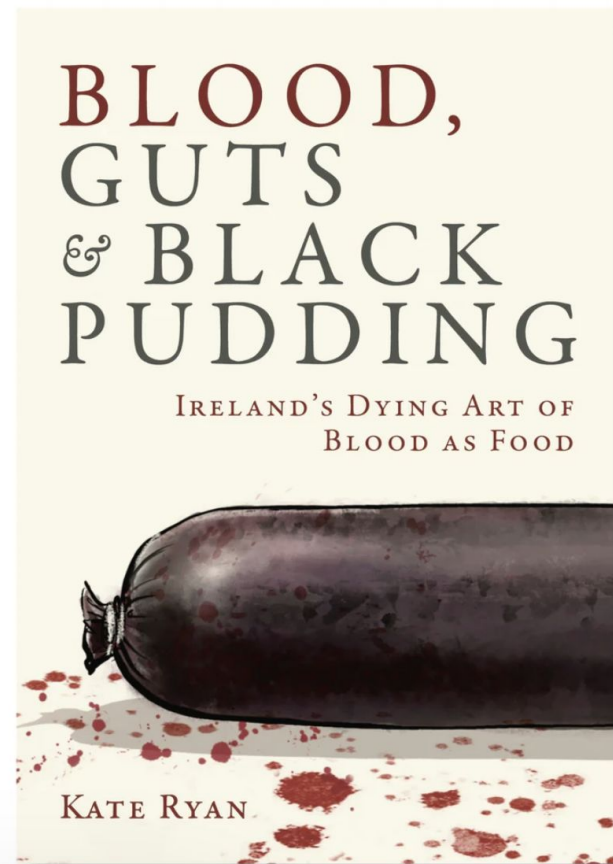
Tickets
€20+€1 Booking Fee

Capacity :
90

Target Audience :

Adventurous foodies, Irish food history enthusiasts,

Blood, Guts & Black Pudding has been described by Darina Allen as "an incredibly important book" about Ireland's traditional food culture. Kate Ryan, author of *Blood, Guts & Black Pudding*, will be in conversation with chef Andrew Rudd, exploring why we should fall in love with puddings all over again, before a tasting of black pudding from various blood pudding makers still going strong in Dublin.



Petrified Live

Venue:

Main Space, Project Arts
Centre

Dates:

Friday 23 October

Time:

19:30

Age Suitability:

16+. Under 18s must be
accompanied by an adult.

Tickets

€22 + €1 booking fee

Capacity :

180

Target Audience

Their existing audience,
horror podcast listeners,
broad entertainment
audience

Petrified, the award-winning Irish horror audio drama, comes to the stage for a spine-tingling live episode! Celebrate five series of fright as the hugely-popular podcast presents a brand-new horror story pulled from beyond the grave.

For those yet to experience Petrified through their headphones, the series tells the chilling tales of ordinary people encountering the supernatural and the terrifying fates that await them. Get your Hallowe'en season off to a horrifying start by braving 'Ireland's scariest podcast' in the flesh.

Petrified has won awards at the New York Festivals Radio Awards and the Irish Podcast Awards, and was previously performed live at sold-out live at the London Podcast Festival in 2022 and in Dublin in 2023.

Performing live are Petrified stalwarts Margaret McAuliffe, Michelle McMahon and Donncha O'Dea. Stick around after the scares for a Q&A with Petrified creators Peter Dunne (winner of the 2026 Zebbie Award for Best Radio & Audio Drama Script) and Liam Geraghty, alongside the cast.

Audio Horror / Live Podcast



On The Hunt in the National Library

Venue:
National Library of Ireland

Dates:
24 October

Time:
11:00

Age Suitability:
16+. Under 18s must be accompanied by an adult.

Tickets
Free, ticketed

Capacity :
50

Target Audience
History fans, genealogy enthusiasts, broad audience who might feel intimidated by NLI

When the stakes are high, the monster unknown and time is running short, the heroes of countless mystery and horror novels always have one place they can go: the Library.

Get to the stunningly beautiful Victorian-era National Library of Ireland (NLI) for this part quiz/part guided research challenge, where participants must race against the clock to navigate the NLI’s collections and surroundings to find the answers they need before time runs out. No previous research experience is required. There’s also no need to know your way around the library. All that’s needed is curiosity, a keen eye and a willingness to get hunting.

Starting with a short morning crash-course on how to use the NLI’s facilities and access its archives, participants will then have to apply their new knowledge and their wits to solve the challenges. Explore the NLI’s records of books, photographs, maps and even more unexpected items put your research skills and eye for detail to the test, while you still have time.

