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National College of Art & Design

Faculty of Design

Department of Industrial Design

The Irish Pub

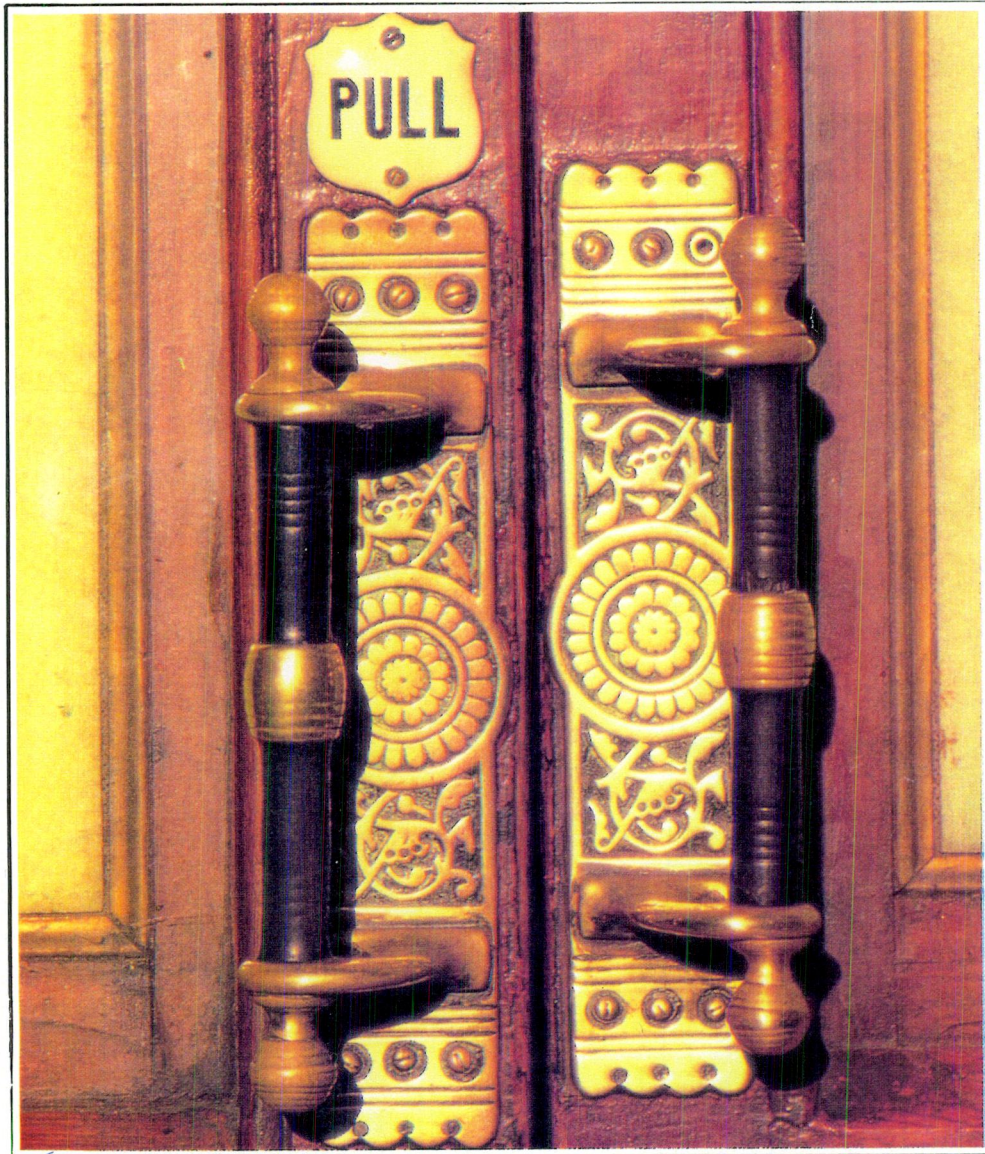
by

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**Submitted to the Faculty of History of Art and Complementary Studies in
Candidacy for the Degree of Bachelor of Design in Industrial Design.**

1996

INTRODUCTION 1.0



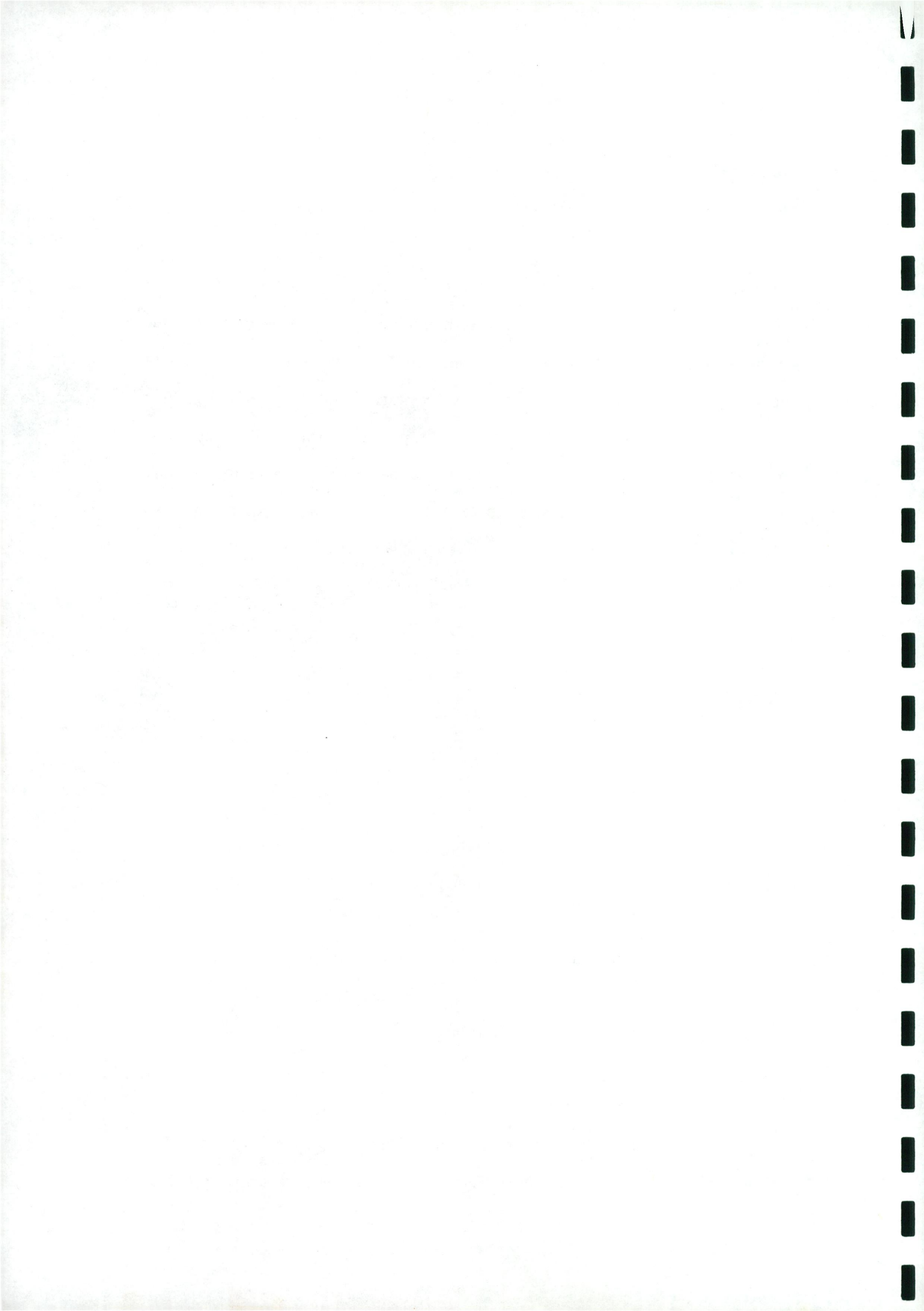
Door handles, Doheny and Nesbitt, Baggot St., Dublin.

INTRODUCTION

I choose Irish pubs because drinking is a major factor in the social life of Irish people and whether you happen to be a drinker or non drinker the pub is at the hub of the Irish way of life. It appeared to be to be a neglected part of our Irish heritage. Before I go into detail about Irish Pubs I feel it is necessary to ask the question - What constitutes an Irish pub? the Irish public house, the pub or bar as it is commonly know, is a premises licensed by the government to sell alcoholic beverages to the adult population. Our licensing laws, which control the hours at which pubs are permitted to be open for business and are an adoption of English laws, changed somewhat over the years to meet Irish conditions. (Irish Pubs, 1985, p3)

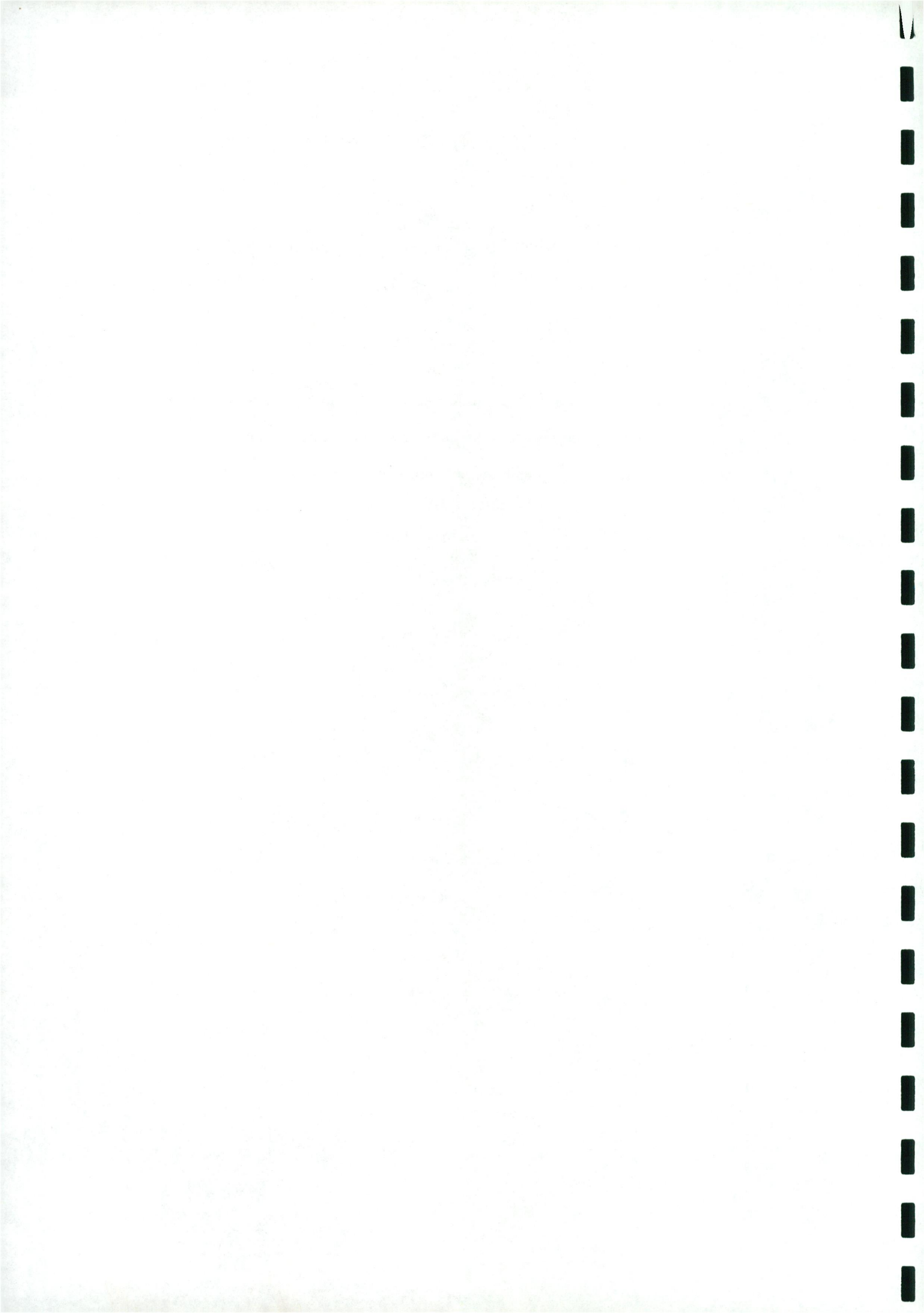
The Thesis is structured in the following way.

1. Introduction
2. Section one gives a brief background into the history of drinking and pubs in Ireland. It shows the earlier pub developed into the Irish pubs of today.
3. Section two is a case study of a traditional Irish pub in Kilkenny. I can analyse the elements which make up the design of this pub to see if there is any common features which form an Irish pub.
4. This section deals with Irish pubs abroad I am looking at the five Irish pub designs which the Irish pub-company uses. These pub designs are marketed in conjunction with the Guinness Company. Also analysing what benefits does



this company get from backing such a venture. Does it work? and what image is being created?

5. This section shows the effects of advertising has on Irish pubs. Are we portraying the right image? and how can we improve pubs for the tourist market (Bord Failte Recommendations).
6. This section looks at the Irish pub refurbishment Industry. It shows a study of a Irish pub company and how it undertakes pub refurbishment. I am also looking at past and future trends within the pub industry.



2.0 Background

To really understand the Irish pub you is necessary have to go back in time and retrace its origins. The earliest origins of drinking in Ireland can be traced back to the early celts. The celts developed their own drink called "Uische Beatha" which means the "Water of Life". The skill of making this drink was past on from generation to generation. the arrival of Christianity was the next big change. The monks brought with them the knowledge of fermentation they experimented in making and perfecting different types of brews. The brewing of beer became an essential part of life for the monks and over the next few centuries the process of brewing became an art form or science in its self. during the middle ages Ireland was invaded by Normans and Saxons, they also added their knowledge of the science. As society developed there was a growth in commerce and small towns with this development there was an emergence of Inns, pubs and Taverns. At this stage there was no such thing as breweries and the art of distilling was carried out at home. Strange enough it was the women of the locality that carried out the brewing. "If one woman's drew was better than her neighbours her house became the most popular one on the locality; or in modern terms ' the local'".(Pubs of the South East Famous and Historical in association with Guinness Chapter 5 page 12.)

During the penal times and it's laws it became illegal for the Irish to brew their own beer or spirits. But this had a somewhat simulated effect as the whole industry became more secretative and uncontrolled. There was so many shebeens and illegal stills that regulations were introduces to curtail their growing numbers. It's at this stage we find the beginning of "Pub culture". The regulations of Irish Pubs dated back to approximately 200 years.

The Country Pub became an integral part of rural life and began to take centre stage in Irish social life. The church was the only other social activity ruling the Irish pub. This situation was unequal y Irish and remains so even to this day.

