

A guide to PIVOT Dublin

A project that promotes design
and its positive impact on social,
cultural and economic life.

The logo for PIVOT DUBLIN is positioned at the bottom center of the image. It features the word "PIVOT" in a stylized, white, sans-serif font where the letters are interconnected. Below "PIVOT" is the word "DUBLIN" in a clean, white, sans-serif font. The background of the entire image is a composite of two scenes: the top half shows the interior of a modern building with a prominent wooden ceiling structure, and the bottom half shows an outdoor scene with a man standing on a small, sandy island in the water. The island has a yellow tent, two palm trees, and a small wooden box. In the background, a cable-stayed bridge and city buildings are visible under a blue sky.

PIVOT
DUBLIN

PIVOT DUBLIN

Cities that value and apply design in how they think plan and act are more humane, attractive and competitive.

PIVOT Dublin is a design promotion project initiated in 2009 by Dublin City Council. Born out of Dublin's bid to be designated World Design Capital in 2014, PIVOT Dublin has established itself as a focus for design initiatives and helped create a resurgence of international interest in Irish design.

PIVOT Dublin provides an open platform for collaborative projects that explain, demonstrate and celebrate design's positive impact on social, cultural and economic life.

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Father Collins Park Abelleiro + Romero Architects & MCO Projects,
photo by Anthony Woods
Bricolage and Weathering Donaghy and Dimond Architects
Photo by Ros Kavanagh

CatDog Detail Design Studio

KEY INFORMATION

What is PIVOT Dublin?

PIVOT Dublin is a design promotion project initiated in 2009 by Dublin City Council. Born out of Dublin's bid to be designated World Design Capital® in 2014, PIVOT Dublin has established itself as a focus for design initiatives and helped create a resurgence of international interest in Irish design.

What does PIVOT Dublin do?

PIVOT Dublin provides an open platform for collaborative projects that explain, demonstrate and celebrate design's positive impact on our lives. Check out our website www.pivotdublin.com

What is the World Design Capital?

The World Design Capital® (WDC) designation is awarded to cities that use design as a tool to reinvent themselves and improve social, cultural and economic life. A competition to award the designation is held biennially by the International Council of Societies of Industrial Design (Icsid).

Tell me more about Dublin's bid.

Dublin submitted a bid to host WDC 2014 on the 31st March 2011. Dublin's bid was short listed with Bilbao and Cape Town out of 56 applicants with the 2014 designation awarded to Cape Town at the IDA Congress in Taipei, October 2011.

What did Dublin's bid consist of?

Dublin's bid consisted of a book that gives a comprehensive overview of Dublin as a city, Dublin design infrastructure, exemplar design achievements and proposals for design events. We also produced a series of filmed conversations on design and the benefits of making a bid. Further information and films were produced for the short listing stage.

Where can I see the bid book and films?

All our bid material is available online on our website www.pivotdublin.com. The bid book is available in every Dublin City public library.

How do I connect with PIVOT Dublin?

Visit our website www.pivotdublin.com to read and share design stories. Sign up for our newsletter on www.pivotdublin.com Follow PIVOT Dublin on facebook and twitter @PivotDublin

Email us at design@dublincity.ie if you want to follow up on an idea or project or would like information.

Cover Images:

House 1 TAKA Architects Photo by Alice Clancy

No man's land Fergal McCarty

Dublin is...

“Dublin is a paradox. It’s high and low, pristine and well-worn, playful and intense. Dublin provokes and engages. It’s absurd and serious, shambolic and sharp. It’s divided yet connected by a myriad of walls and fences, barriers that are often the very place for interaction and negotiation. We meet there, rest there, talk there, argue and reconcile there.

Dublin is mountains and sea, swerve of shore and bend of bay. Dublin has history; it has deep roots, constantly refreshed. We are a social city; one that is vibrant, chaotic and quirky. We are a city built on relationships, open to conversation, full of ideas and always ready for debate. We are a creative city, small and nimble, willing to change and always looking for the extraordinary in the everyday. This sense of our own character, of being Dubliners, is what empowers us to reach into the future and create new ways of living.

