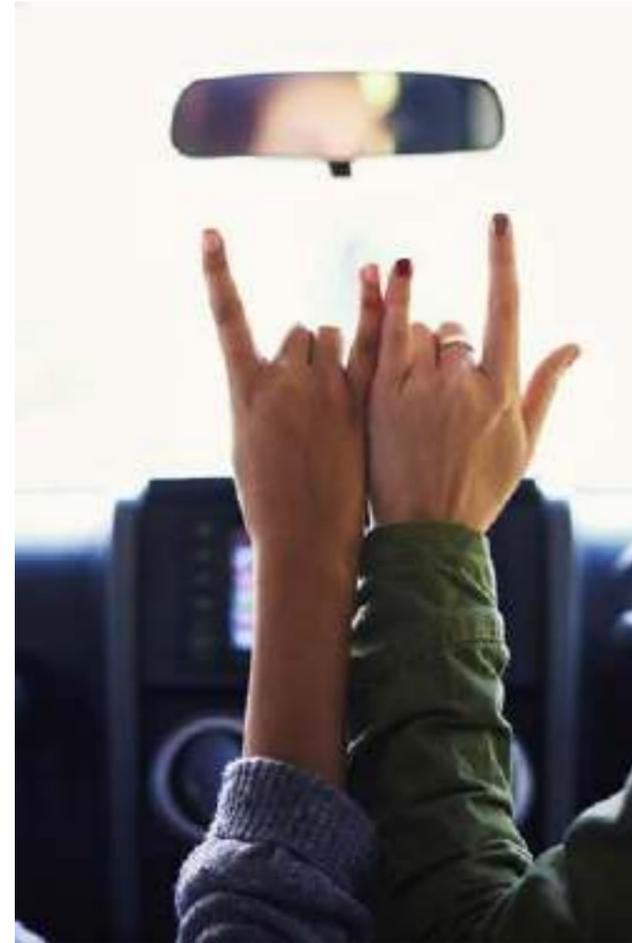
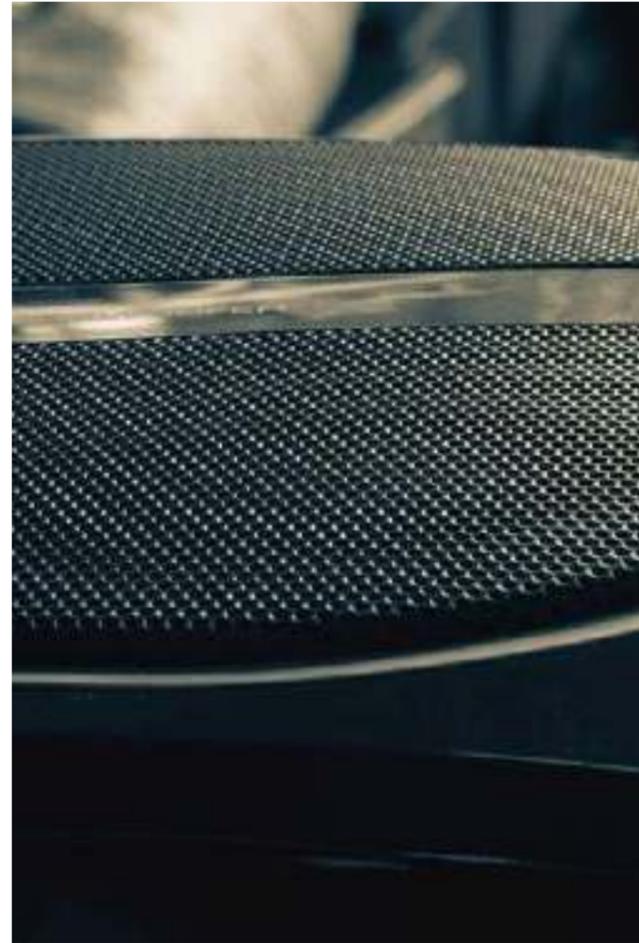