Ireland had two main types of drinkers Uisce Beatha, which was a type of spirit and real ale. Ale was usually brewed at home but by the early medieval times nearly every town had one alehouse which sold ale brewed from malted barely. This type of ale came from small breweries st up within the Communities. These ale houses were usually just cottages which has a evergreen branch or bush hanging over its door to advertise its presence some time these alehouses or taverns were used by travellers, providing them with a bed or meals or both, but they were mainly there for local needs. During the 17th century there was a great travelling on horse-back and by stage coaches and this was facilitated by the improvement of roads and brought new customer to the Taverns and Inns. To cater for the new customers the Inn keepers had to build stables and provide extra bedding for their customers. These coaching inns were popular and used by everybody and a lot of heavy drinking went on during this time. This state of affairs was enhanced by the appearance of a new drink which was made from a blend of beer and ale it was called porter and became one of the most popular drinks in Ireland. Arther Guinness played a large part in supp~~e~~ying porter and he began brewing in Dublin in 1759 and he exported the first extra stout porter to England just 10 years later. The Guinness and Harp signs were registered as trade-marks in 1862.

The railway boom started in Britain after Queen Victoria had come to the throne. This had a great effect on the inns and taverns built along the road. Many of the old coaching inns closed whiles others fought for custom by sending horse drawn carriages to the nearest railways stations to collect passengers. The industrial revolution had an enmourous effect on the growth of towns and cities, some of the country inns became engulfed in urban development. Now the people had to cater for city people and

became more sophisticated. In Ireland the Industrial Revolution did not have such a radical effect but as towns grew into cities, Taverns and Inns changed in structure and became more integrated into the architecture of cities.

In Ireland in particular where the land was more sparsely populated, many of the pubs were not housed in special buildings some of them being in the same premises as shops groceries, drapers etc. and were the hub of the community. The place where people met to get the news meet other people and exchange views and opinions and enjoy themselves.

Every community in Ireland had a pub or a few pubs, these played a vital role in Irish social life. The Irish pub is one of the best places to observe the Irish culture as it seems to be in this atmosphere of 'craic' 'ceol' agus bia that the Irish people relax best and really feel at home.

3.0 Case Study of Tynans Bridge House Bar

The architecture of the small town of Ireland are simple and natural and fit in well with the local landscape. The Irish pub and shape have a similar background. they ere usually built by local craftsman. Each craftsman has his own particular style and know the limitation of the particular material he worked with. He puts together his design which will blended with the work of other craftsmen to form a unique piece of Irish architecture. The architecture of Irish shops an pubs developed over the centuries and was shaped by a variety of influences. The location, the social and economics changes had an obvious influence such as changes in styles and design which occurred in Europe and Britain e.g Georgian and Victorian etc. The craft man is that era was also the designer and had to adapt the different styles to his material imported or local to form the overall result.

Architects have never been involved in teh design of small shops to any great extent and this appears to have frequently commended on in the past. The architects contribution has been in source book and in the style setting and influence of architects in obviously very strong. the standards of design, however, has sunk to such a low ebb since the craftsman - designer has been wiped out of existence that architects must now involve themselves more deeply in the design of small scale buildings for ordinary people. (The shops of Ireland, ,p14)

Irish shops often consisted of a few shops in one eg. grocery and hardware were often found in the one small shop. Another popular combination was the pub and grocery shop which was very common in County areas. This sort of arrangement satisfied both the owner and the customer, because the owner had two sources of income and the customer is provided with two services from the one shop. A fine example of this is Tynans Pub and grocery on Johns Bridge in Kilkenny.

The idea behind this type of shop is that tit provided the rural community with all it needed within the one store. The combination between the pub and grocer was very

common in the city and country up to a few years ago. The link still exists in some country areas. The inside of the premises was separated by partitions of various kinds e.g wood & glass. The primary function of which was privacy and separation. Nowadays they are there both to divide and to help in the regularity of closing times. It was common practice for both husband and wife to visit these premises. The men went to the bar while the women brought the groceries on the other side. Another rather odd combination exists in county Wexford where the pub is combined with an undertaker. It's only in Ireland where unusual conditions occur. (See figure 3.1)

Tynans Bridge House Bar

Tynans pub is located beside John's Bridge in the heart of Kilkenny City. Kilkenny has a rich tradition of pub design with close to one hundred pubs in the whole county. But why did I choose Tynans Bridge House Bar? There are many reasons when you enter the pub the first thing you notice is the very distinctive character. There is a feeling generated in your mind as if you just stepped back in time to a different era, an era where there was time to stop and have a drink and pass the time of day with the owner and customers. This pleasing atmosphere and mood is generated from a variety of elements. The layout, the well kept fixtures and fittings, the interior craftsmanship and the warm lighting fuse together to form the overall ambience of the pub. All of the fixtures and fittings in the pub are original. The pub has a distinctive Irish feel to it and like so many other country pubs it had its own Grocery shop located to the front of the pub.

Background:

The pub was originally built in 1861 by the Darcy family the pub retains its original layout. The exterior facade and interior design are very typical of this era. Apart for a few minor changes the pub remains exactly the same as when it was built 135 years ago. The Darcy Family remained owners of the pub until it was bought by William



Figure 3.1 - Con Macken, Undertakers Pub in Wexford Town.

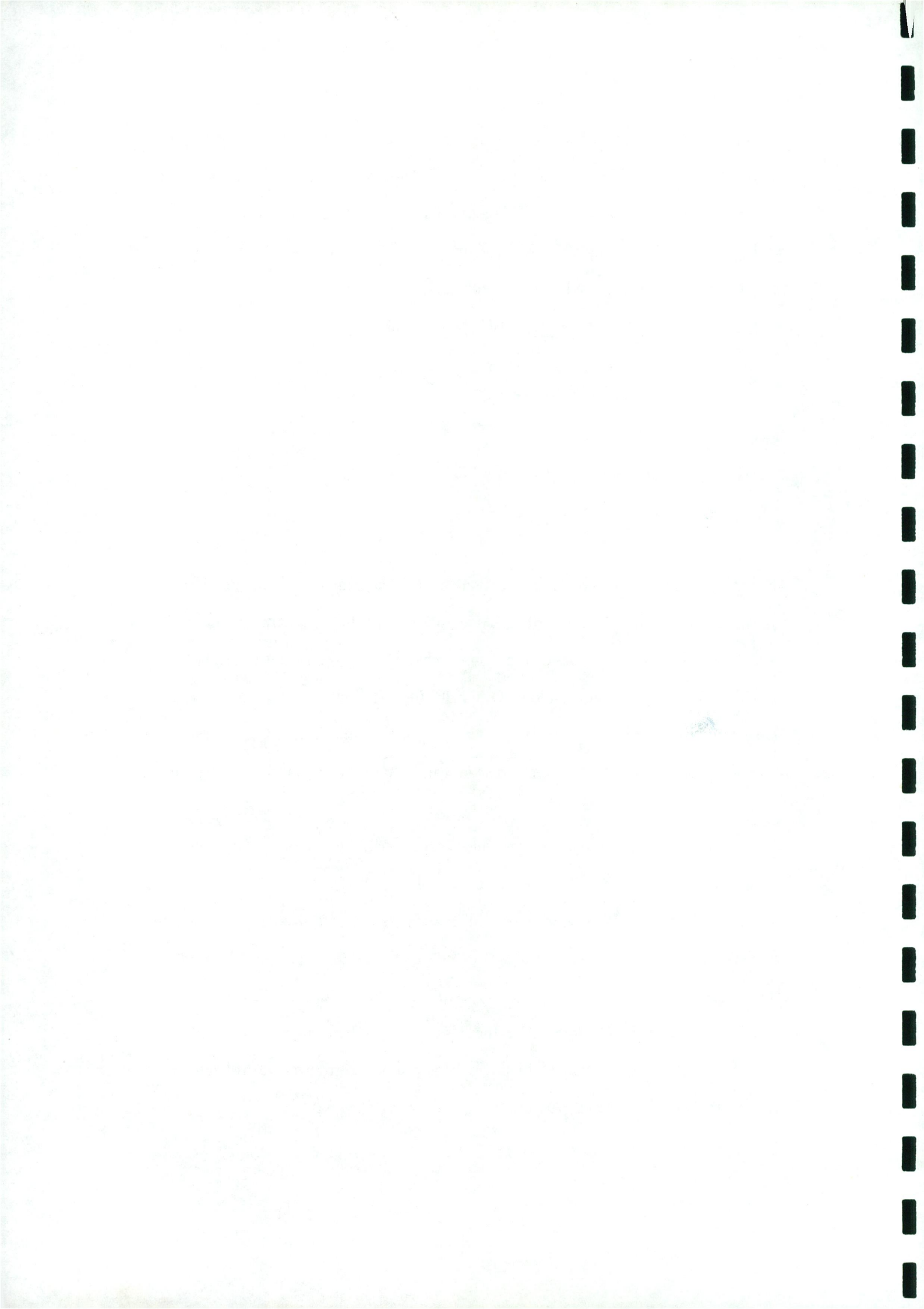
Tynan in 1919. The pub is still owned and run by the Tynan family up to this day. Apart from being a pub and grocery shop, the Tynan Family have made their home there which gives the pub an added dimension and homely atmosphere. The pub was run by Michael Tynan and his wife up to the time of her death (R.I.P). Now Michael and his son Michael Jnr. still run the pub and has turned it into a very successful business. The pub is one of the most distinguished pubs in Kilkenny and is very popular with locals and tourists alike.

Design:

The exterior facade has a very distinctive Irish flavour about it. It is a classic example of Irish shop front design (See figure 3.2)

The whole facade is very simple in its overall layout. The main door is divided into two and is slightly recessed from the front. The upper part of the doors are decorated with stained glass which was taken from a disused church in Kilkenny. To the right of the main door there is a large window. Originally this window was divided into three. These could be opened and product from the shop such as newspapers, fruits, etc were placed outside the premises. A simple design feature to display what they were selling.

To the left of the door there is another window about half the size of the large one, and to the left of that again the main door to the house. The whole facade is well proportioned in its layout. The name of the pub spans the whole length of the premises. Originally it was carved in wood and gilded in gold, but due to time it has disintegrated and a plastic one is now in its place. There is decorative wrought iron baracers to protect the windows. Also there is a cast iron banner over the name plate. This was a typical design feature of many pubs and shops from this era. probably taken from the British Victorian pub Designs.





*Figure 3.2 - Exterior facade of Tynans Bridge Bar,
in Kilkenny.*

The Grocery Shop

When you enter the pub the first section you meet is the grocery shop. The first impact is a feeling of openness because it is well illuminated by natural light, which comes from the main window which was replaced in 1981 because it didn't let in enough natural light in the day time.

The Tynan family commissioned a local stained glass artist to design a window for their pub. (See figure 3.3) This was carried out by Patrick Muldowney. The stained glass is very effective and depicts a river theme, the artists uses a lot of blues and greens which reflect the location of the pub which is on the river bank. The stained glass panels on the doors also have the same colours and work beautifully together. Making good use of natural light and location. The grocery section is located to the right as you walk in. There is a long mahogany counter slightly lower than the main bar counter. The counter is sturdy looking with fine detailing on its main supports and panelled front. There are large drawers at the back of the counter, where some of the bulkier grocery items were kept. Behind the counter there is a very distinctive storage shelving system (see figure 3.4)) The whole unit is about 15 feet long and about 8 feet high. The upper section of the unit is divided up into small mahogany drawers with the name of the products guilded on the front of them. Products such as herbs and crystallised fruits were sold. The bottom section which is now used for storing bottles are left open (6 across and 3 down) the idea of the drawers in to hold the smaller grocery items separate but enclosed in their own unit safe from dust and mice. There is also an old cast iron safe located behind a wooden panel to the right of the drawers. This is no longer in use today as it would not be much of a deterrent to today's criminals. The Grocery shop is partitioned by means of mahogany and glass doors from the main bar. (see figure 3.5). In this area there are still bar stools located along the counter and opposite there are two small tables and chairs. These used to be partitioned off into what were known as snugs, but have been knocked now to make the pub more open. The reason why the grocery section was partitioned off and was



Figure 3.3 - Interior view of stained glass window and main doors.



Figure 3.4 - Interior of grocery section of pub, showing spice drawers etc.

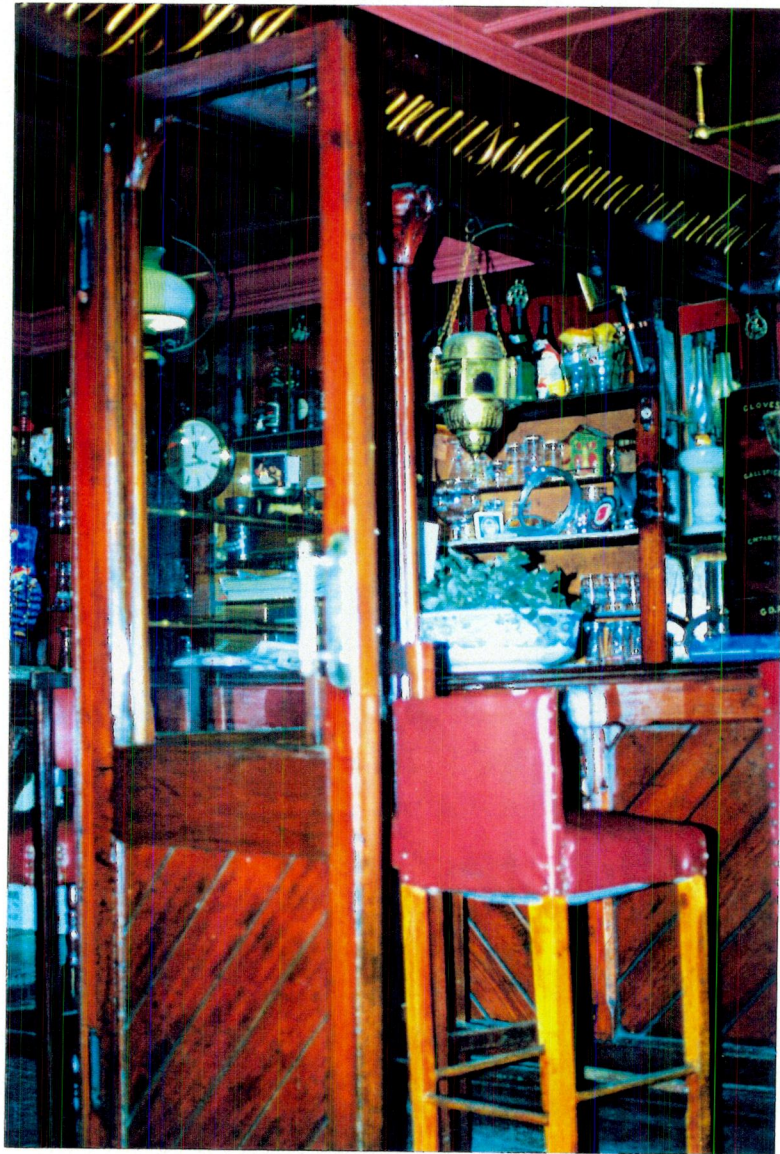


Figure 3.5 - Partition between the pub and grocery section.

situated to the front was because pubs at that time only has a six day licence and had to close on Sundays. The grocery section opened seven days a week. The grocery section of Tynans closed during the second world war because of the introduction of rationing. There was a entailed rationing centre for the people of Kilkenny City which was located in Friary Street just off the main high street. The family never reopened the grocery shop again but the extra space fixtures and fittings adds to the overall atmosphere of the pub. Its forms a very distinctive entrance piece and is one the strong talking points of the pub design.

