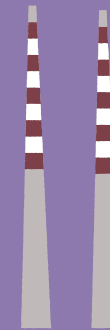


Dublin Docklands Freedom in the City

A simple guide
to our story.



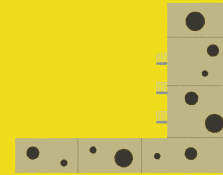
This guide is for
people, businesses
and organisations who
wish to communicate
the unique character of
Dublin Docklands.



#DublinDocklands

Dublin Docklands is a place with many stories — stories about its rich history, stories about the vibrancy of the waterfront today, and stories about our dreams and ambitions for Dublin Docklands' future.

Each of the stories we tell is different yet there is a common thread that runs through them all. This guide defines that common thread and seeks to inspire stories that celebrate a place that is ever-changing, diverse and connected — a place that offers freedom in the city.



PROPOSITION

The proposition at the heart of our story is that Dublin Docklands offers greater freedom for people looking to visit this vibrant part of the city — a unique place that combines the life of the city at work, at study and at play.

Dublin Docklands Freedom in the City



The freedom that Dublin Docklands offers is framed by three core ideas: **Connected**; **Diverse**; and **Flowing**. These three ideas provide a common thread that can be woven into the many different stories from Dublin Docklands.

— These three framing ideas were identified through an inclusive process that involved multiple stakeholders, including people who live, work or study in Dublin Docklands.

— There are many different words that can be used to describe these three ideas. Please feel free to use the words that resonate most with you and the audiences you wish to engage with.