This is your chance to step inside one of Ireland’s greatest cultural institutions and discover what lies within its collections.

Participants will need to bring their own phone and a digital device like a tablet or laptop. Pens and bags will need to be left in lockers provided.

This is a free event with limited capacity. Tickets will be released at 10am on Wednesday 14 October.



Venue:
Museum of Curiosities

Dates:
23, 24, 25 October

Time:
19:00
20:00
21:30

Age Suitability:
18+

Tickets
€22 + €1 Booking Fee

Capacity :
180

Target Audience
Broad entertainment fans,
weird comedy fans,
existing Museum
audience, weirdos

Dublin's newest and strangest museum, The Museum of Curiosities, is transformed into an immersive journey through the five senses unfolding across its five rooms. Downstairs, **sight** comes alive in darkened, projection-lit spaces that reveal the museum's exhibits in unexpected ways, alongside Victorian viewing devices including stereoscopes and mutoscopes. Upstairs, live musical performances and interactive instruments, including a theremin, explore **sound**.

In the foyer, **touch** is heightened through mystery objects and unusual textures, while a Victorian room becomes a **scent**-led perfumery designed to evoke memory, emotion and imagination. Finally, a former kitchen explores **taste** with edible creations and preserved historical curiosities, including decades-old sweets and a centuries-old piece of cake.

Paul Mangan (host)
Frances Wilde (music)
Leah Colton (Guide)
Sinead Giblin (Guide)



From The Sack 'Em Ups to the Anatomy Act: Body Snatching in Dublin Graveyards

Discussion / History

Venue:

Green St Courthouse

Dates:

24 October

Time:

Morning

Age Suitability:

15+

Tickets

Free, ticketed

Capacity :

80

Target Audience

History fans, Donal Fallon readers & listeners, Law and History of law community

Donal Fallon (Three Castles Burning) interviews historian Warren Farrell (author of *Curious Ireland: Forgotten People and Overlooked Places*) on the strange history of body snatching in Irish cemeteries. a guide at Dublin's iconic Glasnevin Cemetery over many years, Warren's previous publications include a history of Daniel O'Connell's cemetery. Hear the true stories of body snatching in earlier times, and how the law brought an end to this morbid industry.



Venue:

Marsh's Library

Dates:

23 & 24 October

Time:

18:30 & 19:30

Age Suitability:

12+. Under 12s must be accompanied by a guardian.

Tickets

€20 + €1.50 booking fee

Capacity :

16 per tour

Target Audience

Broad DCCBSF audience, visitors to the city, history fans, architecture fans

As darkness falls, join an eerie after-hours tour through Ireland's oldest public library. First opened to the public in 1707, Marsh's Library has remained remarkably unchanged for more than three centuries, with its darkened galleries, ancient books and original oak bookcases steeped in centuries of history and scholarship.

Hear the strange stories that have become attached to Marsh's over the centuries, including the ghost said to haunt the second gallery. You can also discover the library's connections to some of Ireland's best-known Gothic writers. The tour will also uncover the library's links to Bram Stoker, who first visited as a young student in 1866. Visitors will see the books he consulted during his seven visits and the very page in the visitors' book where Stoker left his signature.



Stoker on Stoker: Unearthing the Secrets of Dracula

Discussion / History

Venue:
Graduates Memorial Building, Trinity College

Dates:
25 October

Time:
13:30

Age Suitability:
15+

Tickets
€13 + €1 Booking fee

Capacity :
191

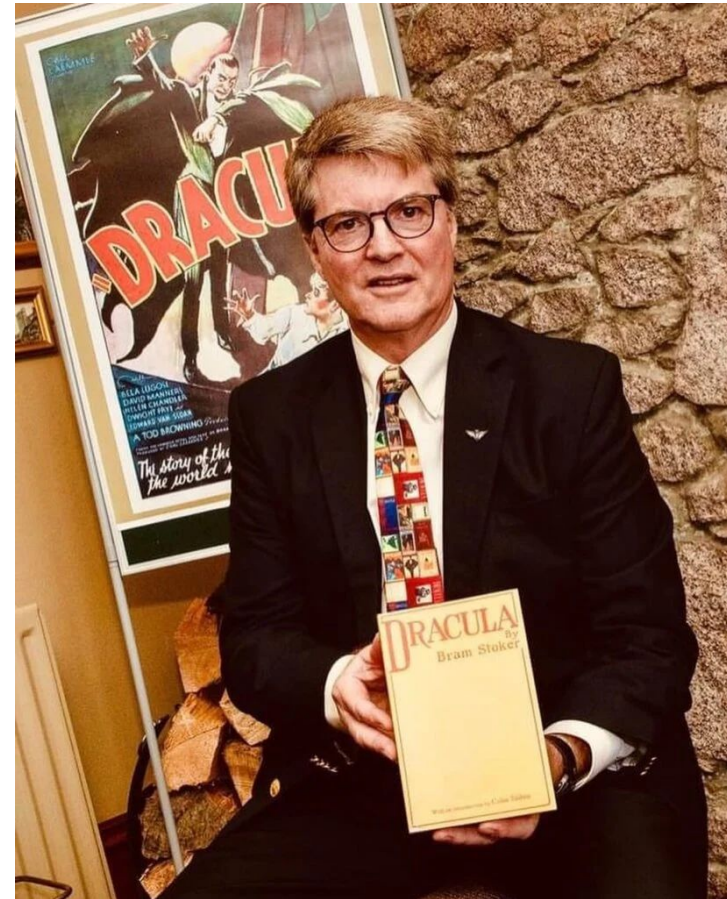
Target Audience
Stoker enthusiasts, history lovers, academic and literary scholars, medical community, RCSI lecture attendees

