

# Marine Centre



# Rich Biodiversity

Phytoplankton  
of the coast of Ireland



# Rich Biodiversity

Basking Shark



# Raw landscape





# Existing research

Lucy Hunt Marine Biologist Sea  
Synergy Marine Centre



# Existing Initiatives



Wild Atlantic Way runs along the western coast of Ireland





# Vision

A wave of knowledge on  
the Wild Atlantic Way.





## Mission

By leveraging local assets We aim to conserve, promote and educate people about marine life, importance of water, provide sustainable research opportunities and become a focal point for the community.





**MARA**  
center



# Brand Guidelines

## The Logo



## Minimum size



## Colour Palette



C:66 M:11 Y:39 K:0  
R:82 G:174 B:166  
#52aea6



C:58 M:0 Y:30 K:0  
R:98 G:198 B:190  
#62c6be



C:66 M:11 Y:39 K:50  
R:42 G:105 B:99  
#2a6963



C:66 M:11 Y:39 K:0  
R:82 G:174 B:166  
#52aea6



C:94 M:69 Y:36 K:25  
R:26 G:72 B:104  
#1a4868



C:89 M:56 Y:3 K:0  
R:17 G:110 B:178  
#116eb2



C:79 M:38 Y:0 K:0  
R:34 G:135 B:201  
#228709



C:3 M:51 Y:78 K:0  
R:239 G:145 B:77  
#ef914d





# Objectives

To showcase the diverse marine life of the region.

To celebrate and amplify the natural landscape and marine life by making it a destination.

To create a unique building that becomes landmark for the region.

To design regular tours, seasonal programming and an annual festival to bring in tourism



