



TITANIC
BELFAST®

A NEW ICON FOR THE NEW BELFAST



*One hundred years ago Belfast
created the Titanic – one of the
most awe-inspiring man-made
structures ever built.*

Donal McCann Photography



Given its scale, its complexity and the engineering challenge it posed, some have called the ship the 'space shuttle' of the Edwardian era. Through Titanic Belfast® the city will celebrate its heritage in a manner befitting of the scope of the ingenuity, energy and ambition of the thousands who built the Titanic and made Belfast a power house of the Industrial Revolution.

Titanic Belfast will be an essential stop on any visit to Belfast and Northern Ireland. It is located in the heart of Belfast, right beside the historic site of this world-famous ship's construction. Housed in an iconic, six-floor building, this state-of-the-art visitor experience tells the story of the Titanic, from her conception in Belfast in the early 1900s, through her construction and launch, to her famous maiden voyage and tragic end. The story is brought up to the present with the discovery of the wreck and into the future with live links to contemporary undersea exploration.

Located on the 5th and 6th floors, the Titanic Suite comprises of an unparalleled range of function rooms that offer elegant surroundings in a unique design based on the Titanic's interiors. These flexible rooms can accommodate intimate functions, gala dinners and conferencing in exceptional luxury with spectacular views of the city and lough.

Conal Harvey, Deputy Chairman of Titanic Belfast Ltd, the building's operators, said:

"The spirit that built Titanic is reborn. The dreams and ambition, ingenuity and skill, passion and energy that created the world's greatest liner are rekindled within Titanic Belfast. We promise to deliver an exceptional experience that entertains, enriches and inspires everyone who visits Titanic Belfast."

Titanic Belfast – A must see, iconic and innovative visitor attraction.

TITANIC EXPERIENCE



Using state-of-the-art technology and innovative design interpretation, Titanic Belfast is a vivid and engaging journey told across the attraction's nine galleries.

GALLERY ONE: BOOMTOWN BELFAST

Visitors begin the journey with a visit to Belfast of the early 1900s, a thriving industrial city and a world leader in major industries including linen, engineering and, of course, shipbuilding. The questions of Why Titanic? Why Belfast? and Why at that time? are answered. At the end of this large gallery, visitors pass through the Harland & Wolff shipyard gates and the scene is set for the Titanic story.

GALLERY TWO: THE ARROL GANTRY AND SHIPYARD RIDE

The enormity and sophistication of shipbuilding on the scale of the Titanic and her sister ships is captured and communicated in this gallery, starting with a journey beside one of the huge pillars of

the Arrol Gantry under which the Titanic was built. Proceeding onto the ride, visitors experience each aspect of ship construction from laying of the keel (the foundations of the ship), setting in the massive ribs of the vessel, the detailed work involved in riveting and panelling, and pass beside the giant rudder. This Shipyard Ride is true to scale using original footage and life size modelling through which the visitor journeys suspended within the space.

GALLERY THREE: THE LAUNCH

Having exited the Shipyard Ride, visitors find themselves looking out of the building straight down the slipways on which both the Titanic and Olympic sat. They will then see historic footage of the ships, presented on large glass panelling looking out to Belfast Lough. This exceptional recreation of the view of how the ship would have looked sitting on her slipway gives the visitor a dramatic and authentic perspective that cannot be matched.

GALLERY FOUR: THE FIT-OUT

It's now time for the visitor to discover how the Titanic was fitted out, and the exhibition explores both the innovative engineering skills of the yard and the sumptuous luxury and superb craftsmanship associated with the cabins and public rooms. An eclectic range of exhibits, models, reconstructions, interactive databases and elaborate CGI imagery illustrate and illuminate the detail of the ship's interior, including first, second and third class cabins, dining areas and ship's engine rooms and working interiors. Exceptional detail is key to this authentic representation.

GALLERY FIVE: THE MAIDEN VOYAGE

Visitors now join the passengers on the ship's maiden voyage, getting to know individual passengers and what life was like on board. The maiden voyage departs from Southampton and, following calls at Cherbourg and Queenstown (Cobh), Titanic sets sail across the Atlantic.