CONNECTED

COLLABORATIVE
NEIGHBOURLY

FRIENDLY
OPEN

WELCOMING
ENGAGED

GLOBAL
PERSONAL



DIVERSE

DIFFERENT
VARIED

CHOICE
TEXTURED

COSMOPOLITAN
COLOURFUL

MULTIPLE-
POSSIBILITIES



FLOWING

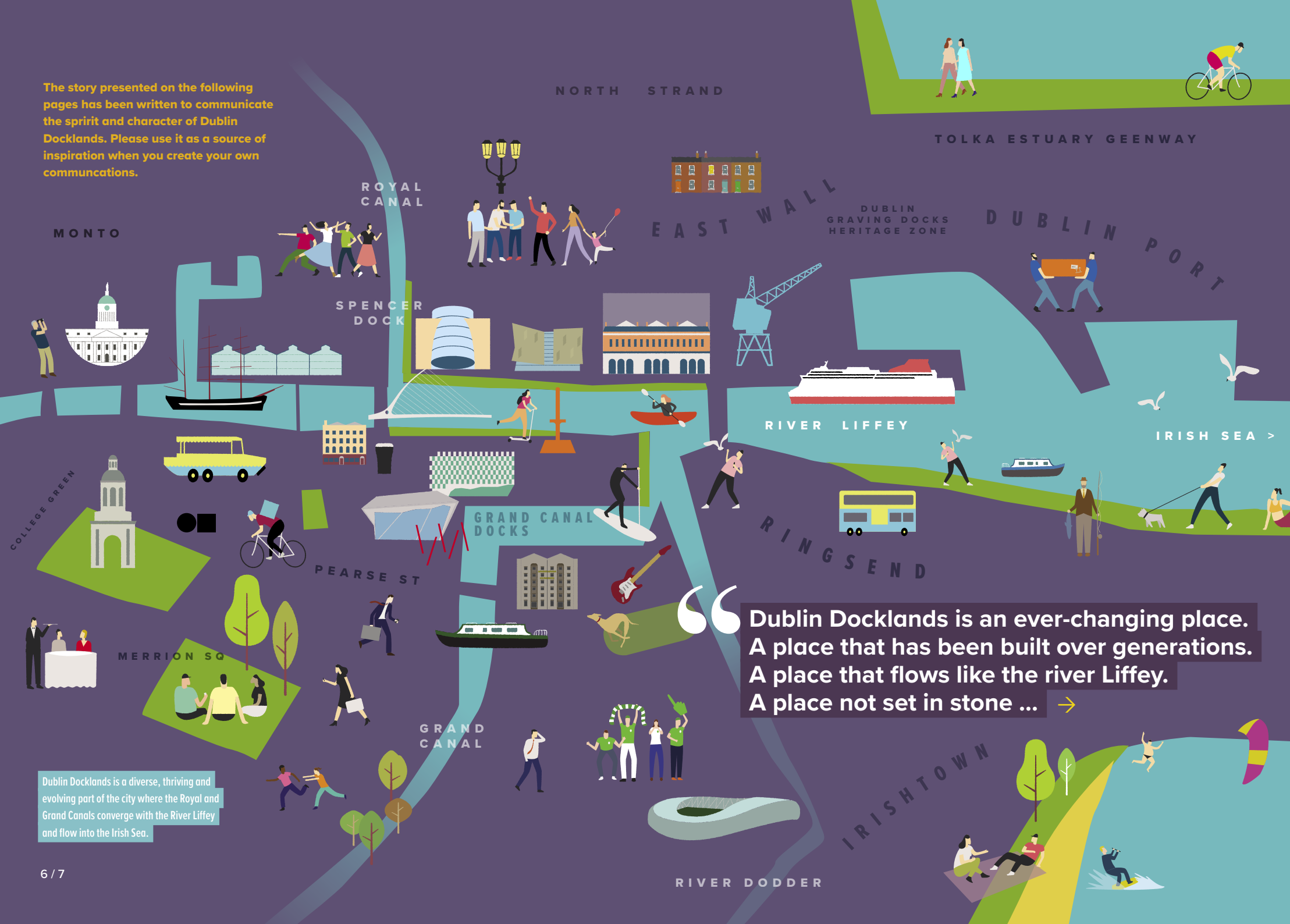
CHANGING
EVOLVING

TRANSFORMING
MOVING

FLUID
DYNAMIC

ENERGETIC
ON THE MOVE

The story presented on the following pages has been written to communicate the spirit and character of Dublin Docklands. Please use it as a source of inspiration when you create your own communications.



