

Open House Dublin

2022 Report



Open
House
Dublin

Irish
Architecture
Foundation

CONTEXT & INTRODUCTION

Open House Dublin is a free festival of architecture with 100+ guided tours, films, exhibitions and events taking place across Dublin city and county each October.

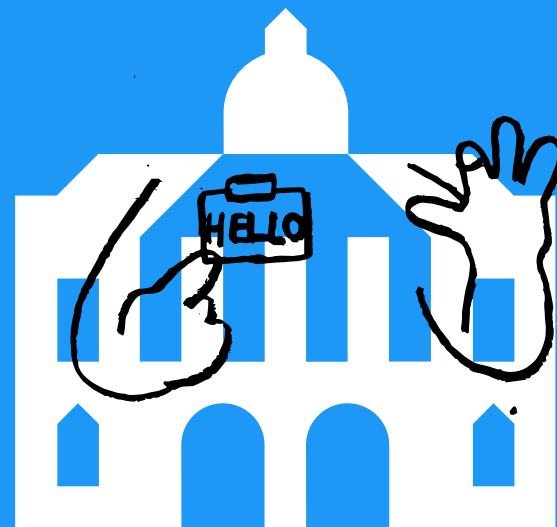
Ireland's largest architecture festival, Open House is a city-wide celebration of great architecture, urban design and the people that contribute to the creation of built Dublin. We are part of the Open House Worldwide international network of more than 50 organisations hosting festivals and conversations about architecture, design and cities across the globe from Lagos to Taipei, and New York to Santiago.

We are uniquely positioned to take the lead on public engagement, discourse and debate in architecture and city-making in Dublin.

Open House Dublin 2022 marked a return to a rich programme of in person events engaging with more than 20,000 people over one weekend. We hosted more than 600 tours and events in over 150 locations from expertly guided tours of historical and contemporary buildings to a full programme of walking tours, exhibitions and activities for young architecture enthusiasts.

We worked hard to develop our accessibility accommodations to continue to strive towards a festival that centres accessibility and welcomes everyone to experience Open House Dublin.

The invaluable support of our many friends, supporters, building owners, architects, collaborators and volunteers make Open House Dublin possible and we thank you all for continued passion, generosity and expertise.

**PROGRAMME SUMMARY**

158

**Onsite locations & 655
tours / events in total**

100

Buildings

34

**Outdoor tours,
walking / cycling / boat**

28

Journal articles

16

**Site Specific
films screened**

11

**Junior events & 269
Architreks downloaded**

9

ISL tours

5

Exhibitions

4

**Talks
/ debates**

PROGRAMME

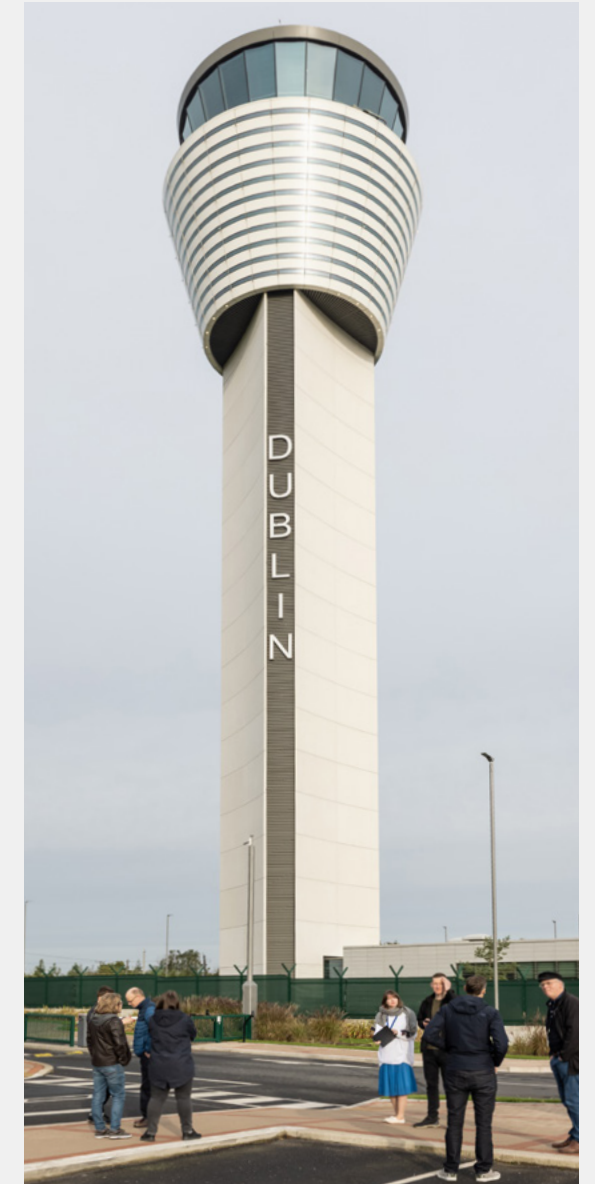
Open House building tours & outdoor events

We hosted 655 tours at 158 onsite locations this year, bringing people back to the city to explore and discover the architecture of Dublin.

