

# Project Lux

Luxembourg might be famous for its banks, finance, and European institutions but it most certainly is not famous for its nightlife. With the constant influx of young, brilliant minds however, there is a need to expand the range of social events that are on offer in the Grand-Duchy.

The story of 'Project Lux' started in November 2016, exactly three years after I had moved to Luxembourg. After coming back from a night out with friends who like most people I knew always complained about how little Luxembourg City had to offer, I decided to take the initiative and boost Luxembourg's nightlife by not only providing a place for internationals to meet and make connections, but by establishing a concept that would appeal to locals and internationals alike.

It always struck me how the different communities in Luxembourg segregated between a number of specific bars. While the city center is most popular with a very international crowd on Rue du Marché-aux-Herbes, with locations such as Urban Bar, Le Palais, GO TEN, and the newcomer Llama drawing large numbers as well as the British-themed Tube Bar in Rue Sigefroi and Konrad Café & Bar in Rue du Nord, Luxembourg's locals are more likely to be encountered in either more 'alternative' spots like Café Rocas or de Gudde Wëllen or in slightly fancier venues like Hitch or Gotham located in the popular district of Limpertsberg. The majority of visitors to the Rives de Clausen, home to the European headquarters of international giants like Amazon and Microsoft, are French. With new hotspots such as Paname Bar and Brooklyn Bar to its name, the Gare district has also recently risen in popularity, attracting a mixed clientele. The old town, Grund, remains

popular with both locals and expats thanks to such classic watering holes as the Liquid Bar and Scott's Pub.

With such a variety of bars around town, the concept I thought had the most potential, was the 'pub crawl', where a group of people try to visit as many pubs as possible in one night, having drinks in each. It was the concept that most encompassed the values I wanted to convey, namely, to set up an event that would bring people closer together, thereby allowing them to connect while socializing in a casual atmosphere. On the 5th of November 2016 I managed to gather 160 people for what amounted to an unforgettable night. Within two years I had built connections with almost every bar and nightclub in Luxembourg, enabling me to easily scout locations for events of every type and size. Now offering 25 different events involving more than 50 bars, I can confirm that the pub crawls have proven to be a hit ever since their conception and have helped forge many friendships along the way.

'Project Lux', the name I chose for the event series, comes from the homonymous 'Project X', a movie about a stratospheric party, where people meet and connect in an atmosphere of joy, laughter, fun and respect. Counting more than 100 events from 2017 to this day and ranging from pub crawls to garden parties, fake weddings turning into real parties, rooftop events or color fights, 'Project Lux' has managed to make a name for itself by expanding Luxembourg's social diversions, which will eventually make the country's nightlife more attractive to both locals and internationals. ♦

**Tony Lux**