MONTO

NORTH STRAND

TOLKA ESTUARY GREENWAY

ROYAL CANAL

EAST WALL

DUBLIN GRAVING DOCKS HERITAGE ZONE

DUBLIN PORT

SPENCER DOCK

RIVER LIFFEY

IRISH SEA >

COLLEGE GREEN

GRAND CANAL DOCKS

RINGSSEND

PEARSE ST

MERRION SQ

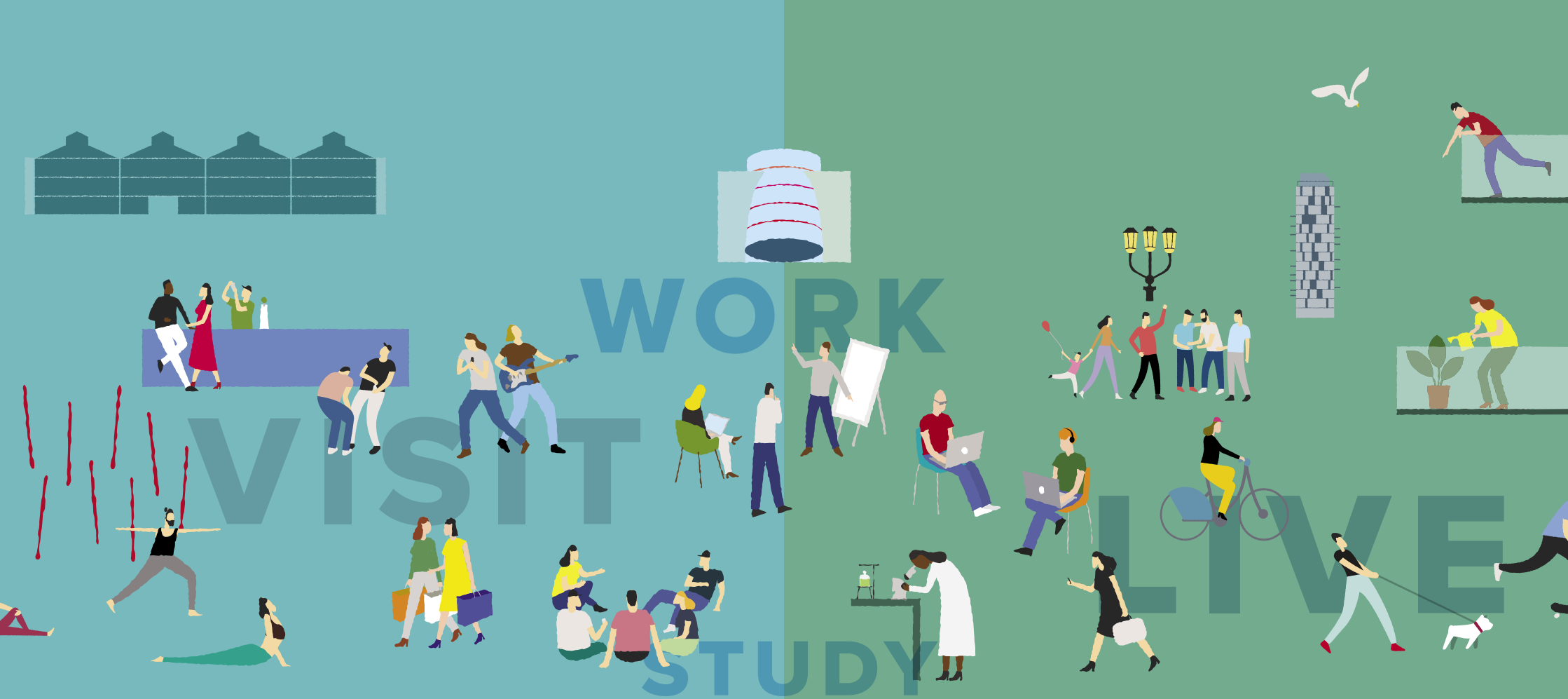
GRAND CANAL

Dublin Docklands is an ever-changing place. A place that has been built over generations. A place that flows like the river Liffey. A place not set in stone ... ➔

Dublin Docklands is a diverse, thriving and evolving part of the city where the Royal and Grand Canals converge with the River Liffey and flow into the Irish Sea.

RIVER DODDER

IRISHTOWN



Dublin Docklands is a place that is connected to its history, while looking to the future. A friendly place that connects people and nurtures communities ...

an active place that connects possibility with reality ... an open place that connects the city with nature, and Ireland with the world.

When opened in 1796, the Grand Canal Dock was the largest dock in the world and provided a gateway to the Grand Canal, connecting Dublin to the River Shannon.

Today the docklands is home to a population of around 27,000 people and a workforce of 44,000.

EPIC The Irish Emigration Museum voted Europe's Leading Tourist Attraction, offers visitors an immersive experience on Ireland's impact around the world.

The Convention Centre Dublin was designed by Pritzker award-winning Irish-born architect Kevin Roche.

The 10,000 sq metre public square at Grand Canal Docks is one of the largest paved public spaces in Dublin City, and was designed by the renowned landscape architect Martha Schwartz.

300 years ago the only houses to be found in the docklands were in the small fishing hamlet of Ringsend. Today docklands encompasses different urban villages and vibrant communities that call docklands their home.

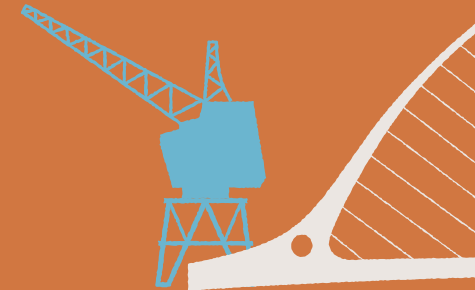
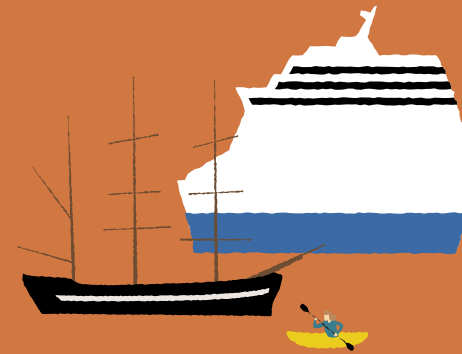


Docklands is diverse.
It is old and new, youth and experience,
heritage and innovation.

The chq Building is a beautifully restored warehouse dating from 1820 that is today a vibrant place to socialise, as well as being a cultural and innovation hub.

The development of Boland's Mills is creating two new public spaces in the docklands as well as a new boardwalk along the dock.

'Smart Docklands' is an initiative of Dublin City Council that harnesses technology to enhance the lives of local communities and to introduce new innovations for better city living.



It is work and play, familiar and surprising,
personal and public.
It is sea and land, city and nature,
home and destination.
It is a place of continuity and a place of change.

The Liffey ferry service dates back to 1665 and is once again ferrying people between points along the Liffey.

The Grand Canal Innovation District aims to bring together large & small tech companies, innovators, artists, students & locals to work, live & learn alongside each other.

Dublin Port is Ireland's premier port, handling almost 50% of all trade in the Republic of Ireland, continuing a proud trading heritage that stretches back centuries.



**Because Dublin Docklands flows:
It flows with ideas, with choice,
with opportunity, with creativity,
with life.**

A new linear park on the Royal Canal will create a significant new public space in the city as well as bring more nature and activities into people's lives.

James Gandon's 18th century architectural masterpiece, The Custom House, was restored by the OPW after a fire during the War of Independence in 1921.

Dublin Port plans to develop a series of projects in coming years that will provide both public realm and amenity within Dublin Port. From its Tolka Estuary Greenway, the Liffey to Tolka project and the Flour Mill redevelopment of the Odlums site to provide a cultural area, and also in 2021 The Pumphouse Heritage area at the former Graving docks sites.