100 buildings opened their doors for tours led by expert guides including favourites Casino Marino, the Customs House, Áras Mhic Dhiarmada, Dublin Castle, The Four Courts & Provost's House at Trinity College.

New additions included the Scott Tallon Walker air traffic control tower at Dublin Airport, Printing House Square by McCullough Mulvin, a new urban quarter along Cardiff Lane by Henry J Lyons, Dunsink Observatory and tours led by Fingal County Council at Swords Castle, Malahide Castle, Fingal County Hall and the Casino Model Railway.

100
BUILDINGS



Housing & homes

This year we placed a special focus on housing with guided tours of private homes by our top architects and tours of social housing developments like DCC's Dominick Street regeneration project with Cotter & Naessens Architects and Denis Byrne Architects. We hosted tours of Cherrywood in South Dublin, one of Europe's largest urban developments, and opened the doors to one of Dublin's oldest houses, 9/9A Aungier street.

Outdoor

Dublin Port welcomed visitors on guided boat tours, walking tours of Port Centre and the graving docks and unique tours of the Poolbeg Lighthouse. Ciaran Cuffe, architect and MEP, led a guided tour of Stoneybatter and architect Stephen Coyne curated a tour on regeneration, public space and amenity in Newmarket, Dublin 8.

PROGRAMME

Open House online & on screen

3,700+ engaged with Open House online content this year, taking the opportunity to watch our online tours made by architects during the pandemic and our specially commissioned Site Specific film series made for Open House Dublin 2020 & 2021.

Our 17 Site Specific films were screened at Meeting House Square over Open House weekend so that visitors could take the opportunity to drop in at any time in the evening to watch a short film about the city.

Peter Maybury's film on the work of Tom De Paor, 'On Being There', was screened at Lighthouse Cinema.



Exhibitions & talks

Dún Laoghaire Rathdown County Council hosted a Home Energy upgrades seminar and meet the expert session with architects, the SEAI and homeowners while the Royal Society of Antiquaries of Ireland (RSAI) held a series of talks and tours on Georgian living.

Metropolitan Workshop's 'People Powered Places' exhibition in Dublin 8 highlighted their research into innovative methods of community participation in planning and housing design and the 'Housing Unlocked' exhibition at the Science Gallery,

Naughton Institute, Trinity College, welcomed more than 450 visitors during its opening weekend at Open House Dublin.

Housing Unlocked is a partnership of the IAF and the Housing Agency, examining creative solutions to Housing issues in Ireland today.