GALLERY SIX: THE SINKING

Up to now, the scale and splendour of this magnificent ship has been at the centre of the experience. Titanic tragically did not complete her voyage and this element of Titanic's story is brought to life in a dramatic sensory experience, which induces the urgency of those tragic last moments. Visuals appropriate to the period are melded with sound, light and atmosphere to immerse the visitor in a subtle and moving evocation of the sinking of the Titanic.

GALLERY SEVEN: THE AFTERMATH

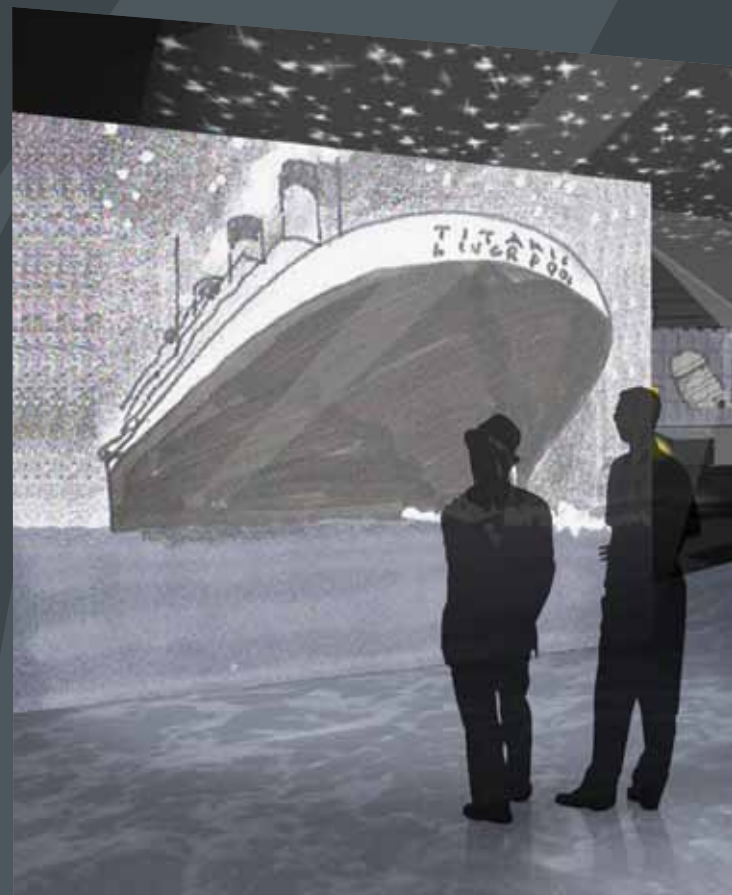
As would be true of any natural disaster, an enquiry into how and why it happened is a crucial element in understanding the story of Titanic. UK-built and American-owned, the sinking of the Titanic was investigated on both sides of the Atlantic. Brought together for the first time, details of the enquiry, reportage and outcomes are exchanged with the visitor using a range of recordings, re-enacted performance and exhibits.

GALLERY EIGHT: MYTHS AND LEGENDS

A highly visual, interactive experience, 'Myths and Legends' brings together the many stories, media reports of the time and since, movies, legends and fantasies which have grown up around this world renowned tale. Visitors can delve into any aspect to learn in greater detail what is true or false about the Titanic's epic story.

GALLERY NINE: TITANIC BENEATH

While no longer sailing the seas, Titanic lives on in her final resting place on the seabed, two and a half miles below the seabed. After many years of searching for Titanic, advancements in deep sea engineering and technology enabled Dr. Robert Ballard, an American marine scientist who had long been passionate about locating this extraordinary vessel, to make his landmark discovery in 1985. 'Titanic Beneath' is a very special engagement with the ship as the visitor has unrivalled access to footage from the wreckage with interactive learning pods to explore the details of Professor Ballard's exceptional expedition.

