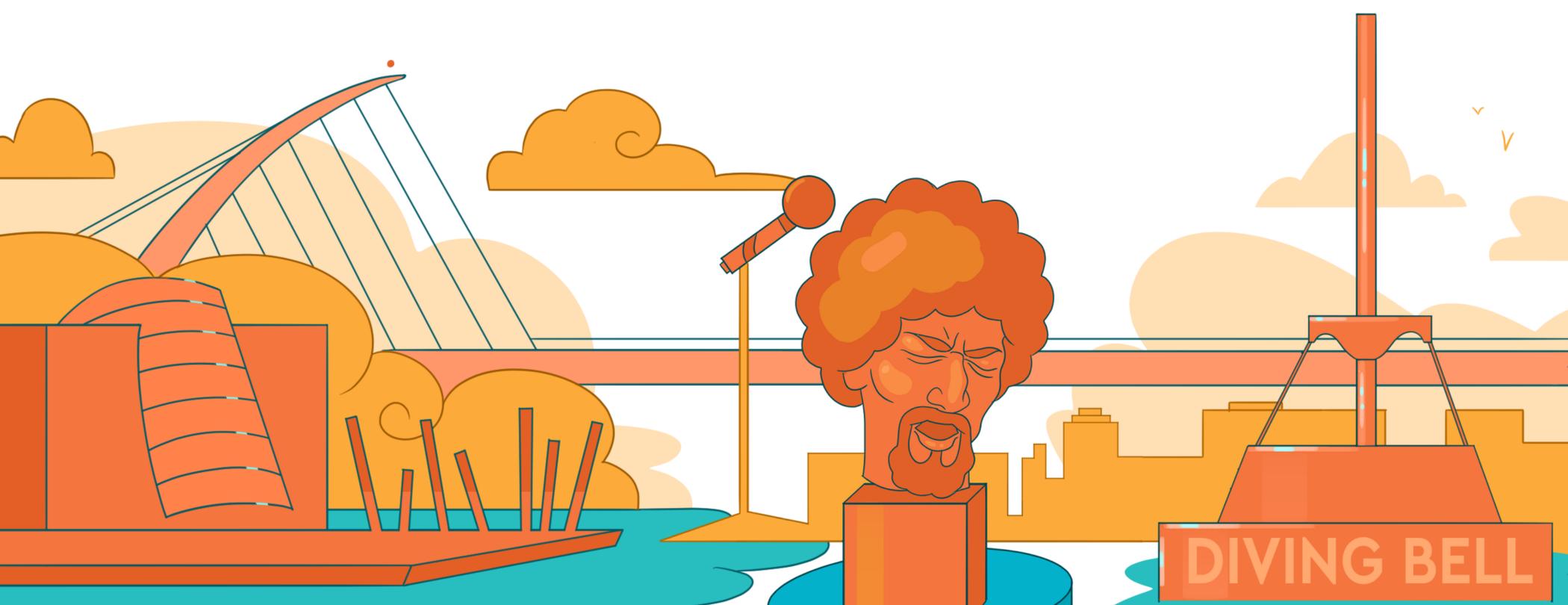


Dublin Docklands Stories



INTRODUCTION

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INTRODUCTION

PURPOSE

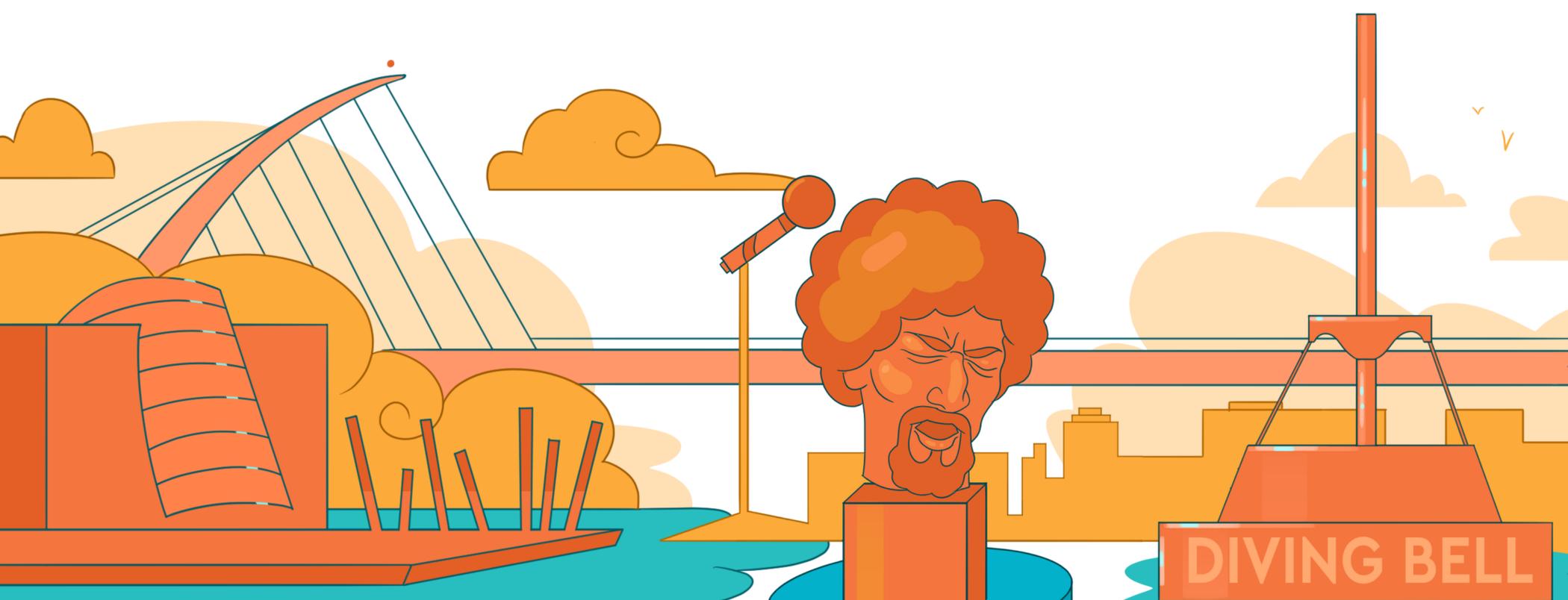
As part of its long-term work to develop Dublin Docklands as a visitor destination, Fáilte Ireland commissioned Blue Sail to help identify, research and develop a series of stories for visitor-facing stakeholders to use. The aim is to strengthen interest in Dublin Docklands and deepen the visitor experience, by revealing the human stories that are often overlooked or invisible to the visitor. These stories should inform and inspire stakeholders so that they find ways to communicate the Docklands' fascinating past and present, developing the services and experiences they offer so that visitors have a deeper, richer experience. The stories are not marketing copy, although stakeholders can use them to inform their marketing – and can use the copy (whole or in part) in their promotional work if they wish.

WHY STORIES

We are storytelling animals. Since earliest times, people have used stories to make sense of the world. Nothing hooks and holds human attention like stories. Stories have a rhythm and a shape – an arc and a flow – that means we remember them. They tap into our emotions and paint pictures in our imaginations. In tourism, we're in the business of emotions, of transformative experiences, of mood-enhancing moments, and of making memories. Understanding Dublin Docklands through its stories will give visitors a deeper, more memorable experience – and something they will want to tell others about.

METHOD

We developed the stories in summer 2020 in consultation with key stakeholders from the Docklands Tourism Development Group (DTDG). We reviewed recent strategic documents and research – in particular the new Docklands Visitor Experience Development Plan, the work on the Docklands Narrative, and the Water's Edge Framework. We also looked at public-facing websites (destination marketing and also websites of organisations, individual attractions and businesses), at travel guides and at TripAdvisor, to see which places, icons and stories came to the fore. We did an online survey of DTDG members to help identify the key places in the Docklands for visitors, and icons associated with Docklands. Then we facilitated an interactive online session with representatives from DTDG to delve deeper into the material, discussing themes that the stories should cover. Having reached a consensus on themes, topics and sources of information, we set to work researching and writing the stories.



The City's Soul

DISCOVER THE CITY'S SOUL

When the Grand Canal Docks were built in 1796, they were cutting edge and the largest docklands in the world. They put Dublin Docklands at the heart of a network that stretched through Ireland and out across the world. Its energy and spirit are fuelled by its global reach.

In this part of Dublin you'll start to feel the energy of the city's engine room, the buzz of international trade, the warmth of locals rooted in port life, and the clean salt air of Dublin Bay.

Historic landmarks like the elegant dome of The Custom House, the red and white stripes of the twin Poolbeg Chimneys and the huge façade of Boland's Mill have been joined by striking contemporary designs by world-famous architects, such as Libeskind's Bord Gáis Energy Theatre with its dramatic curtain of glass, and Calatrava's soaring Samuel Beckett Bridge.

Even better, you may just find you've left the tourist trail behind and discovered the city's soul. You will find the European HQ's of tech and financial sector giants sitting alongside the wharves and warehouses, and alongside the communities who have lived and worked here for generations.

The Docklands are constantly evolving, as bridges swing open, ships arrive and the skyline is transformed.

'It's a story of constant change. Of ingenuity and pioneers. It's where Dublin city was made.'

Did you know?

This and the other ...

Cosmopolitan vibes have always sizzled through Dublin Docklands, not least when Italian immigrant Giuseppe Cervi arrived in 1882. He set up one of the city's first 'hot chip' stalls, on Pearse Street (formerly Great Brunswick Street), not only tempting locals' tastebuds but also adding to their lexicon. His wife Palma, with limited English, would point to the fish and chips and ask hungry customers: "uno di questo, uno di quello?" ("one of this and one of the other?") the famous Dublin "one and one".