Dublin is not dour perfection or timeless monotony. Dublin is about people, relationships, creativity and culture. It’s about the value of difference. It’s about everything that’s possible when people, relationships, creativity and culture collide.”¹

¹ Introduction to the PIVOT Dublin World Design Capital 2014 bid.



The key thing about PIVOT Dublin is that it is focussed on people and built around conversations. Conversations that can lead to exchanges of views, ideas and knowledge.

Hans Zomer Director, Dochas

There’s a vibrance, a culture and creativity in almost every citizen in Dublin.

Angela Dorgan CEO First Music Contact



PIVOT Dublin connects

PIVOT Dublin connects design to community and across design disciplines.



Chris Haughton NODE, Fair trade rugs Kathmandu
Dublin House 2 Dublin City Architects

Dublin House 2 model Dublin City Architects
Strata Francisc Lambe Crafts Council of Ireland
Dublin Design Feast PIVOT Dublin

PIVOT Dublin represents design in all its diversity - from product, craft, fashion and graphic design, to architecture and urban design, as well as the new digital design cultures that reflect our success in animation, film and the gaming industry. PIVOT Dublin reflects a unique Dublin design voice and character – that of storytelling, empathy, creativity, conversation, ambition, humour and optimism.

PIVOT Dublin aims to

Promote design as a resource that can help us adapt, innovate and grow.

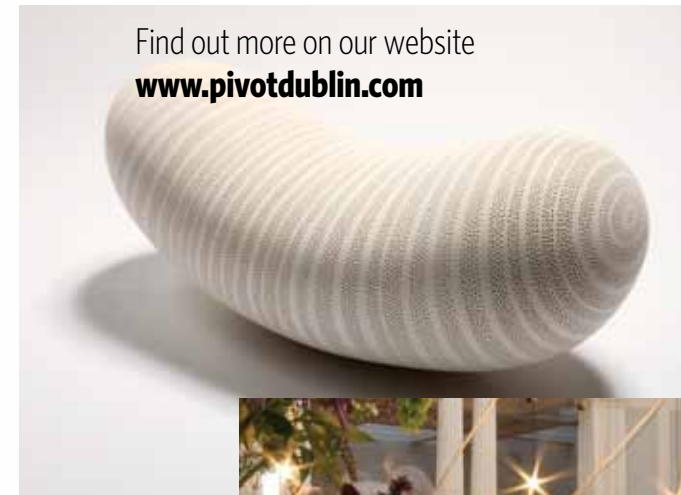
Inspire a culture of interdisciplinary collaboration.

Value our national and international network.

Offer opportunities to explain, demonstrate and celebrate design's positive impact.

Translate ideas to action through projects.

Find out more on our website
www.pivotdublin.com





In a world of homogeneity, distinctiveness and unique voices are going to be what are really special and are going to stand out.

Conor Skehan Head of Environment & Planning Department, DIT



Brian Williams TG4 Idents Banshee
Liffeytown Fergal McCarty
Chair Mcor Technologies
Church of St Moore and St Thomas Clancy Moore Architects

Matthew Thompson Photo commissioned by Business to Arts
Pop-up Hip-po freestanding structure abgc architecture and design
Granny O'Grimm Brown Bag Films

Bubbling under the surface in Dublin is a creative scene made up of people who are more than ready to contribute and collaborate making the whole process pretty plain sailing.

Aisling Farinella Editor, Thread Magazine



Design, people & cities



Design responds to our needs, offering us systems, services and products that are delightful, useful and long lasting. Design enables empathy, exchange and growth.

Today, over half of all the people in the world live in towns and cities and this number is increasing every day. It is important therefore that we improve the social, cultural and economic life of cities and this can be achieved through design. Successful and progressive cities world wide are applying a design focus. European innovation policy acknowledges the importance of design, stating that “design is the bridge between creativity and innovation... our strengths in design and creativity must be better exploited.”²



² 'Design as a Driver of User Centred Innovation' EU Commission 07.04.2009
Europe 2020 Flagship Initiative Innovation Union' EU Commission 06.10.2010

Well designed places, well designed homes, well designed public domains create value, respect, empathy between people.