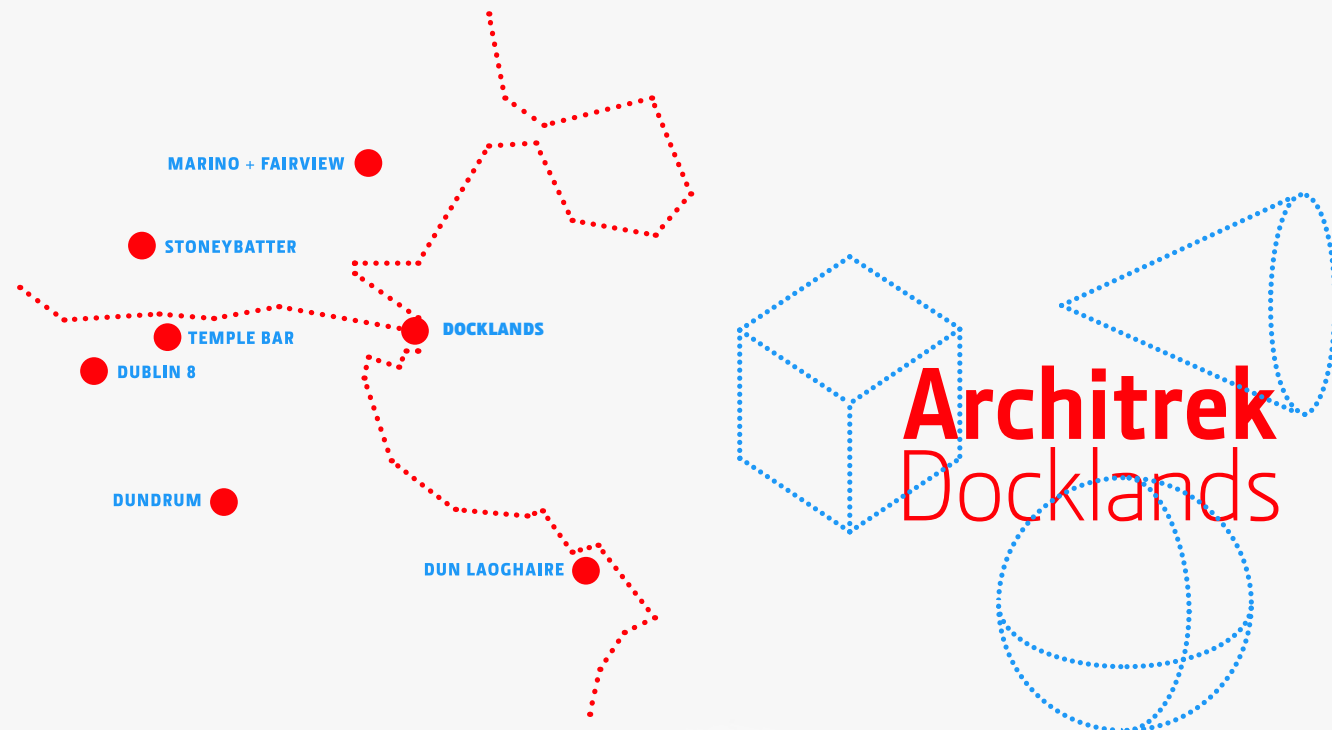
PROGRAMME

Open House Junior

Workshops, tours and activities for all ages – including Architreks.

The IAF's 7 Architreks are specifically designed architecture activity sheets for families. They are full of observation games, sketching and quizzes that guide you along selected routes. This year we developed a brand new architect for Dublin's Docklands. More than 200 architreks were downloaded from the Open House website this year by families.

This year's Junior programme included a museum design take over at Collins Barracks, workshops for families and teens at the Chester Beatty Library, family guided walks in Stoneybatter and Dundrum, drawing workshops with IMMA and a children's tour of the Old Library at Trinity College Dublin.



PROGRAMME

The Big Debate – How to write a city

Architect Róisín Murphy hosted this year's Big Debate and was joined by Francis Doherty of Peter McVerry Trust, poet Hazel Hogan, architect Valerie Mulvin, documentary producer Geoff Power and journalist Laoise Neylon.

The Big Debate is an opportunity for people to come together to talk about the challenges facing our city. This year we focused on the erosion of the city and its character, the housing crisis, vacancy, dereliction and our role and agency in building a better city for all of us.

80 people attended the debate and a recording is available at openhousedublin.com



AUDIENCE AND ACCESS

A festival that centres accessibility

Our aim is to constantly improve the accessibility of our programme and our communications to enable as many communities as possible to take part in Open House and to experience the architecture of the city.

**What we did in 2022**

- All OHD locations were supported by visual interpreting service Aira, which was available for blind and people with low vision to support their festival experience
- We included 9 ISL (Irish Sign Language) tours in this year's programme of events
- We included closed captions on all digital content
- We curated bespoke training for Open House volunteer stewards and tour guides with the National Gallery of Ireland. 120 people took part in this training, which focused on tour delivery techniques, audience management and accessibility awareness.

VOLUNTEERS

The volunteers who make Open House Dublin a success

220 dedicated and generous volunteer stewards and tour guides joined us for Open House Dublin 2022.

'The best part about being an Open House volunteer is that I get to discover the architecture of the city of my birth through the voices of the local architects and the rapt wide-eyed enthusiasm of visitors'

'I volunteer as a way to help keep this fantastic initiative going and to say thank you for helping me appreciate my home city even more'





Open House Dublin 14–16 October 2022 Audience Summary.