Stoker on Stoker is Dacre Stoker's definitive multimedia presentation exploring Bram Stoker's life and the remarkable story behind the creation of *Dracula*. A Canadian author, researcher and Bram Stoker's great-grandnephew, Dacre has spent decades uncovering the family history, research and real-world influences behind his famous ancestor's Gothic masterpiece.

Drawing upon Stoker family history, rare archival discoveries and decades of original research, Dacre will take you behind-the-scenes of one of the world's most influential novels. Through rare photographs, manuscripts, maps and Bram Stoker's own research notes, he reveals how history, Irish and Transylvanian folklore, science, medicine, travel and personal experience were woven into a story that continues to fascinate readers worldwide.

Discover the books Bram consulted, the real locations that inspired the novel, Whitby's crucial role, his Scottish writing retreat, the search for Castle Dracula and how Vlad Dracula III became connected to the legend.

Blending literary detective work, family history and Gothic mystery, *Stoker on Stoker* separates fact from fiction while revealing the extraordinary depth of research behind the creation of *Dracula*.



Stoker on the Runway: The Gothic in Contemporary Fashion

Discussion / History

Venue:
Graduates Memorial
Building, Trinity College

Dates:
25 October

Time:
16:00

Age Suitability:
15+

Tickets
€13 + €1 Booking fee

Capacity :
191

Target Audience
Fashion lovers, students,

What happens when Gothic literature meets the runway? Historian and fashion expert Laura Fitzachary reveals the dark and surprising connections between Irish fashion, Bram Stoker and contemporary designers.

From JW Anderson to Alexander McQueen, Dilara Findikoglu, Rick Owens and Simone Rocha, designers have drawn on Gothic literature, Victorian mourning dress and the darker side of history to create some of fashion's most striking looks. This illustrated talk will explore how the worlds of Dracula, Gothic fiction and Victorian dress continue to inspire fashion designers today, while considering Ireland's place in this rich and often overlooked fashion history.

Laura Fitzachary is a historian and historical consultant based in Dublin. A former museum professional who has also worked in Paris across the art market and luxury fashion, she now consults on exhibitions internationally and contributes to publications as a fashion historian. She is co-founder of the Fashion History Society of Ireland and, as @seekthehistoric, shares her research into the history of art, beauty and fashion with a wide audience.



Bram Stoker's Footsteps - An NLI Walking Tour

Walking Tour

Venue:
Area around NLI

Situated in the heart of Dublin, the National Library of Ireland (NLI) is surrounded by connections to Bram Stoker's life and work.

Dates:
23 October

This popular walking tour invites you to step beyond the Library's Victorian walls and explore the streets and buildings connected to Stoker and the Dublin of his time. NLI staff will lead the way, uncovering details about the city's Gothic past and the personal life of one of the world's most famous horror writers.

Time:
16:00

Age Suitability:
15+

Tickets
Free, ticketed

Starting and finishing at the National Library's Victorian Main Building, you will have the chance to see Dublin through a Stoker-shaped lens, discovering the people and places that formed the world of the author who gave us *Dracula*.

Capacity :
20

Target Audience
History fans, visitors to the city

Dress appropriately! In the event of poor weather, the tour will be held within the Library's walls.



Dublin's Victorian Pubs – A Walking Tour with Donal Fallon

Walking Tour

Venue:
Dublin's Victorian Pubs

Bram Stoker's Dublin was a city in transformation. The railway was reshaping the city, public parks were opening up new spaces for leisure and the humble public house was changing too.