**It is a flow that brings freedom:
The freedom to be different,
the freedom to explore,
the freedom to change direction,
the freedom to live your life your way,
the freedom to be.**



Dublin Docklands — Freedom in the city.

When creating communications for your business, organisation, or potential development, consider ways to incorporate the three framing ideas in to your story. Listed below are some suggestions of the kinds of things you might wish to reference.

Connections between people, places and ideas.

Consider the phrases on these pages as ways of creating context when situating your story in Dublin Docklands.

Think about:

— how you contribute to the community and connectivity of the place

— how you offer choice within a rich and diverse set of experiences and opportunities;

— and how you add to the flow of life and the constant change that is a defining aspect of the waterfront.

Dublin Docklands comprises many different urban villages on both sides of the river — some old, some new, but all with a real of sense of community.

At its heart, Dublin Docklands is a place where we can reimagine the idea of neighbourhood and neighbourliness in a modern urban environment.

Docklands is an open and welcoming place where residents, workers and visitors all contribute to the life, vibrancy and sustainability of this distinct part of the city.

Dublin Docklands' public spaces and open water offer opportunities to connect with neighbours, friends and colleagues.

Global companies and local start-ups rub shoulders, exchanging ideas and making new connections.

Diversity, choice, and difference.

Dublin Docklands makes space for the texture of 21st-century city life.

It creates a place for old & new, heritage & innovation, energy & calm, work & play, leisure & learning, youth & experience, conservation & change, commerce & culture

It is a place of diverse perspectives and enriching combinations.

Dublin Docklands is a tapestry of urban villages. These vibrant communities are rooted in a distinct sense of place and are connected to many activities that are unique to the area.

Port workers and entrepreneurs, technologists and artists, pensioners, and school-goers, home-owners and apartment-lovers all call Docklands home.

The flowing changing, nature of the waterfront.

Like the water that defines it, Dublin Docklands is a place that is in constant transition, a place that embraces the fluid nature of city life.

It is a place where change is embraced as a constant that fuels the creative, commercial and day-to-day lives of those who choose to live, work, study and visit Docklands.

Change and exchange is the lifeblood of this vibrant part of Dublin. It is a place that has expanded into the sea while establishing new connections across the river.

Dublin Docklands affords new ideas and courageous thinkers the space to try new things.

Communications tips

Audiences

Dublin Docklands appeals to many different people — all of whom can benefit from the freedom in the city that this part of Dublin offers.

Docklands is a place to live, work, play and visit. Each of these aspects will have communications that are targeting to focus on the specific needs. It is important to recognise that each of these audiences do not exist in isolation:

- Visitors are looking for the authenticity that comes from a place where people live and call home.
- People want to live in a place where they can eat, shop, study and be entertained within walking distance. They want the safety that comes with activity and investment.
- Businesses and their workers want to be somewhere inspiring, stimulating and appealing.

Dublin Brand Toolkit

A new Dublin Brand Toolkit has been created by Fáilte Ireland and can be downloaded from their corporate website. The toolkit provides you with practical information on adopting a shared use of language, tone of voice, photography, approach to storytelling, and access to artworks and guidelines for the Dublin brandmark. The toolkit will assist you when communicating the distinctiveness of Dublin's proposition and personality while helping us all strengthen the Dublin brand with the richness of our own diverse stories.

→ failteireland.ie/dublin



Useful links



Life, heritage and future of Dublin Docklands is being shaped and guided by many different people and organisations. Follow these links to find out more:

Dublin Docklands
→ dublindocklands.ie

A useful source of information on visiting, living or working in the docklands area.

Dublin City Council
→ dublincity.ie

Find out more about strategic plans and much more besides.

Fáilte Ireland
→ failteireland.ie/Dublin
Access the Docklands Visitor Experience Development Plan and resources for Dublin's tourism brand.

Smart Docklands
→ smartdocklands.ie
Find out more about this initiative to enhance city life.

Dublin Port
→ dublinportarchive.com
A source of information on the history and working life of the port as well as plans for the future.

Waterways Ireland
→ dublincanals.org
Information about the restoration and maintenance of docklands' waters and docks.

Docklands Business Forum
→ docklandsbusinessforum.ie
A place to promote, grow and celebrate the businesses in the Docklands area

St Andrews Resource Centre
→ standrews.ie
Information about education, employment, sport services and local heritage.

East Wall for All
→ eastwallforall.ie
A site for all things to do with this distinct urban village.

North East inner City Taskforce
→ neic.ie
A source of information about the social and economic regeneration of the area.

Grand Canal Innovation District
→ tcd.ie/innovation-district
Find out more about Trinity's Plans to develop a new innovation campus as a catalyst for the wider Grand Canal Innovation District.

#DublinDocklands

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