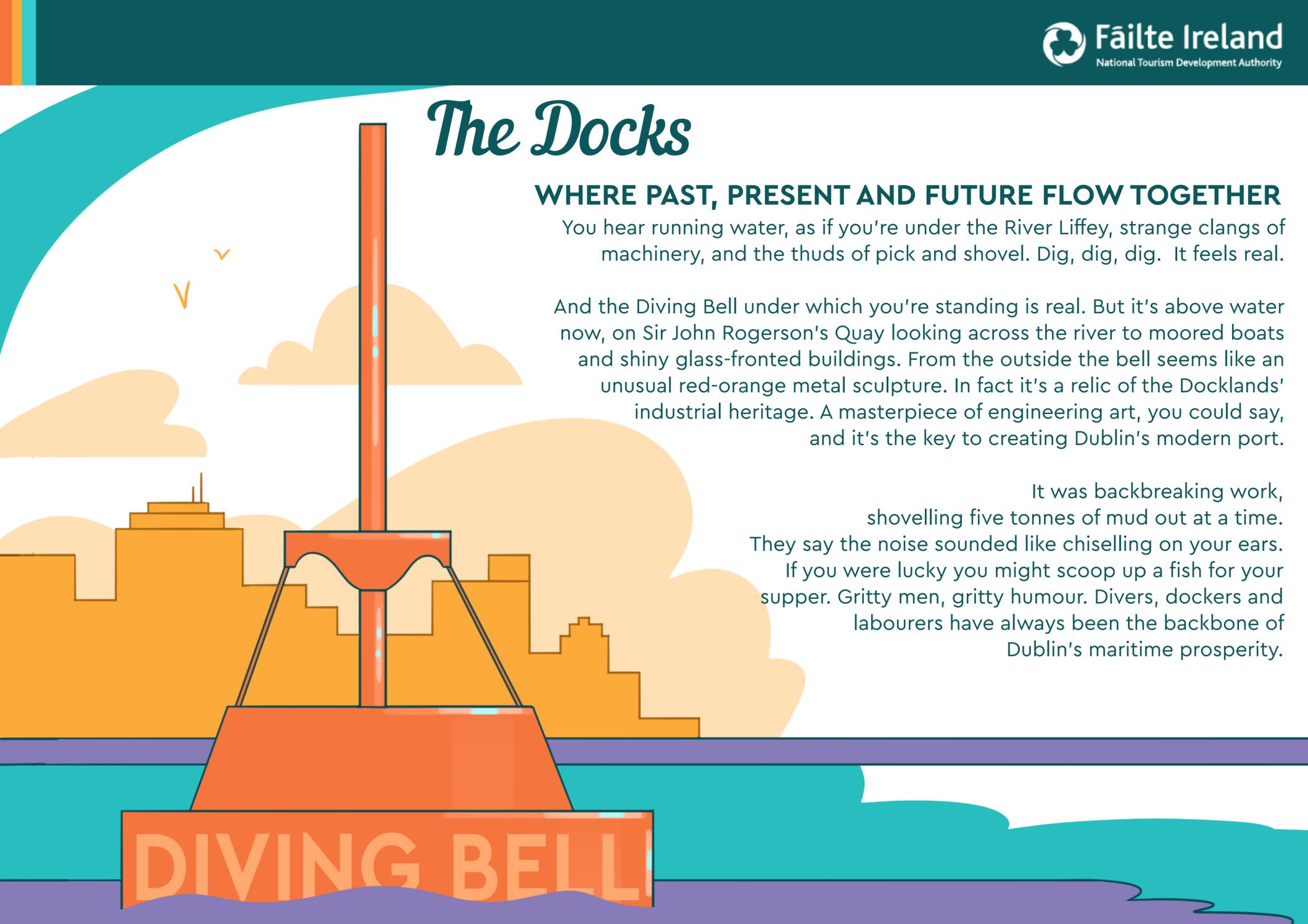
The Docks

WHERE PAST, PRESENT AND FUTURE FLOW TOGETHER

You hear running water, as if you're under the River Liffey, strange clangs of machinery, and the thuds of pick and shovel. Dig, dig, dig. It feels real.

And the Diving Bell under which you're standing is real. But it's above water now, on Sir John Rogerson's Quay looking across the river to moored boats and shiny glass-fronted buildings. From the outside the bell seems like an unusual red-orange metal sculpture. In fact it's a relic of the Docklands' industrial heritage. A masterpiece of engineering art, you could say, and it's the key to creating Dublin's modern port.

It was backbreaking work, shovelling five tonnes of mud out at a time. They say the noise sounded like chiselling on your ears. If you were lucky you might scoop up a fish for your supper. Gritty men, gritty humour. Divers, dockers and labourers have always been the backbone of Dublin's maritime prosperity.



DIVING BELL

DIVING BELL

It's a masterpiece of engineering art, and it's the key to creating Dublin's modern port. The hollow bell was lowered onto the riverbed, compressed air was fed into the chamber where six men then got to work with their shovels clearing the ground at their feet.

Now the smallest of small museums, the Diving Bell opens a door onto stories of big ambitions, big characters, big challenges and big achievements. Take a walk along the quay from the Diving Bell, and cross the river to the copper-domed Custom House. Built in 1791, it's now a celebrated icon of Dublin Docklands.

However when John Beresford, the Chief Commissioner of Revenue in Ireland, first proposed locating his new customs and excise HQ in what was then marshy wasteland, he caused a scandal not least because his relatives owned land around it that would rocket in value as docks business became focused there.



Did you know?

Sculpted heads above arches and entrances of The Custom House show the gods of Ireland's rivers, and cattle heads honoured Dublin's beef trade. Statues of Africa, America, Asia and Europe proclaimed Docklands' diverse trading links with the world.



The Dockland's Sounds

WHERE MUSIC HISTORY IS MADE

It may have started with the ripple of water, the shouts of Vikings, the clash of Anglo-Norman swords, the clamour of dockyard trade. But in modern times the Dublin Docklands sound and beat have morphed into music that touches the soul.

Luke Kelly was an Irish singer, from Dublin.

Born into a working-class household in Dublin city, and by his early 20s had become involved in a folk music revival. He is noted as a founding member of the band The Dubliners in 1962.

The Dubliners have been called Ireland's first urban folk group, and Kelly "a troubadour of the downtrodden". And there's no doubt his Docklands roots gave him an affinity with radical causes.

It's said that "all of Dublin stopped" when Luke Kelly died.

However, his connection lives on through an extraordinary piece of art by the Royal Canal – an 8ft sculpture of Kelly's head, his halo of red hair intricately replicated by hundreds of copper strands, and another giant face hovers over the docks: the Dubliners' founder Ronnie Drew is commemorated with a huge portrait on one of the port cranes.

Near the Luke Kelly sculpture, on Sheriff Street, U2 performed an unannounced rooftop gig in 1982. The world-famous band has its spiritual home in Dublin Docklands: they've recorded eight of their albums – including the Joshua Tree – at the Windmill Lane Recording Studios. It's still the stuff of legend, with the industry's A-listers choosing to record there, from The Rolling Stones, Kate Bush and The Cranberries, to Sinéad O'Connor, Lady Gaga, Ed Sheeran and Hozier, who recorded his powerful Nina Cried Power here with legendary soul singer and civil rights activist Mavis Staples.

And these days there's a new way to experience live music in the Docklands: paddling a kayak on the Liffey at high tide for a series of unique performances by Dublin bands, playing on boats under the bridges as you go.

Exciting or moving, romantic or rebellious, high-energy or reflective – the parallels are obvious.

Music feeds the soul
– and Dublin Docklands is the soul of the city.



Did you know?

The Docklands is the backdrop to a number of music videos – from U2 performing on a barge on the Grand Canal Basin in 'Gloria', to Phil Lynott's 'Old Town' video with its poignant final shot with Lynott walking towards the horizon along the South Bull Wall.

Returns, Departures and Arrivals

WHERE DEPARTURES ARE ALSO ABOUT RETURNS. ABOUT RECONNECTIONS

Today the Irish Diaspora across the globe is estimated to be some 70 million people. Many have ties to ancestors who sailed from Dublin's North Wall or Custom House Quay.

Dublin's Custom House Quay witnessed some of the first waves of famine emigrants. Imagine the hope and trepidation of the 210 passengers - labourers, carpenters, blacksmiths, housemaids, children - boarding the *Perseverance* that sailed from here on St Patrick's Day 1846, captained by 77-year-old William Scott.

