



GUINNESS

GUINNESS IN THE LIBERTIES

15TH, 16TH & 18TH MARCH

St PATRICK'S FESTIVAL

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GUINNESS IN THE LIBERTIES TOUR

15TH, 16TH & 18TH MARCH

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- 12. ROE & CO. DISTILLERY
- 13. OPEN GATE BREWERY **AR**
(Access to inside OGB strictly over 18's)

ALL STOPS MARKED "AR" CAN BE EXPERIENCED USING OUR AUGMENTED REALITY APP. SEARCH IN THE APP STORE OR GOOGLE PLAY FOR "GUINNESS STOREHOUSE AR", DOWNLOAD THE APP AND SEE THE GUINNESS ARCHIVES COME TO LIFE BY SCANNING THE STOPS ON THE MAP.

JOIN US ON THE 15TH, 16TH & 18TH MARCH. SIGN UP AT: www.stpatricksfestival.ie/events

STEP BACK IN TIME AND TAKE A GUIDED TOUR THROUGH THE STREETS OF DUBLIN 8's LIBERTIES QUARTER WITH THE GUINNESS ARCHIVES. JOURNEY THROUGH THESE HISTORIC STREETS AND SEE THE LIBERTIES LIKE NEVER BEFORE AS THE AREA IS BROUGHT TO LIFE THROUGH LIVE ACTION PERFORMANCES AND AUGMENTED REALITY INSTALLATIONS.

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1. ST. PATRICK'S CATHEDRAL

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The National Cathedral of the Church of Ireland, and reputed to be where St Patrick himself baptised converts in the holy well on the grounds. The Guinness family has a long association with St. Patrick's Cathedral. Arthur Guinness donated 250 guineas to the Chapel Schools of St Patrick and founded Ireland's first Sunday School. The Cathedral itself was restored by Benjamin Lee Guinness in the 1860s.

2. ST. PATRICK'S PARK

Laid out and landscaped by Edward Cecil Guinness. Surrounded by Iveagh Trust buildings built due to Edward Cecil's benevolence. These were also set up in 1890, with a view to providing affordable homes and facilities for Dublin at a time when the city had the worst housing in the British Isles.

3. IVEAGH MARKET, FRANCIS STREET

Built by the Guinness family as a covered market as part of the Iveagh Trust community initiatives. The Iveagh markets are built on the site of the old Sweetman's Brewery. The market opened in 1906, and consisted of a clothes market at the front, a fish market at the back, and also some disinfection houses that people could use to combat prevalent diseases of the time.

4. NCAD/OLD POWERS DISTILLERY

The Liberties was the historic brewing and distilling quarter; home of Guinness, Powers, Roe and many more. Founded in 1791, the initial Powers distillery produced 6,000 gallons of Irish whiskey, which had expanded to 900,000 gallons by 1871. Whiskey production ceased at this site in 1974, which was remodelled as NCAD in the 1980's.

5. FADES AND BLADES

Fades and Blades barbershop is in the oldest house in Dublin. Its staircase contains barley sugar bannisters that can have been dated all the way back to the 1630s.

6. DUBLIN CORPORATION PUBLIC LIBRARY

First public library in Dublin - opened in 1884, alongside another public library on Capel Street on the very same day.

7. ST. PATRICK'S TOWER

St. Patrick's Tower is the last remaining part of what was the George Roe & Co Distillery, which first opened in 1757. The tower was the largest smock windmill in Europe and features a 4ft high statue of St. Patrick on the top. During the 1880s, George Roe & Co was the largest distillery in Europe.

8. VATHOUSES, HOPSTORE AND GUINNESS GATES

These housed massive wooden vats, which stored Guinness beer for maturation and could hold over 700,000 pints of Guinness each! The former visitor centre, The Guinness Hopstore, also lies along this street. This was originally built in the 1880s to store hops in huge sacks, to be used in the brewing process.

9. NO. 1 THOMAS STREET

Residence of Arthur Guinness between 1759 and 1765. The dwelling house formed part of the famous 9,000-year lease for St James's Gate brewery, signed by Arthur on 31 December 1759. While living here Arthur married Olivia Whitmore, and the first of their 21 children, Elizabeth, was born.

10. GUINNESS FRONT GATE, ST. JAMES'S GATE

Medieval western gate into the city and traditional starting point for the Camino de Santiago de Compostela. Today St James's Gate is the front gate of the Guinness Brewery.

11. RUPERT GUINNESS THEATRE AND GUINNESS BICENTENARY CENTRE

Opened in 1951, the Rupert Guinness Hall was an entertainment venue for brewery employees. The hall is now used by the National College of Art and Design (NCAD). As part of the Guinness Bicentenary celebrations in 1959, the company began construction of the Bicentenary Centre with a swimming pool, next door to the Rupert Guinness Theatre. This is still available for the use of employees today along with a gym.

12. ROE & CO. DISTILLERY

Originally a 1950's Guinness Power Station which will be revived this summer when the doors open as Roe & Co Distillery, an urban working whiskey distillery located a stone's throw from St Patrick's Tower, the last relic of George Roe's great distilling empire. The new distillery will open its doors to visitors this summer offering whiskey tours and experiences in a reimagined way.

13. OPEN GATE BREWERY

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The Open Gate Brewery is the home of brewing experimentation and innovation at St. James's Gate, where there has been an experimental brewery for over 100 years. Here Guinness brewers are given license to explore new recipes, reinterpret old ones and experiment freely to bring exciting new beers to life.

IN ASSOCIATION WITH

St PATRICK'S FESTIVAL

Dublin: 14-18 March