Declan McGonagle Director, National College of Art and Design



It is possible for designers to address the difficult and apparently unsolvable social and urban problems. Now, that's a conversation. That's a big story. That's a narrative worth writing.

Denis Linehan School of Human Environment, UCC

The themes

PIVOT Dublin looks at design impact under four themes, which represent issues that face all cities.



Theme 1: Connecting Cities

Every city can mend its cracks. Through design, we can make, remake or simply 'dial up' connections within cities and between people; we can network isolated communities and resources; improve blighted neighbourhoods and reconnect fragmented public spaces. We can explore and redefine heritage and its inextricable link to identity. This theme is about connecting resources to needs; ideas to finance and conversation to action.

Theme 2: Making Cities Lighter

Every city can be designed to be more sustainable. Through design, we can reconcile cities' increasing demands with diminishing global resources. We can examine infrastructural challenges and find ways of meeting these challenges for today and tomorrow. We can examine everyday choices and how to reduce their wider impacts. We can ask how those contributing to climate change can share the burden with those who are feeling its effects.

Theme 3: Making Cities Flow

Every city can be made easier. Through design, we can examine movement in and between cities: how people, products, and ideas move and flow around. We can examine the lifecycle of 'stuff' and how our processes can be made easier. We can look at how innovative ideas from across the world can be communicated and adapted to different locations. We can examine how local production can be developed in the globalised economy.

Theme 4: Making Cities Smile

Every city can be happier. Through design, we can engage and excite people. We can rethink what city living means and how identity and love of life can be expressed in our globalised urban spaces. We know that whether by choice or necessity, urban living is the future for most people in the world. So what can we do to create cities that people want to live in, not have to live in?

Matthew Thompson Photo commissioned by Business to Arts
Luigi Bocconi University Milan Grafton Architects
Illustration Steve Doogan

GMKP Hedge House Photo by Alice Clancy
Douglas Hyde Gallery Books

A Guide to
PIVOT Dublin



The process

The value of the PIVOT Dublin project lies in the process of contribution, collaboration and conversation. A story has emerged from this process, which has involved engagement across business, political, social and creative sectors, about the many ways to apply design strengths to help our city grow:

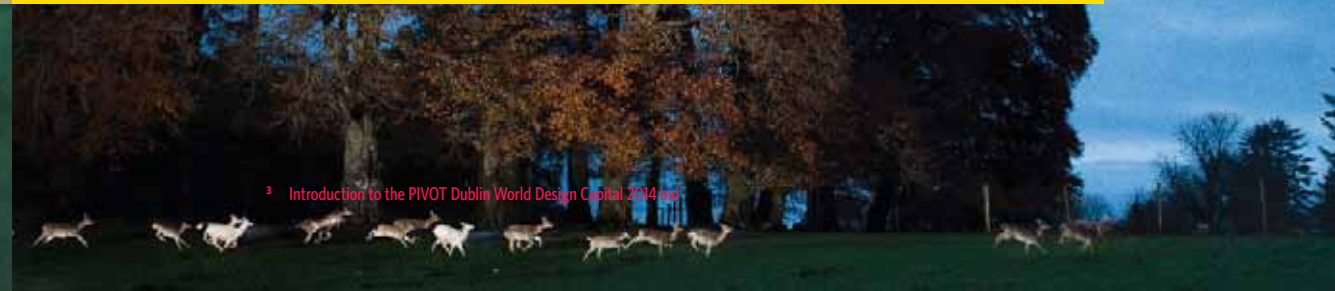
Advancing product design and production, from indigenous craft to web and computer products and programmes.

Improving the quality and experience of the city's urban environment and infrastructure.

Promoting Dublin's appeal as a design destination.

Communicating the value of design to the end user.

