



macnas

IMPACT REPORT

2025



2025: Growth, Impact & Momentum

2025 was a strong and ambitious year for Macnas. We continued to deliver powerful, large-scale artistic work while strengthening our foundations for the future. Through spectacle, storytelling and participation, Macnas engaged communities across Ireland and beyond, reinforcing the value of the arts as a shared public experience.

Macnas continued to take important steps towards a more strategic and sustainable way of working, with improved planning, stronger partnerships and growing national and international visibility. Macnas remains committed to creating extraordinary work, empowering communities and nurturing the next generation of artists and performers.

We are deeply grateful to all of our funders for supporting Macnas' mission to create spectacular stories and empower communities through world-class spectacle, participation and our vision to the develop training of the next generation of artists and performers.



2025 IMPACT

**Live
Audiences**

370,000+

**Global Digital
Audience**

1 billion

**Artists, Makers
& Volunteers**

500+

**Artists
Employed**

200+

**Public Participation
Programme Engagements**

4347

**Emerging Artists
Supported**

19

**2025
CREATIVE
PROGRAMME
HIGHLIGHTS**



ST. PATRICK'S DAY PARADES DUBLIN + RATHKEALE

370,000+ —
— LIVE AUDIENCE

Alf the Giant Newt took to the streets of Dublin alongside the Macnas drummers and stilters, captivating audiences with magic, movement and the spirit of adventure at the 2025 Dublin St. Patrick's Day Parade.

In Rathkeale, our giants Crom and the Wolf Mother awakened and roamed the streets, joining the celebrations with their mighty presence.





ALF ABROAD: EXPO 2025 OSAKA, JAPAN

This October, Dublin City Council Bram Stoker Festival presented an exciting programme for Expo 2025 in Osaka, Japan, where specially-commissioned performances represented Irish cultural innovation and the country's legacy as the authentic Home of Hallowe'en.

As part of the Ireland Pavilion, they brought together acclaimed Irish artists and performers in a world-class programme. As part of this programme, Macnas brought our giant puppet Alf the Newt to Osaka. Alf glided through the Expo 2025 crowd, breathing smoke, spraying bubbles and water, transforming onlookers into participants and recreating the wonder of our iconic street parades in Galway and Dublin.

The festival's presence at Expo 2025 was supported by the Department of Foreign Affairs and Trade and Dublin City Council.



AN TREUN - THE SUMMONING OF THE LOST

GALWAY + DUBLIN HALLOWEEN PARADES

100,000+ ———
— LIVE AUDIENCE

This year Macnas were thrilled to work with Co-Artistic Directors of ANU Productions Louise Lowe as Parade Director and Owen Boss as Lead Designer for our brand new Halloween spectacle AN TREUN – THE SUMMONING OF THE LOST. The parade was presented in Galway and in Dublin as part of Dublin City Council Bram Stoker Festival.

An Treun was a spectacular, shape-shifting parade inspired by a long-lost tale by Dracula author Bram Stoker and the haunting call of the vanished Corncrake.

This incredible new parade explored how our culture, memory and climate intertwine and asked what it means to hold on to what we're losing.





CON MÓR AT KING JOHN'S CASTLE

This Halloween, Con Mór The Giant brought magic and excitement to King John's Castle in Limerick. Supported by Limerick City and County Council, the Macnas giant transformed the castle courtyard into a world of myth and storytelling. Audiences visited over several evenings to see Con Mór surrounded by light, sound and smoke, creating an unforgettable atmosphere against the backdrop of the historic castle. Families and visitors of all ages were drawn in by the scale, detail and personality of the giant, making it one of the standout moments of Limerick's Halloween celebrations.

The event also encouraged creativity and participation, with children invited to add their own "feather of hope" to Con Mór's story.



DERRY HALLOWEEN: THE HOWLING WOLF AWAKENS

This Halloween, Macnas’ legendary She-Wolf puppet featured as part of the internationally acclaimed Derry Halloween Festival, Europe’s largest Halloween celebration.