# Site Location





# Site Location

Centre of town

Adjacent to Ring of Kerry  
tour busses schedule bus  
stop

On the Wild Atlantic Way

Famous for Charlie Chap-  
lin Film Festival



# Way finding

Inspired by Phytoplankton

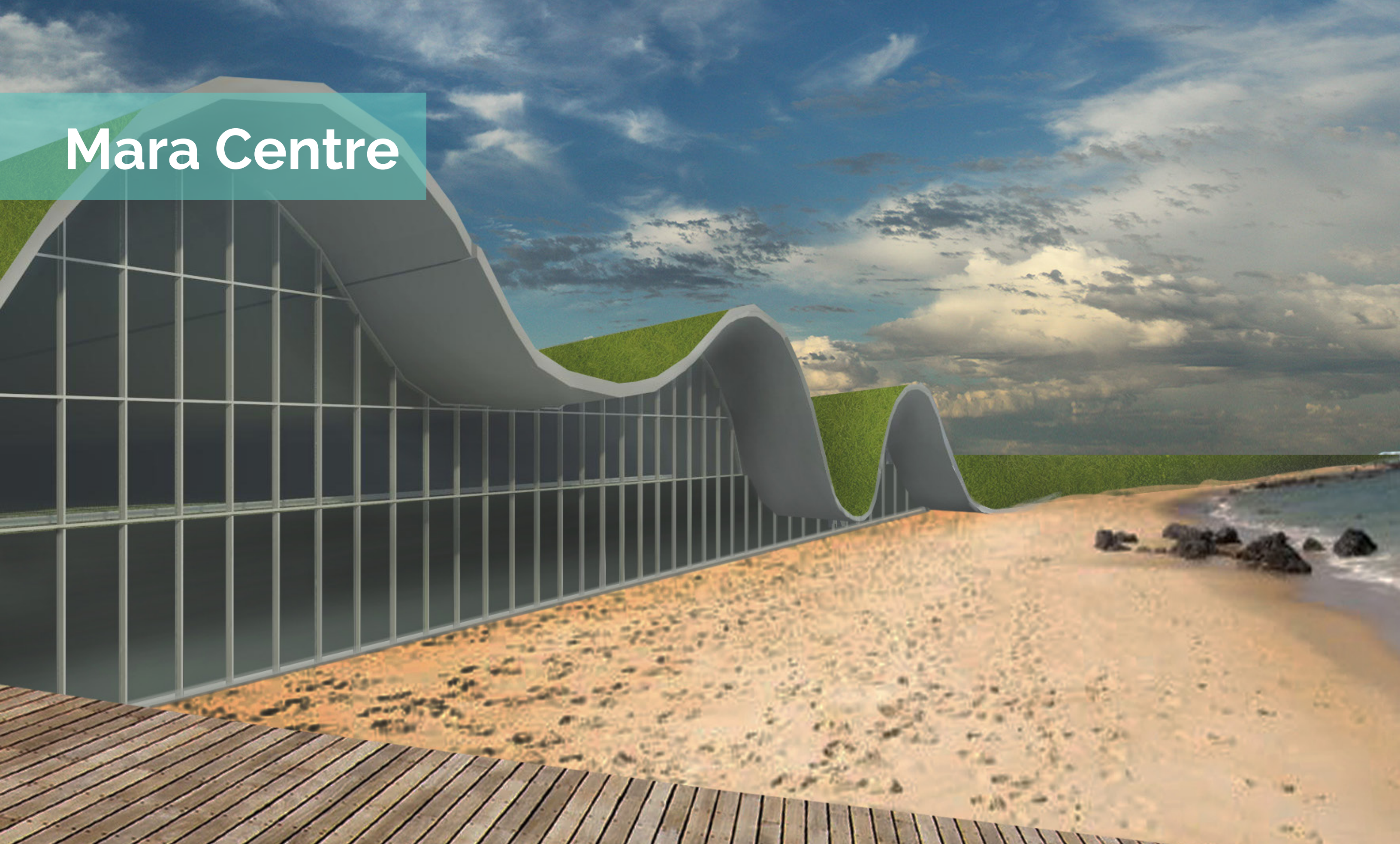


# Landmark





# Mara Centre