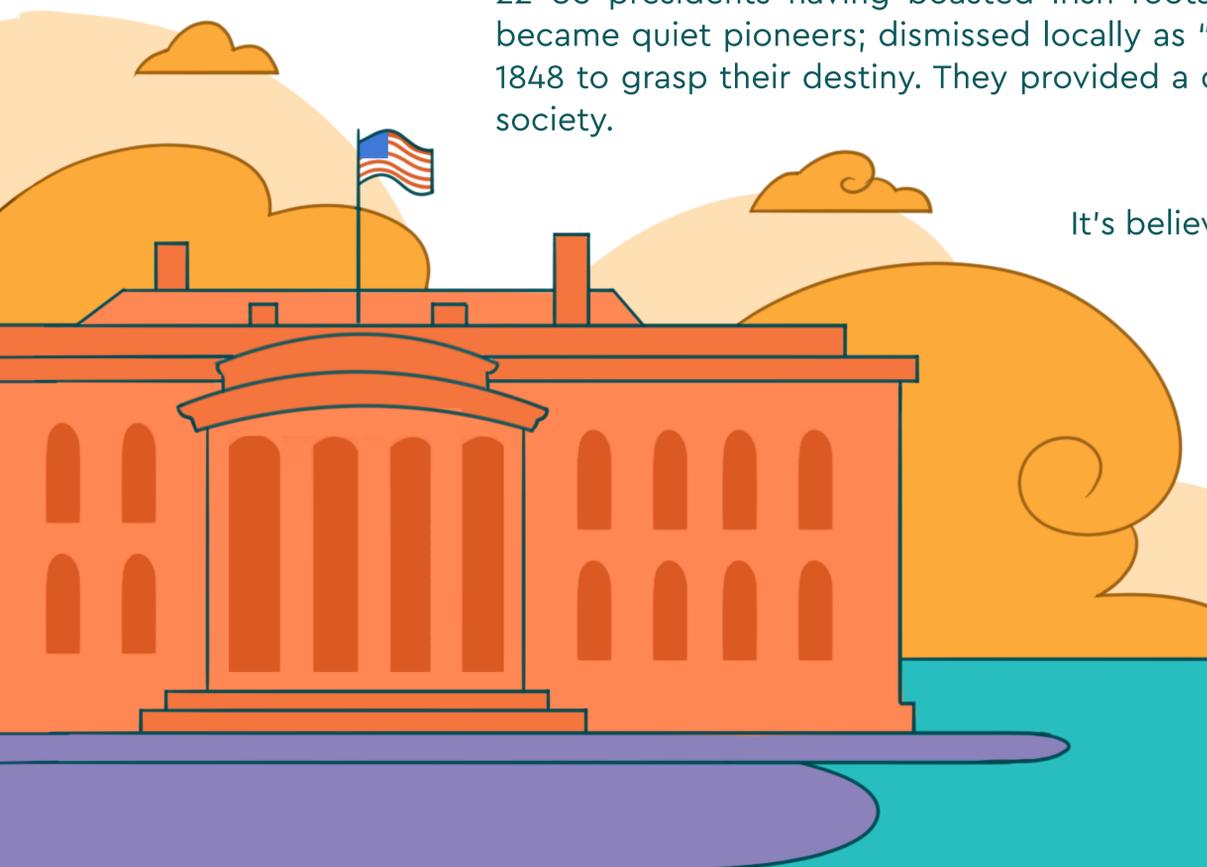


So many souls. So many tales. Walking along Custom House Quay today, mingling with the ragged-clothed sculpted figures of the Famine Memorial, perhaps you're suddenly caught up in a sweep of emotion.

Nearby on the impressive replica emigrant ship *The Jeanie Johnston* you can see for yourself the cramped conditions that passengers endured. Many others since have renewed their links and today people come from around the world to EPIC and the Irish Family History Centre to trace their ancestors and their stories.

There is the poverty to power story rise through the generations of the Kennedy family along with 22 US presidents having boasted Irish roots. Other stories are less well known. Many women became quiet pioneers; dismissed locally as "workhouse sweepings" they sailed to Australia from 1848 to grasp their destiny. They provided a domestic workforce and wives to a male dominated society.

It's believed today 30% of today's Australians have Irish blood.

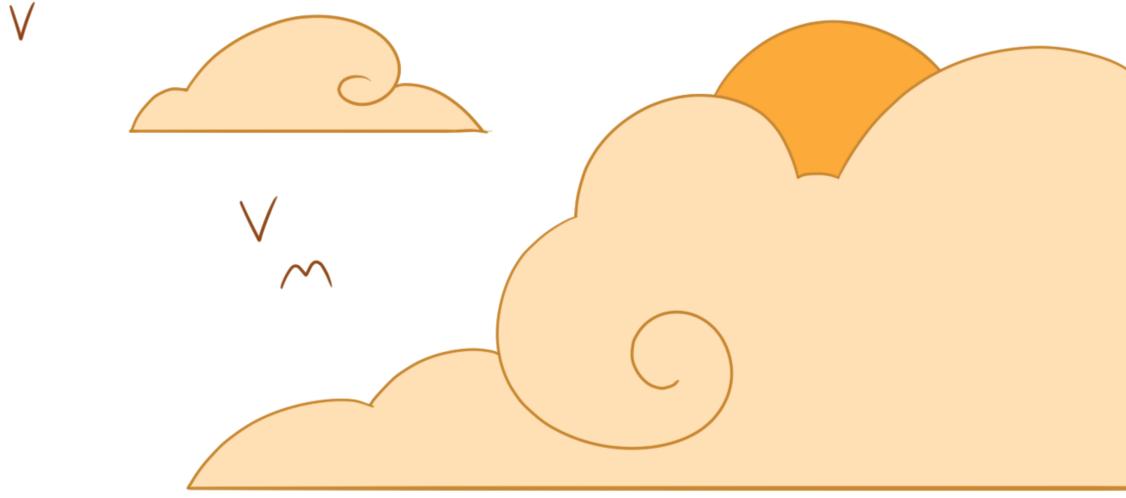


Did you know?

Did you know James Hoban, who helped out on the building of Dublin's neo-classical Custom House, emigrated to the United States of America and became the architect of The White House in 1792.



How to use the stories



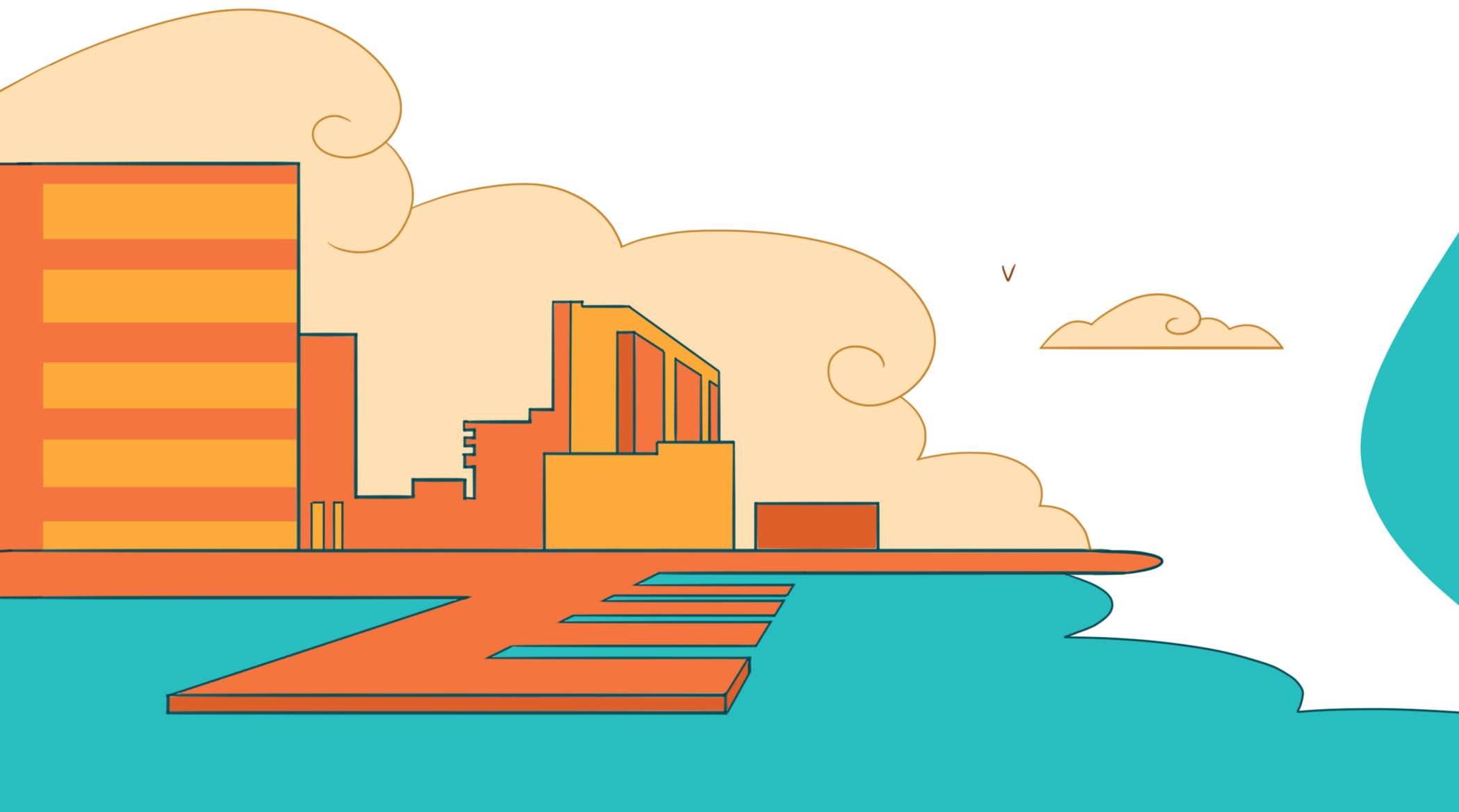
FULL RESOURCES AND STORIES CAN BE FOUND HERE:

All four stories and supporting stories can be found here:

https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/Dublin/Dublin_Docklands_Stories_and_Nuggets.pdf

And for further resources:

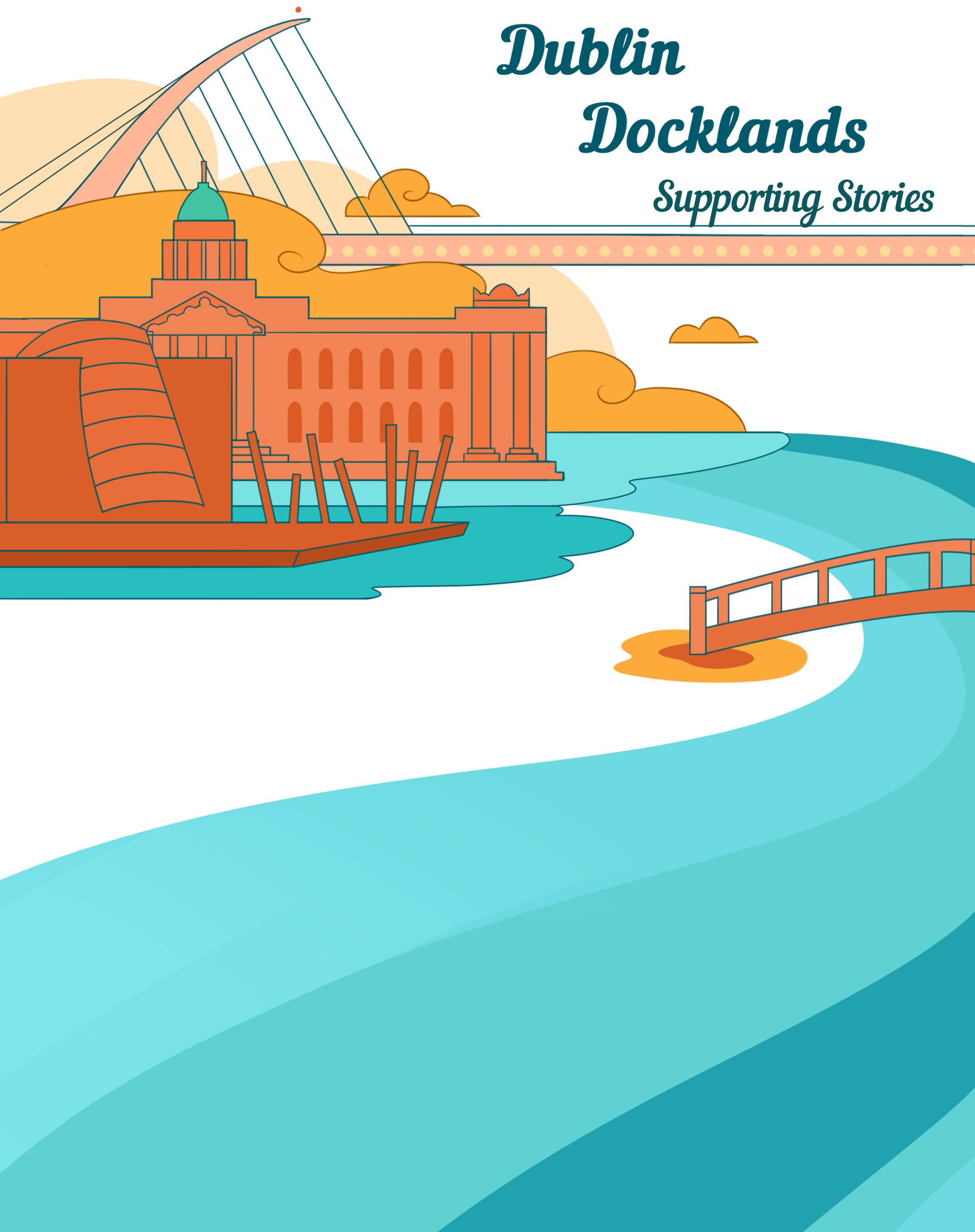
<https://www.failteireland.ie/Dublin/Dublin-experience-development.aspx>



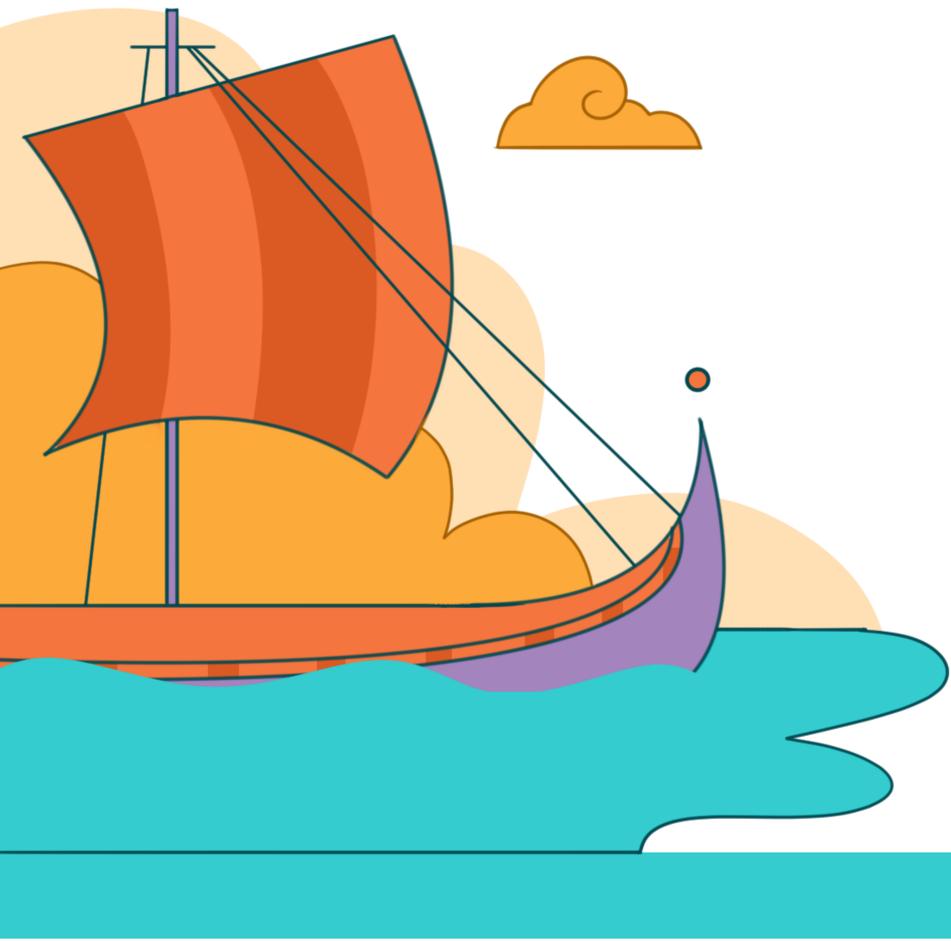
Dublin

Docklands

Supporting Stories



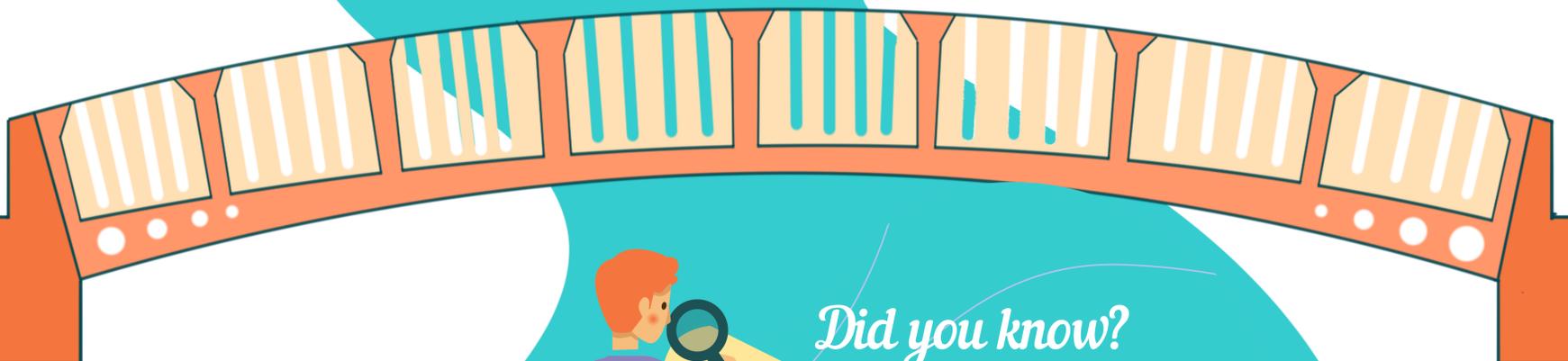
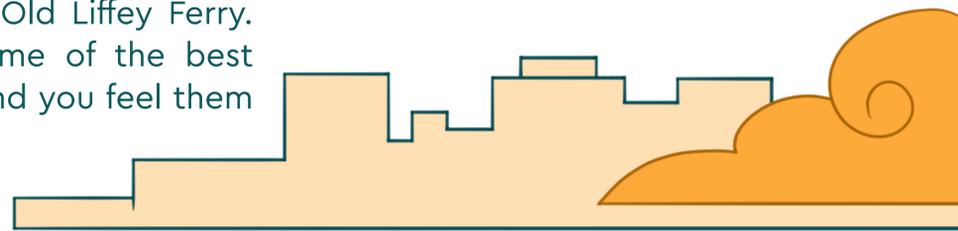
Freedom on the Water



OLD AND NEW FLOW TOGETHER

The River Liffey has always been the lifeblood of the city, and a sense of adventure has always lured people here, from Vikings to modern-day movers and shakers. Now it's your turn to channel the vibe, wakeboarding where river meets canal or taking the plunge with other exciting water activities. The old and new now flow together, as you explore all the river has to offer by experiencing wakeboarding at Ireland's first cable wakeboard park. You can cross from the quay to The Old Liffey Ferry. Hitting the pause button, you sit in your kayak listening to some of the best musicians in town playing Music under the Bridges. Sounds echo and you feel them ripple right through you.