'In a world at a PIVOT point, we must look to our strengths as we try to navigate a sustainable path through social, cultural and economic changes.'³



³ Introduction to the PIVOT Dublin World Design Capital 2014 brief

PIVOT Dublin programme



2011

Dublin's distinguished performance in the prestigious World Design Capital 2014 competition makes us part a network of cities that value design. We are delighted to have been finalists with two great cities, Bilbao and Cape Town, and congratulate Cape Town World Design Capital 2014. We hope to work with both cities in the future.

Dublin's bid gives a comprehensive overview of Dublin as a city, Dublin design infrastructure and exemplar design achievements. It describes an approach to interdisciplinary collaboration across sectors.

It contains detailed proposals for international design events based on themes that affect all cities. These proposals can be activated now and the bid work can inspire projects that will help our city grow.



Just because you're small doesn't mean you can't do something big.

Shelley McNamara Architect, Grafton Architects

2012

The 2012 programme focus has been to consolidate the project, build on the positive energy generated by the bid and expand the network. The website www.pivotdublin.com has been a key communication channel, including the ongoing 'guest curator' series. Dublin design work is communicated nationally and internationally through exhibitions and events.

A signature event is Dublin's participation in the Helsinki World Design Capital 2012 'Everyday Discoveries' International Design House in September.

2013

The international spotlight will be on Ireland in 2013 when Ireland hosts the EU Presidency and the 'The Gathering' festival. PIVOT Dublin's themes and objectives are consistent with both events, which focus on innovation and growth and will connect with Irish people across the globe. PIVOT Dublin is supporting both events with projects that seek to animate and enrich the experience for Dubliners and visitors alike.

We are also looking forward to the IDA Congress in Istanbul!

An open invitation!

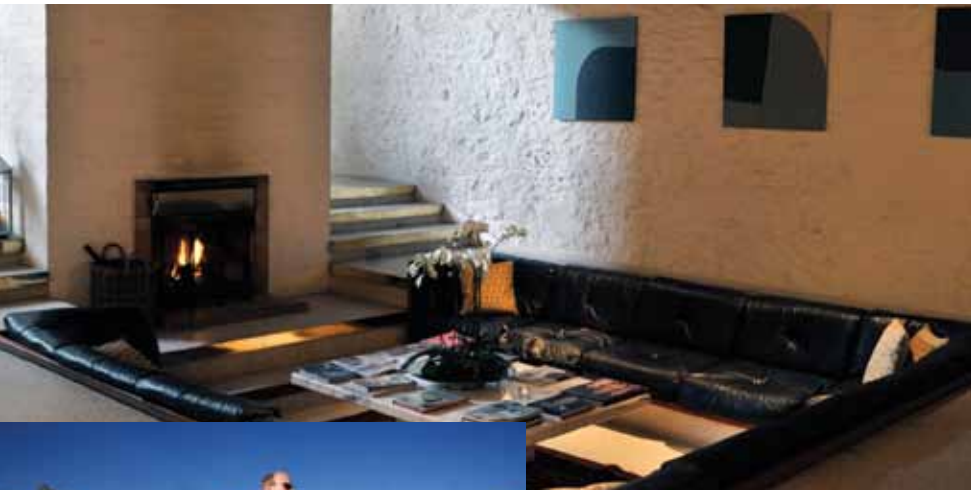
PIVOT Dublin is open platform for collaborative projects. We are interested in exploring ideas with people and organisations at home and around the world and turning these ideas into action. Visit our website www.pivotdublin.com to find out what we're doing and share our design stories.

Follow PIVOT Dublin on facebook & twitter @PivotDublin

Email design@dublincity.ie if you want to follow up on an idea or project or want more information.

Design at the heart of our city

Now, more than ever, Dublin is a hive of activity for design activists and enthusiasts. City wide events immerse and actively involve the public and designers in small and large, connected and unconnected, playful and intense ways. Globally, our designers are working all over the world. Locally, we are harnessing creative energy to animate and enrich the city.