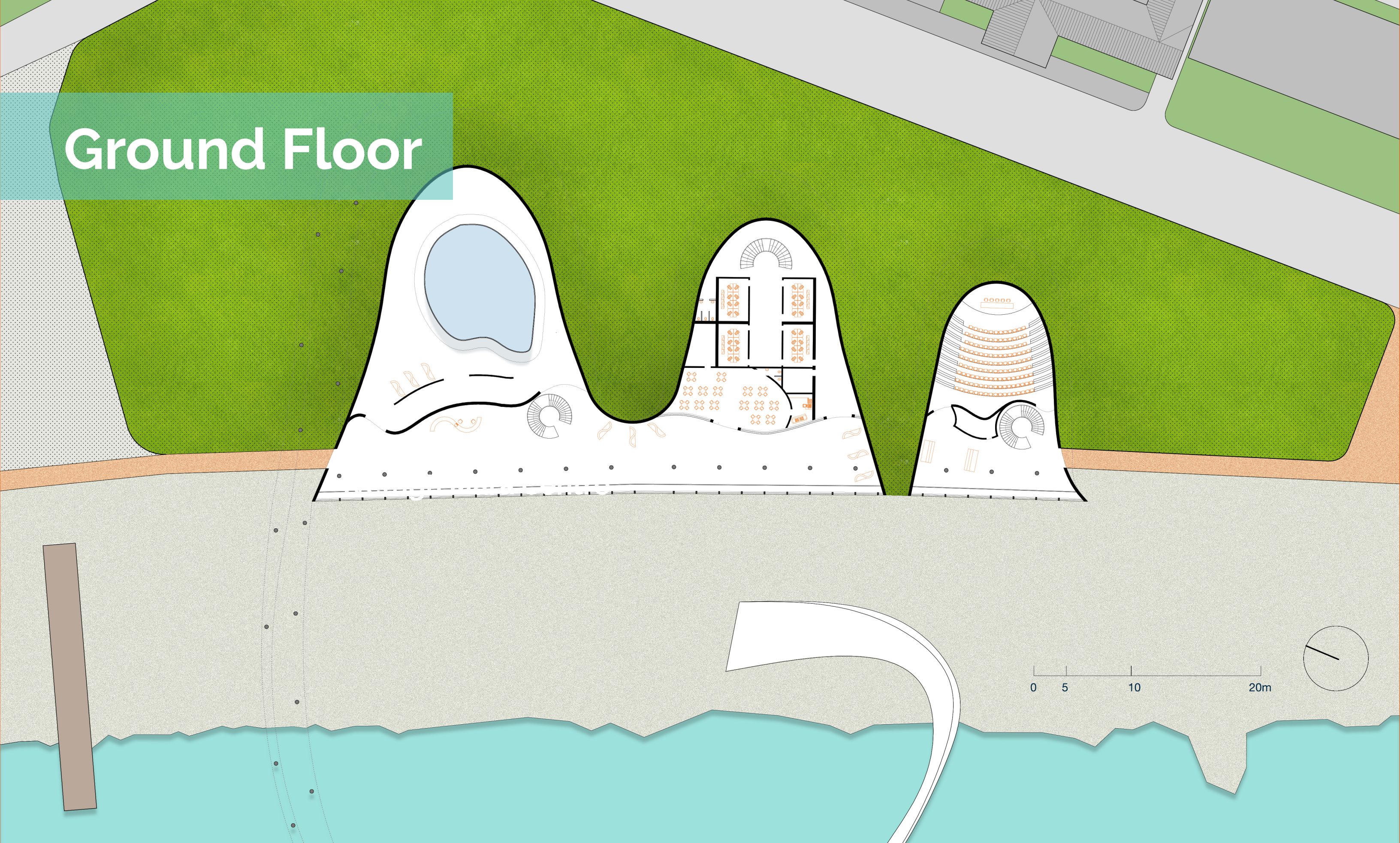
# Master Plan

Iveragh Mara Centre



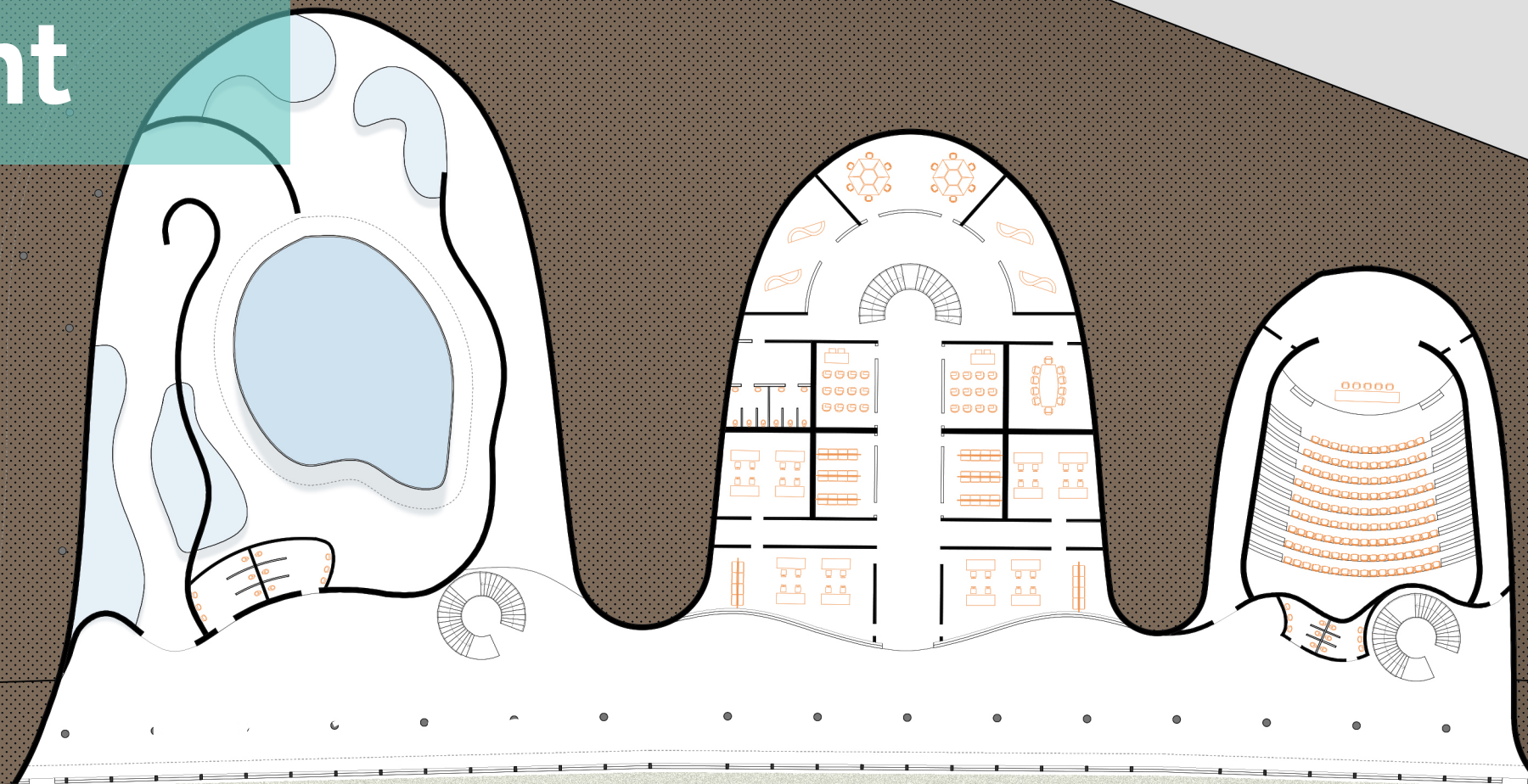


# Ground Floor

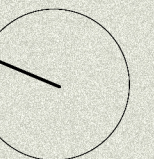