Discover Ireland's
Musical Drives



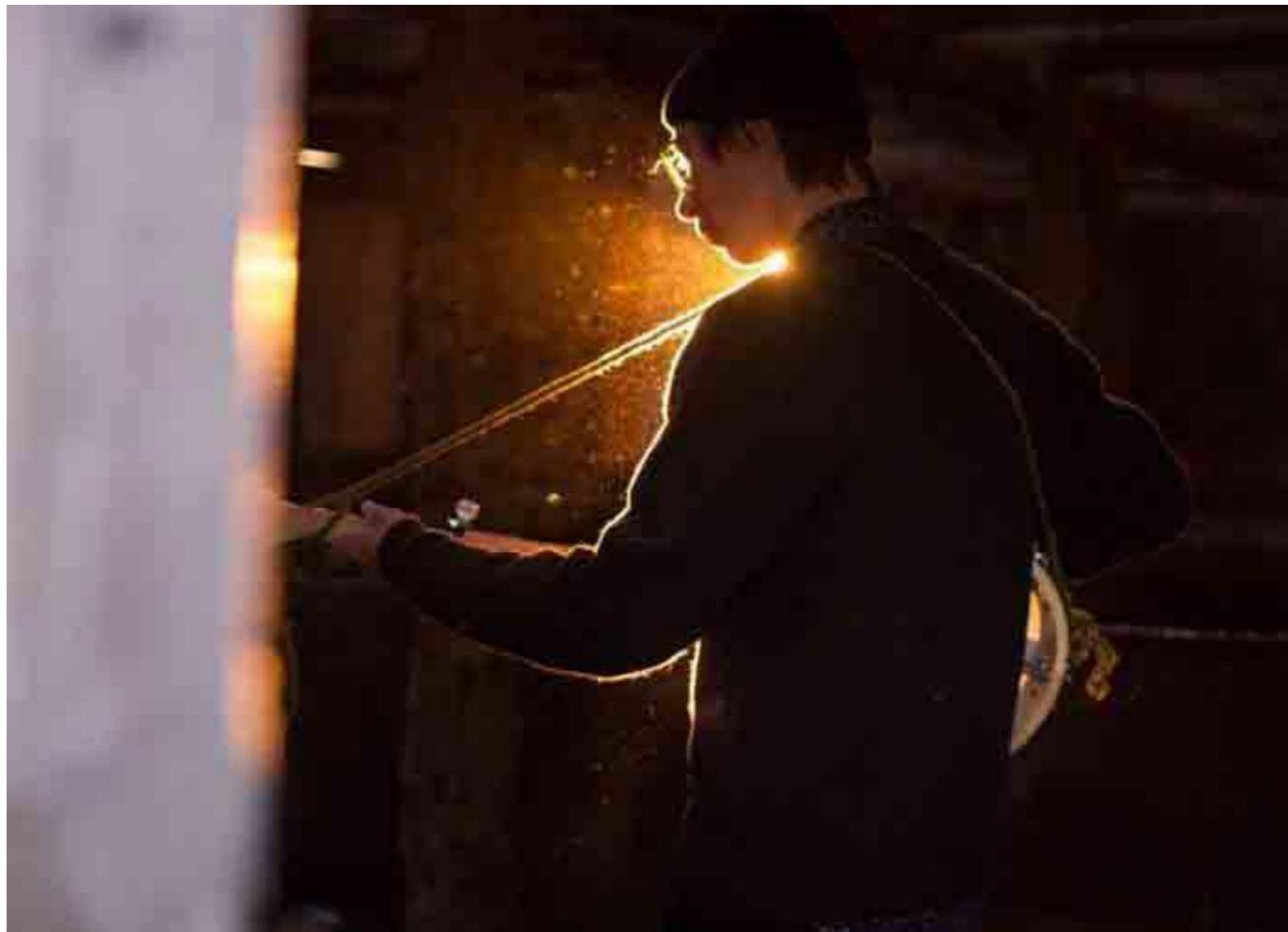
Chill
INSURANCE
WE'LL TAKE IT FROM HERE

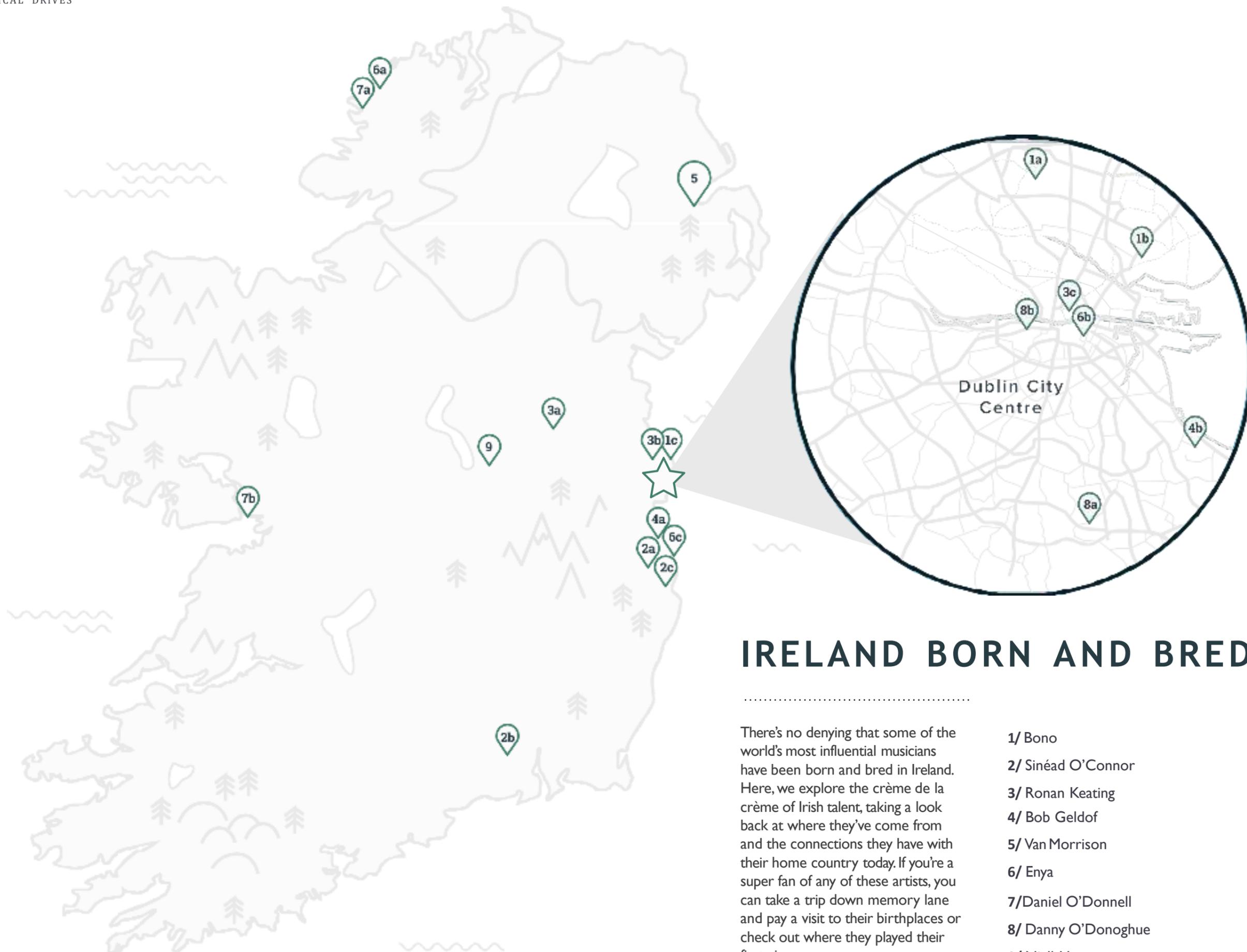


Aside from being rich in history, art and breathtaking scenery, Ireland is renowned for its impressive musical background. The country has been, and still is, the driving force behind some of the world's most successful artists, both past and present. So, if you want first hand experience of where some of your favourite Irish artists have come from, why not go on your own musical drive?

In this eBook, we have all the information you need when it comes to visiting some of Ireland's most musical locations, from the birthplaces of famous artists, to iconic video settings, to creating the ultimate Irish playlist.

We've also conducted a survey, asking 600 Irish men and women about their favourite music-inspired locations in Ireland to help you plan an unforgettable road trip.





IRELAND BORN AND BRED

There's no denying that some of the world's most influential musicians have been born and bred in Ireland. Here, we explore the crème de la crème of Irish talent, taking a look back at where they've come from and the connections they have with their home country today. If you're a super fan of any of these artists, you can take a trip down memory lane and pay a visit to their birthplaces or check out where they played their first gigs.

- 1/ Bono
- 2/ Sinéad O'Connor
- 3/ Ronan Keating
- 4/ Bob Geldof
- 5/ Van Morrison
- 6/ Enya
- 7/ Daniel O'Donnell
- 8/ Danny O'Donoghue
- 9/ Niall Horan

See next page for more...



BONO

- 1.a/** The U2 frontman grew up on Cedarwood Road in Dublin. The street would later inspire Bono to pen a song of the same name.
- 1.b/** Bono attended Mount Temple Comprehensive School, where he met his fellow bandmates.
- 1.c/** The group played its first gig at St. Fintan's High School in Sutton, Dublin under the name 'Feedback'.



SINÉAD O'CONNOR

- 2.a/** Sinéad O'Connor grew up in Glenageary, County Dublin.
- 2.b/** The singer-songwriter attended Newtown School - a religious boarding school in Waterford.
- 2.c/** Earlier this year, the 'Nothing Compares 2 U' singer sold her seafront home in Bray, County Wicklow.



RONAN KEATING