23,000 Visits

3,500 Viewers Online

of Site Specific films and online architect tours from 2020 & 2021



1



2



3



4



6



5



7



8



9

Site Specific Season 1

1 Playpark, Le Fanu Park, Ballyfermot / 2 Priory, Clarendon Street
3 Rosemount Court Dundrum

Site Specific Season 2

4 Bru Chaoimhin (Cork Street Fever Hospital) / 5 Baltrasna House / 6 Four Courts
7 Pigeon House / 8 Iveagh Markets / 9 School of Catering Cathal Brugha Street

MARKETING & ADVERTISING

How we promote Open House Dublin

Meta (Facebook)

We developed a suite of targeted social media campaigns across the full programme designed to promote Open House Dublin and the IAF and partnered with Meta to execute these campaigns across social media channels in the six weeks leading up to the festival.

Instagram

We used an Open House Specific insta handle this year alongside the IAF social channels to increase engagement and worked with a photographer to document the festival weekend.

IT Media

We worked with Irish Times Media Solutions on a native article published online & repurposed for the IT Saturday magazine and 3 print adverts.

Totally Dublin magazine

We partnered with Totally Dublin to run a full page advert in the October edition and secured editorial programme coverage.

On-street campaigns

We ran extensive on-street marketing campaigns with JCDecaux: Digipanel x 72, Bus shelters x 36, Luas posters x 66, Metropoles x 15

OHD postcards

We worked with Unthink on Open House postcards to promote this year's festival. 6,000 postcards were distributed in the city centre, Fingal, and DLR.



RTÉ Supporting the Arts radio campaign

We partnered with RTÉ to run a radio advert campaign in the two weeks leading up to Open House weekend.

PRESS & PR

Programme Launch 21 September

OHD 2022 was launched at the Roe & Co Distillery by Minister Malcolm Noonan and IAF Chairman Brian Moran.



AUDIENCE
+ 5M

Press

We worked with Alice PR on a comprehensive media strategy. The audience reach for Open House Dublin 2022 was over 5 million readers and listeners with 49 items of coverage across local and national print and online media.



INTERNATIONAL

Open House Worldwide Network

www.openhouseworldwide.org

Open House Dublin is part of Open House Worldwide, a network of over 50 organisations hosting festivals and conversations about architecture, design and cities across the globe.

Open House Worldwide is the largest celebration of the urban landscape in the world. In April 2022, we jointly hosted a

worldwide online festival of architectural events, guided tours, debates, talks and workshops centred on 'Housing and the People' to an audience of over 60,000.

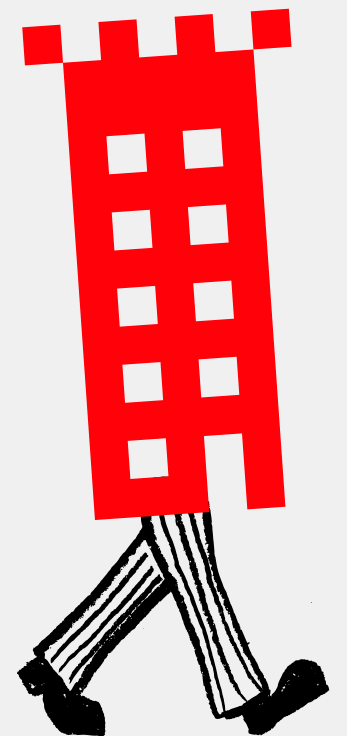
Open House Europe

In 2022 the IAF and partner Open House organisations across Europe secured European funding for a major collaborative project.

Starting in 2023 The IAF and Open House Dublin, alongside 11 European Open House cities will embark on a three year collaborative programme of activity which will embrace inclusive debate about architecture as a shared European identity and will strengthen the role of architecture as a positive change maker addressing social and environmental changes.