Dates:
26 October

Historian, author of *The Dublin Pub* and host of Three Castles Burning podcast, Donal Fallon leads us on a specially-commissioned walking tour through the pubs and streets of Stoker's Victorian Dublin. Along the way, discover the drinking habits and political connections of the age, the pubs frequented by figures like Oscar Wilde, James Joyce and Charles Stewart Parnell and the literary worlds of Sheridan Le Fanu and Máirtín Ó Cadhain.

Time:
12:00

Age Suitability:
18+

Tickets
€20 + €1 Booking Fee

This walking tour will visit some of Dublin's most famous historic pubs, including The Palace, Mulligan's, Davy Byrne's, The Bailey, McDaid's, Toners and Kennedy's, as well as the Shelbourne Hotel bar where Bram Stoker met the great Victorian actor Henry Irving. The route will also take in Sheridan Le Fanu's former home on Merrion Square and explore his story *The Cock and Anchor*, which centres on Dublin's Bleeding Horse pub.

Capacity :
20

Target Audience
Dubliners & Visitors

Donal will also uncover some less familiar connections, including Bram Stoker's own short story written in support of the Temperance movement, and the curious relationship between Ireland's literary, political and drinking cultures. This journey through the pubs and personalities of Victorian Dublin is a very different way to explore the city that shaped Bram Stoker.



Dracula's Disco

Music / Free / Family / Dancing

Venue:

The Round Room at the
Mansion House

Dates:

Monday 26 October

Time:

12:00 - 13:00

14:00 - 15:00

Age Suitability:

5+ (Children must be
accompanied by an adult)

Tickets

Free entry, ticketed. Tickets
will be released on Tuesday
20 Oct, with 'register your
interest' on the Ark from
launch.

Capacity :

800

Target Audience

Families

The eternally-popular Dracula's Disco returns for another afternoon of deadly dancing, presented in partnership with The Ark, Ireland's dedicated cultural centre for children and a champion of ambitious, high-quality arts experiences for young audiences.

Count Dracula's Resident DJ (who's a lot more craic than you'd think) will spin much-loved hits and Hallowe'en classics for little ones and grown-ups alike. Join the fun at The Round Room at The Mansion House with music, dancing and ghoulish surprises, whatever the weather.

Perfect for ages 5+, this is a disco for young zombies, ghosts and all music-loving little monsters. Come in costume, do your own Dead Dance and get your boo!-gie on.



Donal Fallon's Tour of Mount Jerome Cemetery

Walking Tour

Venue:

Mount Jerome Cemetery

Dates:

Sunday 25 October

Time:

10am, 12.00pm & 2.15pm

Age Suitability:

12+ (Under 18s must be accompanied by an adult)

Tickets

€15 + €1 Booking Fee

Capacity:

20 per tour

Target Audience

Walking tour fans, Three Castles Burning fans, history buffs, cemetery fans

If Glasnevin Cemetery tells the story of Irish Independence, then Mount Jerome is the cemetery that captures Dublin's Victorian Age.

Historian, author and host of the popular Three Castles Burning podcast, Donal Fallon leads this specially-commissioned walking tour through one of Dublin's most enduring square miles: the eternal home of one of the finest collections of Victorian memorials, tombs, vaults and crypts in Ireland.

Amidst the headstones, you'll encounter important names in the Irish supernatural tradition, including William Wilde and Joseph Sheridan Le Fanu and hear about their connections to Bram Stoker and the Dublin of his time.

A firm favourite of the festival, this tour sells out every year. As Mount Jerome is a working cemetery, the tour takes place on Sunday only, making places very, very limited. Early booking is strongly advised.



Dracula (1958) 4K Restoration

Film

Venue:
Light House Cinema

Dates:
25 October

Time:
13:30

Age Suitability:
Cert: 12A

Tickets
€13 / €10.50 concession

Capacity :
277

Target Audience
Dracula film fans,
Hammer Horror Fans,
camp horror fans

A rare chance to see Hammer's classic 1958 *Dracula* in a newly restored director's cut, with long-lost footage returned to the film for the first time in decades.

Starring Christopher Lee as the Count and Peter Cushing as Van Helsing, this is one of the defining vampire films of all time, now presented in a form that restores material originally cut by censors for being too gruesome, too sexual, or simply too much for the era. The result is a fresh encounter with a landmark of British horror, sharpened by the thrill of discovery and the enduring force of Lee's performance.



Venue:

Joly Lecture Theatre, NLI
Main Building 7-8 Kildare
St, Dublin 2, D02 P638

Dates:

23 September

Time:

18:00

Age Suitability:

12+. Under 18s must be
accompanied by an adult.