The Main Bar

The central bar area dominates the pub. The design of the main bar is a copy of a bar structure from a pub in Glasgow (Scotland) see figure. It is a typical Victorian design from that period. The bar counter is square in configuration with a central structure which is divided by a small arch-way where the publican can walk through. This layout offers the publican a maxims service area to his customer. This design became very popular in this area and was a big step forward from the counter running parallel to the wall. The counter is made of more and sits on a mahogany structured base. The sides of the counter are panelled with mahogany. The counter still has its original bar tapes which are made of brass plated metal, the other two are made of pewter with mahogany hands on a brass base.

The central structure (see figure 3.6) is also made of mahogany and there are two oak barrels located on either side of the arch-way. The barrels contained whiskey which was produced int he cellar below. these are no longer in use today. It was the norm for publicans to have their own stills to produce whiskey. The cellar is located directly behind the main bar which could be assessed by means of a dumb weightier behind the bar. The Dumb weightier has been converted into a stairs for easier access to the cellar.

The whole bar unit is sponsored by two companies, Guinness and an Irish whiskey company. They advertise their products on the upper part of the central structure. They are called proof signs. These signs are made of glass with gilded gold lettering. Guinness signs are always on display in one form or another in every pub (See figure 3.7)

Lighting

Lighting is one of the most crucial parts of the pub's interior; it can help make or break a pub. Tynans pub is no exception. When the pub was opened first by W.J. Darcy he installed four tall gas lamps which were positioned around the main bar. (see figure 3.8) These lights are brass plated with a spherical glass bowl on top. The gas lights have the name of the proprietor engraved on the front of them. The gas lamps were then mounted on level Kilkenny marble and fixed to the bar counter. This work was probably carried out by a local craftsman which adds to the overall interest of the pub. The gas lights are still working and emit a warm glow which enhances the atmosphere for the barstaff and the customers alike. There are other lights placed around the pub, these are ceiling mounted paraffin lamps which provided light when gas levels were low. They were also cheaper to run. The paraffin lamps have been converted to electricity.

One of the biggest things to impact the pub was the introduction of electricity. This led to the introduction of electric lights, and at a later period the introduction of ice makers, fridges and cookers. The only other changes in the pub took place within the last twenty years. The local stove was removed and heating is now replaced by gas central heating. The pub is one of the most well preserved examples of what we know as a "Traditional Irish Pub".

Tynans pub represents the best elements of Irish pub design. The exterior possesses all the qualities of a traditional Irish pub facade. Every detail in the interior of the pub is



Figure 3.6 - The main bar and counter area.



Figure 3.7 - Guinness proof sign in Tynans.

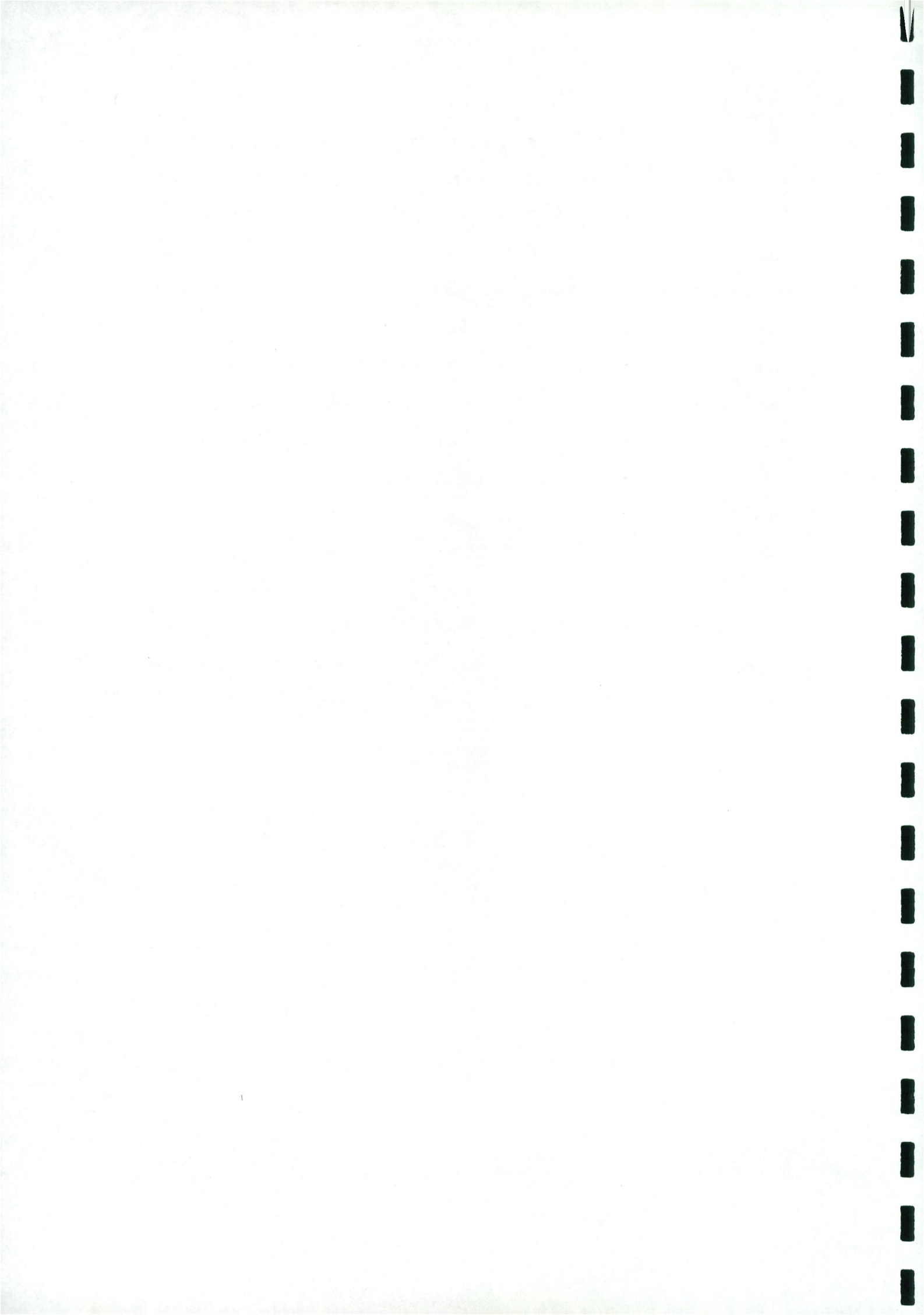


Figure 3.8 - End section of brass gas light with inscription - "W.J Darcy. Bridge House. Kilkenny."



Figure 3.9 - Interior of Eamon Langtons Pub. John Street, Kilkenny.

unchanged to this day, all of the furniture and fixtures reflect the style which is used in the new Irish pubs being reproduced nowadays. For example (see figure 3.9) the central bar structure has been copied by another local publican Eamon Langton. The reproduction is perfect in every detail and fits in well with the Victorian theme which runs through out his very popular pub. By analysing the design and layout of Tynans pub, you can see the gradual changes that happened through the years e.g. the introduction of electricity, you also get a insight into the life of Irish people in there social habits etc. In the 1960's the Government offered grants to publicans to change and up date their premises, Tynans refused the offer. Many other publicans took up this offer, this lead to a big change in the pubs exterior. Most of the bar counter, furniture and other fixtures were ripped of and replaced with materials like formica and stainless steel. This phase only lasted a few years and many of the publicans changed back to their original design. In Tynans you can also see the effect of brewing companies (Guinness) had on the look of the pub. By looking at other details such as lighting you can trace the history of the changes which happened. Tynans pub combines all the elements together to form a distinctive Irish pub atmosphere.



4.0 Irish Pubs Abroad

Is it really possible to recreate the unique appeal of an Irish pub? It is possible but you have to capture all the key elements which make up the Irish pub. The unique balance of Irish staff, music and drink all combined with authentic Irish design.

But who invests and sets up the Irish pubs abroad. The Irish pub offers the business person a sound business opportunity with very good rewards. Irish pubs are rapidly becoming one of Ireland's most successful exports. Setting up an Irish pub in Europe is a much better proposition than opening a pub in Dublin or Kilkenny. Set up costs are so much lower in Europe there is an added bonus in that the potential investor will be backed by local breweries which can give added finance and other assistance. Usually the breweries are leased to the proprietor publican. It is a very good business opportunity for the breweries too as it offers them a high turn over with good profits from their own products.

Buying a pub in Europe is very different from buying a pub in Ireland for example you don't have to buy the good will and the pub licence. A pub can be set up in any building and the pub licence is easier to acquire than in Ireland. Certain guide lines have to be adhered to depending on the country in question. There was a big need for a coordinating body to be set up to help and advise prospective buyers as it was very difficult to get the information and knowledge to get a pub up and running, this is where Guinness stepped in Guinness brewing world-wide saw a gap in the market for their product. With this in mind they became involved in the business of promoting Irish pubs in Europe. Guinness wanted their products to be universally available. In their marketing strategy this concentrated on the brand name Guinness. The Guinness marketing team has to ask themselves what makes Guinness special?

Obviously it is to do with the quality and distinctiveness of the product itself. Guinness is a unique drink with its own distinctive taste. It is a drink with an acquired taste and once you acquire this taste you tend to be a drinker for this product for life. Today Guinness products are available in 149 countries world-wide. Guinness brewery worldwide continues to put great emphasis on marketing its product at a local level appealing to each countries particular style and taste (e.g see figure 4.1)

The Guinness company is one of the largest brewing companies in the world and it is the companies best interest to invest heavily in Irish pub design. A few years ago Guinness brewing international (GBI) put together a scheme to facilitate the opening of Irish pubs in Europe. It is in the best interest of the company to back such a plan because it exposed a whole new market for them, it found and filled a niche in their products. This market has great potential for the company resulting in greater profits for the company.

The Guinness Company offers its potential customer a range of services there services are broken down into six main areas, these are:

1. Sit location - Contracts are made with association of international estate agents to help find that perfect site.
2. Authentic design - A range of five pub designs are developed and are available to investors. Each offers a recreation of the style and ambience of an original Irish pub.
3. Taxation - Advisors are available to advise investors on how to structure a pub business so that it will be tax efficient.

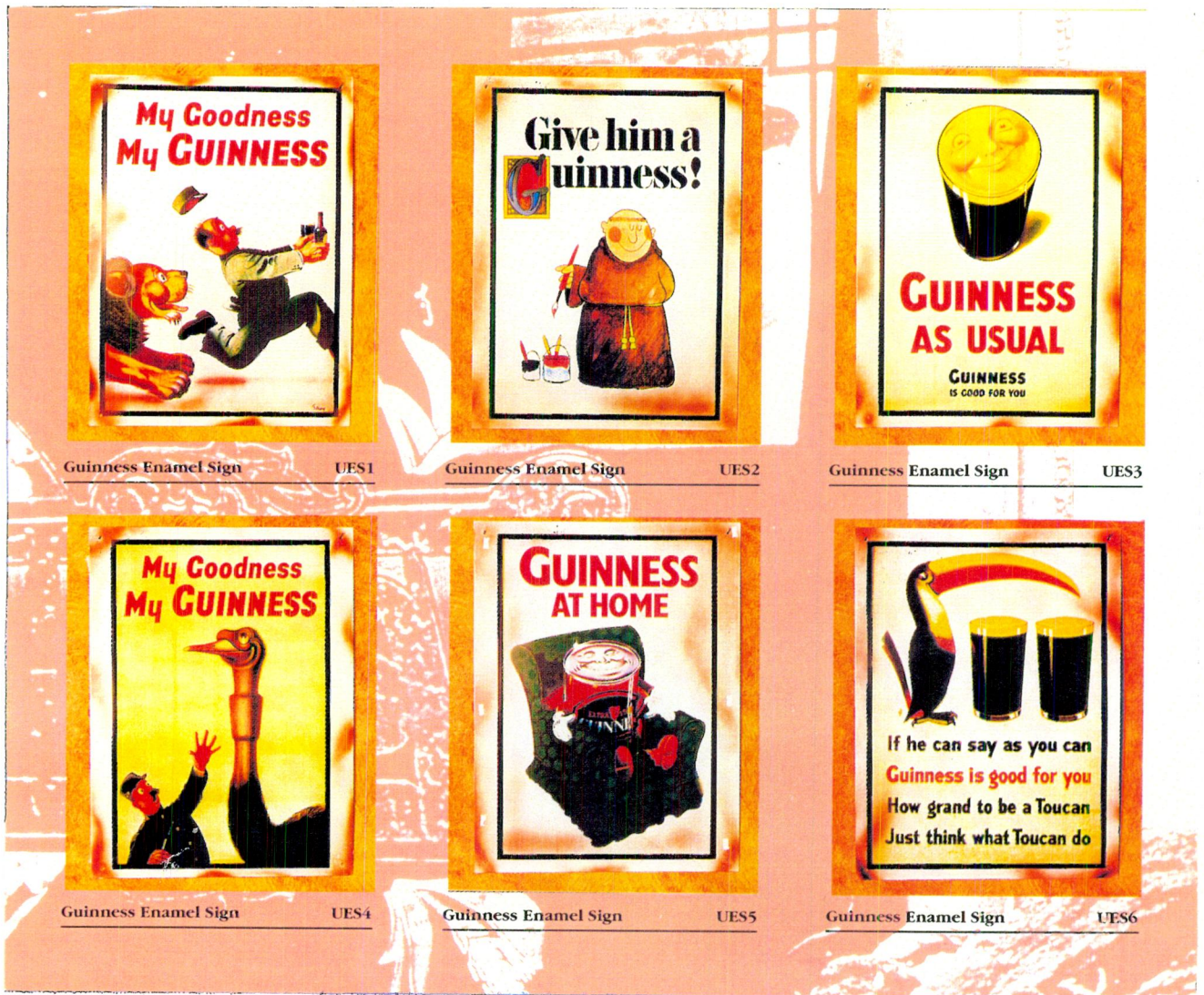
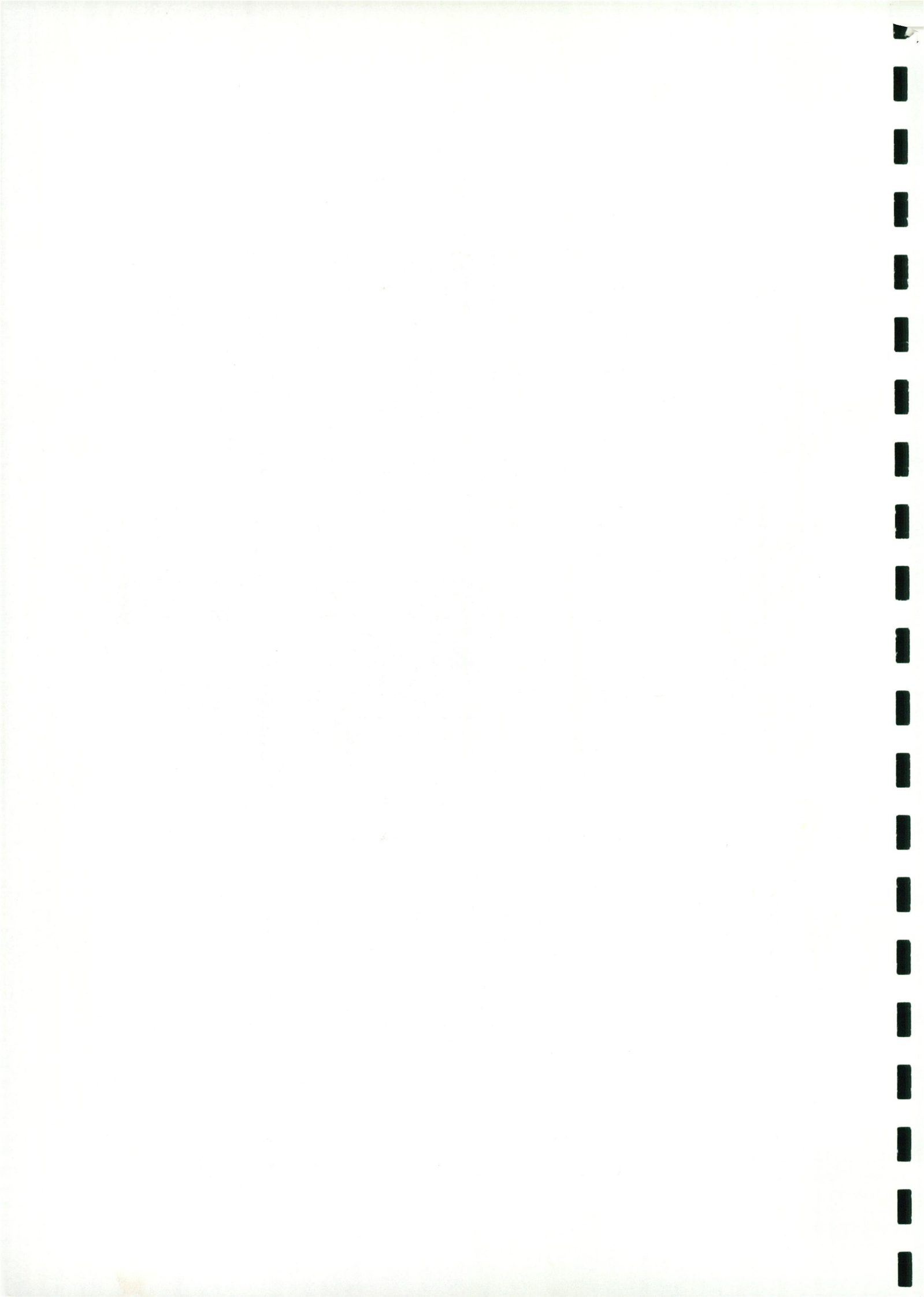