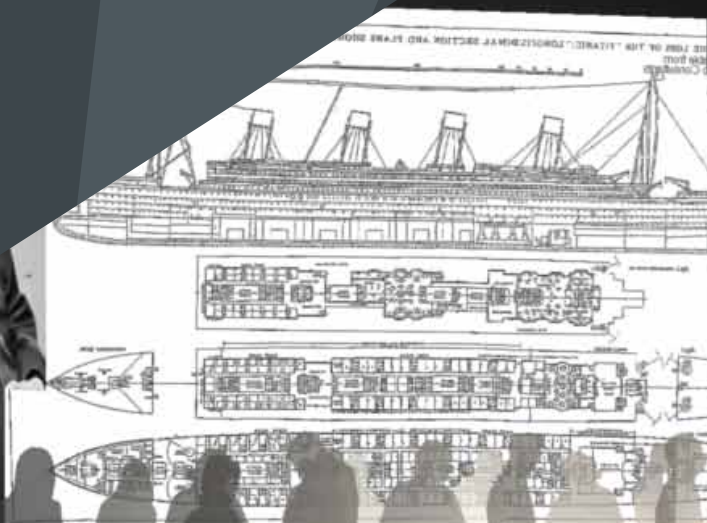


TITANIC EXPERIENCE

"Titanic lies in 13,000 feet of water on a gently sloping alpine-like countryside overlooking a small canyon below. Its bow faces north and the ship sits upright on the bottom. There is no light at this great depth and little light is found. It is quiet and peaceful and a fitting place for the remains of the greatest of sea tragedies to rest. May it ever remain that way and may God bless those found souls."

*Dr. Robert Ballard
September 9th 1985*

A multi-level gallery, 'Titanic Beneath' is also home to the Ocean Exploration Centre. Today, marine and engineering sciences continue to keep ships safe from this kind of natural disaster. Sophisticated technologies inform marine scientists across the globe on the nature of how the oceans, seabed and earth's crust behave. The Ocean Exploration Centre is a state-of-the-art facility, which affords the visitor interactive learning and engagement with 21st century advancements in these areas, including live links with Dr. Ballard's exploration vessels and with the marine research departments of universities in Northern Ireland.



VISITOR INFORMATION

Titanic Belfast will use a variety of interpretative materials and media including CGI, film and video, audio, archival materials, objects and scale models.

Average Visit Length: 90 minutes

Season: All year (closed December 24th, 25th, 26th)

Opening Hours:

Summer: April – September, 9am – 7pm every day

Winter: October – March, 10am – 5pm (closed Mondays)

Guided Tours: Available on request.

Self Guided Tours: Audio tours available in German, Spanish, French and Italian

Parking: Car & Coach parking available

INSPIRATIONAL LEARNING

Titanic Belfast is not just a unique visitor experience, it is also an impressive educational facility which provides a wealth of learning experiences and facilities for year-round community engagement. Education is at the heart of Titanic Belfast and is vital to the ethos of the project.

Each gallery focuses on a unique part of the Titanic story and the context of the period in which it was built. This offers young people a comprehensive overview of key aspects of social history, industrial developments and engineering advancements.

Factual information is brought to life through scale replicas, multimedia displays, digital interaction, moving images, soundscapes, artefacts and records. From inception to modern day, 100 years of landmark shipbuilding and ocean exploration offers a diverse range of topics for discussion and learning.

EDUCATIONAL FACILITIES

Learning Zone – a dedicated space that will allow groups to delve a little deeper and take part in structured programmes designed by Titanic Belfast's Education Director.

Temporary Exhibition Gallery – gallery space to host exhibitions from community groups. Designed with maximum flexibility, this space will be continually animated with materials that put local people at the very centre of the exhibition.

Ocean Exploration Centre - in partnership with local / international universities and research facilities, the Ocean Exploration Centre (OEC) will offer up-to-date information and images from the world below the waves. OEC will give unrivalled access to the geography, marine biology, sea life, marine archaeology and mapping of Northern Ireland's coastal areas. Links with Dr. Ballard and local experts in these fields will keep OEC a constantly fresh resource for exploration and learning about the marine world.

TITANIC BELFAST



Titanic Belfast is funded by the NI Executive, Belfast City Council, Belfast Harbour and Titanic Quarter Ltd. Opening in April 2012 for the centenary celebrations of Titanic's launch, this iconic new building will house a remarkable visitor attraction and conference/ banqueting facilities.