Tickets

Free, ticketed

Capacity :

97

Target Audience

Literary and academic

From Egyptomania to medical theories, current affairs to the writings of other authors, Bram Stoker drew on a range of interests and influences in his work.

What were these ideas? Where did they come from? How did they come to shape the writing of one of the world's most famous Gothic authors?

Professor Jarlath Killeen of Trinity College Dublin and Dr Jason McElligott of Marsh's Library will join forces at the National Library of Ireland to delve deeper into the many influences on Stoker's work.

Looking at Victorian society, religion, personalities and literature, this discussion will reveal the mind and times of the man who left a global mark on the horror genre.

Professor Jarlath Killeen is Professor of English at Trinity College Dublin, with an established focus on popular Victorian literature, the Gothic and horror.

Dr Jason McElligott is Director of Marsh's Library, where Bram Stoker was a patron, and has written extensively on early modern and Victorian society.



Venue:

Charleville Mall Library,
Charleville Mall, North
Strand Road, Dublin 1,
D01 AX99

Dates:

23 October

Time:

15:00

Age Suitability:

8+

Tickets

Free, ticketed

Capacity :

40

Target Audience

Families

Atmospheric and very playful, this tiny world adventure brings the classic tale of Nosferatu to life, inspired by the 1922 silent horror film and the artistry of German Expressionist filmmaker F. W. Murnau.

Step into a world of puppetry, object theatre and fabulous storytelling as Freda O'Byrne explores the twists and turns of this classic tale. The entire story unfolds within a suitcase, creating a miniature world of shadows and unexpected surprises, accompanied by an original score by John Moore.

An intimate introduction to puppetry and visual theatre for older children aged 8+ and adults.

Freda O'Byrne: Creator and performer

Freda uses an eclectic mix of genres to explore the stories of ordinary people in extraordinary circumstances. A physical theatre director, storyteller, performer and puppeteer with a first-class honours degree in performing arts, Freda creates tiny world performances in a suitcase, reaching out and engaging imaginations through storytelling and puppetry.



Dublin City Council
Bram Stoker Festival

**Night
Bites**

In association with the
Night Time Economy Advisor

DUB DUBLIN
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DUBLIN CITY COUNCIL BRAM STOKER FESTIVAL - NIGHT BITES 2026

Dates

Friday 23 October - Monday 26 October (October Bank Holiday Weekend)

Programme

Night Bites is a programme of creative events and workshops developed with independent Dublin businesses and artist studios on the northside and southside of the city. Each partner (from ceramics and pottery painting to printmaking, art-making and upcycled costume design) will create a distinctive Bram Stoker, Victoriana or Gothic themed Festival special.

Funding from the Night-Time Economy Advisor will support an affordable reduced ticket price to the public.

This programme allows us to:

- Attract Gen Z and creative adults who want experiences that are not centred around alcohol
- Offer subsidised tickets to creative experiences which are often out of reach for some Dubliners (standard pricing at these locations is between €45 and €75 - this programme will reduce these costs to a **max of €20 per person**).
- Create experiences in different locations around town
- Offer support to independent, creative businesses to create memorable experiences

Marketing & Promotion

Night Bites is a press-ready tagline, which can be PR'd as an opportunity for Dubliners to unleash their creativity during the festival. We will develop custom assets to publicise this strand; PR it via our agency the Hive; and create a co-branded wrap video documenting people's experiences, for release after the festival.

FLUX Studios



Embrace the shadows of Dublin City Council Bram Stoker Festival with two Gothic-inspired life-drawing experiences after dark at Flux Studio. Led by a visual artist, you will draw from live models in Victorian-inspired costumes with a suitably spooky soundtrack and classic horror film projected around the studio setting the scene.

Create & Sip



What will you carve after dark? Get inspired by Bram Stoker, Victorian Dublin and the supernatural at Prints After Dark - an evening of lino printing with Create & Sip. Led by artist Ciara Kavanagh and Billy Fagan, first you'll learn the basics of lino carving and create your own printing block. Once your stamp is ready, you'll experiment with printing it onto high-quality paper and your own canvas tote bag, creating unique prints to take home.