With another swoosh of the Liffey's waters you can be back in Grand Canal Dock aboard Escape Boats for an adrenaline rush cracking codes and mysteries. Or windsurfing or stand-up paddle-boarding – the sheltered surroundings and flat water are perfect.



Did you know?

In Dublin Bay, once a year, the Lord Mayor casts a spear, a wacky-cool ceremony to mark the city's boundaries that dates back more than 500 years.

Space to Breathe

BREATHE DEEPLY, ENJOY THE OPEN SPACES, ADD YOUR OWN STORY

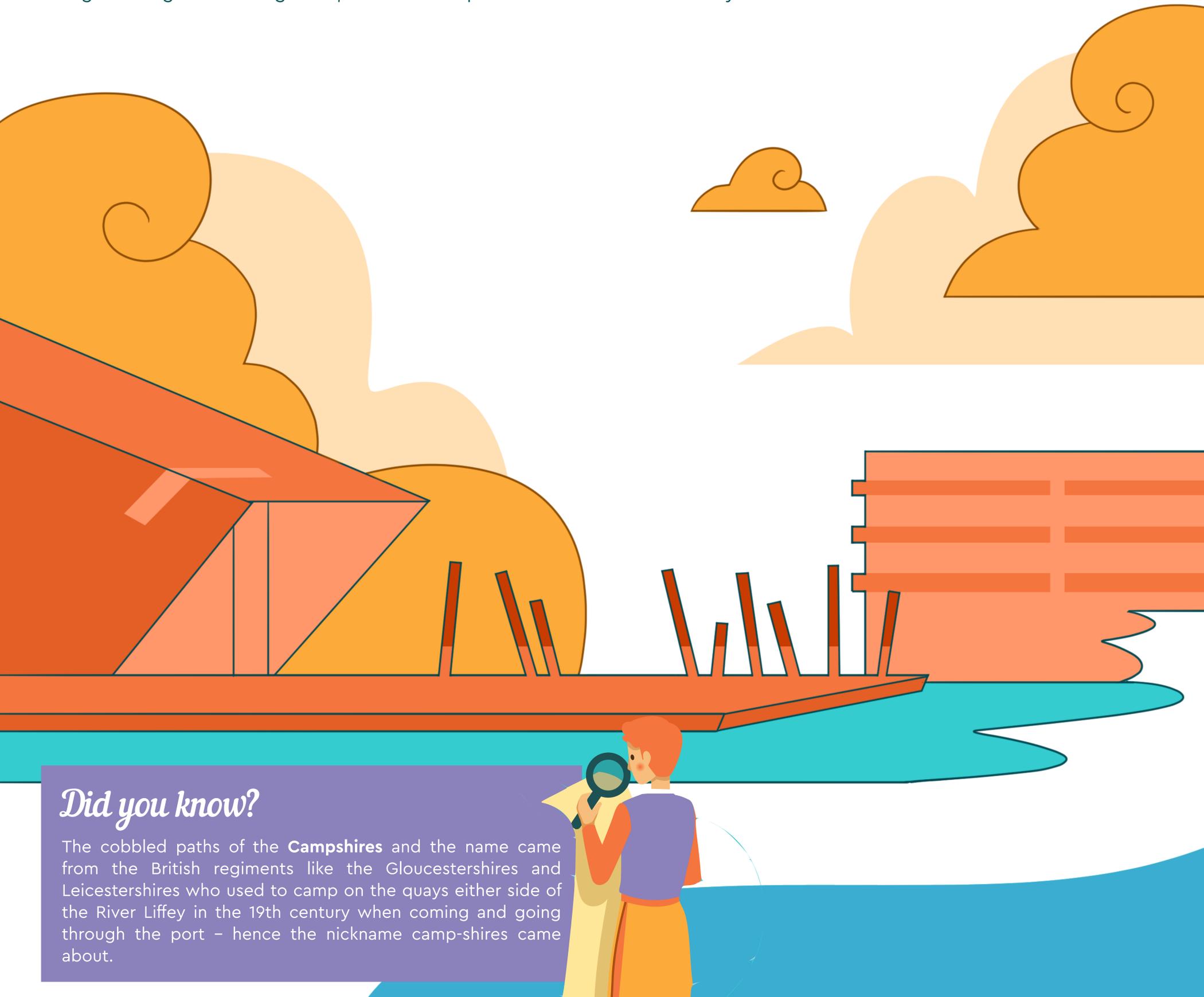


In Grand Canal Square on the south side of the Liffey, an innovative landscape designed by Martha Schwartz takes the lead.

Here too there's a fusion of old and modern stories: green planters of marsh vegetation reminding of the original wetland area of the site; the red resin-glass carpet with its glowing red light sticks rolling out from Daniel Libeskind's dramatic Bord Gáis Energy Theatre, and into and over the dock.

The square lives and breathes with movement. Equally you can sit, quite still, on the many benches, watching the cosmopolitan world go by or watch stand-up paddle boarders on the dock waters.

City and nature, land and sea come together on a walk or cycle ride along the Great South Wall to appreciate the unique views of Dublin Bay set against the mountain backdrops and the iconic red Poolbeg Lighthouse. Snaking out, out into the bay, 4km of bracing, breezy escape, seabirds wheeling above, seals bobbing below, and more stories swirling in the wind: from Vikings arriving in their longboats, to historic shipwrecks and a local love story of a man saved from the waves.



Did you know?

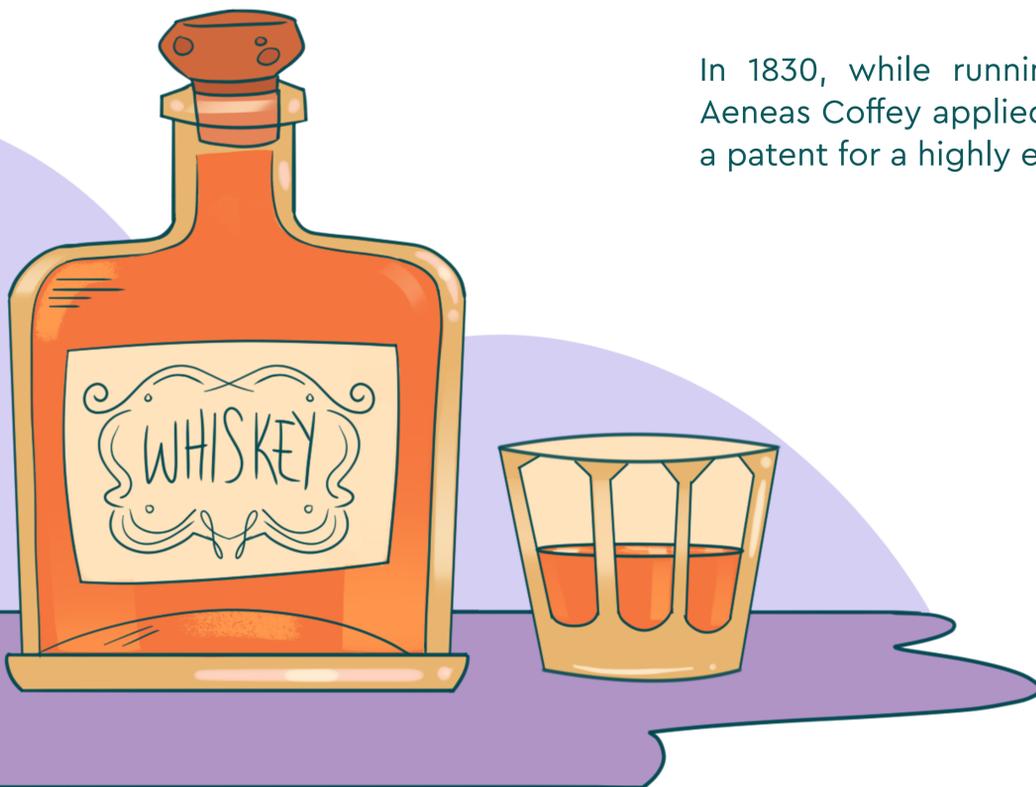
The cobbled paths of the **Campshires** and the name came from the British regiments like the Gloucestershires and Leicestershires who used to camp on the quays either side of the River Liffey in the 19th century when coming and going through the port – hence the nickname camp-shires came about.

Still Going Strong

FEW PEOPLE WILL HAVE HEARD OF AENEAS COFFEY

Coffey forged a career in the Customs and Excise service and was known as a stickler for upholding the law – surveying hundreds of Irish distilleries, smashing illicit stills, and even risking life and limb in skirmishes with illegal 'moonshiners'. During one confrontation he was lucky to survive being bayoneted.

Yet Coffey also showed signs of inventive genius, superintending experiments into distilling including a 'spirit safe' to deter fraud. And so in a curious turn of events, when he retired from office in 1824, he channelled his knowledge into perfecting new whiskey making processes.

