
DUBLIN



UNESCO
City of Literature

Designation Received 24th July 2010

Dublin, a city of words with a proud literary tradition - looking to the future



The Samuel Beckett bridge (2009) spanning the River Liffey in Dublin

Anticipated Benefits of Designation

- **Export ‘Brand Dublin’ around the world by increasing international recognition of Dublin’s unique literary identity**
- **Encourage commercial opportunities for tourism and creative industries**
- **Provide a common platform on which resources, expertise and marketing can be pooled in the interests of cultural tourism**
- **Increase corporate and local pride in the literary tradition and current vibrant literary scene**
- **Support a definition of cultural identity**
- **Promote appreciation of a reading culture**

Designation Opportunities – to date

- Recognition of literature and its extended reach
- Government support
- Goodwill and enthusiasm
- Pride
- Tourism



Pride

- Good news – **banners on streets**
- **Media support**
- **Survey taken in October**
54% of people knew about designation

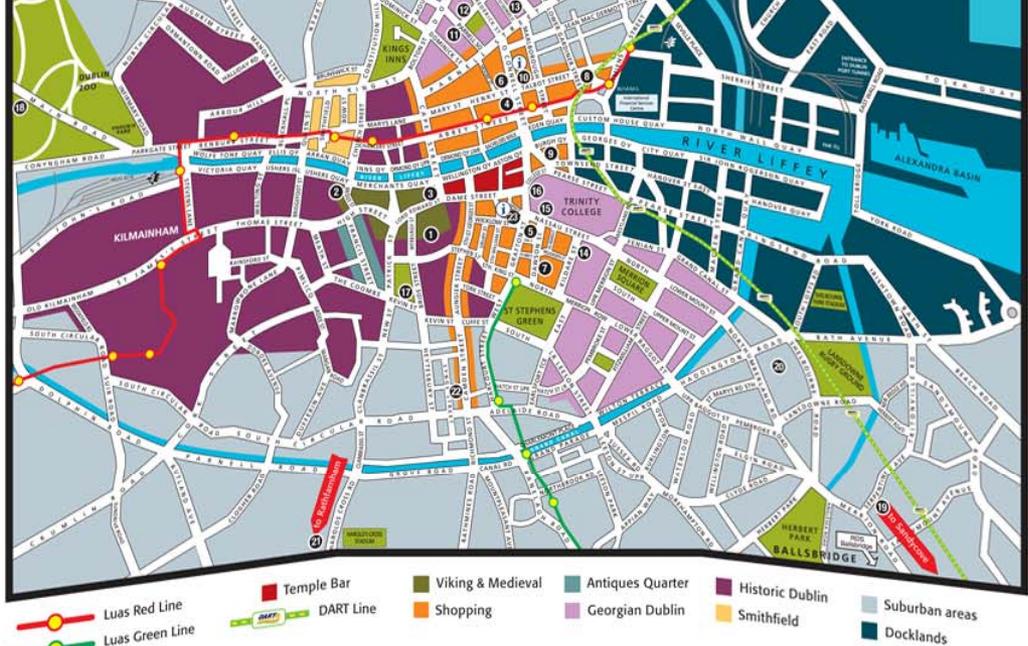
Tourism



UNESCO Designation - key message of Irish tourism organisations in 2011

City of Words

Dublin's Literary Attractions



LITERARY DUBLIN

Birthplace of **James Joyce** and Nobel Prize for Literature winners **William Butler Yeats**, **George Bernard Shaw** and **Samuel Beckett**, Dublin has recently been appointed a UNESCO City of Literature. The award reflects the city's rich literary heritage and its thriving contemporary literature scene. Theatre is very much alive in Dublin with venues such as the **Gate**, the **Abbey**, the **Peacock**, the **Project** and many others showcasing contemporary Irish and international work in addition to great historical works.

Whether you want to visit the city's literary landmarks, take a guided tour or see new work being performed, Dublin won't disappoint.

1. CHESTER BEATTY LIBRARY

The Chester Beatty Library is an art museum and library which houses the great collection of manuscripts, miniature paintings, prints, drawings, books and some decorative arts assembled by...

2. EVENING OF IRISH FOLKLORE & STORYTELLING

An evening of storytelling and folklore which unfolds over a candlelit dinner in an intimate setting above Dublin's oldest pub, the Brazen Head. Booking details online.

Opening Hours:
April - Nov; Tuesday - Sunday 7:00pm
Dec - March; Wednesday and Saturday 7:00pm
www.irishfolklore.com Call: 01 492 2543

3. MILK AND COOKIE STORYTELLING SESSIONS

Milk and Cookie Stories is a free monthly storytelling group. The meetings are informal, everyone is welcome to tell a story and enjoy some light refreshments of milk and cookies. The venue is the Exchange, Temple Bar, Dublin.

Opening Hours:
Second Tuesday of every month 6.30pm
www.milkandcookiestories.com

4. AN POST MUSEUM

The exhibition explores the influence of the Post Office in Ireland and offers an insight into the role played by Post Office people in the development of Irish society over many years.

Opening Hours: (Last admission is 30 mins before closing).
Monday - Friday 10.00am - 5.00pm
Saturday 10.00am - 4.00pm
www.anpost.ie/AnPost/History+and+Heritage/

5. DUBLIN LITERARY PUB CRAWL

"...Excellent and highly recommended... It's also great fun and gives a fine introduction to Dublin pubs and Irish literary history." **LONELY PLANET**. Book online or at Dublin Tourism Office. Meeting point: The Duke Pub.