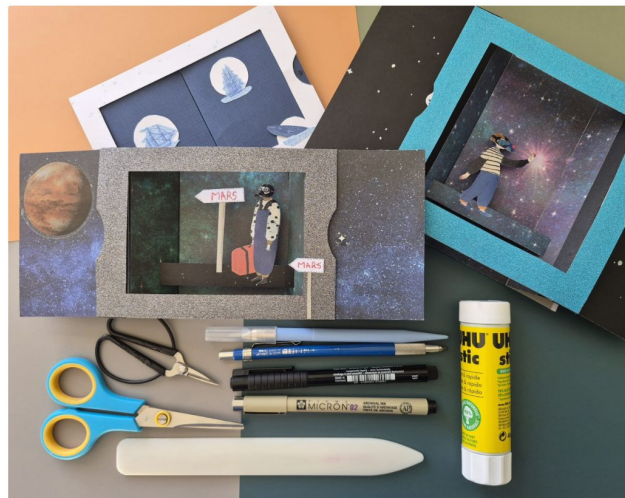
Change Clothes



Who needs shop-bought Hallowe'en costumes when you can make your own bespoke creation?

In these hands-on workshops, turn old textiles into a dramatic pair of wearable bat wings and other costume elements. Cut, shape and bring old materials to life just in time for Hallowe'en Night. No sewing experience - no problem!

Art In Layers



Moonlit castles. Shadows in the windows. Bats overhead..... Have you got a Gothic Tale you want to create at Dublin City Council Bram Stoker Festival? Inspired by the haunting atmosphere of Stoker's Dracula and the elegance of Victorian design, create your very own Paper Theatre Pop-Up with Art in Layers.

This Must Be The Place



Unleash your inner artist with us during Night Bites. As night falls, join us for this special edition of Drink & Draw to create your own Bram Stoker masterpiece in under two hours!

Absolutely no experience necessary - we have an artist to guide you through the whole process at our BYOB art studio in Smithfield.

There will be prizes. There will be music. There will be craic.

Throwing Shapes



Make your own monster at Throwing Shapes, Dublin's first community pottery studio. You'll be guided by master potters in creating a suitably scary monster to take home.

Venue:
Bewley's Upstairs

Dates:
26 October

Time:
19:30

Age Suitability:
18+

Tickets
€15 + €1 Booking Fee

Capacity :
120

Target Audience
Queer and alternative,
music and storytelling

SCANRA is a spellbinding night of music, myth and storytelling unearthing the ancient Irish origins of Samhain through the voices and visions of contemporary creators.

Now in its fourth year, SCANRA has sold out its annual performance at Dublin City Council Bram Stoker Festival three years in a row, building a reputation for magical/mysterious nights that draw audiences into a world of strange encounters.

This year, you are invited to gather around 'The Bonfire' at historic Bewley's Café for their most intimate evening yet.

The lineup includes musician and performance artist **Branwen Kavanagh**, storyteller **Sarah McKenna Dunne** and award-winning instrumentalist and composer **Alannah Thornburgh**, with performance poet **Róisín Nic Ghearaílt** at the helm as host.

Part of Night Bites, Dublin City Council Bram Stoker Festival's after-dark series presented in association with the Night-Time Economy Advisor, SCANRA: The Bonfire promises an evening of music, myth and mystery.

Come curious and let your mind wander into the bonfire.



DUBLIN CITY COUNCIL BRAM STOKER FESTIVAL 2026

Dates

Friday 23 October - Monday 26 October

Programme

This year's programme is curated to deliver a range of large, medium and small scale experiences across the northside and southside of the city.

The full programme goes live on Tuesday September 29th

Target Audiences

Dubliners	families with children, people of all ages across various communities
Domestic	nationwide visitors to Dublin currently in the city, international visitors in the city
Dubliners	C2DE audiences remain a central audience target

We're Here For You

Part of the festival's remit is to generate footfall that businesses can leverage to their advantage. We want to work with you to encourage our audiences to visit your business... and we know our audience is keen to do so!

Digital Toolkit

Available from late September - assets for sharing across your socials

Deadly Deals content go live - one week out from festival, with placement across DCCBSF website, socials and email

DUBLIN CITY COUNCIL BRAM STOKER FESTIVAL 2026

Survey of 2025 Audience

We surveyed our audience in 2025 to find out what they got up to during their visit to a Dublin City Council Bram Stoker Festival event.

We want to work with you this year to really refine and improve the offering we can present to our ever-growing audience.