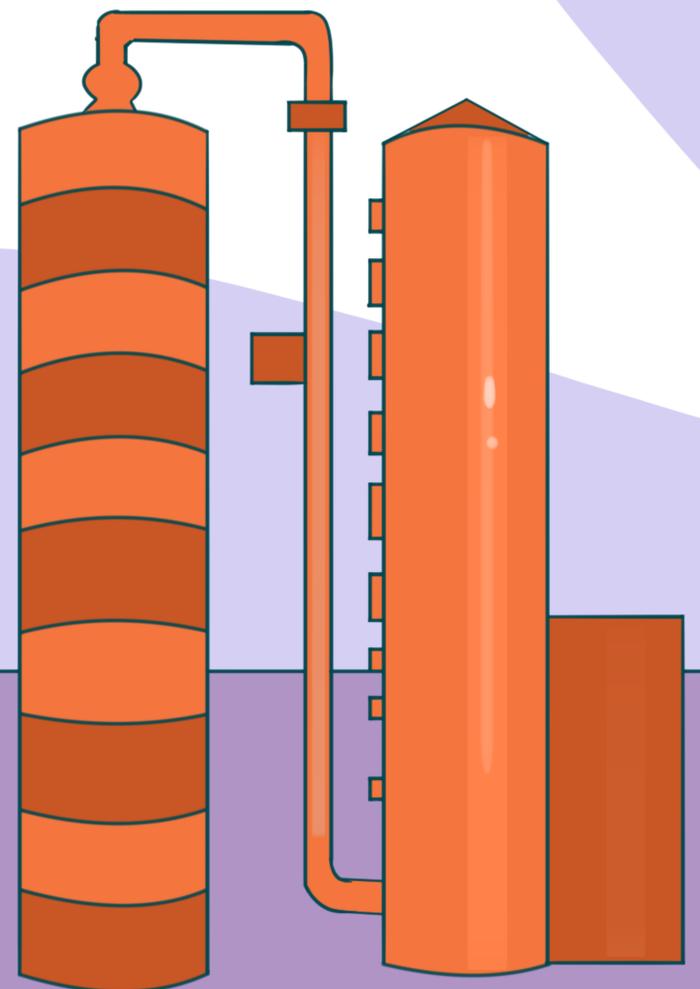


In 1830, while running Dublin's Dock Distillery, Aeneas Coffey applied for (and was later granted) a patent for a highly efficient continuous still.

But instead of welcoming the economic advantages of the apparatus, Irish distillers spurned it.

The alcohol it produced was so pure as to lack flavour and character, compared to traditional pot still whiskey.

Others, however, thought Coffey's invention was great, especially the Scots who happily blended in different whiskeys for flavour and used the Coffey Still to conquer world markets.



Did you know?

Aeneas Coffey, tax man turned distiller largely became an unsung hero, due to influencing the still apparatus used by many distillers around the globe today.



The Bridges of Dublin Docklands

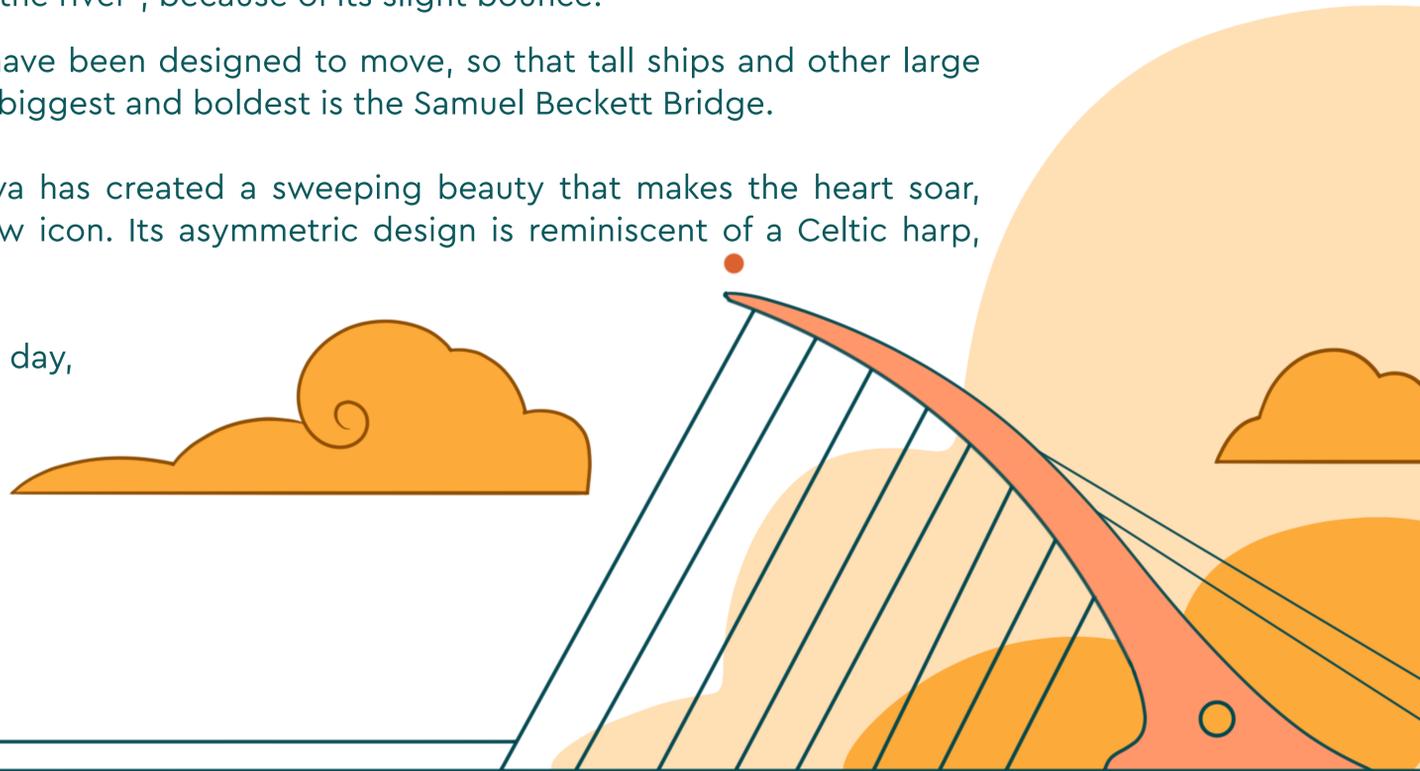
EVERY BRIDGE HERE TELLS A STORY

"Be out listening to everything, looking at everything and thinking it all out afterwards." Writer Sean O'Casey's advice holds good for visitors to Dublin Docklands today, where there are always so many sights and sounds to take in – and sensations to experience. Not least the elegant pedestrian bridge named after O'Casey himself – known affectionately by some Dubliners as "the quiver in the river", because of its slight bounce.

Several of the Docklands' bridges have been designed to move, so that tall ships and other large vessels can travel up the Liffey. The biggest and boldest is the Samuel Beckett Bridge.

Spanish architect Santiago Calatrava has created a sweeping beauty that makes the heart soar, gifting the city with a dramatic new icon. Its asymmetric design is reminiscent of a Celtic harp, lying on its side.

Lit up at night, or swinging open by day, the Beckett harp is a stunning sight.

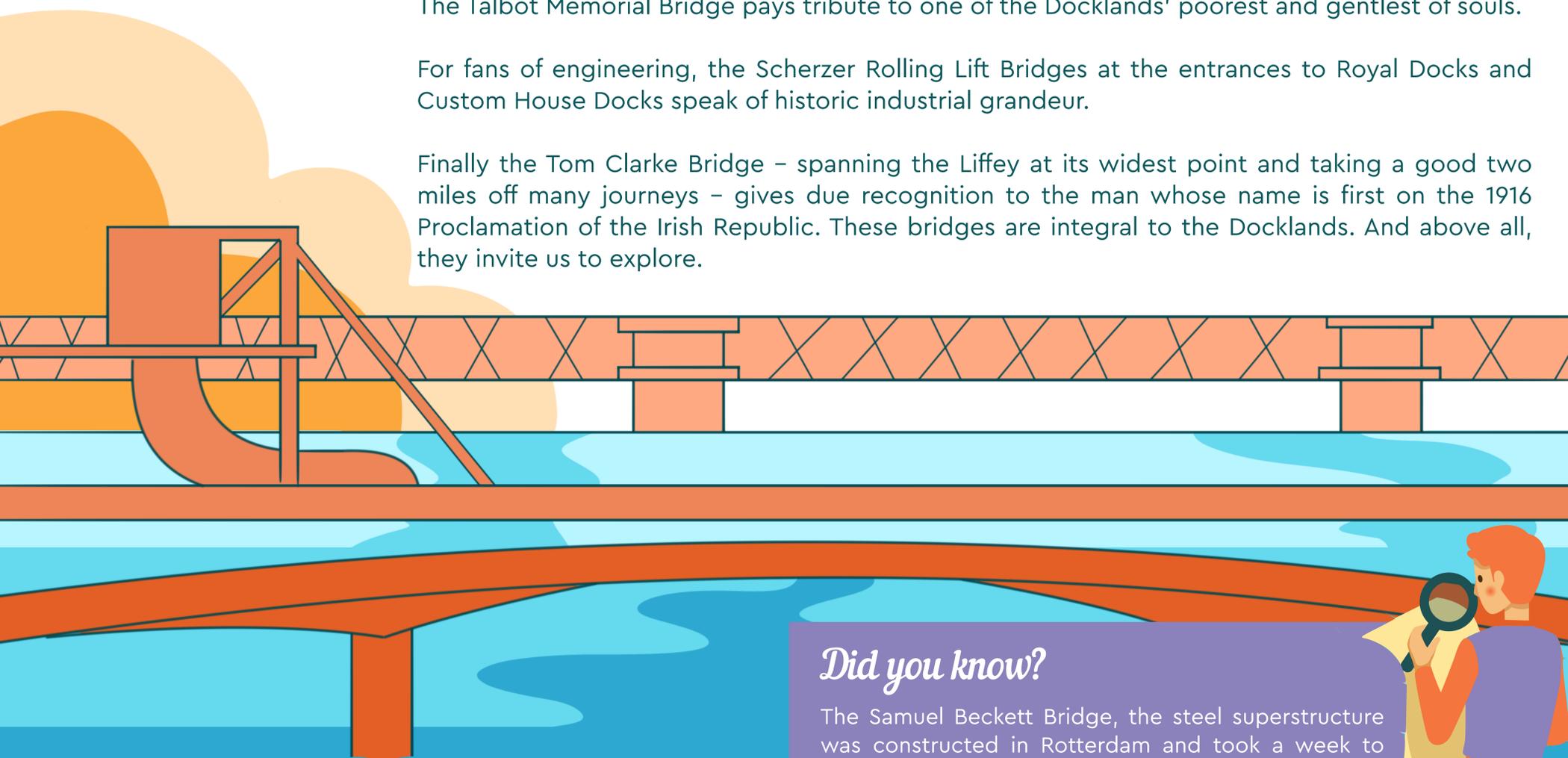


For Joyce Aficionados, the Loopline Bridge will always recall a line from Ulysses.