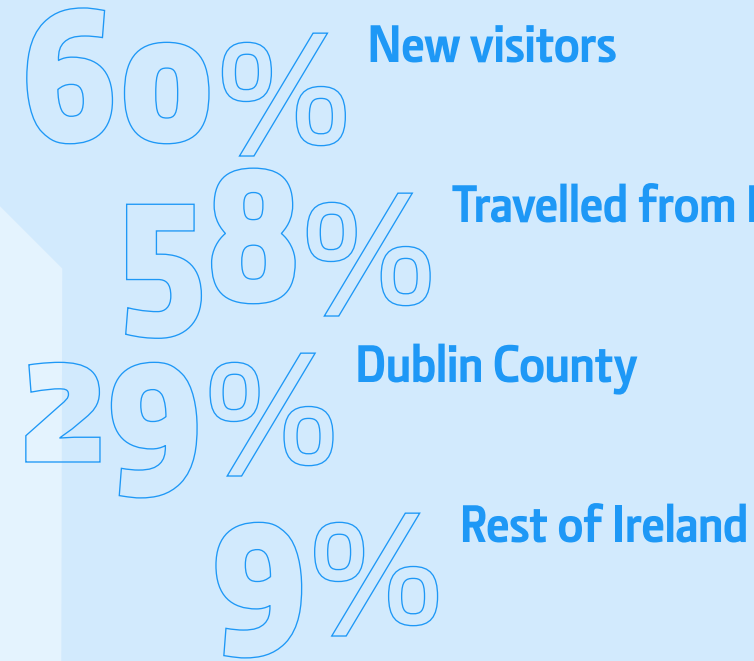
Programme

- Annual summits held in a different city each year
- A volunteer exchange programme
- Creation of a shared digital platform and atlas
- Open calls for visual stories to be part of a yearly exhibition
- Open calls for guest cities and new partner organisations



FEEDBACK

Summary of our Visitor Survey



Top programme interests



Some insight

- 97% have learned something new about Dublin's built environment
- 94% as a result of Open House appreciate how good design can improve people's lives
- 87% feel more able to engage in conversation about the built environment
- 82% feel Open House makes them proud to be a resident of the city/county

FEEDBACK

What our visitors said

'Thanks again for organising informative events that help us get inside buildings we often walk past without a second glance'

'The Debate lineup was excellent, so diverse and a great conversation on the night'

'Wonderful opportunity to view a variety of buildings, to share views and opinions and learn about a better approach to building'

'Fantastic initiative – I'm originally from Kenya and here 15 years. So proud learning about the city's rich heritage, an enriching experience'

'My whole family, even the children, loved the Grangegorman campus tour. We all learned loads and it has sparked an interest in the built environment in my son in particular. The volunteers were beyond helpful and friendly'

'My favourite of the Dublin events and festivals hosted each year. The range and quality of events and speakers/guides was really great'

APPENDIX

Digital Platforms Summary

[openhousedublin.com web analytics.](#)

OVERVIEW
Users 46,000
Sessions 76,000
Page views 283,000

DEMOGRAPHICS
Age
18–24 8.64%
25–34 20.44%
35–44 24.81%
45–54 21.12%
55–64 12.48%
65+ 12.51%

BEHAVIOUR
New visitors 76%
Returning 24%
Engagement of the 76,000 sessions
11,395 spent a duration of between
10–30+mins