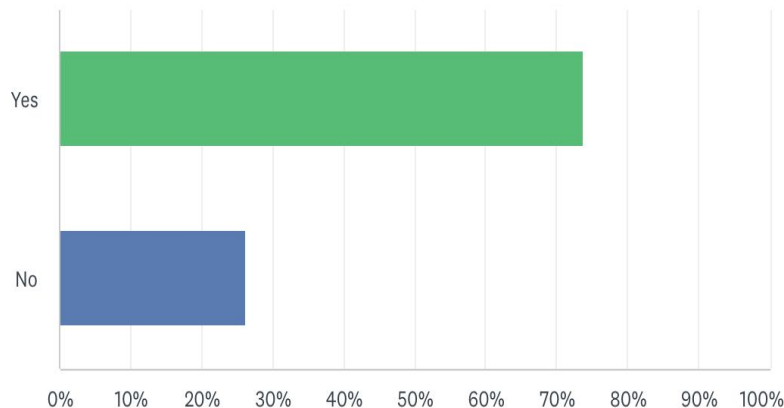
Our Audience

- 40% men / 60% women
- 15% are aged between 18 and 34 | 22% between 35 and 44 | 42% between 45 and 54 | 20% are aged 55+
- 76% come from Dublin, with 13% from elsewhere in Ireland and 12% visiting from another country
- People come from every postcode in Dublin, with 36% living close to the city centre in Dublin 1, 2, 4, 6 6w, 7, 8 or 9.
- Families are a core part of our audience - our free, family friendly events attract more than 30,000 people to the city centre over the bank holiday weekend

DUBLIN CITY COUNCIL BRAM STOKER FESTIVAL 2026

Our Audience & Businesses

Did you visit any businesses in the city centre as a direct result of your trip to a Dublin City Council Bram Stoker Festival event? If yes, what kind?



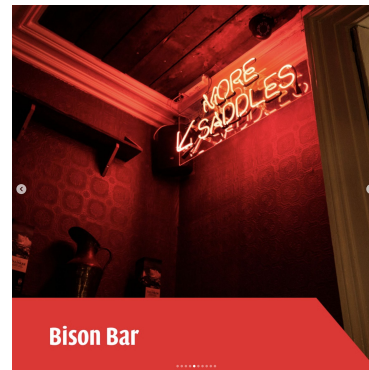
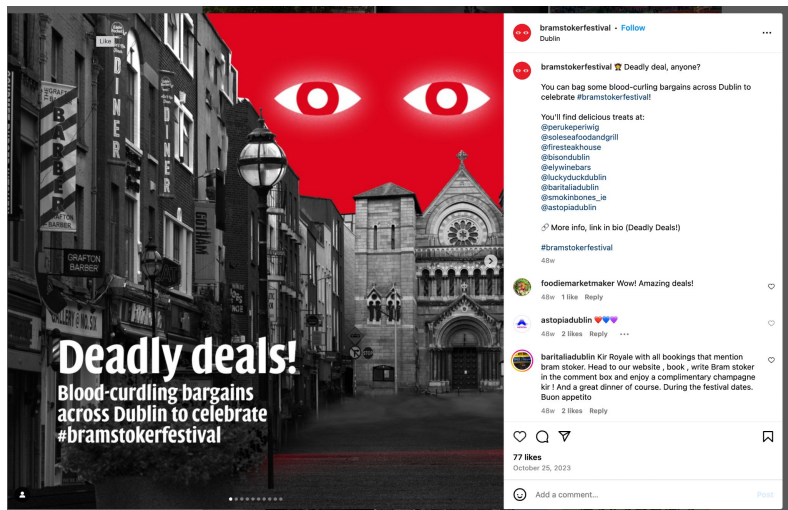
DUBLIN CITY COUNCIL BRAM STOKER FESTIVAL 2026

Our Audience & Businesses

During your visit to the festival, how much did you spend in total at cafes, shops, restaurants, bars or other establishments before or after the event (excluding ticket costs)? If you covered expenses for others in your group (e.g., children, partner, or friends), please include those costs in your total.

ANSWER CHOICES	RESPONSES
▼ €100+	26.32%
▼ €20 - €29	18.42%
▼ €40 - €49	15.79%
▼ €10 - €19	10.53%
▼ €50 - €59	10.53%
▼ €1 - €9	5.26%
▼ €30 - €39	5.26%
▼ €60 - €69	2.63%
▼ €80 - €89	2.63%
▼ €90 - €99	2.63%
▼ €70 - €79	0.00%
TOTAL	