Debuting in the Awakening the Walled City Trail, the She-Wolf captivated audiences, entertaining and unsettling in equal measure as she roamed the historic city walls.

The project also provided a valuable skills development opportunity for local artists from the North West Carnival Initiative, who worked under the expert guidance of Macnas artist and puppeteer Tommy Casby. Through this collaboration, the team learned new techniques in large-scale puppetry and performance, bringing the She-Wolf to life for Derry Halloween audiences.





SCIENCE WEEK CORK

This November, Macnas made its Cork premiere and kicked off Science Week 2025 with a curated indoor performance at Marina Market.

The performance featured our giant puppet Lumo, accompanied by our stilts and drummers, bringing to life a powerful story about biodiversity loss and the disappearance of the corncrake across Ireland.

Our newly created Moon Tower also remained on display alongside the Science Week funded SpaceFest, as part of the central exhibition called Lunar Distance.

This performance was funded by Research Ireland.



A woman wearing a brown hijab and a grey dress is walking in a city at night. Her eyes are glowing green. The background is dark with some city lights and buildings.

2025 PUBLIC PARTICIPATION PROGRAMME

TRAINING + WORKSHOPS

As Ireland's leading spectacle theatre company, our vision encompasses the ongoing training and development of the next generation of artists, performers and magic makers.

In 2025, Macnas continued its public participation programme with weekly workshops for Macnas Youth Theatre and Macnas Drummers. These regular sessions provided opportunities for participants to develop skills, collaborate creatively and engage directly with Macnas' artistic practice.

The Macnas Óg summer school also continued for children aged 7–12. Led by Miquel Barcelo, the programme focused on physical activity, games and Macnas magic and mayhem, culminating in a small performance for family and friends.

Across the year, the public participation programme engaged 63 participants and 9 facilitators and artists through a total of 69 workshops.





FUTURE PARADE

Future Parade was a new Shared Island creative youth project supported by four leading arts organisations: Macnas, Belfast International Arts Festival, EastSide Arts and Féile an Phobail. Bringing together young people from diverse backgrounds, the initiative used the spectacle of parade to explore shared stories, cultural identity and community connection.

Teenagers from across Belfast and Galway collaborated on the project, imagining how a new generation might creatively animate our streets.

Through weekly workshops and two residential weekends, they gained practical skills in spectacle arts while building friendships across geographical and cultural divides. At its core, Future Parade was about self-expression, experimentation and reimagining shared island experiences. The programme promoted creative dialogue and hands-on learning, encouraging participants to think critically, solve problems and collaborate meaningfully.

Over 10 months, participants worked with 12 professional artists across 52 workshops and 2 residencies, gaining hands-on skills in performance, storytelling, costume, mask, puppetry and design.