Figure 4.1 - Range of Guinness signs for the Irish market.



4. Recruitment - Assistance is available in hiring Irish staff, a very important elements of creating a distinctly friendly and sociable pub atmosphere..
5. Irish food and drink - Sources of Irish food and drink, and suggestions for Irish recipes in order to create full Irish menus are available.
6. Irish Music - Agents are selected to provide genuine Irish musicians which add to the overall atmosphere of the pub.

Guinness does not charge for its services, it gains from its increased sales in the new Irish pubs. In each of the design concepts Guinness and its other brands have a role to play int overall theme of the pub.

"The Irish pub is the most rounded and complete pub culture in the world, and through Guinness is part of the concept. This is the only pub culture which has a brand at its centre" John Gilmore Marketing Manager of Worldwide Projects at Guinness brewing worldwide.

These Irish pubs specialised in two drinks already popular all over Europe, these are Guinness and Kilkenny Beer. These drinks have become the foundation on which these new Irish pubs are based. It is in the interest of companies such as Guinness to advertise their products in such settings, but what exactly are they trying to portray. They are not only selling a drink, they are selling a part of Ireland, a country rich in tradition, and history. They are also selling the "Irish people" so to speak, promoting a kind of Irishness all over the world. It give foreign counties a glimpse at our culture, traditions and the way we spend our leisure time.

To make the whole package successful, Guinness nominated reputable Irish companies to carry out the job properly a Successful designer Consultancy (McNally Duffy) was

commissioned to produce five distinct Irish pub designs. Other companies such as architects, recruitment agencies and food consultants completed the package. The whole scheme had a beneficial knock on effect on other Irish companies and so on the Irish economy.

Pub Design: Recreating a genuine Irish pub anywhere in the world.

How did the design team achieve the five distinctive Irish pubs designs. The first step they took was to survey a range of pubs in Ireland they selected pubs from around the country and broke them down into five basic designs. In each pub they selected the elements which gave them a distinctive Irish flavour. In doing so they managed to capture the atmosphere of each pub and the mood they created. Today's Irish pub is the product of a gradual evolution which has been going on for centuries. A lot of care is needed to design an Irish pub to make sure every detail is included.

The five basic pub designs are broken down as follows.

1. The Irish Country Cottage Pub (see figure 4.2)

The Irish Country Cottage pub design reflects all aspects of rural Irish life. Traditionally the doors of the Irish country cottage were left open and guests would be always assured of a warm welcome. These cottages became meeting places for the local community, which later evolved into pubs. The design reflects a lifestyle that is easygoing and simple. The interior of the pub is with furniture and objects to generate this feelings. The tables and chairs are simple and homely. Pine is used extensively to achieve the look. The dresser and shelves are filled with brightly coloured crockery and other house hold ornaments/utensils.

2. The Traditional Irish Pub - Shop (see figure 4.3)



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Figure 4.2 - The Irish Country Cottage Pub.



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Figure 4.3 - The traditional Irish Pub-Shop.

The Traditional Irish pub shop generates the ambience of the old style general store found spread across rural Ireland. The pub is combined with a shop which generates a very distinctive atmosphere. The interior is usually divided in two sections on the grocery side and walls are lined with shelf racks, spice racks and other bric a bric. The pub section is decorated with handcrafted mirrors displaying the names of great Irish drinks. The floors are wooden and combined with simple wooden tables and chairs come together to form a unique meeting place for customers.

3. The Victorian Pub (see figure 4.4)

The Victorian Dublin pub has a more lavish feel to it. With a combination of carefully selected furnishings and fittings it generates a feeling of Victorian Dublin in days gone by. The furniture consists of bent wood chairs mahogany tables tops on cast iron bases. The bar counter is again in mahogany and the walls are richly decorated with finely crafted mirrors shelves etc. The pub again is divided up into sections consisting of the main bar and small snugs which were very popular in this era. The floors are stained wood combined with panelled walls combined beautifully to form the overall atmosphere.

4. The Gaelic Pub (see figure 4.5)

The Gaelic pub is inspired by our rich culture of the Irish Celts. This pub has a more natural feel to it. The focal point is the bar area. The bar counter is made of natural wood surrounded by plaster panels decorated in Celtic motifs. The pub furniture is very simple in form, e.g. small plain stools and cross-bar tables. The other fixtures such as lanterns, fiddles etc. decorate the walls as a reminder of Ireland's great Celtic heritage.

5. The Irish Brewery Pub (see figure 4.6)

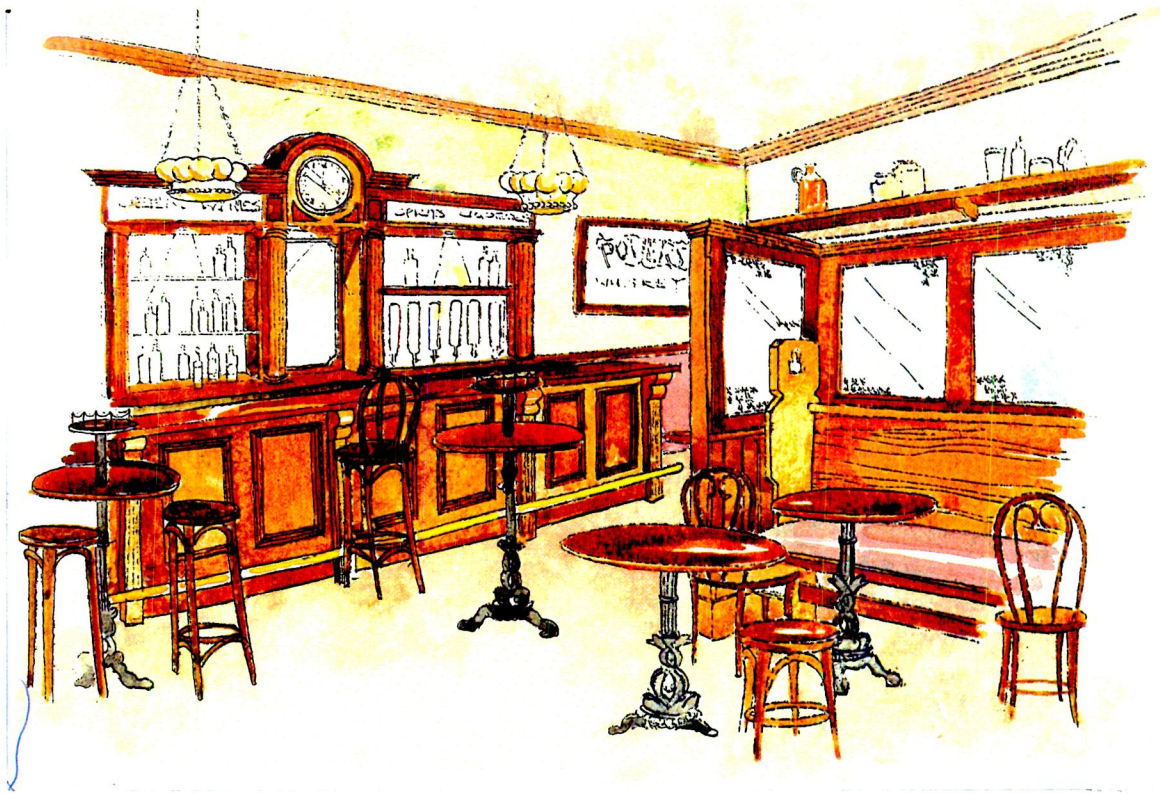


Figure 4.4 - The Victorian Dublin Pub.

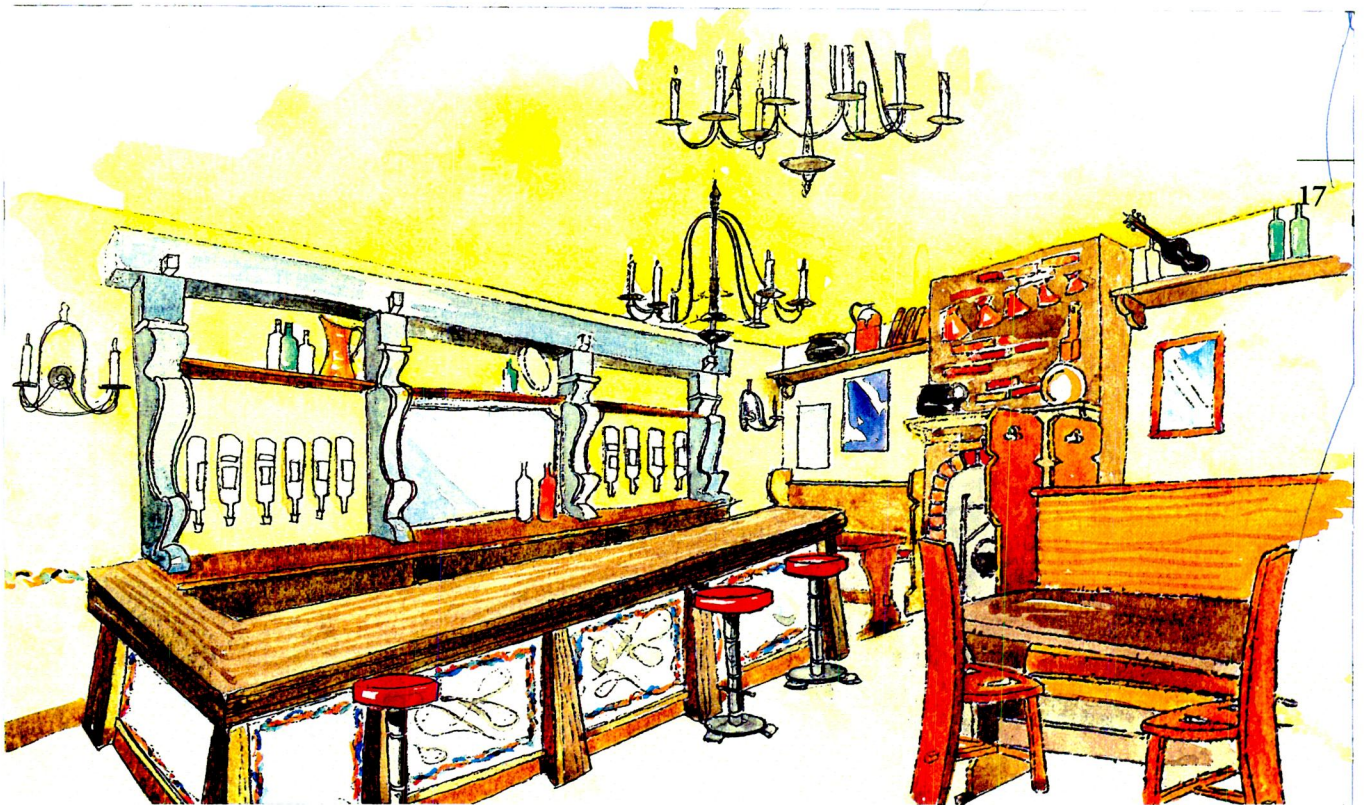


Figure 4.5 - The Gaelic Pub.

The Irish brewery pub is based on the same features of St. Johns Gate brewery in Dublin. It resembles 18th century brewery courtyard with the use of cobbled floors and brick walls. Some of the walls are lined with casks and barrels on which customer may rest their pints. There is comfortable pub chair by a selection of 'Iron Horse' and circle metal high stools. there is also a wide variety of Guinness advertisements displaying the history of the famous stout. The subtle down light, copper pedantry and wall lights enhance the over all atmosphere.