- 3.a/** The former Boyzone singer grew up on the Northside of Dublin and County Meath.
- 3.b/** Prior to their split in 2010, Keating and his ex-wife lived in the exclusive gated community of Abington in Malahide, an affluent coastal town outside Dublin city in Fingal.
- 3.c/** Before he found fame with Boyzone, he worked in Korky's Shoes - a shoe shop on Henry Street in Dublin, which is still there today.



BOB GELDOLF

- 4.a/** The Boomtown Rats lead singer was born and raised in the coastal suburb of Dún Laoghaire in County Dublin.
- 4.b/** He attended Blackrock College - a private school for boys in Williamstown, County Dublin.
- 4.c/** Geldof and his fellow bandmates were friends who grew up together.



VAN MORRISON

- 5.a/** As a child, the singer lived on Hyndford Street in Bloomfield, Belfast.
- 5.b/** Morrison's song 'Cyprus Avenue' was inspired by a street in Belfast near where the musician grew up.
- 5.c/** The singer first made a name for himself at Belfast's Maritime Club, with his band 'Them'.



ENYA

- 6.a/** Enya was born in the remote parish of Gweedore in County Donegal.
- 6.b/** At age three, she took part in her first singing competition at Feis Ceoil - an annual Irish musical festival.
- 6.c/** In 1997, she bought a castle in Killiney. One of her neighbours is U2 singer Bono.



DANIEL O'DONNELL

- 7.a/** The Irish singer was born and raised in the village of Kincasslagh in County Donegal.
- 7.b/** He attended Galway Regional College.
- 7.c/** In 2002, O'Donnell released his single 'My Donegal Shore' - a song inspired by the place where he grew up.



DANNY O'DONOGHUE

- 8.a/** The Script frontman was born and raised in the suburb of Ballinteer on the southside of Dublin.
- 8.b/** He met fellow band member Mark Sheehan in his garden shed at his home on James's Street in Dublin.
- 8.c/** In 2004, O'Donoghue moved back to Dublin to care for his mother while she was ill.



NIALL HORAN

- 9.a/** The former One Direction star was born in Mullingar, County Westmeath.
- 9.b/** He attended Coláiste Mhuire secondary school.
- 9.c/** Despite now living in London, he visits his hometown regularly and can often be found enjoying a pint at Danny Byrnes pub on Pearse Street or practising his technique at Mullingar Golf Club.



