

Bestseller Café & Wine Bar Pairs Nicely with Glass Mask Theatre

A central café and wine bar joins with Glass Mask theatre to offer patrons edgy new productions in an intimate, city centre café.

Ireland

CONTEXT

The Bestseller Café prides itself on using local Irish brands to provide high quality coffee and food to customers. The Bestseller also offers books for sale and select wines. The space is unique and cozy, with high ceilings and plenty of dark wood panelling. The Glass Mask Theatre prides itself on offering 'theatre for NOW' – edgy, current content from new and developing talent.



CAUSE FOR COLLABORATION

New and experimental playwrights can rarely afford a beautiful venue in city centre. By collaborating with the Bestseller, the two businesses can advertise for each other and expand both customer bases. The café can use its position as a successful business to promote local artists and foster their success.

SUCCESSFUL RESULT

The Bestseller Café has a steadfast following of culturally literate Dubliners who know that money and time spent at the Bestseller also enriches local artists. They are also able to sell food and wine to theatre patrons. Especially during the pandemic, artists need more support and less overhead now more than ever. Despite the closure of many theatres and galleries across the world, the Glass Mask Theatre continues to operate and foster new and unique voices within the walls of The Bestseller.