

Imagining Iveragh Project #2 - Research and Visitor Centre -

-Assets

- i. Beautiful landscape
- ii. Biodiversity
- iii. Ecodiversity
- iv. International Dark Sky Reserve



All and I want -

-Challenges

- i. Depopulation
- ii. Lack of opportunity
- iii. Short tourism season
- iv. Disconnect internal and external



Glencar

laterville

Lough Currane

)err ynan e

-Precedents Research

2 K.K.

i. Eden Project

ii. Science City



-Inspiration













The Pearl Project





-Vision

The destination for innovative research and learning experiences

-Mission

- Linking the existing
- Peninsula to establish
- sustainability through
- tourism, education and
- economic opportunity.

assets of the Iveragh



— Virtual Reality Learning

— Interactive Exhibit

















Business Opportunity



Tourism Opportunity



CONSIDER

Education

Local

Opportunity

Saoirse is a bright, and curious primary school girl who is eager to learn about her surroundings. She is an enthusiastic pupil who would benefit from what The Pearl

COMMIT

Saoirse and the class watched an introductury film before exploring the Main Pearl. The class were enticed by the interaction zones. Towards the end they made personal video on what they enjoyed the most.

OUTCOME

Saoirse returns home and her parents are suprised by how much she has learned. Both Saoirse and the class have greatly benefited from the whole experience. From that, the parents will spread the word of The Pearl Project.



CONSIDER

He is a man who has a sense of pride over his area. He didn't know whether the project would affect the town in a positive or negative way. He was unsure whether or not to get on board with the idea.

COMMIT

He decides to go and see The Pearl Project for himself. He experiences the interactivity of the pearls while speaking to some of the workers. Thomas notices that lveragh's assets connect in a positive way.

OUTCOME

Thomas notices that by having The Pearl Project in the local area visitors would provide a bigger income through food, drink and accomodation which will benefit him. Also, the social activity will be increased.



-The Success Mesures

Two scenarios:

20 year plan without government funding
2. 10 year plan with a government
investment of €2M.

With this investment, in 3 years after starting construction, the return on investment ROI will be 85%, or €3.7M.

Getting people off the dole. Tax revenues (24%) from jobs created.

Instead of paying for residents to be on the dole, invest in the country and the people to see it flourish.



Thank You!