MUSICIANS OF THE FUTURE

MUSIC GENERATION

.....

'What we want to do is really simple, we just want to make sure that everyone, whatever their background, gets access to music tuition. That's the idea.'

- Bono, 2010



If you're on your own personal musical journey, Music Generation could strike the right chord with you.

Music Generation is Ireland's National Music Education Programme, initiated by Music Network and co-funded by U2, The Ireland Funds, the Department of Education and Skills and Local Music Education Partnerships.

Music Generation believes in the musical potential of every child and young person, and that music doesn't just change lives – it transforms lives.

Since it was established in 2010 the impact of Music Generation has been phenomenal. Currently the programme creates access and participation for some 41,000 children and young people in Ireland. Tuition is delivered locally by skilled professional musicians across all musical genres and styles – everything from choirs to trad ensembles, brass bands to hip-hop programmes, samba drumming groups to ukulele squads, and much more.

At present Music Generation operates in 12 areas of Ireland, with plans for expansion into a further 10 counties from 2017 already underway.

www.musicgeneration.ie





ON LOCATION

MUSIC VIDEOS FILMED IN IRELAND

.....

Over the years, Ireland has been the setting for a whole host of music videos - and it's still possible to visit some of these locations today. So if you're a muso on a tour of Éire, you can check out the places that found fame in some of music's most iconic videos.

CORK



‘OUR LOVE’ - CARIBOU

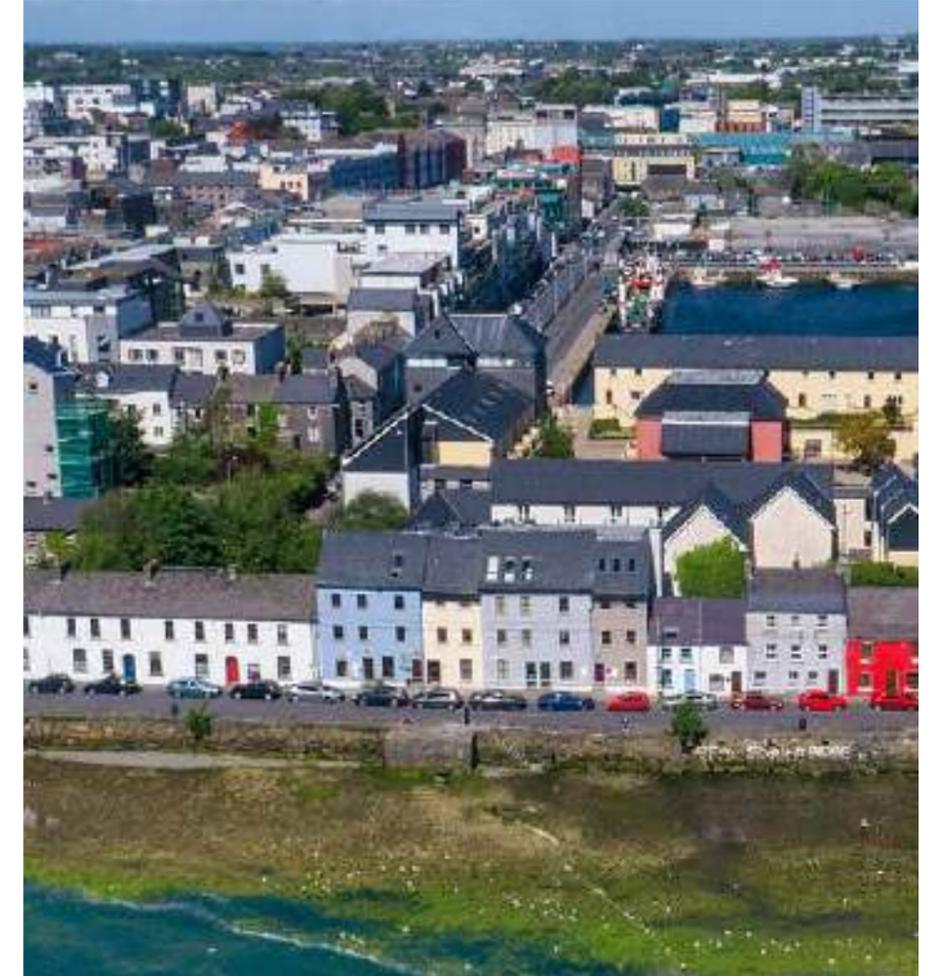
Canadian musician Caribou, also known as Dan Snaith, filmed the video for his single ‘Our Love’ on location at the Lough Ine House on the southern tip of Ireland in West Cork. The video follows an elderly lady as she walks around the house itself and through the property’s picturesque gardens. If you like what you see in the video, you can book to stay at Lough Ine House overnight.



‘TAKE ME TO CHURCH’ - HOZIER

Hozier’s video for ‘Take Me To Church’ was filmed at various locations around Cork, including Inniscarra Dam on the River Lee and urban wasteland near the inner city area. The video was filmed on such a tight budget that director Brendan Canty shot some scenes at his aunt’s house in Togher.

GALWAY



‘GALWAY GIRL’ - ED SHEERAN

In Ed Sheeran’s music video for ‘Galway Girl’, the singer-songwriter and Irish actress Saoirse Ronan run around the streets of Galway late at night, visiting various places as they go. In the video, which is filmed on a body-mounted camera from Sheeran’s perspective, the pair meet in O’Connell’s bar on Eyre Square, take a selfie outside Gino’s Gelato ice cream shop on William Street and drink pints in the Herons Rest B&B situated on The Long Walk.