DEVICES
Mobile 32,648
Desktop 12,603
Tablet 1,012

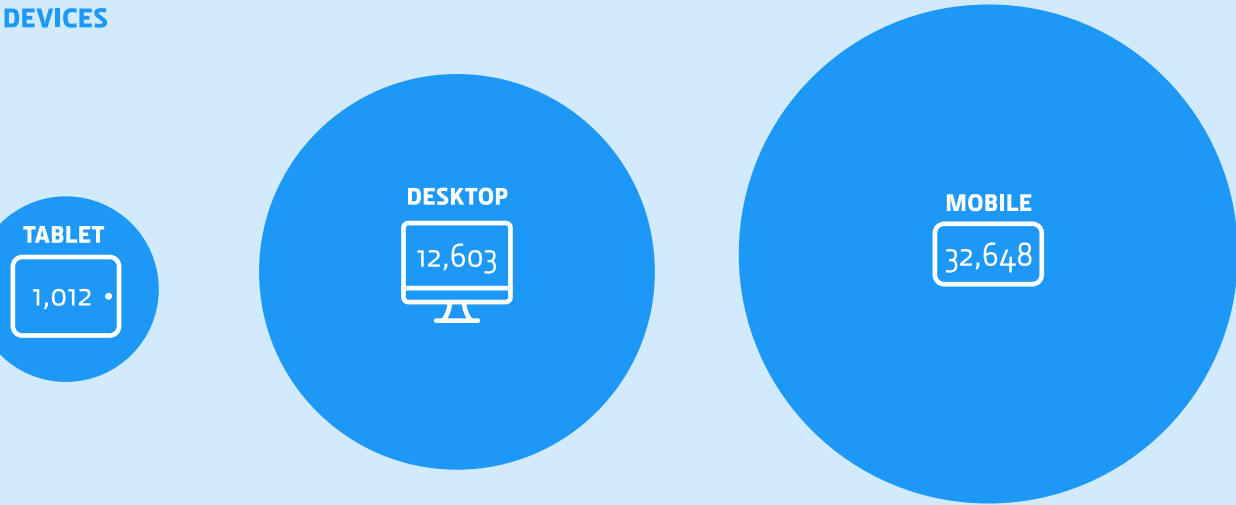
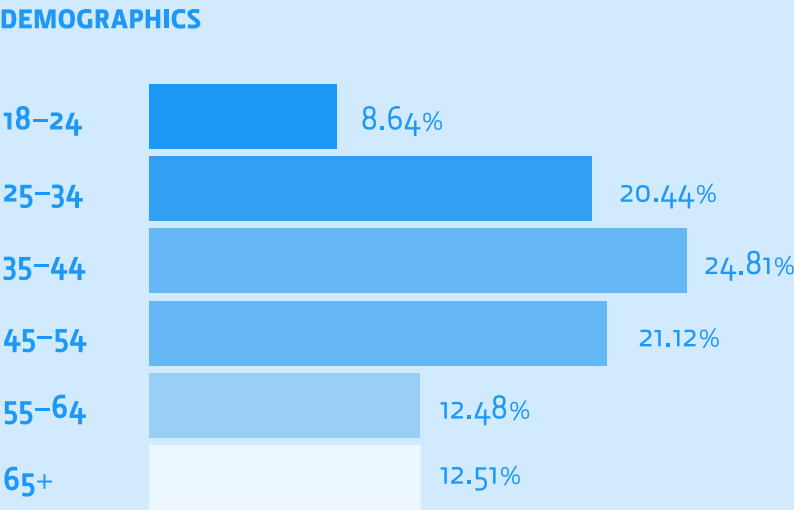
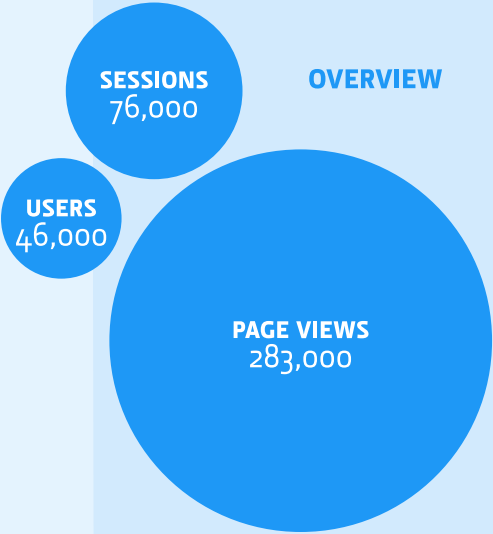
ACQUISITION
36.7% acquired directly
37.8% acquired by organic search
17% acquired through social channels
8.2% acquired by referral from other site

MyOHD users 1,030
(planning tool on openhousedublin.com)
Route Plan views 1,369
(suggested routes for Open House Dublin)
Journal article viewers 1,627

SOCIAL MEDIA SUMMARY
New OHD Instagram 2,162 followers
was launched in June to complement the
IAF social media channels and focus
attention on Open House Dublin.

Accounts reached 5,996
Engagements 1,755
8 posts engaged 1000+ accounts

IAF Facebook 12,727 followers
Accounts reached 2,086,059
due to Meta advertising campaign
17 posts engaged 1000+ accounts



Programme Schedule

14 OCTOBER

10am–7pm Onsite building tours, outdoor tours, exhibitions and events across the city and county
6.30pm The Big Debate at the Science Gallery, Naughton Institute, Trinity College Dublin
6.30pm Site Specific Screenings at Meeting House Square, Temple Bar

15 OCTOBER

10am–5pm Onsite building tours, outdoor tours, exhibitions and events across the city and county
11am–5pm Guided tours of IAF’s ‘Housing Unlocked exhibition’
6.30pm Site Specific Screenings at Meeting House Square, Temple Bar

16 OCTOBER

10am–5pm Onsite building tours, outdoor tours, exhibitions and events across the city and county
11am–5pm Guided tours of IAF’s Housing Unlocked exhibition
12pm Screening of Peter Maybury’s ‘On Being There’ at Lighthouse Cinema