The Irish pub Company offers a range of services these include :

1. Full Fit Out Service. This covers every aspects of the design, installation and fitting out of the pub.
2. Packages: This is for customer who do not require the full fit out service. It offer the customer different packages of presented ranges of furnishings and fittings.
3. Sales Catalogue: This is for customer who may want to but additional items of an Irish pub. This catalogue offers a wide range of Irish pub fittings, fixtures and bric-a brac.

In each of the five Irish pub designs there is various options which the customer can choose from (see figure) Depending on how much the publican wants to spend. These options include every thing from tables to bric a brac and each chosen to suit that particular type of pub. It is the small details which tie the overall design together. (see figure)

All the interiors are made in Ireland and shipped to their destination were they are assembled by Irish craftsmen. The whole process takes about 12 weeks.

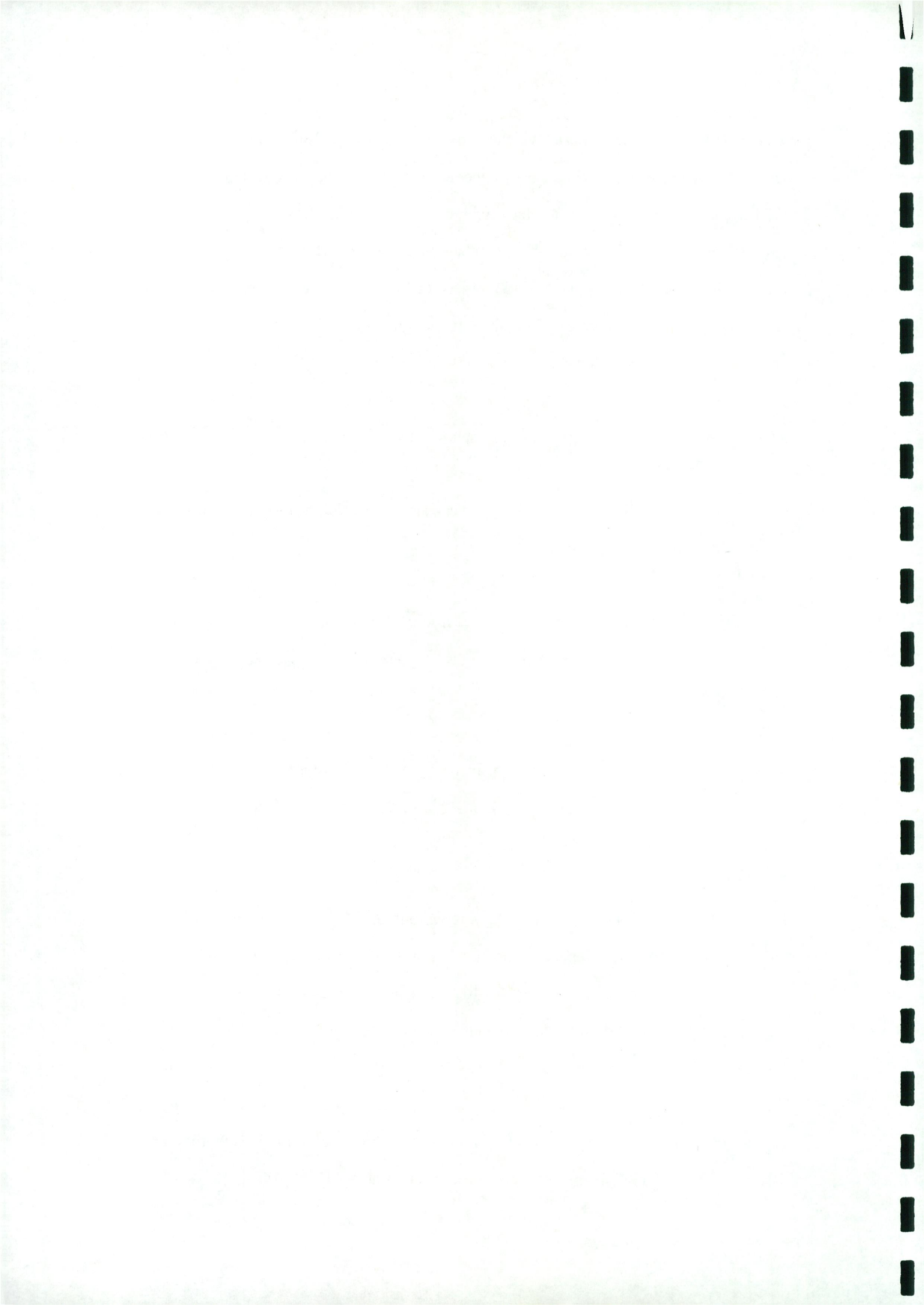




Figure 4.6 - The Irish Brewery Pub.



Figure 4.7 - The exterior facade of the traditional Irish Shop Front in Copenhagen.

The Irish pub has successfully been installed in various cities across Europe. Recently two Irish pubs have opened up in Japan which has moved the Irish pub project away from being a European business opportunity to being a global one.

For the first time Japan can enjoy the atmosphere of an Guinness Irish pub. The pub is owned by Dubliner Michael Shannon and Japanese investor Itaru Ohki. The pub is fitted with a blend of Victorian Dublin decor and a full range of Irish products to support its main brand. Again the pub is staffed by friendly Irish staff which provide the essential craic within the pub. The Irish pub concept is very popular world wide and idea is very to be a very good investments.

In Europe the Irish pubs has taken off with great success. The traditional Irish pub-shop in Copenhagen is one of the finest examples. The pub is situated in the middle of busy Copenhagen. Its small but welcoming shop front opens up into a large shop room covered in groceries and old advertising signs. This pub is an ideal meeting place for locals. The pub section is divided into parts the middle section bench seating and the back section serves as an ideal music room where Irish musicians can perform. (see figure 4.7) Another Irish success story happened in 1991, when the "Shamrock Bar" was opened by Aer Rianta international in Moscow. This pub is located in the Arab Irish Centre and has had huge success with a sales figure of over 2m during 1992 and 1993. the pub employs 24 people, most of whom are Russian. The pub is open from 8am to midnight seven days a week. To cater for a variety of clientele the pub offers breakfasts, lunches and evening meals. These services are essential to such a changing market place. During the day over seventy percent of the clientele are Russian and the rest made up of non nationals the exact opposite happens at night.

Similar to other Irish pubs in Europe, this pub has Irish products as its centre piece. It stock Draught Guinness, Kilkenny and Carlsberg and a full range of spirits. The pub

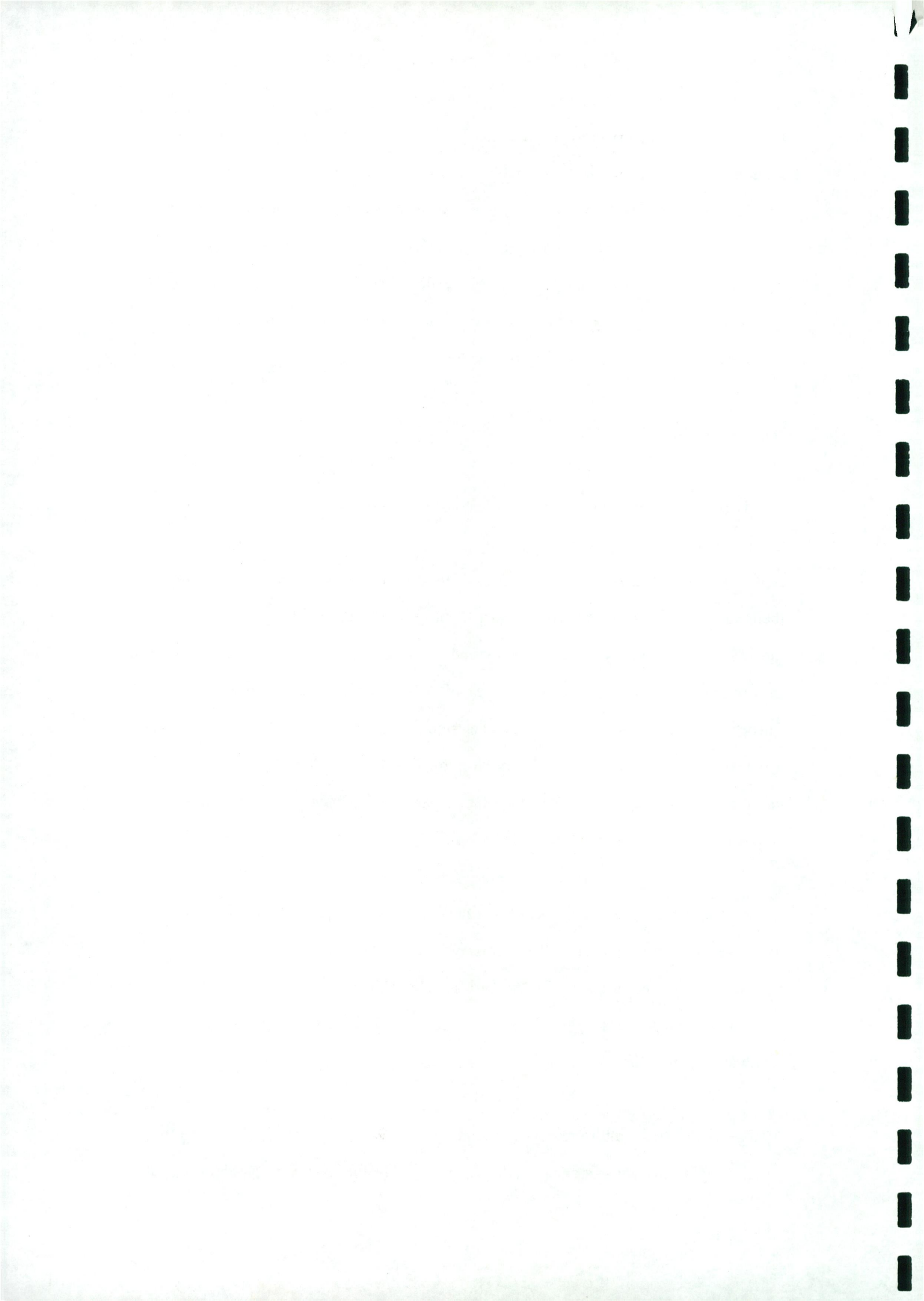
has a very high turn over with gross margins about 25 percent higher than licensed pubs in Ireland. According to John Murphy the only drawback of running a pub in Russia is security. The Russian Mafia have a strong concentration in Moscow. Security levels have to be high, with security on the door and plain clothes security in the pub at night. Apart from this the pub has had a great success to date despite open pubs in the city. Apart from Russians, a lot of Irish Companies are carrying out work in Moscow which had helped increase the sales tremendously.

Irish Pubs abroad

In this section I am dealing with Irish Pubs abroad . If you go to any major city in Europe you will come across an Irish pub. Irish pubs have taken off with great success right across the world. There is a variety of reason for their success.. but what makes them so appealing to the Europeans ? Irish pubs seem to be in a league of their own. the Irish pub has a very distinctive look and character and is very different from our European counter parts. The whole idea of pub culture is taking off right across Europe where the Irish pub becomes a centre piece of social life. The Irish pub offers a rich traditional background and firm basis on which to develop this. The Irish pub interior creates a charming reminder of the many pubs which can be found spread across Ireland.

In the past decade or so, there has been a huge increase in tourists to Ireland. For the tourists to get an insight in to the Irish ways of life, they have to gain access to the Irish way of life and interact with the Irish people. This is where the Irish pub comes into action. The pub has a significant part to play in Irish culture. Irish people tend to spend a lot of their time in the pub.

A large part of Irish culture revolved around the pub. When tourists visit our pubs they get an insight into our customer, traditions and way of life. the idea of pub culture is

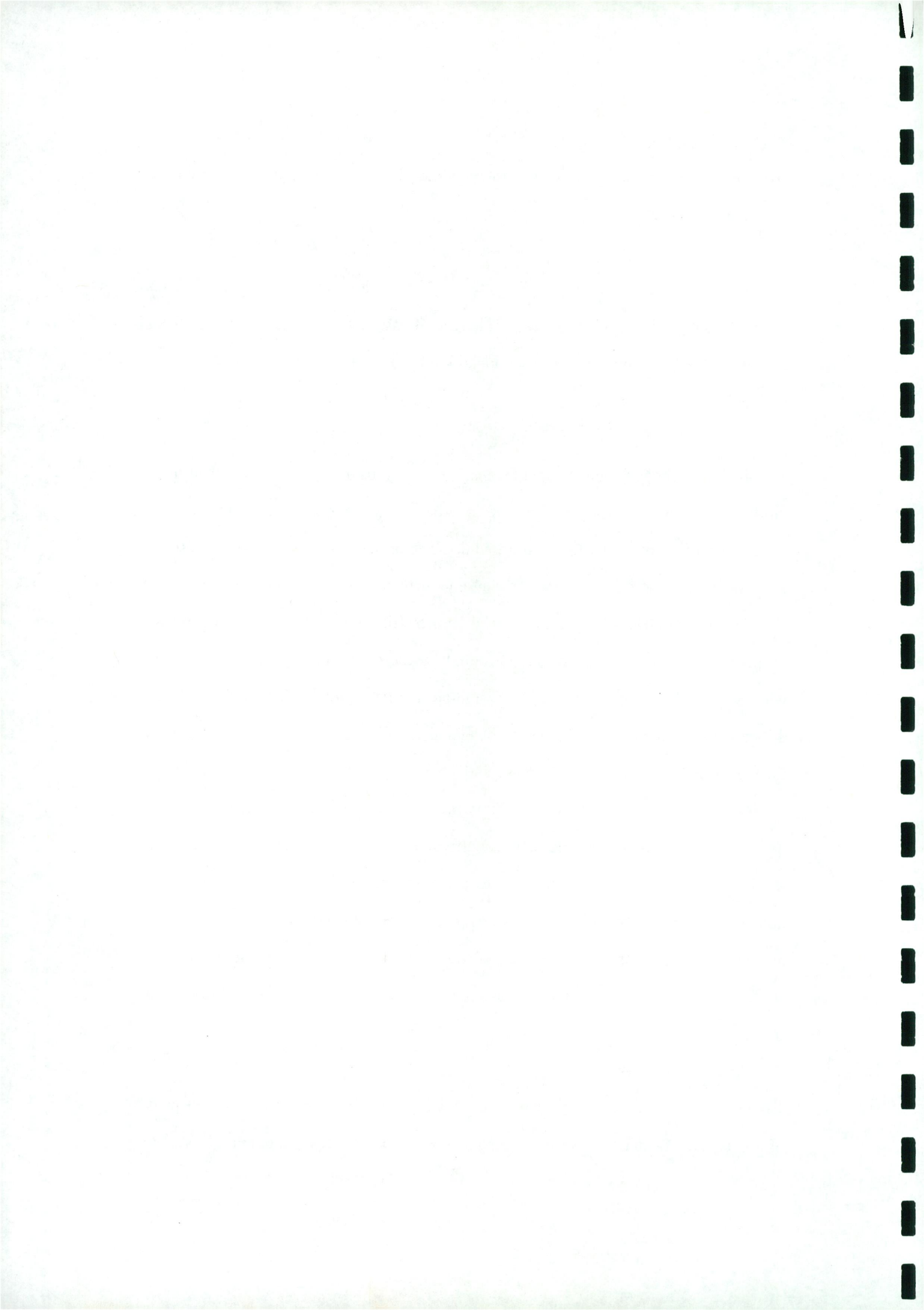


growing through the world and the Irish pub seems to be at the forefront of this fast growing trend. There are now several hundred Irish pubs spread across fourteen European countries.