DUBLIN



‘SWEETEST THING’ - U2

In the Irish band’s music video for ‘Sweetest Thing’, Bono takes his wife Ali Hewson on a carriage ride through the streets of Dublin. During their journey, a variety of Irish celebrities make cameo appearances, including members of boyband Boyzone, former professional boxer Steve Collins and the cast of Riverdance. If you fancy recreating the video for yourself, you can trace the route the couple took along Fitzwilliam Place onto Upper Fitzwilliam Street in the heart of Dublin city centre.



‘CIRKLON3’ - APHEX TWIN

Last year, Irish born musician Aphex Twin, aka Richard David James, released his first music video in 17 years for the song ‘CIRKLON3’. It was filmed by 12-year-old superfan Ryan Weyer. The schoolboy caught the musician’s attention after Aphex Twin came across his YouTube channel, which showcased videos expressing his love of the artist. In the video, Weyer and his siblings can be seen dancing to the song outside his family home in Rush, County Dublin.



‘STOP’ - SPICE GIRLS

For their hit single ‘Stop’, pop group Spice Girls filmed on location at Carnew Street - a residential street of terraced houses in Dublin. At the time, it was reported that each household was given around €100 for sealing off the road. The girl band also filmed a portion of the video in the small town of Rathdrum in County Wicklow.

DUBLIN



‘FALLING SLOW LY’ - GLEN HANSARD

‘Falling Slowly’ is a song featured in *Once* - a romantic musical film set in Dublin featuring Irish actor and musician Glen Hansard. In the film, Hansard's character is a busker on Grafton Street, where he meets his love interest played by Czech singer-songwriter Markéta Irglová. The video for the song was filmed in Walton's music shop on North Frederick Street. The song was reportedly banned from being played in the shop after hundreds of customers attempted to recreate the scene after the film's release.

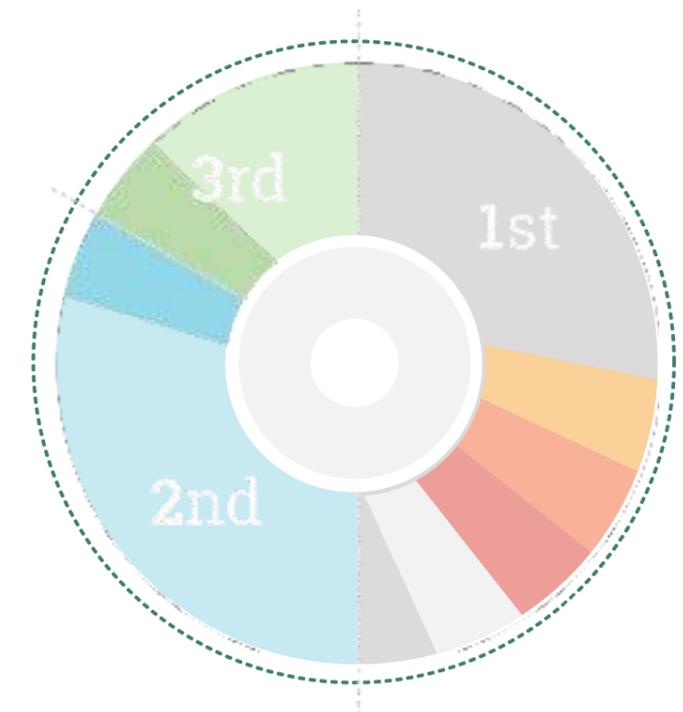


‘POUR SOME SUGAR ON ME’ - DEF LEPPARD

In Def Leppard's music video for ‘Pour Some Sugar On Me’, the English rock band filmed inside the derelict stately home Mount Merrion House in Stillorgan, Dublin. The video shows the house being demolished by wrecking balls. Unfortunately, most of the property was torn down in the late 70s, but the front of the house still stands today with a new community centre built at the back of it.

THE PERFECT SOUNDTRACK

In our survey, we asked our respondents which music video location they'd most want to visit - but which three came out on top?



1./ O'Connell's Bar, Galway -
Galway Girl by Ed Sheeran (30%)

2./ Dublin city centre -
Sweetest Thing by U2 (22%)

3./ Inniscarra Dam, Cork -
Take Me To Church by Hozier (11%)



IRELAND'S MUSIC-INSPIRED LANDMARKS

.....

During your next Irish road trip, why not stop by some of the country's music-inspired landmarks? Here are four of Ireland's most famous hotspots for music lovers - and information on where you can find them.

WINDMILL LANE RECORDING STUDIOS

In our survey, **29%** of those surveyed said Windmill Lane Recording Studios is their favourite Irish musical landmark to visit.

.....

Since it opened in 1978, Windmill Lane Recording Studios has operated as one of Ireland's largest recording studios. Over the years, it has welcomed a whole host of notable artists, including U2. The band recorded some of its most successful albums here, such as 'War', 'Boy', 'The Joshua Tree' and 'All That You Can't Leave Behind'. Other Irish musicians to have recorded music here include Sinéad O'Connor, The Script and Hozier.

WHERE IS IT?