Type	Tour/Event
Building Tour	18 Ormond Quay Upper
Building Tour	20–22 College Street, Baldoyle
Building Tour	35 Dartmouth Road
Building Tour	9/9a Augier Street
Building Tour	A new urban quarter along Cardiff Lane (Ropemaker Place Apartments and the Sorting Office)
Building Tour	Abbey Theatre Tour
Building Tour	Agriculture House
Building Tour	American Embassy
Building Tour	American Embassy Residence
Building Tour	Annesley Gardens Tour – residential
Building Tour	Another Level Living – residential
Building Tour	Áras an Uachtaráin
Building Tour	Áras Mhic Dhiarmada
Building Tour	Archaeology on Little Mary Street
Building Tour	Architectural Tour of Collins Barracks
Building Tour	Arts Building, Trinity College Dublin
Building Tour	Belfield original campus
Building Tour	Belgian Embassy
Building Tour	Berkeley Library
Building Tour	Bringing the Dead Zoo back to life with Aoife Hurley
Building Tour	British Embassy
Building Tour	Capital Dock Residence
Building Tour	Casino Marino
Building Tour	Central Quad TU Dublin
Building Tour	Charleville – residential
Building Tour	Cherrywood
Building Tour	Chester Beatty – Clock Tower Building
Building Tour	Children’s Tour of the Old Library
Building Tour	CHQ Building
Building Tour	City Assembly House
Building Tour	Clontarf Road – residential
Building Tour	Commissioners of Irish Lights

Type	Tour/Event
Building Tour	Conservation Works at Swords Castle
Building Tour	Curve Appeal, Balbriggan house extension
Building Tour	Custom House Visitor Centre
Building Tour	Dept of Enterprise, Trade and Employment, Kildare St
Building Tour	DIAS Dunsink Observatory
Building Tour	Dominick Street Regeneration Project
Building Tour	Donnybrook Gardens
Building Tour	Drumcondra Hospital and St. George’s Cemetery
Building Tour	Dublin Castle: The Last 100 Years
Building Tour	Dublin Waste to Energy facility
Building Tour	East Quad
Building Tour	Farmleigh House
Building Tour	Fern Cottage
Building Tour	Fingal County Hall
Building Tour	Four Courts
Building Tour	Freemasons’ Hall
Building Tour	George Street Lower – Commercial to residential conversion
Building Tour	Goethe-Institut Irland
Building Tour	Government Buildings
Building Tour	Grangegorman D7 Educate Together School Construction Tour
Building Tour	Guinness Storehouse
Building Tour	Houses of the Oireachtas
Building Tour	IAA Dublin ATC Tower
Building Tour	Irish Architectural Archive
Building Tour	Irish Life Centre
Building Tour	Iveragh Road
Building Tour	Kellogg’s Skyline at Croke Park
Building Tour	Kevin Street Garda Station
Building Tour	Kilmainham Gaol
Building Tour	Le Chéile Education Centre
Building Tour	Leeson Mews
Building Tour	Malahide Castle – Great Hall Conservation Works

Type	Tour/Event
Building Tour	Marsh’s Library
Building Tour	McKee Army Barracks Historical Tour
Building Tour	Mount Prospect
Building Tour	Museum of Literature Ireland
Building Tour	Na Piobairí Uilleann
Building Tour	National Gallery of Ireland
Building Tour	One Microsoft Place
Building Tour	Poolbeg Lighthouse with Dublin Port
Building Tour	Printing House Square
Building Tour	Rathfarnham Castle
Building Tour	Rediscovery Centre
Building Tour	Regency Cottage
Building Tour	Registry of Deeds Building Tour
Building Tour	Richmond Barracks
Building Tour	Roe&Co Whiskey Distillery Tour
Building Tour	Royal College of Surgeons Ireland
Building Tour	Royal Society of Antiquaries of Ireland
Building Tour	Saint Patrick’s Cathedral
Building Tour	Saint Patrick’s Cathedral – roof tour
Building Tour	Sean Foster Place housing
Building Tour	Sheltered housing at Broadford Court
Building Tour	Solid Space and Sound
Building Tour	St Andrew’s Resource Centre
Building Tour	St Marys Pro Cathedral
Building Tour	St. Audoens church visitor centre
Building Tour	TCD Stables
Building Tour	The Casino Model Railway Museum
Building Tour	The Convention Centre Dublin
Building Tour	The Criminal Courts of Justice
Building Tour	The Douglas Hyde Gallery of Contemporary Art
Building Tour	The EXO Building
Building Tour	The Irish Stock Exchange (Euronext)
Building Tour	The Iveagh Trust’s Museum Flat
Building Tour	The Mansion House
Building Tour	The Old Library, TCD
Building Tour/Exhibition	The Provost’s House
Building Tour/Exhibition	The Tree House – residential
Building Tour/Open House Junior	Tour of the follies, St Enda’s Park
Building Tour/Outdoor Tour	Vavasour – residential
Building Tour/Outdoor Tour	Walking tours of Port centre and Graving Docks
Exhibition	Housing by Henry J Lyons
Exhibition	Nul Punt Wolk / BMd1
Exhibition	People Power Places (exhibition)
Exhibition	Housing Unlocked guided tours
‘Exhibition Open House Junior’	Dublin in Black and White for Teens at the Chester Beatty Library
Open House Junior	Dundrum family walking tour
Open House Junior	From the Barracks to the ‘Batter’ Museums & Markets Tour
Open House Junior	Inspirational Dublin: Workshop for Families at Chester Beatty Library