# Basement

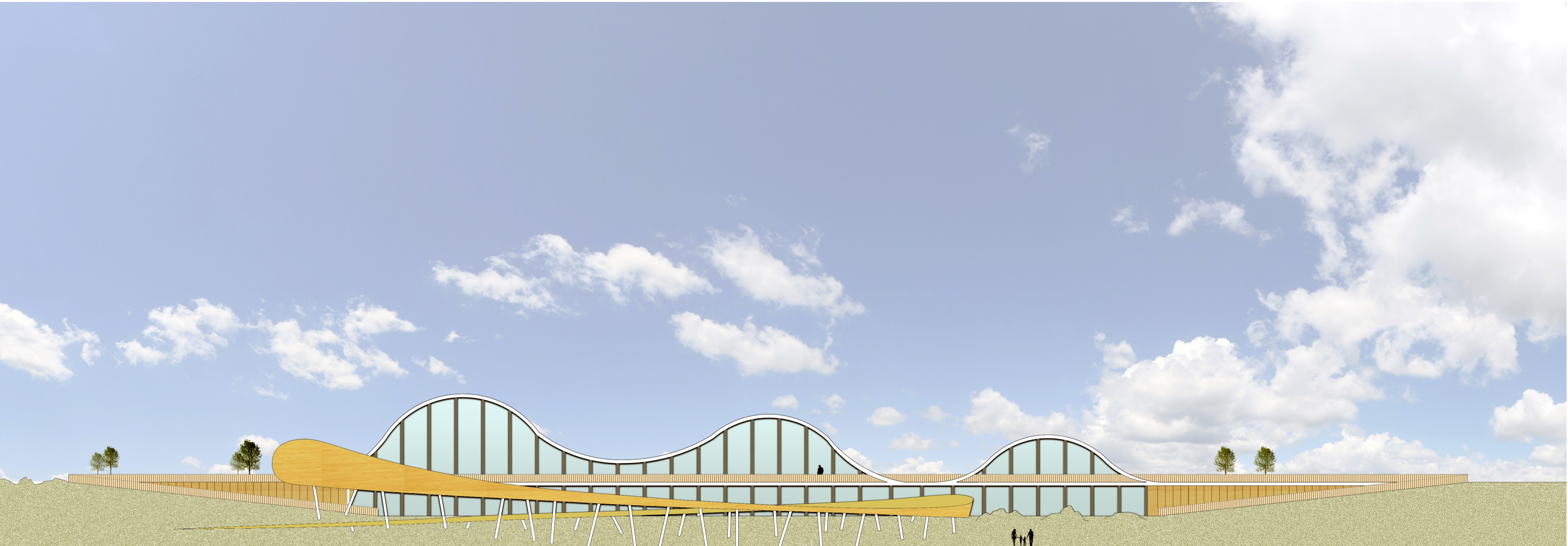


0 5 10 20m



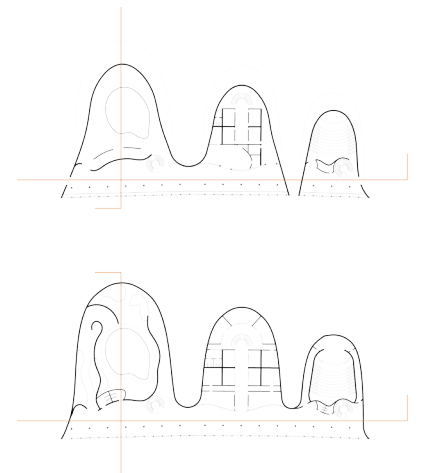
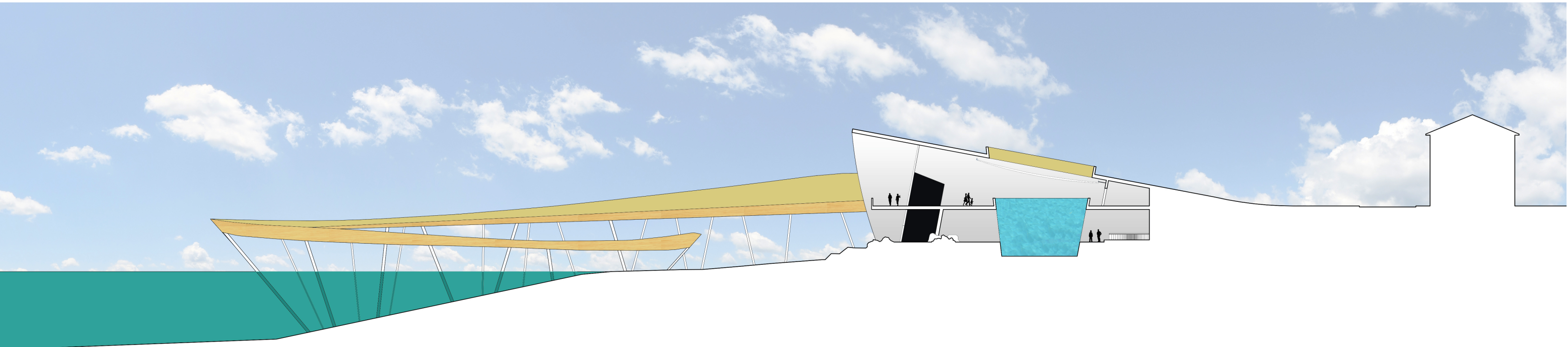