6. DUBLIN BUS TOUR

Hop On - Hop Off Tour of the City
Experience the attractions of Dublin with a Dublin Bus Tour. All tours offer live commentary by our experienced tour guides.

Operating Hours: 9.00am - 5.00pm daily
www.dublinsightseeing.ie/ Call: 01 703 3028

7. DUBLIN BY BIKE TOURS

These guided tours are a great way to enjoy Dublin in all its glory. The tours last for 2.5 hours. Meeting point outside the Mansion House on Dawson Street.

Tours: 10.30am and 2.00pm daily
www.dublinbybike.ie/ Call: 086 837 5955

8. DUBLIN CITY BIKE TOURS

Dublin city bike tours offers an easy paced eco-friendly bike tour of Dublin's fair city with local guides to show you the sights. Meet in the lobby of Isaac's Hostel, 2 - 5 Frenchman's Lane, Dublin 1.

Tours:
March 1st - April 30th 10.00am
May 1st - Oct 1st 10.00am, 2.00pm and 6.00pm
Oct 2nd - Nov 30th 10.00am and 2.00pm
www.dublincitybiketours.com Call: 087 134 1866

9. SEVEN TOWERS

The reading, in Chaplins Bar, Hawkins Street, is a showcase for published writers from Ireland and abroad. For those who come along to listen it is an opportunity to hear many different styles of writing; poetry, short stories, experimental prose.

Opening Hours:
Last Wednesday of every month.

Tourist map - Dublin's literary attractions

Dublinswell

Words and Voices from the City of Literature

DUBLIN
UNESCO
City of Literature

St. Patrick's
festival



An Roinn
Turasoireachta, Cultuir agus Spóirt
Department of
Tourism, Culture and Sport

Dublin City
Baile Atha Cliath



President of Ireland & Seamus Heaney,
Nobel Laureate

Biggest literary event ever held in Ireland 18th March 2011

DUBLIN UNESCO
City of Literature

Case Study - Writers' Engagement Events

What does Dublin UNESCO City of Literature mean to you?

- **Not just a glorious past, but an opportunity to celebrate living writers and living literature**
- **Opportunity for visitors to experience literature**
- **A designation for everyone**

What are the key benefits of Dublin being a City of Literature?

- **Increased awareness of Irish writing & wider Irish culture, nationally & internationally**
- **Badge of honour for the city, presenting Ireland in a positive light**
- **Cohesive voice for a fragmented sector**
- **Create a platform for Irish literature**



Writers' Engagement Event in the National Library of Ireland

How can we use City of Literature brand to promote & develop Irish literature?

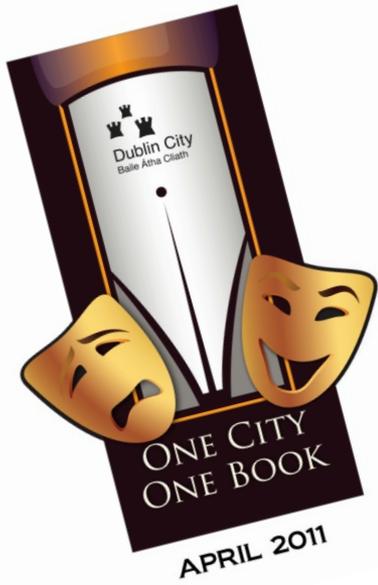
- **Create positive impact on literacy rates**
- **Mentor emerging writers**
- **Encourage engagement with readers**
- **Collaborate with other Irish cities and Cities of Literature**

How can we harness the potential of the literary community to foster innovation and collaboration?

- **Look outward - not inward**
- **Create a central location for writers & writing to create synergies**
- **Explore linkages created by International IMPAC Dublin Literary Award & agencies such as EUNIC & international departments in universities**
- **Increase partnership approach between literary organisations**

Case Study - Dublin: One City One Book

- Festival for month of April encouraging people to read book connected with the city.
- 2011 - *Ghost Light* by Joseph O'Connor set in 1907 Dublin features playwright J.M. Synge and national theatre actress Molly Allgood,
- Events - talks and activities on Irish drama, poetry, photography, dance, costume - general public, academics, children
- Most borrowed book in Irish libraries and No. 1 on bestsellers list for last 5 weeks
- Shadowed by three libraries in U.S. & university in Nigeria
- Estimated involvement by c10,000 people



Case Study – Story Spark

- Collaborative project between Children’s Books Ireland, Poetry Ireland and The Ark Children’s Cultural Centre combining verbal arts with literature and technology
- Four-week celebration of books and words in November and December 2010. School and family audience engaged with storytelling and literature. Showcased Irish and international talent in writing and storytelling and designed to publicise UNESCO designation
- Storytelling performances and workshops led by master storytellers
- Specially designed ‘story library’ with audio and written stories allowing children to listen to pre-recorded stories, read stories and create their own original tales both in audio and written format
- Stories now held in City Archives



**STORY
SPARK**

Story Spark

DUBLIN UNESCO
City of Literature

Strategic Plan

- **Highlight and promote Dublin's cultural assets on a global platform**
- **Make creativity an essential element of local economic and social development**
- **Share knowledge across cultural clusters around the world**
- **Cultivate innovation through the exchange of know-how, experiences and technological expertise**

DUBLIN



UNESCO
City of Literature

www.dublincityofliterature.com