



Archive Fact Sheet: The Guinness Festival Clock



Guinness Festival Clock, Dublin Airport 1962 GDB/MK06/0056

The first clock was produced by Guinness for the 1951 Festival of Britain, held in Battersea Park (the clocks were also known as 'Festival Clocks'). It was designed by the firm of Lewitt Him and constructed by clockmakers Baume and Company Limited. The original Clock was such a success that Guinness received requests from department stores and theme parks to borrow the Clock. To meet these demands, Guinness created eight full size 'travelling' clocks and one miniature five foot version, which toured the coastal tourist resorts of Britain. Two of the Clocks were sent to the US and to Ireland on tour. In Ireland, the Clocks appeared at locations such as Salthill in Galway, the RDS Spring Show in Dublin and the Phoenix Park Zoo in Dublin.

Every quarter of an hour brought a frenzied burst of activity from an assortment of the characters created by the artist John Gilroy to advertise GUINNESS® - the animals and their zookeeper, accompanied by fairground music. The zookeeper

**If you have any further questions about the history of Guinness please contact us at:
Guinness Archive, GUINNESS STOREHOUSE®, St. James's Gate, Dublin 8
Telephone: +353 1 471 4557, Email: guinness.archives@diageo.com
Opening Hours: Mon – Fri 09:30 to 17:00 by appointment**

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began the sequence by emerging from a tower and ringing a bell. Following the zookeeper the assortment of other animals would emerge, one after the other, each performing their own set piece and then withdrawing back into the Clock in reverse order.

After approximately five minutes, the sequence was finally brought to a conclusion by the zookeeper once again ringing his bell. Since the Clock's mechanism could easily be affected by wind, it was necessary to have an electrician standing by. He would also be responsible for counting the visitors to the Clock.

The Clocks were in use for fifteen years until 1966 when they were withdrawn. An original one-fifth scale model of the clock is now on display in GUINNESS STOREHOUSE® World of Advertising permanent exhibit.

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