These new Irish pubs have a very distinctive style of their own, they are very different to the earlier Irish pub set up abroad. This type of Irish pub were termed as shamrock or shillelagh bars. They are still very popular but do not reflect the real ambience of an Irish pub.

The five pub concepts were created by analysing the pubs in Ireland. Ireland had many different types of pubs ranging from the one roomed pub in county areas to the more ornate examples found in Dublin. the traditional Irish pub varies greatly in its external appearance, depending on its environment and tastes of its owners, but there are certain elements which give them uniform style. Most Irish pubs have the name of the proprietor written on the board across the top of the entrance. Very often these pubs will have window displays giving them a shop like appearance. Usually they display drinks signs such as Powers Whiskey or Guinness. The pubs in the cities often have rich exterior made from marble glass and fine detailed gold lettering. Each type is equally fascinating in their own unique way. The interior decor of Irish pubs also differs from the simplistic of the small country pub to the more intricate interiors of the Victorian pubs. but again certain features are common to all. For instance nearly all pubs have mirrors advertising alcohol or tobacco. The influence of Guinness, with its distinctive colour, is felt both inside and out. Guinness signs displaying the various advertising campaigns over the past fifty years have a strong effect on the look of the Irish pub.

Take the "Gaelic Pub " concept what images are they trying to create. This next piece of text is taken from the Irish Pub Companies catalogue on "Designing an Irish Pub".



'The Gaelic pub design is inspired by the great celebrations and banquets by the ancient Gaelic Chieftains. The focal point of the bar area. The bar counter, made from natural wood, frames ornate, plaster panels decorated with ornate motifs, borrowed from Irish folklore and Mythology' (Designing an Irish Pub, 1994, p16)

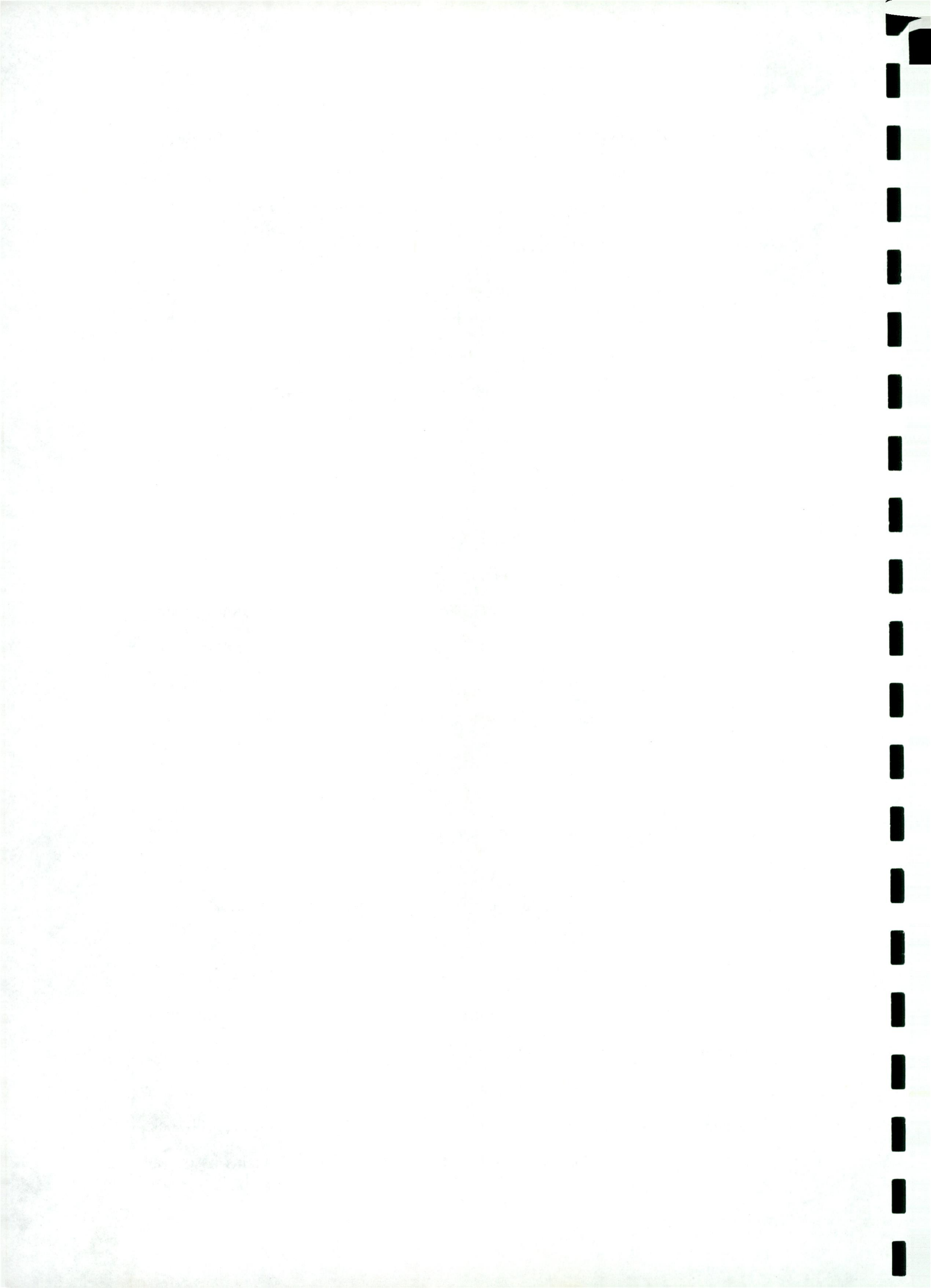
This catalogue shows briefly what the five themes of furniture and picture photos show the type of furniture and fittings that can be bought to create each type of pub. In this particular case it offers a package for under IR.£30,000. (see figure 4.9).

The list can be divided up into categories.

1. The main bar counter and the bar car.
2. Furniture consisting of church pews, tables " Celtic high stools etc.
3. Lighting which consist of six Gaelic wall lights and various other lighting fixtures.
4. the last category consist of wall mounted objects such as mirrors Guinness signs etc. This category also has bric a brac which line the shelf e.g bowrans, Irish pipes etc.

It is important to look critically at the objects that they have chosen. Accompanying this catalogue there is another catalogue called "Discover the Spirit of Ireland" which shows a range of furniture, lighting and fixtures from which a publican can choose from. It includes some of the furniture and fixtures included in the Gaelic pub.

Figure 4.9 shows examples of chairs selected for this type of pub. They are simple constructed forms, using plain clear varnished woods. these pieces reflect the early Celtic designs in their construction and over all simplicity. Figure 4.10 shows a "Chieftains chair which again is constructed of a light coloured wood probably oak. This chair is a little bit more complex than the other two but still retains its overall





(Under IRE30,000)

- 3 Enamel signs
- 1 Guinness & Co. mirror
- 1 Powers Whiskey mirror (lge.)
- 1 Guinness on draught mirror
- 3 Whiskey jars
- 1 Buster churn & dash*
- 2 Storage crocks
- 2 Bodhrans (lge.)
- 2 Fiddles
- 1 Irish pipes
- 1 Cast iron griddle
- 2 Reproduction crocks
- 1 Fire crane
- Beer measures
- Ladies & gents toilet signs
- 6 Assorted Irish images
- 1 Celtic foot scraper
- Copper jugs
- 3 Pints
- 1 Toucan and pint
- 1 Spinning wheel
- 1 Black kettle*
- 1 Reproduction skillet
- 6m Bar & backbar with plaster panels*
- 8 Church pews
- 4 Plain plank tables
- 1 Large plank table*
- 8 Cross bar tables
- 7 Celtic high stools
- 6 Dished square stools
- 3 Barrel drinkstands*
- 1 4m length of drinkshelf*
- 15 Dished high round stools
- 3 2m lengths bric-a-brac shelves*
- 10 Ladder backed chairs
- 4 Celtic chairs
- 4 Sugaun stools
- 4 Sugaun chairs
- 2 Gaelic pendants
- 6 Gaelic wall lights
- 4 300mm Bandon hanging bowls
- 8 Low voltage downlighters*
- 2 Kinnity wall lights

Figure 4.8 - Range of fixtures and fittings from the Galeic pub.



Figure 4.9 - Celtic Armchair / Celtic chair.

simplicity and Celtic origin. The whole design is held together with the use of simple peg (wedges) on its joints. It is not a copy of an early Celtic chair it just uses the same construction detailing and linear form.

The lighting is another area which uses the Gaelic form figure shows the "Gaelic pendant" which is meant to reflect the lighting systems used by early celts. It is constructed like a chandelier to which consist of 8 candle type fixtures. In this the lines of the light reflect spirals and strong work which was used in the early Celtic era. The candle like features are again only meant to reflect the lighting of that time.

The Celtic footstool (see figure 4.11) is another detail in the Celtic pub design. It is made from cast iron and again shows simple spiral ornate forms. This is not a reproduction of an early design its just a reflection of the forms from that era.

The whole idea behind this pub design is to create a feeling of nostalgia and to generate a design which reflects on our rich past. Musical instruments are also used as bric-a-brac to reflect on our history of music, because music plays a big part in the lives of Irish pub culture. Although the designs are quite sketchy in their forms they use and they take the word Celtic quite literally. Does this type of design work? Yes it does work. and these types of designs are there to prove it.

The psychology behind this type of design appeals to peoples perception of what it should be like. These perceptions put a rather romantic way and are generated mainly by the medieval and various other books which show Ireland in a picture - post - card setting.



Figure 4.10 - Chieftains Chair.



Figure 4.11 - Celtic Footscraper.

5.0 Advertising the Irish Pub

The Role of Irish Pubs in the Tourism Industry

The Tourism Industry is one of the fastest growing industries in Ireland. The number of visitors to Ireland each year is well over 3 million. The Tourism industry is one of the only industry which is continually growing while others decline. In the current Bord Failte plan according to their Tourism number will grow by another 50 per cent over the next three years. This will be very good for the Irish workforce. It is expected that the tourism Industry will provide over 35,000 new jobs in the sector alone. (Licensing World, August 1993, p12)

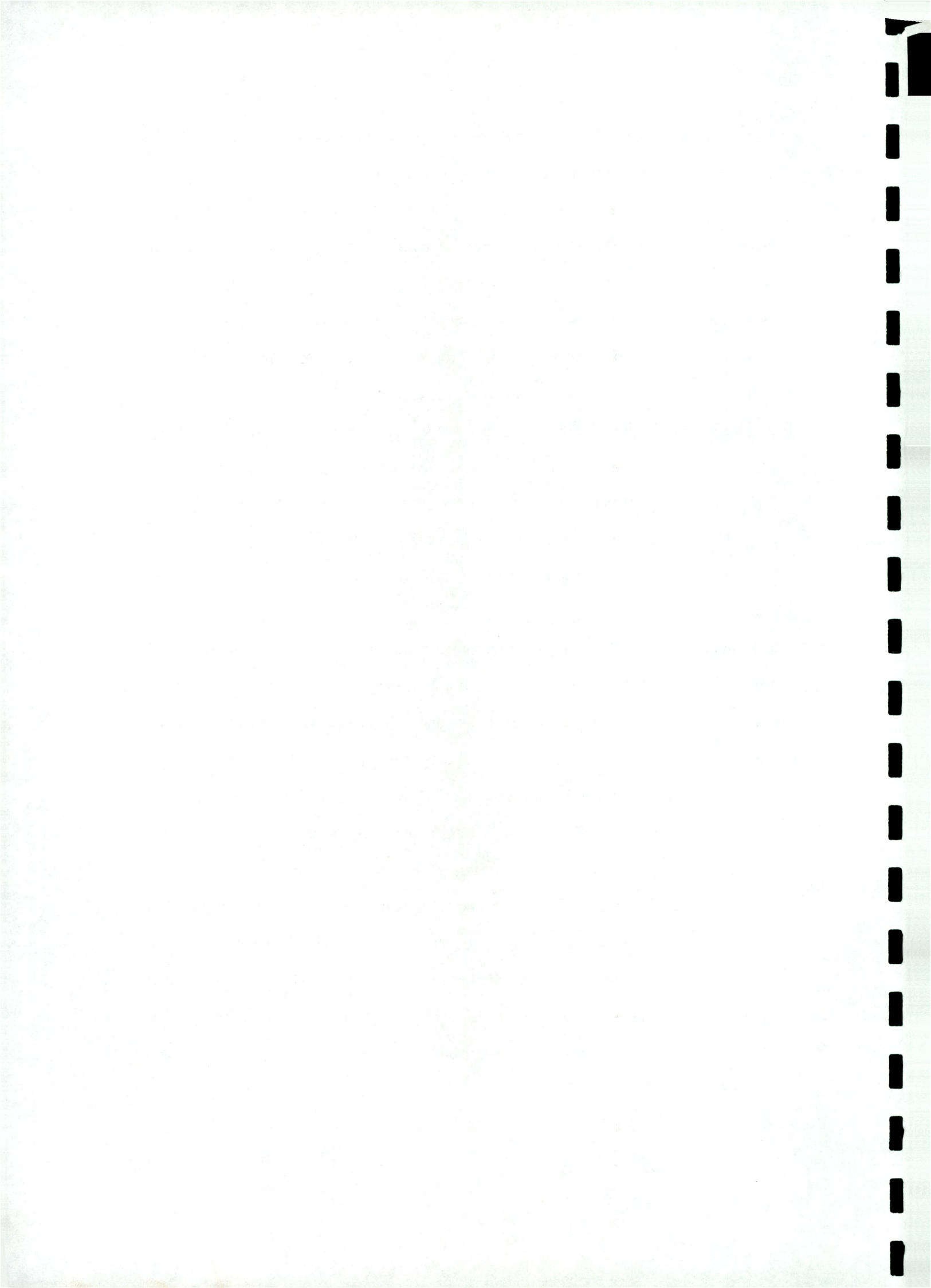
Tourism has an important role to play in the pub industry. Tourists see the Irish pub as an importance elements in Irish culture and it is an essential part to play in the whole Irish infrastructure. The figures are plain to see that Irish pubs earn a fair percentage of the oen hundred and fifty million that visitors spend on food and drink each year. It is up to the publicans to see that they increase their share in this fast growing industry. A majority of the tourists have visited an Irish pub in their own country and know what to expect. They know that the Irish pub has an important place in our society, a place for conversation, socialising, food and Irish music. Tourists find our pubs to be quite welcoming and essential part of their visit to Ireland.

