

# **PERSPECTIVES OF THE INTERNAL PUBLIC IN A CULTURAL EVENT: the Case of Noc Noc, Guimarães - Portugal**

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Marisa R. Ferreira

School of Management and Technology of Felgueiras, CIICESI  
Porto Polytechnic Institute - Casa do Curral, 4610 – 156 Felgueiras, Portugal  
Phone: +351-917849633; Fax: +351- 255 314 120 | marisaferreira@eu.ipp.pt

João Sarmento

Geography Department, University of Minho & Centre for Geographical Studies, University of Lisbon  
Campus de Azurém - 4800-058 Guimarães

## **ABSTRACT**

Given the significant impact that cultural events may have in local communities and the inherent organization complexity, it is important to understand their specificities. Most of the times cultural events disregard marketing and often marketing is distant from art. Thus an analysis of an inside perspective might bring significant returns to the organization of such an event.

This paper considers the three editions (2011, 2012 and 2013) of a cultural event – Noc Noc – organized by a local association in the city of Guimarães, Portugal. Its format is based in analogous events, as Noc Noc intends to convert everyday spaces (homes, commercial outlets and a number of other buildings) into cultural spaces, processed and transformed by artists, hosts and audiences. By interviewing a sample of people (20) who have hosted this cultural event, sometimes doubling as artists, and by experiencing the three editions of the event, this paper illustrates how the internal public understands this particular cultural event, analyzing specifically their motivations, ways of acting and participating, as well as their relationship with the public, with the organization of the event and with art in general. Results support that artists and hosts motivations must be identified in a timely and appropriate moment, as well as their views of this particular cultural event, in order to keep them participating, since low budget cultural events such as this one may have a key role in small scale cities.

## **KEY WORDS**

Internal public, cultural events, art, creativity, Noc-Noc