The Talbot Memorial Bridge pays tribute to one of the Docklands' poorest and gentlest of souls.

For fans of engineering, the Scherzer Rolling Lift Bridges at the entrances to Royal Docks and Custom House Docks speak of historic industrial grandeur.

Finally the Tom Clarke Bridge – spanning the Liffey at its widest point and taking a good two miles off many journeys – gives due recognition to the man whose name is first on the 1916 Proclamation of the Irish Republic. These bridges are integral to the Docklands. And above all, they invite us to explore.



Did you know?

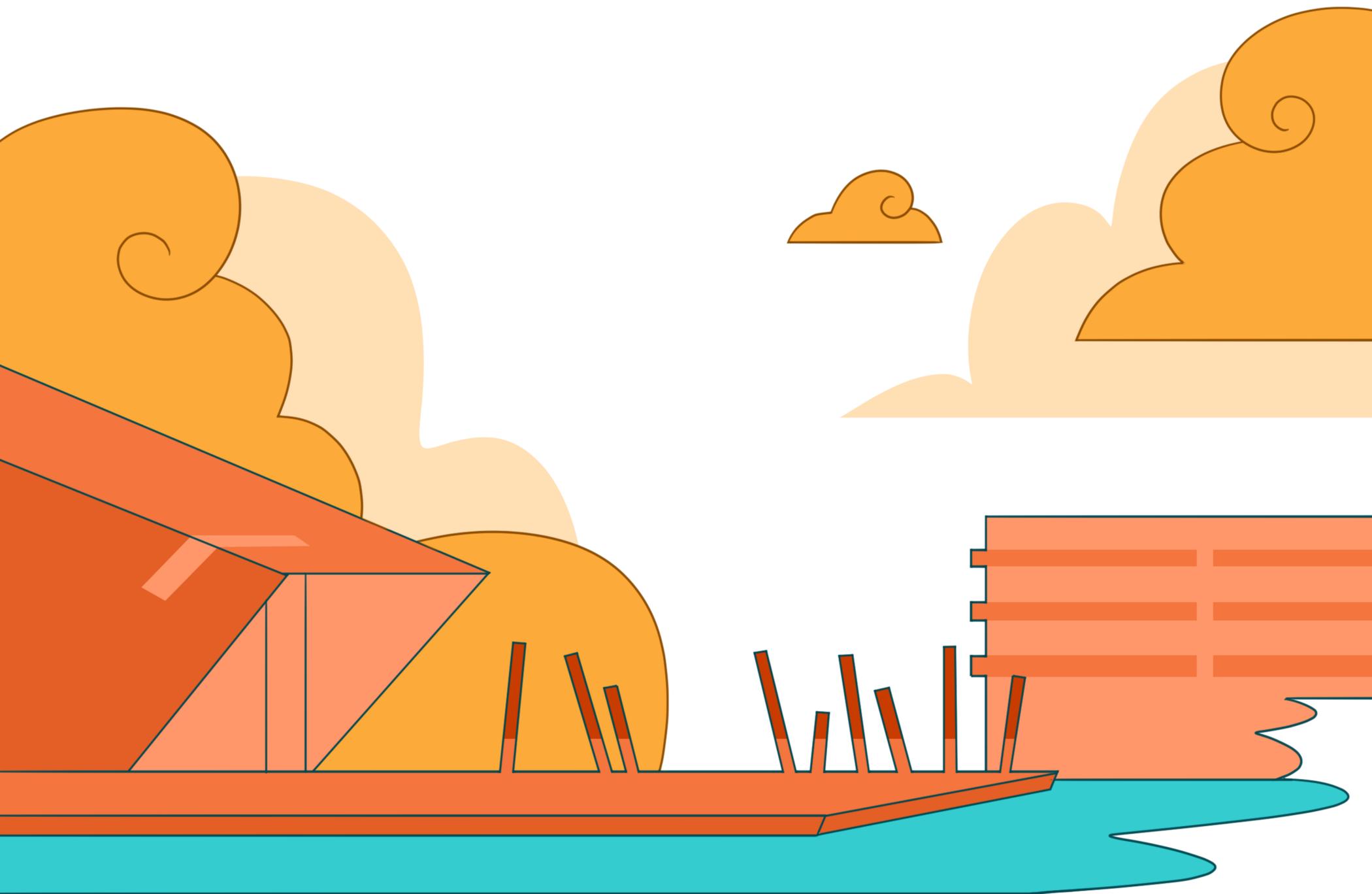
The Samuel Beckett Bridge, the steel superstructure was constructed in Rotterdam and took a week to cross the 1,000 kilometres of sea atop an enormous barge .





Dublin Docklands

HOW TO USE THE STORIES - A PRACTICAL GUIDE

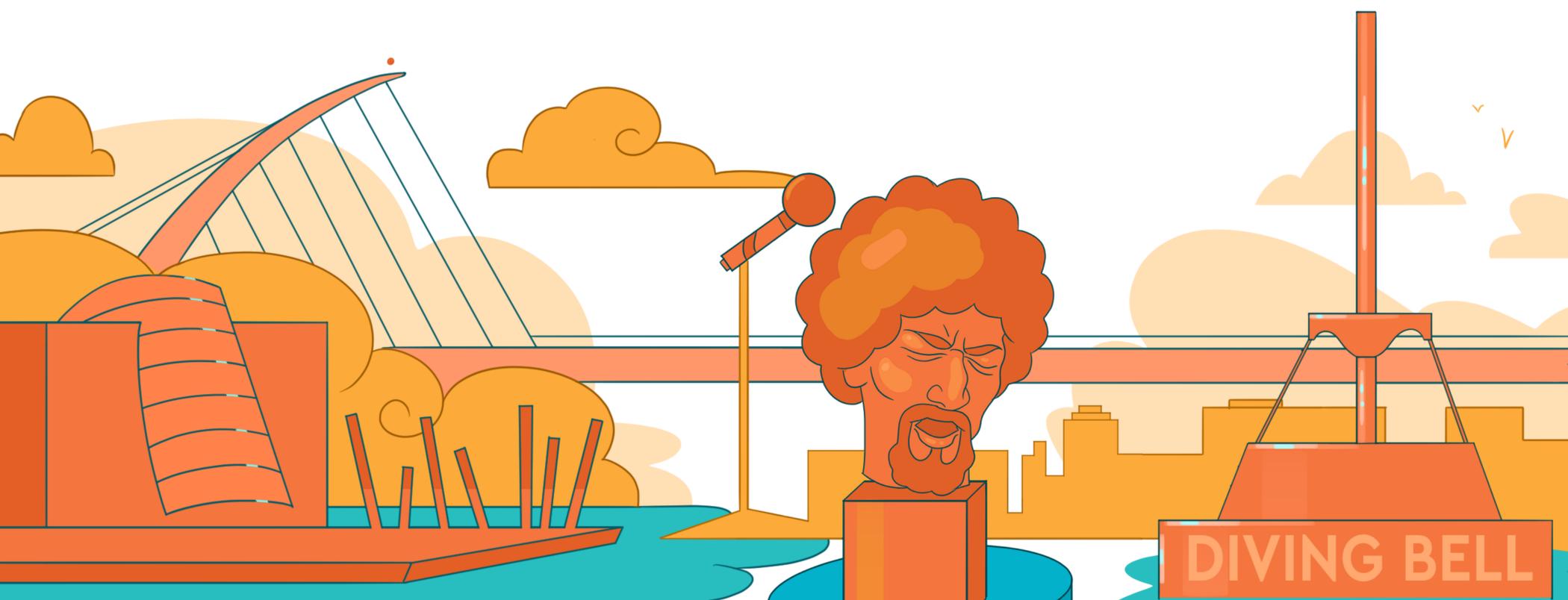


CONNECTED | DIVERSE | FLOWING

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.