Originally located in Dublin's south inner city, the recording studio was iconic for hosting international music acts until it was demolished in 2015. Now you can find the new Windmill Lane Recording Studio at 20 Ringsend Road in Dublin city centre by following the R140 on the south side of the River Liffey. The studio is located near the Grand Canal.

PARKING

There are a number of car parks close by, including Q-Park Grand Canal Square on Chimney View and Shelbourne Park on South Lotts Road.





RORY GALLAGHER STATUE

17% of Irish men and women said that the Rory Gallagher statue is their preferred music-inspired spot to visit.

Rory Gallagher was a popular Irish blues and rock singer-songwriter born in Ballyshannon and raised in Cork. The musician passed away in 1947, but his legacy still lives on today. In 2010, a life-sized bronze statue of the singer was erected in Ballyshannon in his honour.

WHERE IS IT?

The statue can be found on Main Street in Ballyshannon town centre.

PARKING

Pay and display on-road parking is available on Main Street itself and the roads surrounding it.



MOLLY MALONE STATUE

Despite being inspired by a fictional character, Molly Malone's statue is the most popular musical landmark. According to our survey, it's considered a favourite spot by 32% of our respondents.

'Molly Malone' is a popular Irish song that tells a fictional tale of a fishmonger woman who traded on the streets of Dublin. Over the years, it has become the unofficial anthem of the capital city and there is now a statue of Molly Malone, created by sculptor Jeanne Rynhart, situated in Dublin's city centre.

WHERE IS IT?

Originally, the statue was positioned on Grafton Street, but in 2014 it was moved to outside the Dublin Tourist Office on Suffolk Street due to ongoing roadworks. It is expected to be moved back to its original location by the end of 2017.

PARKING

There are many car parks near by, including Trinity Street car park, Brown Thomas car park and Q-Park Setanta.



PHIL LYNOTT STATUE

Lynott's statue is a firm favourite for 23% of our survey respondents.

Phil Lynott was an Irish musician best known for his role as lead vocalist and bassist in the rock band Thin Lizzy. During his time in the band, he helped to write a number of hits, including 'Whiskey In The Jar', 'The Boys Are Back In Town' and 'Jailbreak'. Lynott passed away in 1986 but he is still very much considered a rock icon. In 2005, a statue was erected in his memory.

WHERE IS IT?

You can find the statue on Harry Street, off Grafton Street, in Dublin.

PARKING

The statue is a short walk from Q-Park Dawson Street car park and Brown Thomas car park.

ABBEYLEIX TOWN

.....

In between Dublin and Cork, the beautiful, quaint town of Abbeyleix could be the perfect stop on your musical tour. A place filled with heritage and community spirit, it is no wonder those from the area love writing songs about it so much. There's plenty to see and do in the town too, starting with the Vesci Estate and ending with a peaceful walk through the Abbeyleix Bog, a tranquil place that's home to wildlife and preserved by the local people.

WHERE IS IT?

Abbeyleix is located just off the new M7/M8 Dublin-Cork/Limerick motorway.

PARKING

You'll find designated parking areas and car parks at most attractions around the town.





IRELAND'S MUSIC VENUES

.....

To cater for the wealth of talent that has emerged over the years, Ireland is home to an abundance of music venues. From vast arenas to intimate clubs, we've got the lowdown on some of the country's most popular hangouts and the high profile names that have graced their stages.

3ARENA

The 3Arena is situated at North Wall Quay in the Dublin Docklands. It opened as the O2 in 2008 but was renamed the 3Arena in 2014. It seats up to 13,000 people. U2 were the first band to perform at the arena, when Bono and guitarist The Edge performed to a private audience. Many international artists have played at the 3Arena while touring over the years, including Beyoncé, Ed Sheeran, Bob Dylan and Il Divo.

OLYMPIA THEATRE

The Olympia Theatre is a concert and theatre venue on Dame Street in Dublin. Since it opened under the name The Star of Erin Music Hall in 1879, it has welcomed acts from all over the world, from David Bowie, to the Foo Fighters, to Radiohead.

WHELAN'S

Located at 25 Wexford Street in Dublin, Whelan's is a legendary small music venue with a seating capacity of 400. For over 25 years, it has been a vital hub for music in the capital. The venue prides itself on its ethos of nurturing young, homegrown talent while simultaneously catering for big international names such as Arctic Monkeys, Kate Nash and Jeff Buckley.

CORK OPERA HOUSE

Situated in Emmett Place, Cork Opera House is a theatre, comedy and live music venue with an illustrious 160-year history. In the 1970s and 1980s it played host to jazz legends such as Ella Fitzgerald, who performed there as part of the annual, internationally-renowned Cork Jazz Festival. More recently, the likes of Mary Black, David Gray, Fleet Foxes and Ryan Adams have put on concerts there. It has a seating capacity of 1,000 and is considered one of Ireland's most popular venues for concerts.

THE ACADEMY

Located at 57 Abbey Street Middle in Dublin city centre, The Academy is one of the capital's busiest venues and consists of four floors. Many mainstream artists have graced its stages over the years, from The Killers, to Lily Allen, to Calvin Harris. The venue also holds regular club nights.