Overlooking the slipways where Titanic and her sister ships were launched, the visitor experience across the building's six-floors tells the story of the famous liner. The experience also includes the discovery and exploration of Titanic's wreck, and continues into the building's Ocean Exploration Centre, an unrivalled opportunity to learn about contemporary marine science.

Titanic Belfast will also contain Belfast's largest banqueting suite designed in the style befitting 1st class travel aboard the Titanic. The stunning 'Titanic Suite' will accommodate groups from 50 to 750, offering a range of exceptional dining experiences for private parties, corporate events and conferencing services.

Additional space will be devoted to:

- *Community arts and education facilities*
- *A dedicated gallery for touring and temporary exhibitions, performances and meetings*
- *Cafes, restaurants and shops*

The attraction will be operated by Titanic Belfast Ltd., a company specifically established for this purpose by Harcourt Developments Ltd.

TITANIC BELFAST FACTS & FIGURES

<i>Cost:</i>	<i>£97m</i>
<i>Design:</i>	<i>Inspired by hulls under construction in the shipyard</i>
<i>Building Size:</i>	<i>Twice the size of Belfast City Hall (14,000 m²)</i>
<i>Site Size:</i>	<i>2.5 acres</i>
<i>Foundations:</i>	<i>Ireland's largest concrete pour (40,000 m³ and 700 concrete lorry deliveries)</i>
<i>Cladding:</i>	<i>3,000 individual silver anodized aluminium shards</i>
<i>Build:</i>	<i>May 2009 – March 2012</i>
<i>Builder:</i>	<i>Harcourt Construction (NI) Ltd</i>

TIM HUSBANDS: CHIEF EXECUTIVE, TITANIC BELFAST



Tim will be responsible for the overall operation of Titanic Belfast, including its banqueting / conferencing facilities and hospitality / ancillary services.

Previously (1994 – 2011)

Tim was MD of the Belfast Waterfront Hall, which receives over 300,000 visitors each year.

In 2009 Tim assumed the position of Head of City Events & Venues, taking the lead in the delivery of all major events in Belfast, including the Tall Ships Festival (2009) and securing the MTV Music Awards for the City in November 2011.

TITANIC BENEFITS

Titanic Belfast sits in the centre of Titanic Quarter, a catalyst for urban regeneration throughout a development which is expected to create 20,000 new jobs.

Titanic Belfast is a destination attraction of international standard. It will be a major driver of tourism, giving Belfast a truly stunning visitor experience and providing a focal point for Belfast's unrivalled Titanic heritage - integrated together for the first time under the banner of Northern Ireland's 'Titanic Signature Project'.

BENEFITS

At £7bn, Titanic Quarter is Northern Ireland's largest ever regeneration project:

- 20,000 new jobs anticipated upon completion

Titanic Belfast is Northern Ireland's largest ever tourism project:

- Around 400,000 visitors per year expected*
- 150,000 out-of-state visitors anticipated annually*
- New jobs, extra revenue, more demand for local hotels and services*
- Employment opportunities during construction and operation*

CULTURAL & SOCIAL:

A 'One City' project – a focal point for civic pride.

Celebration of Belfast's industrial and maritime heritage with unique educational opportunities.

Reclaim Titanic's story for Northern Ireland.

Flexible, new community space accessible to all.

Owned by a new charitable trust, the Titanic Foundation, Titanic Belfast will be a platform for innovative educational initiatives and cross-community events to inspire future generations of 'Titanic Thinkers'.

Titanic Belfast is a unique building in a unique location with a unique story to tell.

Titanic's legend is coming home.



FURTHER INFORMATION

TITANIC FOUNDATION LTD

Titanic Belfast will be owned by an independent charitable trust known as the Titanic Foundation Ltd. Its objectives are to:

- educate everyone about Belfast's Titanic endeavours **past, present and future**
- inspire a new generation of 'Titanic thinkers' replicating the ambition and craftsmanship which made Titanic possible.

By encouraging new generations to believe that anything is possible, we believe that Titanic can create a lasting and beneficial legacy for everybody in Northern Ireland.

KEY PEOPLE

JONATHAN HEGAN: CHAIRMAN



Jonathan is a Chartered Civil Engineer and a Fellow of the Institution of Civil Engineers, the Institution of Engineers Ireland and the Academy of Engineers of Ireland.