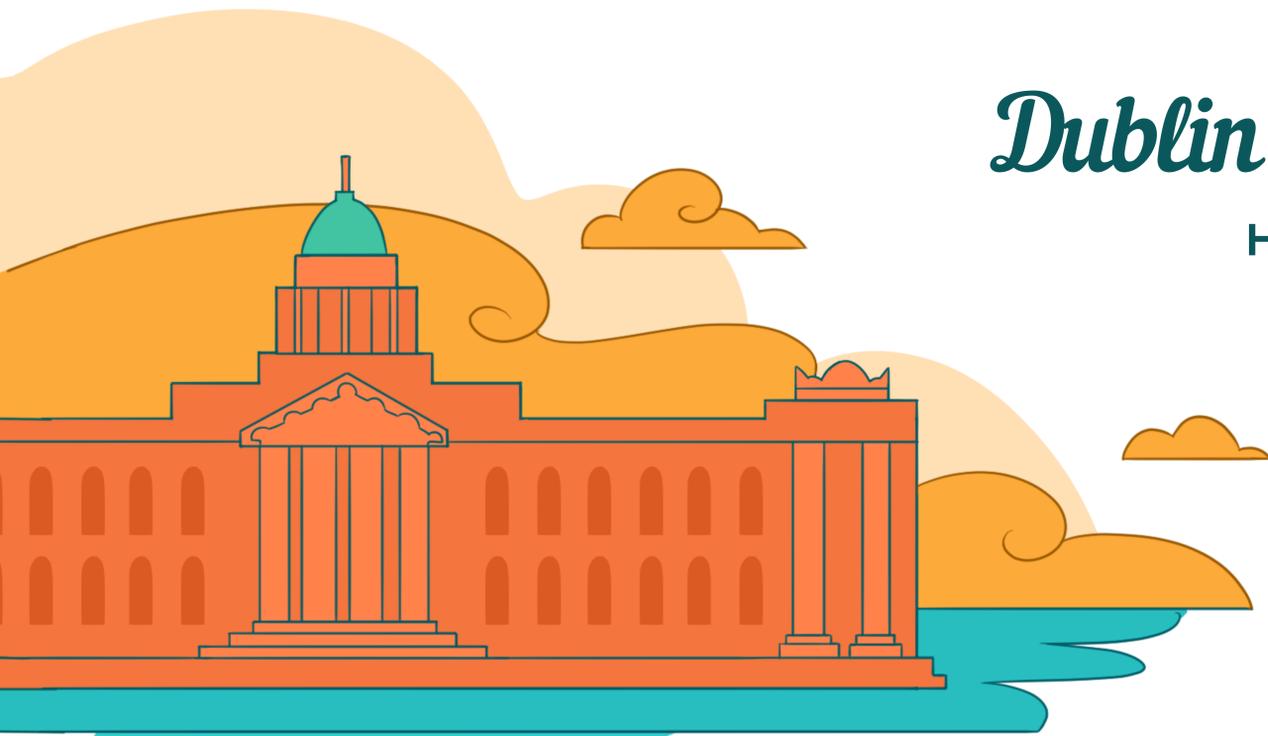
In each of the stories we tell there is a different yet common thread that runs through them all; connection, diversity and transformation. Follow along as we celebrate and explore, a place that is ever-changing, diverse and connected. It is a place that has been built over generations, flows like the river Liffey, and is ever-changing.

The area remains connected to its history, while looking to the future.



Dublin Docklands Stories

HOW THE STORIES CAN BE USED



1. To steer business development ideas.
2. Suggest themes for meeting rooms, bedrooms, menus, window displays.
3. To develop events and festivals, trails, exhibitions, itineraries and packages.
4. Prompt ideas for new partnerships and joint promotions.

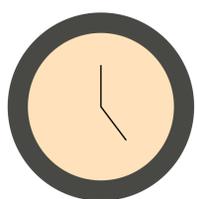


Dublin Docklands Stories

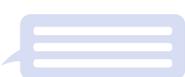
HOW THE STORIES CAN BE USED



6. Used as (or to inspire) content for websites, blogs, social media posts, e-news stories.
7. Snippets can appear on chalk boards and menus, on mats and matchbooks.
8. Included in creative briefs for photographers, film-makers and writers.
9. May be included in staff induction material, embedding a sense of place



WELCOME TO
STAFF TRAINING



EXAMPLES OF STORIES IN USE

STORIES ON THE MOVE

Brighton & Hove Bus Company, England

Stories to encourage bus travel for leisure, positioned on bus seat-backs and written in a story-style to draw the casual reader in. The design uses original woodcuts and a 1940s feel – a homage to Eric Ravilious, painter, designer, book illustrator and wood engraver who grew up nearby and is known for his illustrations of the South Downs.



Aberdeen Airport, Scotland

Our project to draw out the stories of Aberdeenshire resulted in a stories toolkit for businesses to use. Aberdeen Airport took extracts from the toolkit to enliven the walls of a plain corridor.



HISTORY BEHIND A NAME

Radisson Blu, Farnham Estate, Cavan

Half way down the stairs to the Wine Goose Cellar Bar is this statement floor-to-ceiling piece telling the story of how the bar got its name, inspired by the 'Wild Geese' Irish rebels and their connection with French wine makers.



STORIES IN THE URBAN LANDSCAPE

Brighton and Berlin

The '41 Stories' project saw real-life narratives embedded around the British city of Brighton during the annual arts festival.

In Berlin there's the subtle and very moving stories of Stolpersteine or Stumbling Stones – small brass plaques inlaid into pavements outside houses commemorating Jewish inhabitants murdered by the Nazis.



MICRO STORIES CELEBRATING SUPPLIERS

The Gallivant Restaurant, Rye, England

Lots of places simply list suppliers, but here they turn it into micro stories ("snippets") on paper place mats – giving an intimate, informal feel as well as suggesting something special and unique.



APPENDIX

| | |
|---------------------------------------|---|
| THE CITY'S SOUL | South Bull Wall walk; Grand Canal Docks, 3Arena, CCD, Custom House, Bord Gáis Theatre, Samuel Beckett Bridge, Crane 292, Grand Canal Square, Freeflow glass cobbles. |
| THE DOCKS | <p>The Diving Bell, Custom House, Custom House Quay (one of the locations for The Read), The Linesman statue, cha building (former tobacco and wine warehouse), 3Arena (one of the locations for The Read), The Ferryman pub, Sir John Rogerson's Quay, The Harbourmaster Bar and Restaurant, IFSC (former dock office / harbourmaster house), The Windjammer – Early House, Cill Airne, Grand Canal Dock, Spencer Dock, Royal Canal, Liffey River Cruises, Dublin Discovered Boat Tours, The Old Liffey Ferry, Liffey Ferry No. 11, Dublin's Deep Sea Port, North Wall Campshires self-guided walks http://fivelampsarts.ie South Bull Wall walk (views of Bull walls / port), Scherzer Bridges.</p> <p>Digital 'experiences' (resources):</p> <p>Dublin Port (Diving Bell videos) www.dublinport.ie/about-dublin-port/a-city-port; Dublin Port Archive https://dublinportarchive.com; Dublin Dock Workers www.dublindockworkers.com. [In development: Graving Dock heritage zone; planned opening event March 2021, Anu Productions play Book of Names (http://anuproductions.ie). Proposed guided tours]</p> |
| DOCKLANDS SOUNDS | Luke Kelly statue, Ronnie Drew Crane, Windmill Lane Recording Studios (visitor experience opened 2020), Dockers Pub, 3Arena, Grand Canal Basin, Poolbeg Towers, East Link (now Tom Clarke) Bridge, South Bull Wall walk, Music Under The Bridges kayaking tour. |
| DEPARTURES, ARRIVALS, RETURNS | <p>EPIC – Every Person Is Connected, Irish Family History Centre, The Jeanie Johnston, Famine Memorial, National Famine Way, Custom House Quay, chq building, North Wall, Campshires, Luke Kelly statue (Kelly left as a 17-year-old in 1957, by ship from the North Wall), Admiral Brown statue, World Poverty Stone, Dublin Discovered Boat Tours, Liffey River Cruises, Dublin Bay Cruises, North Wall Campshires – self-guided walks http://fivelampsarts.ie</p> <p>Digital 'experiences' (resources): The National Archives of Ireland early 20th century, Dublin emigration and migration www.census.nationalarchives.ie</p> |
| FREEDOM ON THE WATER | <p>Wakedock, SurfDock, City Kayaking, Escape Boats, Music under the Bridges, The Old Liffey Ferry, Liffey Ferry No. 11, Dublin Bay Cruises, Dublin Under Sail (Dublin Discovered Boat Tour), Great South Wall walk & cycle, Campshires, Waterways Ireland Visitor Centre.</p> <p>Places to eat including: MV Cill Airne, Osteria Lucio, Il Valentino, Café Bar H, Herbstreet, J2 Grill and Sushi, Brew-dog Dublin Outpost, The Ferryman pub, Sir John Rogerson's Quay, The Harbourmaster Bar and Restaurant, Coffee Shop, Poolbeg Yacht and Boat Club, Dublin Bay Biosphere,</p> <p>In development: White Water Rafting centre at George's Dock, Water animation on the Liffey, Floating Markets at Grand Canal Dock.</p> <p>Events: eg Lord Mayor's Casting of the Spear, Liffey Swim, Dublin Port Parade of Sail, Festivals & Events hosted in George's Dock, South Docks Festival.</p> |
| BREATHING SPACES | <p>Campshires, Rejuvenated walkways and cycle tracks, Freeflow installation, Grand Canal Square, Mayor's Square.</p> <p>Rooftop dining and views: The Marker Hotel, The Mayson.</p> <p>Canalside & waterfront outdoor eating & drinking including: Il Valentino, Café Bar H, MV Cill Airne.</p> <p>Walking & cycling: Great South Wall, Run Concierge at The Marker Hotel, Watching the sun rise standing on the Tom Clarke Bridge</p> |
| STILL GOING STRONG | EPIC (for the Aeneas Coffey story); Custom House. |
| THE BRIDGE OF DUBLIN DOCKLANDS | Sean O'Casey Bridge, Samuel Beckett Bridge, Tom Clarke Bridge, Loopline Bridge, Talbot Memorial Bridge, Matt Talbot statue, Scherzer Rolling Lift Bridges. Digital resource: www.bridgesofdublin.ie |