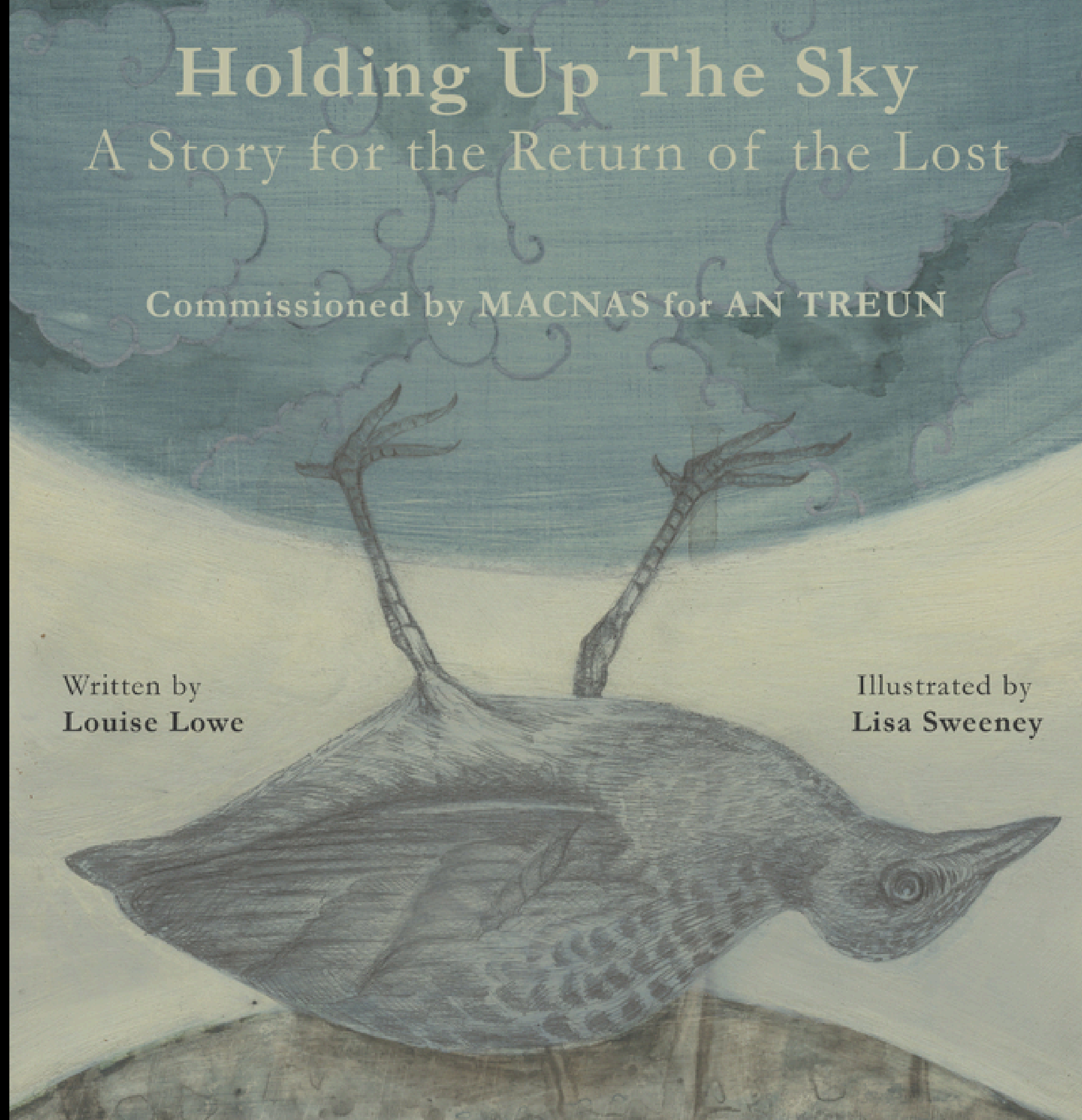


DIGITAL SCHOOLS PROGRAMME

Our Digital Schools Programme connected with every primary school in Ireland, delivering this year's environmental theme focused on the vanishing call of the corncrake. It offered a gentle call to action, encouraging children and their families to plant seeds of nature, cultivating hope for the future and for our environment.

The education pack sent to schools included a beautifully illustrated story written by Louise Lowe and illustrated by Lisa Sweeney, a video and a PowerPoint presentation.

Children were encouraged to read the story and create thier own güiro to bring to the parade to call back the Corncrake.





DUBLIN YOUTH COMMUNITY ENGAGEMENT

For the first time, Macnas, in collaboration with the Government's North East Inner City (NEIC) Initiative and Dublin City Council, worked with a group of 16 young community members from the NEIC who were trained by Macnas to perform at the parades in Galway and Dublin.

Over 5 weeks, 16 participants had the opportunity to explore and develop their talent in performance for street and spectacle arts. They developed an appreciation and understanding of these artforms and the important role that performance plays in parade.