He has enjoyed a varied career, working in London with Binnie and Partners (now part of Black and Veatch), Sir Robert McAlpine, Costain International and, in 1979, working in the Middle East with the Government of Oman and Turner Wright and Partners (Consultants), before returning to Ireland in 1986 to work with Arups in Dublin.

He joined Kirk McClure Morton Consulting Engineers, Belfast in 1988 where he worked with both the Private and Public Sectors. Jonathan became a Partner of KMM in 1992 and was appointed Senior Partner in 2000.

He was Chairman of RPS (Northern Ireland), Consulting Engineers until he retired in 2008. He is also the former Chairman of the Institution of Civil Engineers (Northern Ireland).

CLIODHNA CRAIG: CHIEF EXECUTIVE



Cliodhna has already had a successful career with some of the world's leading companies. She graduated with a BSC (Hons) in Communications, Advertising and Marketing from the University of Ulster before completing her Postgraduate in Marketing and studying Leadership at Harvard University.

Cliodhna spent 10 years in the private sector working with Bass Beers Worldwide in Canada, Coca-Cola in NI, and Pernod Ricard in Ireland as Head of Trade Marketing. She has also successfully managed her own Business Mentoring company where she worked with SMEs and the Education sector.

Prior to taking up the Chief Executive post, Cliodhna was NI Regional Director for Common Purpose. Her primary responsibility will be to foster a partnership with the building's Operator to promote and manage Titanic Belfast.

OTHER TRUSTEES INCLUDE:

- Brian Ambrose
- Nicky Dunn
- Noel Rooney
- Susie Millar

USEFUL LINKS

For more information please visit:
www.titanic-foundation.org

THE TITANIC SIGNATURE PROJECT

The Titanic Signature Project (TSP) is one of the Northern Ireland Tourist Board's five strategic projects to boost the region's tourism offer. TSP aims to do this by creating an internationally renowned visitor attraction based on the Titanic and Belfast's wider shipbuilding and maritime past.

At the heart of the project is Titanic Belfast, but it also includes other Titanic-related heritage in the vicinity such as:

- *SS Nomadic* – Titanic's original tender ship. Often referred to as Titanic's 'little sister', she was built and fitted out by the same craftsmen who built Titanic. Now berthed in the Hamilton Dry Dock, Nomadic is the last remaining White Star Line vessel afloat and is undergoing a major restoration programme
- *Thompson Dock & Pump House* – a truly eye-catching 900ft-long dock which was custom built to accommodate Titanic and her sister ships. The dock gives a true perspective on Titanic's scale and was the last place the vessel rested on dry land
- *H&W Drawing Offices* – the cathedral-like space of the Harland & Wolff drawing office where Titanic was designed evokes a bygone era in shipbuilding. Part of this Edwardian-listed office has already been refurbished and there are plans to develop the rest into a boutique hotel

Other elements of TSP include the Titanic & Olympic Slipways, Lagan Legacy's MV Confiance and National Museums NI's Titanic Gallery at the Transport Museum (Cultra).

TITANIC QUARTER

TITANIC BY NAME, TITANIC BY NATURE.

At 185 acres and with one mile of waterfront, Belfast's Titanic Quarter development is one of the world's largest city centre regeneration projects. Based on former shipbuilding land where RMS Titanic and her sister ships were designed and built, Titanic Quarter is recasting Belfast's economy and skyline.

Titanic Quarter is a £7bn scheme with a master plan encompassing:

- 24-acre Science Park
- 600,000 sq ft Financial Services Centre
- 1.4m sq ft commercial space
- 2m sq ft of business and R&D space
- 64,000 sq ft movie studio
- 5,000 residential units
- up to five hotels
- 450,000 sq ft leisure space
- third level education

Over 2,000 people already work in Titanic Quarter across 80 different companies ranging from Citi to Microsoft. The first 474 apartments are complete, Universal and HBO have already shot major productions at the Paint Hall Film Studio (one of Europe's largest) and Massachusetts Institute of Technology (MIT) has identified the scheme as one of its prestigious '21st Century City' projects.

Titanic Belfast will form the focal point of the development.



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