

Streat Night Experience Architecture

A Los Angeles social concept designed to move guests between conversation, play, music, and discovery.

PROJECT TYPE	ROLE	MARKET	CONCEPT YEAR
Collaborative event concept	Experience strategy collaborator	Los Angeles, California	2024

EXECUTIVE BRIEF

The concept challenged the single-mode nightlife experience. Instead of asking every guest to participate in the same way, Streat Night combined interactive interviews, large-format games, a DJ-led dance environment, and lounge-style connection into one flexible ecosystem.

4	5 hrs	4	1
PARTICIPATION MODES	CONCEPT WINDOW	AUDIENCE GROUPS	SHARED ECOSYSTEM

EXPERIENCE THESIS

BUILD BELONGING THROUGH MOVEMENT BETWEEN MODES

Guests can enter through the behavior that feels natural—conversation, play, movement, or connection—then discover the rest of the experience without status barriers dictating where they belong.

PROBLEM FRAMING

STATUS-DRIVEN ACCESS Traditional section-based nightlife models can inhibit natural conversation and shared discovery.	SINGLE-MODE PROGRAMMING A dance floor alone gives non-dancers and early-arriving guests fewer meaningful ways to participate.
WEAK RETENTION LOOP Events often leave without structured audience insight or reusable content to support future programming.	SAFETY + BELONGING Broadly accessible environments still need clear curation, hosting, and behavioral standards to feel intentional.

Design for people who cross scenes

The target is not one subculture. It is a network of creative professionals and tastemakers who move between music, film, fashion, digital media, and entrepreneurship.

AUDIENCE ARCHITECTURE

CULTURE SHAPERS Music, film, fashion, and digital tastemakers whose participation creates discovery.	CREATIVE PROFESSIONALS Millennial and Gen Z builders seeking new people, ideas, and environments.
ENTREPRENEURS Guests motivated by access, collaboration, and relationship-building—not only nightlife.	CROSS-SCENE CONNECTORS People comfortable moving beyond one social lane and introducing communities to one another.

PARTICIPATION MODES

MODE	EXPERIENCE	GUEST VALUE
Talk	Interactive interviews and hosted conversation	Ideas, access, and content moments.
Play	Large-format and arcade-adjacent games	Low-pressure participation and social mixing.
Move	Live DJ, unreleased music, and dance	Energy, performance, and collective release.
Connect	Lounge and networking zones	Deeper conversation and cross-industry discovery.

ILLUSTRATIVE GUEST JOURNEY

ARRIVE + ORIENT → ENTER THROUGH A PREFERRED MODE → DISCOVER A SECOND MODE → PARTICIPATE OR SHARE → RETURN TO LOUNGE/NETWORKING → EXIT WITH A CONTENT OR CONNECTION MEMORY

Make the concept measurable, repeatable, and safe

The experience requires more than programming. Hosting, content capture, partnerships, flow, and audience data turn a one-night idea into a repeatable platform.

FLOW + CAPACITY Define zone capacities, transition paths, sightlines, sound bleed, queue behavior, and an accessible circulation plan.	HOST BEHAVIOR Use trained hosts to welcome guests, explain modes, invite participation, and notice exclusion or friction.
CONTENT CAPTURE Plan interviews, participant releases, social cutdowns, and environmental footage without disrupting the guest experience.	PARTNERSHIP FIT Collaborate with media, music, gaming, fashion, food, and creative organizations that add functional value to a mode.
AUDIENCE INSIGHT Use opt-in registration, participation signals, post-event feedback, and content response to inform future programming.	SAFETY + CARE Document entry policy, security, intoxication response, accessibility, incident escalation, and a clear code of conduct.

SUCCESS FRAMEWORK

QUESTION	INDICATOR
Did guests explore?	Participation across more than one mode; dwell time by zone.
Did they connect?	Opt-in feedback, introductions, interview participation, and return intent.
Did the content travel?	Usable captured assets, shares, saves, and post-event engagement.
Can the format repeat?	Partner renewal, audience retention, operational learnings, and unit economics.

COLLABORATION NOTE / Streat Night was another creator's event. Niyah Nelson contributed as a strategy collaborator; this case study isolates her audience framing, experience architecture, problem definition, and operating recommendations without claiming sole event ownership.