Throughout the project participants worked with professional artists to develop their performance as blind snakes that appeared in the largest professional parade in Ireland.



ARTIST DEVELOPMENT



ARTIST DEVELOPMENT

Macnas provided training and paid opportunities for 19 emerging artists, many of whom now work with Macnas and other leading cultural organisations.

Through the Collide Programme, artists worked on the 2025 Halloween parades, developing practical skills in welding, costume, puppetry performance, puppet making and set design.

Emerging artists supported this year are expected to continue contributing to Ireland's arts ecosystem well into the future.



LOOKING AHEAD

2026 and 40th Anniversary

2026 marks a major milestone for Macnas as we celebrate an incredible 40 years of creativity, innovation and unforgettable story telling. This anniversary year offers a unique opportunity to reflect on our journey, honour the people and communities who have shaped our work and look boldly toward the future. We are designing a special programme to mark the occasion, and we look forward to sharing an exciting lineup of events, projects and celebrations with you in the new year.

2025 has been a year of deep impact and significant organisational growth for Macnas. The funding and additional corporate funders support played a crucial role in enabling strategic thinking, strengthening organisational resilience and expanding our reach.

We look forward to continuing this partnership and building on the strong foundations laid this year. Thank you for your trust, vision and commitment to creativity.



WHY FUND MACNAS?

- Increased investment directly expands our creative ambition, enabling Macnas to develop and present larger-scale, more innovative and groundbreaking spectacles that push artistic boundaries and reach wider audiences at home and internationally.
- Our vision encompasses the ongoing training and development of the next generation of artists and performers. Emerging artists supported this year are expected to continue contributing to Ireland's arts ecosystem well into the future.



“The contribution of these creative industries is estimated to represent over 5.5% of the EU economy, or €413 billion in value added. Ireland’s creative industries are estimated to contribute 3.73% to our Gross Value Added—below the 5.54% EU average and indicating strong opportunities for growth.”

Source: [European Investment Fund; Market Analysis of the Cultural and Creative Sectors in Europe: A Sector to Invest In, 2021](#)

“The creative industries, as a whole, are already a critical engine of European economic growth, with a contribution greater than other leading sectors such as telecommunications, pharmaceuticals, and the automotive industry.”

Source: [Measuring the Cultural and Creative Sectors in the EU, 2022](#)





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THANK YOU

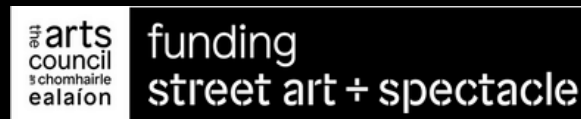
OUR SUPPORTERS



Comhairle Chontae na Gaillimhe
Galway County Council



Comhairle Cathrach na Gaillimhe
Galway City Council



OLLSCOIL NA GAILLIMHE
UNIVERSITY OF GALWAY

Clár Éire Ildánach
Creative Ireland
Programme



Culture Ireland
Cultúr Éireann



Taighde Éireann
Research Ireland



Community
Foundation
Ireland



Galway
Advertiser

Aerogen®

CHARLIE BYRNE'S
BOOKSHOP

McCAMBRIDGE'S

C & F Tooling | The Galmont | The Skeffington Arms Hotel | Massimo | Roisin Dubh | Blue Note | Taylors Bar and Beer Garden | Bradan Accountants
Romero Games | O'Donnellan and Joyce | Walsh Waste & Recycling | Dela Restaurant | Bunch of Grapes | Taaffes Bar | Freeney's Bar | The Universal Bar
The King's Head | The Dáil Bar | O'Connell's Bar | The Front Door | Brasserie on the Corner | Busker Brownes | SPAR Mainguard St | McSwiggan's Cava
Bodega | Kombu Ramen and Bao Bar | Garavan's Bar | Espresso 44 | 56 Central | OMG @ Zhivago | Elaine Seymour