MAP OF MUSIC VENUES

- 1/ Dublin: 3Arena, Olympia Theatre, The Academy, Whelan's, Vicar Street, The Grand Social, Button Factory, The Village
- 2/ Belfast: Ulster Hall, Limelight
- 3/ Donegal: Voodoo
- 4/ Cork: Cork Opera House, Cyprus Avenue, Coughlan's
- 5/ Limerick: Dolans, University Concert Hall
- 6/ Galway: Róisín Dubh
- 7/ Kerry: INEC Killarney
- 8/ Wexford: The National Opera House
- 9/ Kilkenny: Watergate Theatre

We asked our respondents to pick the artist they'd most like to see perform live. So, which musicians do the Irish men and women we surveyed think should stop by Ireland on their next tour?

- 1/ Ed Sheeran (22%)
- 2/ Coldplay (15%)
- 3/ U2 (13%)
- 4/ Beyoncé (12%)
- 5/ The Script (9%)



YOUR MUSICAL TOUR OF DUBLIN

.....

Dublin is rich in art, history and culture, and it's renowned for its vibrant music scene too. Here we have a list of must-visit locations for the perfect musical tour of The Fair City.



DUBLIN CITY CENTRE

HOWTH

1/ WINDMILL LANE RECORDING STUDIOS
20 Ringsend Road

Step into Bono's shoes and check out where U2 recorded some of their most successful albums.

2/ O'DONOGHUE'S BAR
15 Merrion Row

If you're a fan of The Dubliners, stop by O'Donoghue's for a pint and check out where the famous folk band met and played their first gig together.

3/ THE LITTLE MUSEUM OF DUBLIN
15 St Stephen's Green

Discover all there is to know about the Irish city, including its impressive history of music, at the Little Museum of Dublin.

4/ BRUXELLES BAR
8 Harry Street

Synonymous with the new Dublin rock scene, no musical tour of the city would be complete without a pitstop at Bruxelles. The venue acted as a base for

Thin Lizzy in the early days and a statue of lead singer Phil Lynott now graces the pavement outside.

5/ IRISH ROCK 'N' ROLL MUSEUM EXPERIENCE
Curved Street, Temple Bar

Take a tour of the museum to hear the untold stories of Ireland's best musical talent, from Van Morrison to Hozier.

6/ THE CLARENCE HOTEL
6-8 Wellington Quay, Temple Bar

In the early days, The Clarence Hotel served as U2's favourite hangout spot and it is where the group performed 'Beautiful Day' on the rooftop for Top of the Pops. Today, it is co-owned by band members Bono and The Edge.

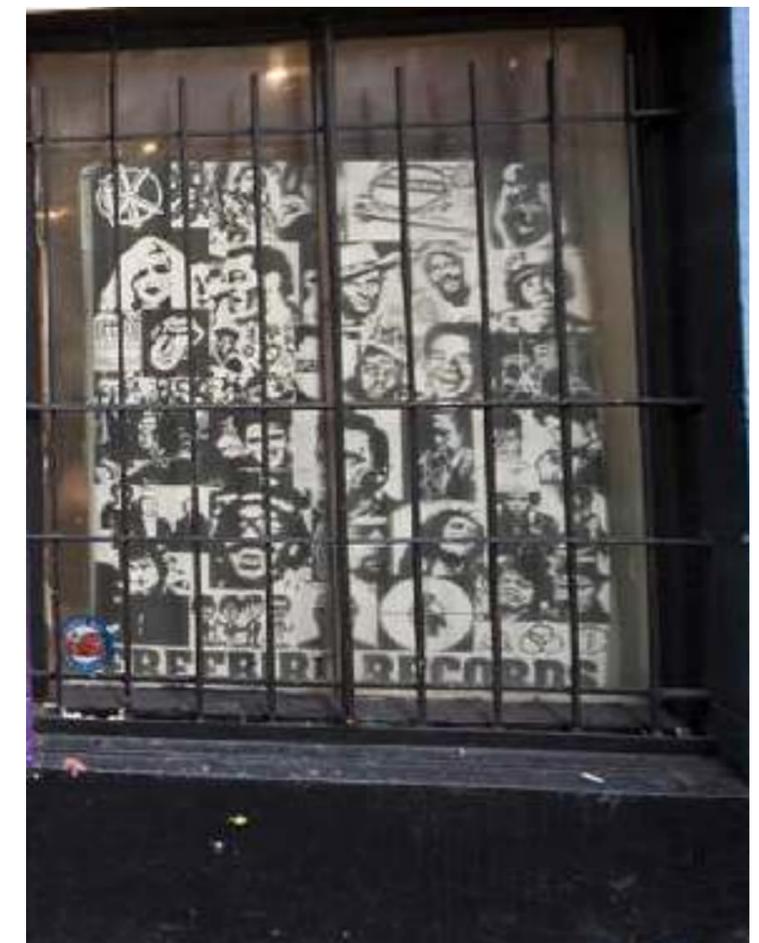
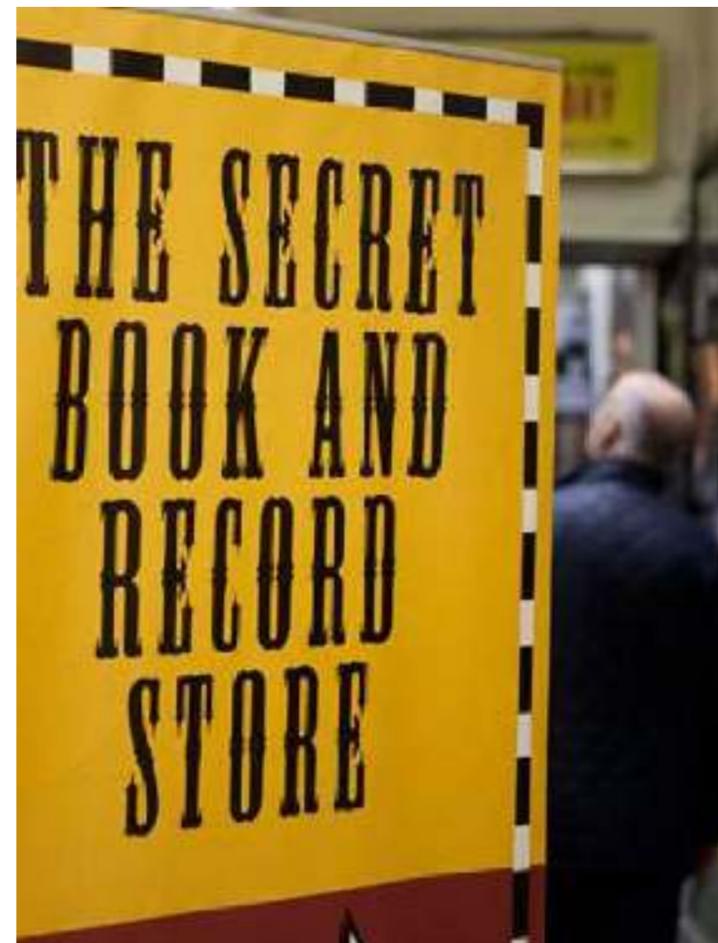
7/ PHIL LYNOTT'S GRAVE
St. Fintan's Cemetery, Sutton