DEADLY DEALS



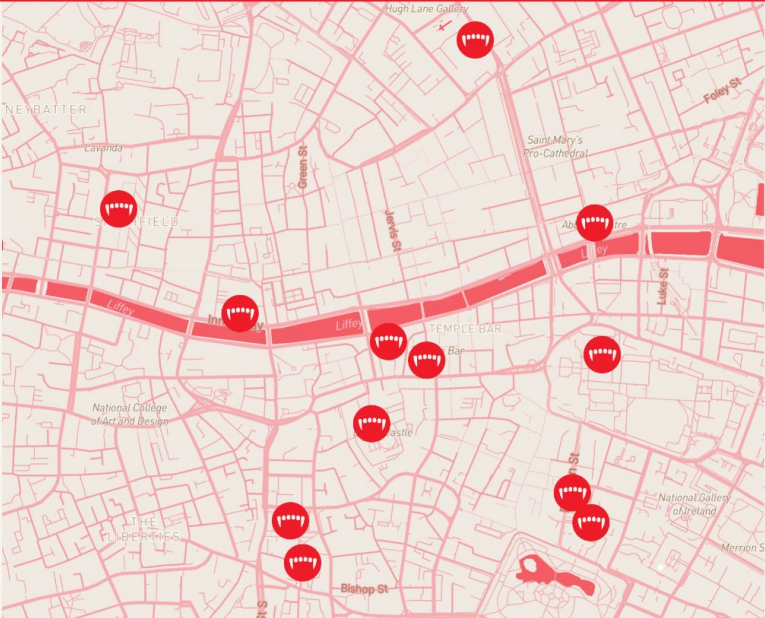
Go-Live Date: One week before the festival

What Awaits

- All Events
- Schedule View
- Map View

Whether you're a curious wanderer, a creature of the night, or a seeker of thrills. Walk around, take in the views, and enjoy deals from our excellent festival partners. Have fun!

- Events
- Food
- Drinks



DEADLY DEALS

Put your business on the Bram map!

Tell our audience of more than 50k people what you're doing to celebrate Dublin City Council Bram Stoker Festival this year.

Here's some sample ideas and offers to consider. We would prefer to present our audience with special offers, but if that's not possible, consider what you'll be doing to entice people into town that weekend and start from there.

Restaurants & Cafes: Stoker Festival

Add a Bram themed dish or blood-curdling cocktail to your menu OR Give a discount to diners who book their table and mention Dublin City Council Bram

Hotels: plate of food to your menu

Give a discount per room/stay OR a discount on food in your hotel when guests mention Bram Stoker Festival in their booking OR add a themed drink or

Dublin Cultural Attractions:

Give a discount to bookings when Dublin City Council Bram Stoker Festival is mentioned AND/OR Let kids go free

Others:

Do you offer a different service? Get in touch with us, and share your discount deal!

DEADLY DEALS

How To Take Part

All you need to do is send us details on your Halloween specials, offers, discounts or Bram Stoker themed addition/experience. We'll add your business name, image, address and details of your Bram Stoker Festival offer to our page and link to your website or social media.

Email Corinna Flood, Business Engagement Manager on corinna@bramstokerfestival.com with the below:

- Your business name and address + google map link if possible
- An image no smaller than 556 x 370
- 20 words of copy about your business
- 30 words of copy about your Bram themed food or drink, special offer or discount
- A link to your website and social media

The Deadly Deals page will be published and updated in October.

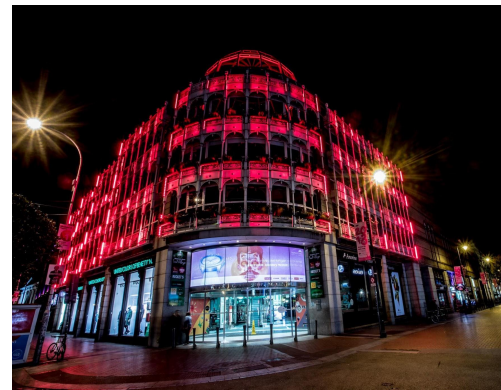
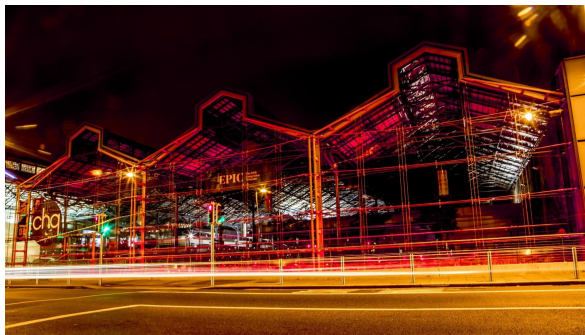
GOING RED

Turn the city red!

Adding red lighting to your exterior is a perfect and simple way to let our audience know you're part of our weekend long deadly adventure.

Don't have external LED lights on your building? No problem! We can supply red gels to your business to help you Go Red.

We ask business to Go Red from Friday 24th October. Share your images with us and they'll go out via Bram Stoker Festival social media over the weekend.



TAKE PART

How To Take Part

We want to hear from you!

Email our Business Engagement Manager Corinna on corinna@bramstokerfestival.com and we'll take it from there.