The design of our products and our programmes plays a huge part in striving to achieve the vision of creating computing technology to connect and enrich the lives of every person on earth.

Brendan Cannon Head of Corporate Affairs Intel Ireland

- Useful websites
- www.dublincity.ie
 - www.innovationdublin.ie
 - www.creativedublinalliance.ie
 - www.dublinked.ie

PIVOT Dublin connects our design potential and is part of a network of Dublin City Council initiatives focussing on design and innovation. Dublin City Council's 'The Studio', is applying design thinking to the redesign of services and ways of working to better meet the changing needs of Dubliners. The annual 'Innovation Dublin Festival' provides Dubliners with an opportunity to discuss, promote and celebrate innovation in the city.

The 'Creative Dublin Alliance' is a collaborative leadership network across Dublin's local government, business, and academia, where the purpose is to develop Dublin's international reputation as a city where innovation and creativity thrive.



Dublin is a dynamic city, open to change and ready to embrace new ideas.

Ronan Murphy Senior partner, PwC



Dublin's design events

A snapshot of 2012

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

IXDA 12
01 - 04 February

Better Fashion Week
23 - 30 April

Hack The City
22 June - 08 September

Dublin Fashion Festival
06 - 09 September

Innovation Dublin
15 - 26 October

Jameson Dublin International Film Festival
16 - 26 February

Bloom Garden Festival
31 May - 04 June

Photo Ireland
01 - 31 July

Absolute Fringe
08 - 23 September

Culture Night
21 September

Design Week
05 - 11 November

PIVOT Dublin Reading Room
01 - 8 March

Heritage Week
01 - 31 July

RIAI conference
23 - 24 September

Connecting Cities

Making Cities Lighter

Making Cities Flow

Making Cities Smile

Dublin Biennial
15 - 24 June

OFFSET
09 - 11 March

Street Feast
17 June

PIVOT Dublin Everyday discoveries
6 - 16th September

Hard Working Class Heroes Festival
4 - 6 October

Spanish Accent in Design
21 February - 28 April

Design graduate shows
June

Open House
05 - 07 October

St Patrick's Festival
15 - 18 March

Darklight Film Festival
23 - 26 August

Blackrock Animation & Film Festival
12 - 13 October

Design education & research

BCFE	Ballyfermot College of Further Education	www.bcfе.ie
DCU	Dublin City University	www.dcu.ie
DIT	Design Institute of Technology	www.dit.ie
GRADCAM	Graduate School of Creative Arts & Media	www.gradcam.ie
IADT	Dun Laoghaire institute of Art Design and Technology	www.iadt.ie
NCAD	National College of Art and Design	www.ncad.ie
NUIM	National University of Ireland Maynooth	www.nuim.ie
TCD	Trinity College Dublin	www.tcd.ie
UCD	University College Dublin	www.ucd.ie

Design organisations

CCOI	Crafts Council of Ireland	www.ccoi.ie
CDA	Creative Dublin Alliance	www.creativedublinalliance.ie
DBI	Design Business Ireland	www.designbusinessireland.org
DCT	Dublin Civic Trust	www.dublincivictrust.ie
EI	Engineers Ireland	www.engineersireland.ie
IA	The Interiors Association	www.theinteriorsassociation.ie
IAF	Irish Architecture Foundation	www.architecturefoundation.ie
IAPI	Institute of Advertising Practitioners in Ireland	www.iapi.ie
ICAD	Institute Creative Advertising and Design	www.icad.ie
IDI	Institute Of Designers In Ireland	www.idi-design.ie
IFDN	Irish Furniture Designers Network	www.irish-designers.com
IGI	Illustrator's Guild of Ireland	www.illustratorsireland.com
ILI	Irish Landscape Institute	www.irishlandscapeinstitute.com
IXDA	Interaction Design Association	www.ixda.org
RIAI	The Royal Institute of the Architects of Ireland	www.riai.ie
	Science Gallery	www.sciencegallery.com



Design by Red&Grey Design
www.redandgreydesign.ie





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