Pay your respects to the legendary Thin Lizzy singer at his grave.

STOCKING UP ON RECORDS

FREEBIRD RECORDS

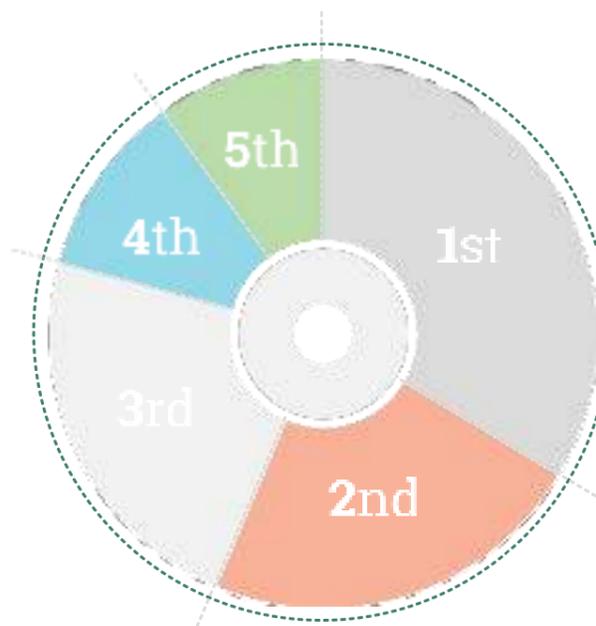
After taking a trip around Ireland's musical landmarks and listening to some amazing music you will probably be in the mood for purchasing some records of your own. If you're in Dublin this means taking a trip to Freebird Records. Established in 1978 and opening its first location on Grafton Street, Freebird has been a constant fixture on the city's cultural landscape and is now an institution of international renown. In 1986 the store relocated to Eden Quay where it remained for 26 years. Freebird now resides in the Secret Book And Record Store, 15A Wicklow St. The store has been welcoming music lovers from home and abroad for nearly four decades and will continue to be a source of musical discovery for its cherished customers for years to come.





THE ULTIMATE IRISH ROAD TRIP PLAYLIST

Before you set off on your Irish adventure, why not create the perfect road trip playlist? To help get you started, we've come up with 20 tracks that will perfectly complement your journey around the Emerald Isle.



- 1./ **Galway Girl - Ed Sheeran (34%)**
- 2./ **Dublin - Thin Lizzy (23%)**
- 3./ **Whiskey In The Jar - The Dubliners (23%)**
- 4./ **Danny Boy - Danny O'Donnell (11%)**
- 5./ **Belfast - Elton John (10%)**

- 1/ Beautiful Day - U2
- 2/ Take Me To Church - Hozier
- 3/ The Boys Are Back In Town - Thin Lizzy
- 4/ Molly Malone - Sinéad O'Connor
- 5/ Something Good Can Work - Two Door Cinema Club
- 6/ Speeding Cars - Walking On Cars
- 7/ Paint the Town Green - The Script
- 8/ Didn't He Ramble - Glen Hansard
- 9/ Low Hands - Niall Horan
- 10/ Gone Forever - Mick Flannery
- 11/ Dirty Old Town - The Pogues
- 12/ Johnny Got A Boom Boom - Imelda May
- 13/ Brown Eyed Girl - Van Morrison
- 14/ Only Time - Enya
- 15/ Pavement Tune - The Frames
- 16/ Chasing Cars - Snow Patrol
- 17/ The Auld Triangle - The Dubliners
- 18/ I Don't Like Mondays - The Boomtown Rats
- 19/ Home - Lisa Hannigan
- 20/ Heyday - Mic Christopher



THANK YOU!

Chill
INSURANCE
WE'LL TAKE IT FROM HERE