Bord Failte tried to encourage visitors to got o Irish pubs, since many publicans are slow to attract visitors to their pubs. A few years ago they put together a scheme to encourage Irish pubs to raise their standards for food in our pubs. They were unsuccessful in their attempt. Bord Failte were trying to put together an (official) guide listing called "the Best of Irish Pub Food," hundreds of entry forms were sent out but there was a poor response.

There is quite a variety of pubs scattered around the country which attract tourists. The majority for them the and to be e those with character or located near historic sites were tourists congregate. Pubs like Langtons, Kytlers Inn which are located near historic sites in Kilkenny. These pubs have gained huge international publicity over the years. They are quickly becoming entities in them selfs. Publicans have to put more effort into this area. Advertising the Irish pub is one of the best ways to attract business. Recently an official guide was put together by *E. McCombe*.

It is very beneficial to advertise what they are selling. The book in particular is called "The Good Pub Guide" It is an official guide to a whole variety of pubs spread through out Ireland. the guide states that it is a comprehensive guide/reference manual that tells to "What, who and who does what in Ireland's leading licensed premises. A must for the Tourist, visitor and "Good Pub Buff".

This guide covers a wide range of pubs spread across Ireland, inside the guide it gives a brief background of the pub also includes a photograph of the pubs exterior and the interior. It describes what the pub looks like and pubs across what they are selling on the inside. the front cover there is a lost of amenities which summarize each amenitie using a letter. For example A = VFA member , B. Restaurant and so on. At the end of each pub description these letters are given as a quick reference and show some other amenities not described in the pub description. This allows the customer to pick a pub which best suits his/her needs. The Irish pub industry is a very competitive market. It is up to each publican to sell their own unique angle and try to push this message across to the potential customer. In the next section I have chosen two different types of pubs located in the same town each trying to attract a potential type of customer. The following shows my analyses of the description and photograph of Rabbits Bar and Restaurant.



It is a family owned business ran by the same family for generations and had been a part of the Galway Community since 1872. A sense of tradition had been carried on the Rabbit Family. The Rabbit family has worked hard providing good quality and service in a relaxed family atmosphere. Thus creating a homely feel.

It uses and puts emphasis on its location by serving a range of sea food dishes, which are readily available from the local fisherman at the near by port. The business has progressed and developed down through the generation offering a variety of amenities but retaining a sense of a traditional family run business. The business has been a part of the community for such a long time that it formed a secure, highly respected business with its roots earthed deep within the community of Galway town. Even today it has managed to maintain an integral part of Galway life.

This family feeling and sense of tradition is one of the main themes carried on through out the pub. It is reflected in the interior and exterior of the pub. The interior tries to create a homely relaxing friendly setting for the customers. The facade is very basic and understated, simplistic, enticing and attractive but not pretentious. (see figure 5.2)

The family lives within the building thus adding to the family theme. In this advertisement the pub is advertised as being traditional, comfortable - family pub. The interior retained certain features such as exposed stone arches, original cobblestone which was part of the original building in 1872. The interior also depicts a sense of nostalgia with prints of Galway in its by gone days etc. The business has its main emphasis on the restaurant with their own unique homemade Irish dishes. This pub managed to capture its own distinctive elements and still maintain a social link with the people of Galway.

This is the second example which shows a different angle. In this instance the pub concentrates on tourists trade in particular. Tourists tend to have a preconceived idea of

what an typical Irish traditional pub should look like. Ireland is full of these types of pubs and are called traditional pubs. These recognised ideas were generated by the companies to enhance Irish goods and the tourist industry. Irish business and companies generated what we know as Postcard Ireland'. It portrays Ireland as being a land untouched by heavy industry and left behind by the modern world. these images show Ireland as an unpolluted green isle rich in heritage, culture and traditions. Ireland concentrates very much on the selling of our past and this is evident in advertisements such as baileys, Smithwicks and other products such as Knitwear and dairy products.

The drinks industry has a big part to play in the selling of Ireland as a country. Alot of publicans play on this image to generate business for themselves. It give the tourists what they want from Ireland even though it may not be true. But it this wrong? I don't think so! Ireland has alot to gain by selling these images, these pubs give tourists a glimpse of past Ireland and at our culture traditions and music. It is a very successful way of portraying the Irish Pub.

One of the many pubs which plays on these entice (ideas) is Murphys of 9 High Street, Galway (see figure 5.2) On first sight of the pub it looks like a picture postcard. This particular pub tends to have plain wooden facade painted in traditional Irish shop front colours.

This pub is considered to be an authentic traditional Galway pub. The facade is typical of this particular type of pub. It is a very simplistic design and very detail of the pub portrays its 'original' design features. This provides the visitors/tourists with exactly what they are looking for. It forms a gate way into the past and allows the tourist to experience the Ireland of yester-year. Usually this type of pub is also popular with locals, which inturn provide the essential Irish humour and 'craic'. These pubs concentrate on the social aspects of pub-culture such as Irish music and dancing. The tourists really respond enthusiastically to the atmosphere created. It is a combination of



Figure 5.1 - Rabbits Lounge Bar & Restaurant, Galway.



Figure 5.2 - Murphy's Bar, Galway.

the traditional design and the Irish people which make these types of pubs work. It allowed the tourists to relax in a friendly environment and converse with the locals and so experience as much as possible what it is to be 'Irish' in Ireland.

While these are two fine examples of Irish pubs using their own ways to attract the tourists many of the Irish pubs fail to capture their share of the tourism market. What can the publican do to attract the tourists to their establishment? The following points are only some of the ways a publican can share in this market.

1. The location of the pub can be used to great effect if it is near where tourists gather. Let the tourists know you exist and that they are welcome. This can be done by means of leaflets, welcome signs e.g Cead Mile Failte or flags of several nations outside the premises.
2. Food and snacks are another way to encourage tourists to come to your pub. The majority of tourists eat away from their accommodation therefore go for bar food is a great attraction. There is a variety of Irish cookbooks on the market the main point is to keep it simple and wholesome.
3. Entertainment. This is one of the biggest areas pubs could build on. Depending on the type of clientele you want to attract any traditional Irish music is a popular option but anything that appeals to locals will also attract visitors.
4. Hygiene. This is one of the most important factors in maintaining a good pub. Standards are high in this field. The publican should make sure that the toilets and overall pub are clean, it will add to the atmosphere of the pub.
5. Advertisement, let the tourist know that the pub exists. There is endless opportunities for free listings and publicity. Sell the business let them know what

you provide circulate this information in places where tourists congregate, Tourist offices, Hotel etc.

6. Contact Bord Failte which provides a free listing which is circulated among the tourists which visit Ireland.
7. Use your own initiative to create you own publicity. There is endless ways of doing this its up to your own imagation e.g T Shirts, postcards, Flyers etc.

Finally there are opportunities for pubs to earn additional revenue from tourism by providing tourists accommodation. Bord Failte is currently looking at the development of new and innovative forms of accommodation and the 'Inn' (i.e bedrooms) located over a pub) is popular throughout Europe but virtually unknown in Ireland. (Licensing World, August 1993, p13)

It is up to the publican to take advantage of the tourists trade. It is such a vastly growing industry, publican must make a decision soon of they want to share in the £1.2 bn industry. Publicans must always be on the alert, be prepared to make new moves, expand and introduce new changes into their pubs. Irish people expect alot from Irish pubs particularly when it comes to design and services.

PUB RENOVATION

Irish Pub Design has progressed with great speed over the past few years. In Dublin there was over fifty two million pounds invested on the pub refurbishment industry in 1990 alone. (Vintner's World, September 1991) This current trend should continue to grow over the next few years. This trend is not just confined to Dublin the rest of the countries pubs seem to be following suite, all the larger cities and towns are following, the same pattern to the lesser extent. Nowadays it is a must for publicans to improve and renovate their premises.

Going on current trends and past experiences a publican has to undergo a total refurbishment every fifteen to twenty five years. But this trend is rapidly changing nowadays a publican has to renovate every five to six years if they want to maintain their share of the market.

Interior styles will always change stated Mel McNally, However in a five year span some styles will obviously be used. This really results from design companies copying the more innovative designers who set the trends with their creations. This unfortunately, is a fact of life and the five to seven year plan can sometimes create sameness. Again another reason for the publican to select carefully his designer is that the quality designer will have moved on in style before trends have come to an end.

Ireland has a very high standard of pub design and it had almost come to the point where the customer is spoilt for choice.

There are two types of Refurbishment, the first type involved new carpets, chairs and upholstery. This is the more common type of refurbishment. The second type involves the complete gutting of a premises and total redesign of the building interior and exterior.

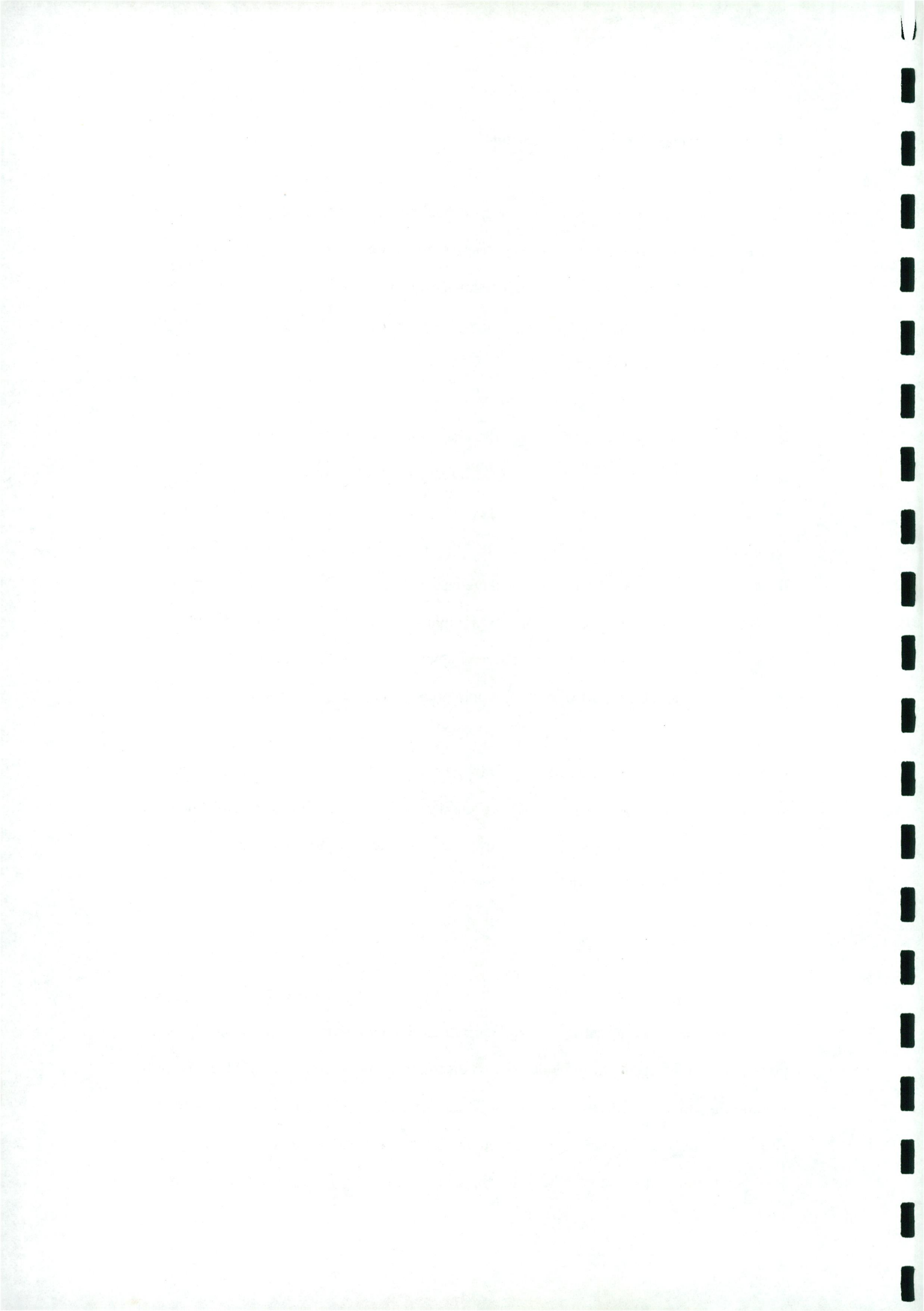
But Who carries out these renovations?

There is a group of companies which specialise in Irish pub design and renovation. These companies offer what is called a complete turn key system. The publican or the shareholder will commission a design team to undertake a restoration from start to finish. The publican works in conjunction with the team until the job is finished, all the publican has to do is turn the key.

If you look back at pub design through the ages you can see the gradual changes in the layouts and designs of the pubs. The main areas of change are caused by changes in people habits and new technology. For instance there was big changes in the technology side after the conversion of the beer pump. This change eliminated the need for a still room and as a result pubs became larger. Lighting is another interesting area, ceiling became higher to accommodate gas lighting, a safer feature. A lot of pubs still have gas lights which are now converted to electricity. There are many other features which became a natural part of the pub while others faded away with time.

Changes in people's habits is one of the biggest areas of change for instance after the second world war the health authorities encouraged a more clinical environment in pubs. This led to the introduction of new materials such as chrome and formica. A lot of pubs seemed to follow this trend, and at the time it was a great success despite today's endeavours.