Type	Tour/Event
Open House Junior	Interactive Children’s guided tour and print experience
Open House Junior	Museum Design Takeover at Collins Barracks
Open House Junior	National Library of Ireland
Open House Junior	National Museum of Ireland – Archaeology
‘Open House Junior Outdoor Tour’	Ordinary Extraordinary
‘Open House Junior Outdoor Tour’	Exploratory trail for younger visitors – National Library of Ireland
Outdoor Tour	100 years of Fairbrother’s Fields; The Tenders
Outdoor Tour	2–5 Ballybough Road
Outdoor Tour	A History of Public Housing: Three Castles Burning Walking Tour
Outdoor Tour	All Change: Newmarket & Environs
Outdoor Tour	Archaeologies of Institutions and Incarceration
Outdoor Tour	Bridgefoot Street, Dublin 8
Outdoor Tour	Climate Change and the Public Realm – Chatham St, Clarendon St & Sth Annes St Walking Tour
Outdoor Tour	Docklands Tour
Outdoor Tour	Dorset Street Former Fire Station
Outdoor Tour	Dublin Architecture Guide Cycling Tour
Outdoor Tour	Dublin Bay Cruises – Boat tour
Outdoor Tour	Dún Laoghaire Baths Tour
Outdoor Tour	ESB Fitzwilliam Project
Outdoor Tour	Esker Cementery Entry Building
Outdoor Tour	Grangegorman Tours
Outdoor Tour	Grounded
Outdoor Tour	Irish National War Memorial Garden
Outdoor Tour	IWAI Grand Canal Dock boat tour
Outdoor Tour	Lost Prisons of Dublin walking Tour – North
Outdoor Tour	Lost Prisons of Dublin walking Tuor – South
Outdoor Tour	Margaret Kennedy Road and Court
Outdoor Tour	Mountpleasant Square & C18th Ranelagh Walking Tour
Outdoor Tour	St stephen Green ParS
Outdoor Tour	Stoneybatter Walk: past fragments, future promise
Outdoor Tour	Street Art Tour of Dún Laoghaire
Outdoor Tour	The Battle of Kildare Place – Site Specific theatre performance
Outdoor Tour	The Guinness Legacy in the Liberties
Outdoor Tour	The Guinness Legacy in the Liberties (in colaboration with the Liberties Cultural Association)
Outdoor Tour	Walk + Talk along Inchicore Road, Kilmainham, Dublin 8
Outdoor Tour	Walking and Singing Tour of the North Inner City
Outdoor Tour	War Memorial Gardens & Chapelizod – Cycling Tour
Talks & Debates	Balancing Heritage and Sustainability in the Retrofit of Curtainwalls at RSAI
Talks & Debates	Home Energy Upgrades with Architects & Energy Experts DLRCCO
Talks & Debates	House and Home in Georgian Ireland at RSAI
Talks & Debates	The Big Debate ‘How to Write a City’
Film Screening	Drop in Films at Meeting House Square
Film Screening	Peter Maybury’s ‘On being there’ screening at Lighthouse Cinema
Films Online	On Site With series of Architect led residential tours
Films Online	17 short documentaries (Site Specific)

OPEN HOUSE DUBLIN TEAM

- IAF Director** Nathalie Weadick
- OHD Manager** Karen Lee Walpole
- IAF Communications Officer** Felicity Maxwell
- OHD Events Officer** Vanessa Menegaldo
- OHD Volunteer Coordinator** Lilia Ramazanova
- OHD Development & Bookings Assistant** Rae Wnuk
- Press & PR Support** Alice PR
- Photography & Documentation** Ste Murray,
David Maguire, Barry Cronin & Infocus Media
- Technical Support** Cloud Nine Consulting & Clearbookings
- OHD Design Team** Unthink

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