Women also had a vital part to play in the design of pubs. Before the 1960's, the pub was considered to be a man's domain. Before this women were not socially accepted in pubs, women did frequent pubs but did so discreetly going to the back part of the pub which was closed off, known as snugs. These are still a feature of many pubs today. But in the 60's it became more acceptable for women to frequent the pub. Their entrance brought a wave of refurbishment. Pubs became more attractive places to be,

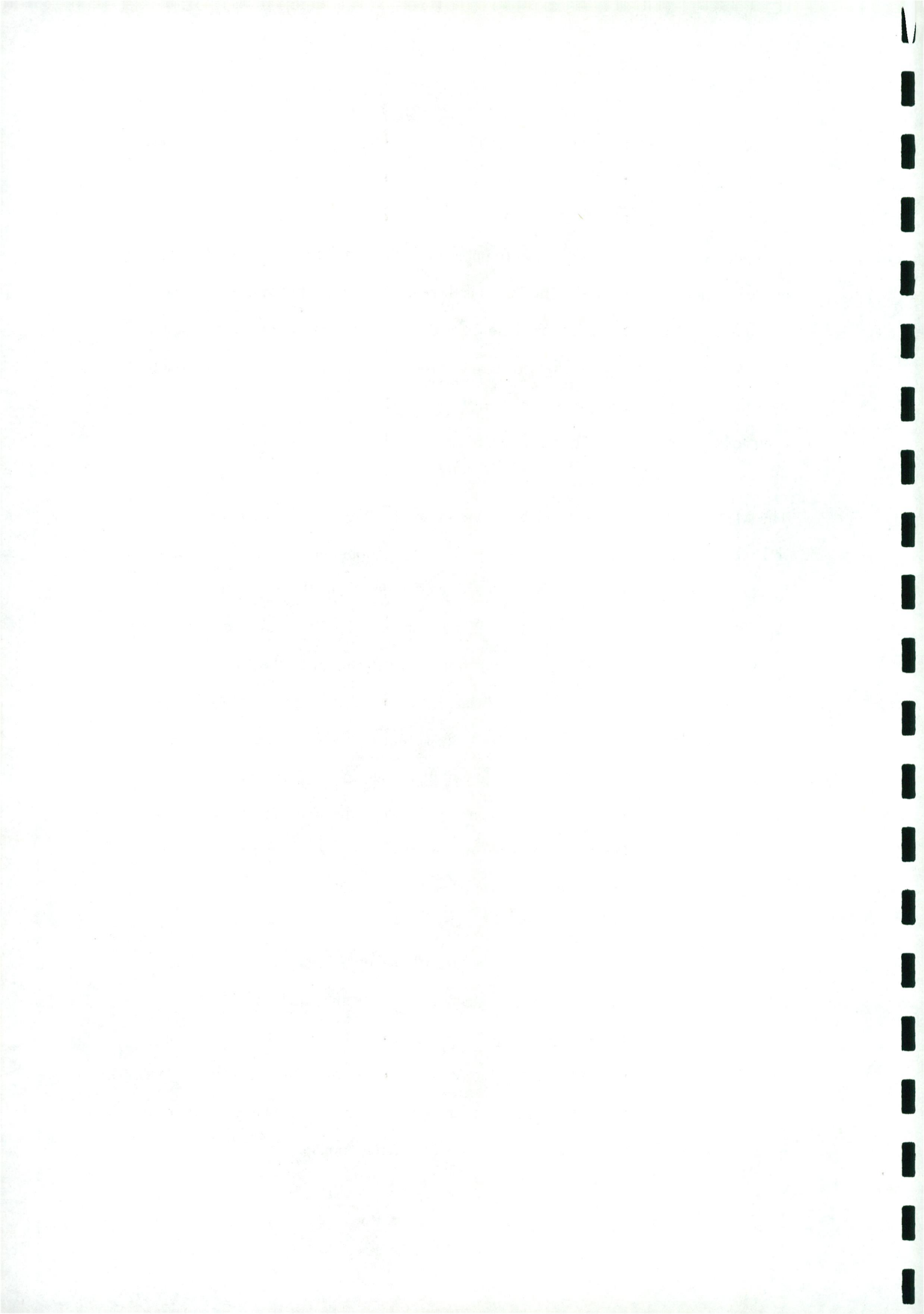


cleaner, roomier, and comfortable, a big change from the dark, dreary pubs of yesterday.

Irish people are spoilt when it comes to pub design. So many of our pubs are exquisite inside and out. As where else in the world is there so much effort put into the design of their pubs. There is one or two exceptions for example the continental hostelry and the French cafe are the few exceptions to the rule. Even still they do not renovate or update their premises with any degree or frequency compared to the Irish pubs. They couldn't even compare them when it comes down to it.

The McNally Design Group had been one of the leading pub design companies in Ireland. The Design team have carried out a variety of jobs ranging from Nightclubs, hotels and pubs. The firm is also well known for designing the Irish pubs abroad through its sister company "The Irish Pub Company". This company in particular shows great innovation and creativity when it comes to designing the Irish pub. The company has been in existence since 1979 and has an excellent track record to this day. In 1992 the McNally Design Group was the first firm to win the European Designer of the Year award for the work on the Equinox night club in London. The company is always looking forward trying to break new ground all the time. In the future Mel McNally (Managing Director) hopes to join the two companies into one so put the company firmly in the international market place.

Irish pub trends at the moment are changing all the time. Many publicans tend to follow in the same foot steps as another. "Unfortunately, some publicans prefer to copy than to commission innovative design ", warned Mel McNally. "This approach is shortsighted and not financially wise". (Lic. World, 1991) Most of the companies older projects are based on a traditional style, in the past few years the company has tried to retain the same values combined with a variety of different looks.



The company believes in moving ahead and is always looking for new ideas. The customers expect change and nearly every Irish person seems to be an expert when it comes to pubs and pub design. "Customers now expect a certain quality and aesthetic in their chosen pub. The demand on a company like ours is high and it is expected that we know what's going-on and not just knowing what the latest trend in Ireland is. In this regard our in house personnel do a huge amount of travelling nationally and international and this brings exposure to new ideas". Mel McNally. (McNally Design Group, 1996 Catalogue) The McNally Design Group recommend that publicans create a special theme character pub. This adds to the overall character of the pub and gives the customer a more interesting background to look at. Here are some of the theme suggestions which the company recommends.

1. Literary Ireland has produced a number of famous writers. Names like Yeats, Wilde, Shaw and Behan as just some of the around which a literary theme can be built for an Irish pub. A writers life and times can be represented in many ways e.g. Murals, photographic reproduction quotation and contemporary artifacts.
2. The past: Ireland has such a rich historical and political background histories and political memorabilia can provide a fascinating pub background of great interest to Europe and Irish Local pubs can also look into the history and political background of their own particular area which can form a unique backdrop and strong conversation piece within the pub.
3. Theatre: Irish people always had a great sense of drama. The works of Irelands three Nobel prize winners for literature or contemporary Irish play Wrights which have attracted world wide fame. It would provide a superb theme for an Irish Pub.

4. Art: Ireland has produced many famous Artists in the past. Painting from artists such as Paul Henry, J. Keats and so many others could provide a brilliant visual display for any pub. Their is such diversity in their styles and moods that it can have a dramatic effect on the atmosphere and mood of the whole pub.
5. Sport: Ireland has a rich sporting history, hurling, gaelic, horseriding and so many other sports could be used as a visual display. Sporting personalities would also make a great Irish pub theme.
6. Regions: Every region is Ireland has its own unique history made up of a variety of theme. Local ruins, interests and past personalities can form very interesting theme for a pub. These are one of the most effective ways of forming a theme for an Irish pub.

The pub company offer an additional design service which includes the sourcing or reproduction of antiques and a full range of graphic and painting services. The company also employs an Art Service which employs artists and craftsmen to help provide the right atmosphere for the Irish Pubs, services include,

- a) Dressing of walls with murals
- b) Special paint finishes
- c) Specialised painting
- d) Marbling
- e) Angling
- f) Signwriting
- g) Colour washing
- h) Spattering

- i) Antiqueing
- j) Guilding
- k) Stencilling
- l) Scrambling
- m) Grenail
- n) Personalised mirrors

This is quite a impressive range of services offered by this company. It is up to the publican to take advantage of such services. It is important to note that the publican or investor should work with the design team while they are carrying out their work. The publicans input can be crucial because he is the one that has to work within the refurbished environment.

"When considering pub interior refurbishment the first steps for a publican to take are to do a tour of pubs and other public building to collect ideas they can subsequently present to a specialist - if they are employing one". Mel McNally. (Lic. World).

The John Duffy Design Group believes that while publicans are good at doing their own research, they don't travel far enough afield, rarely going to Northern Ireland or England.

It is up to the Design Companies and publicans to change and move on and set new trends. Fashions and styles are constantly moving back and forward. At the moment there had been strong trends towards the traditional look with many pubs using dark woods, leaded glass and wooden floors. Alot of pubs are basing their pubs around themes, sometimes using foreign influences. Styles are becoming more mixed. A very good example of this is the new refurbished pub in Carlow called the "Dinn Ri". This pub is quite a large pub. The interior consist of several levels and each level leads on to

the next. Each level has its own theme and structure atmosphere but it is held together by a traditional style.

The whole pub is beautifully structured. It allows the customers to choose where they want to drink and socialise in what ever atmosphere that appeals to them. The pub also offers pub food and a fine restaurant service which increase the amount of services which it can provide. Such services are becoming a must nowadays in such a vastly growing market

Our feeling on pub refurbishment is that the main reason for change is the introduction of food in to pubs. Another reason is that most people have high standards at home and you have to entice them out of that and offer them something better. This has happened with the introduction of food and the bringing in of trained people. It was that the Health Boards are keeping an eye on hygiene so there is a movement towards high quality explained McMcNally.

Conclusion

The Irish pub is a unique institution, it is recognised the world over. In Ireland it is not considered a disgrace to get drunk, the Irish are proud to their pubs. The pub forms an important part in Irish society. The pubs we drink in are very complex places. At this stage pub culture plays a stronger role than the church. The pint has been as powerful as a catalyst as the pulpit, and the pub is an worthy of serious discussion and consideration as the church. There has been such a variety of influences on the pub as we know it today.

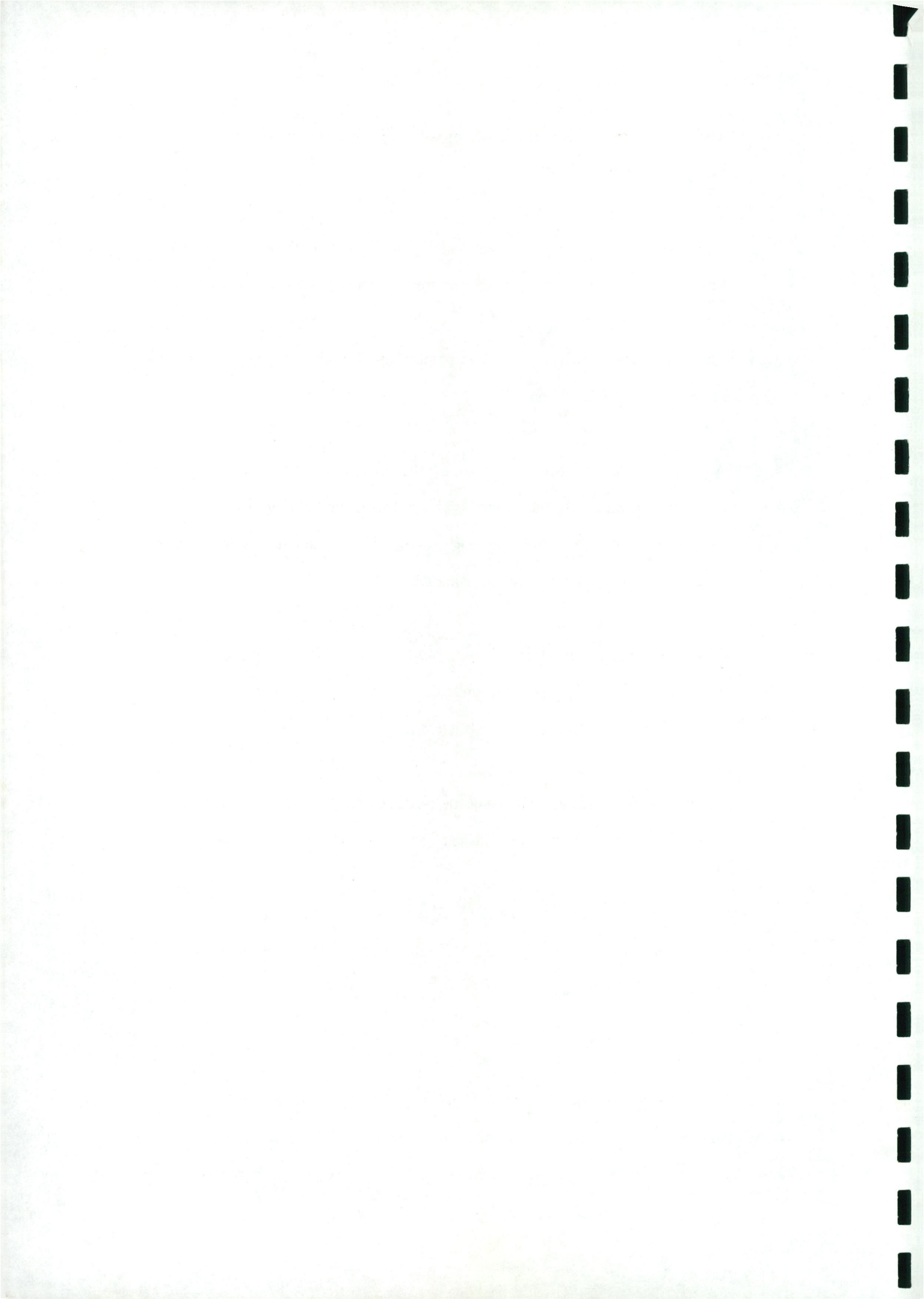
The nature of the Irish pub has been very much determined by the development of the Irish alcohol industry and the type of drinks which are consumed in Ireland have a powerful influence on the habits of the people. (Irish pubs, 1985, p6)

Take Guinness for instance has a big effect on the both the feel of the Irish pub both inside and out through their advertising signs etc. Social habits also had a big effect on Irish pub design.

The emergence of women to pubs had a great effect on the interior design of pubs. They became brighter, more comfortable and changed slightly in the over all atmosphere of the pub. Other developments such as introduction of food also had its obvious influences, like the changes in furnishings and layout of the pub. Pub culture is taking off all over the world and Irish pubs are there at the top. Its hard to predict the future trends that the Irish pubs will take. All we have to go on is the past and the changes that are happening a the moment. It is possible to list the elements of which make up the basic structure of an Irish pub.

1. The exterior facade is very important well portioned and simple Irish Designs usually have the best effect.
2. The interior furniture should be pleasing to the eye, be comfortable but sturdy, this is a wide range of Irish made furniture available of very high quality.
3. The layout of the interior should be comfortable for the customers and for the people who work in the pub.
4. A warm welcoming atmosphere should be created to allow the clientele to relax and socialise with their friends. This is where the lighting, arrangement of comes into effect. Subtle lighting should be chosen depending on he atmosphere the publican wants to generate.
5. Other fixtures such as signs, mirrors, and other wall mounted pieces could be used to enhance the overall ambience. Care should be taken in this field not to over so it or choose inappropriate bric a bric.
6. The human factor is very important too because nobody will frequent the pub is the service is less than equate, A friendly atmosphere goes a long way in a pub.
7. Publican should always be willing to try new ideas and theme in the pub, when undertaking refurbishment go to a reputable Design company which will help emnsely with the full design.

To analyse it the pub properly one would have to delve deep into the Irish way of thinking and approach to life, humour and a look into our past history and traditions to see why the pub forms such an important role in Irish Society. One depends on the



other - they create an synergy e.g The Guinness package is successful because they realised this.

The pub is the centre of Irish social life. it is a place where you can see them at their best and at their worst, it is where they gather at the end of the day to discuss the daily happenings, its is where they go to celebrate and let their hair down, when they are at their best and most entertaining and the craic is good and the music lively. It is a place where the Irish go to grieve and to show their sorrows.

Having shattered our mythology maybe we the Irish could pick up the best pieces and reshape them into something strong and new and not just an image we sell to the tourists but an identify with which we can live and it seem to be, we live very comfortably with out Irish pubs.

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