# Elevation



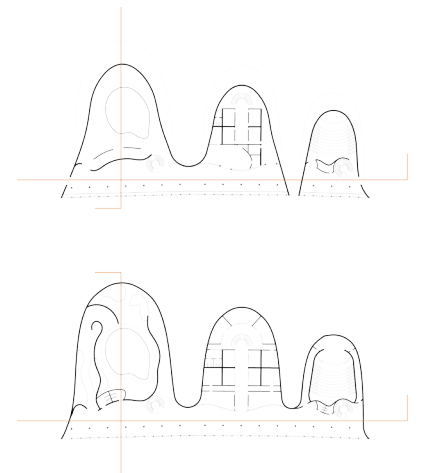


# Cross section



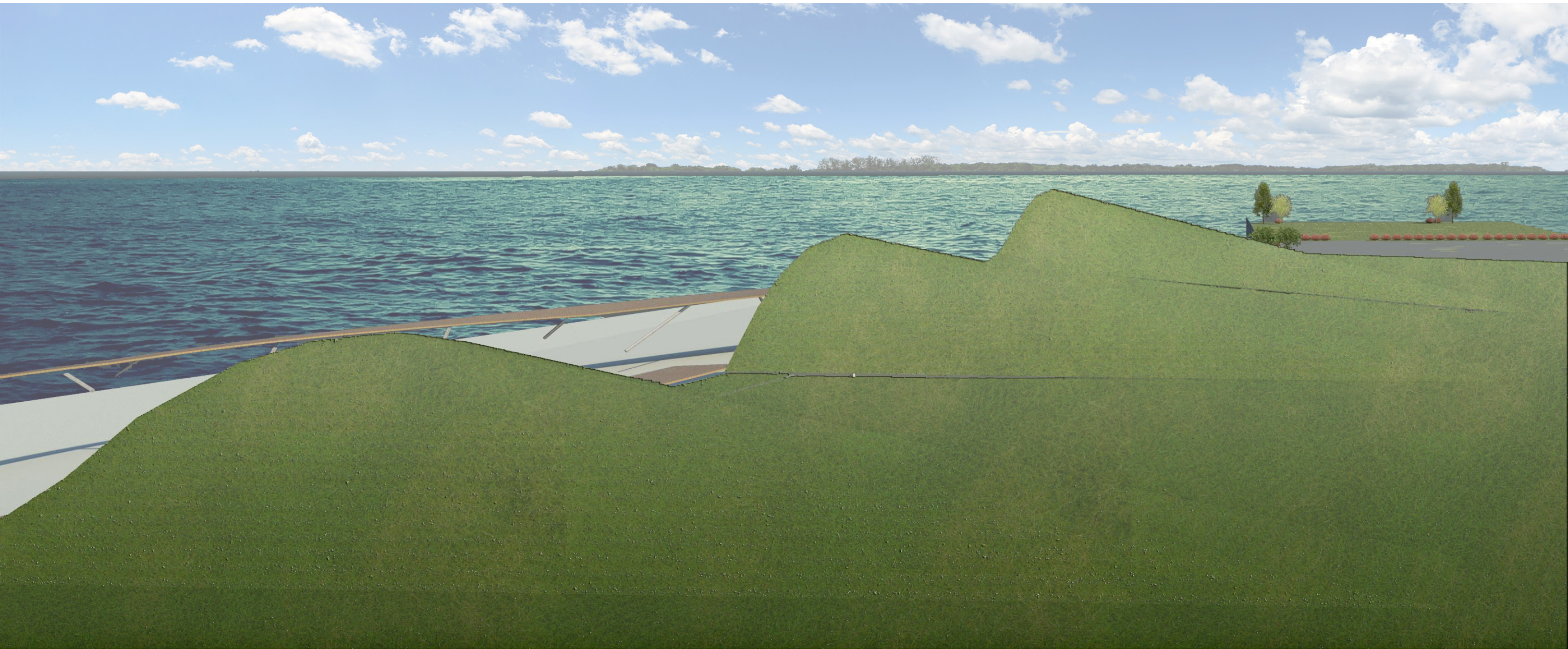


# Section





# View from green roof





# Displays





# Displays





# Displays





# Touch Tanks





# Touch Tanks





# Venue Space



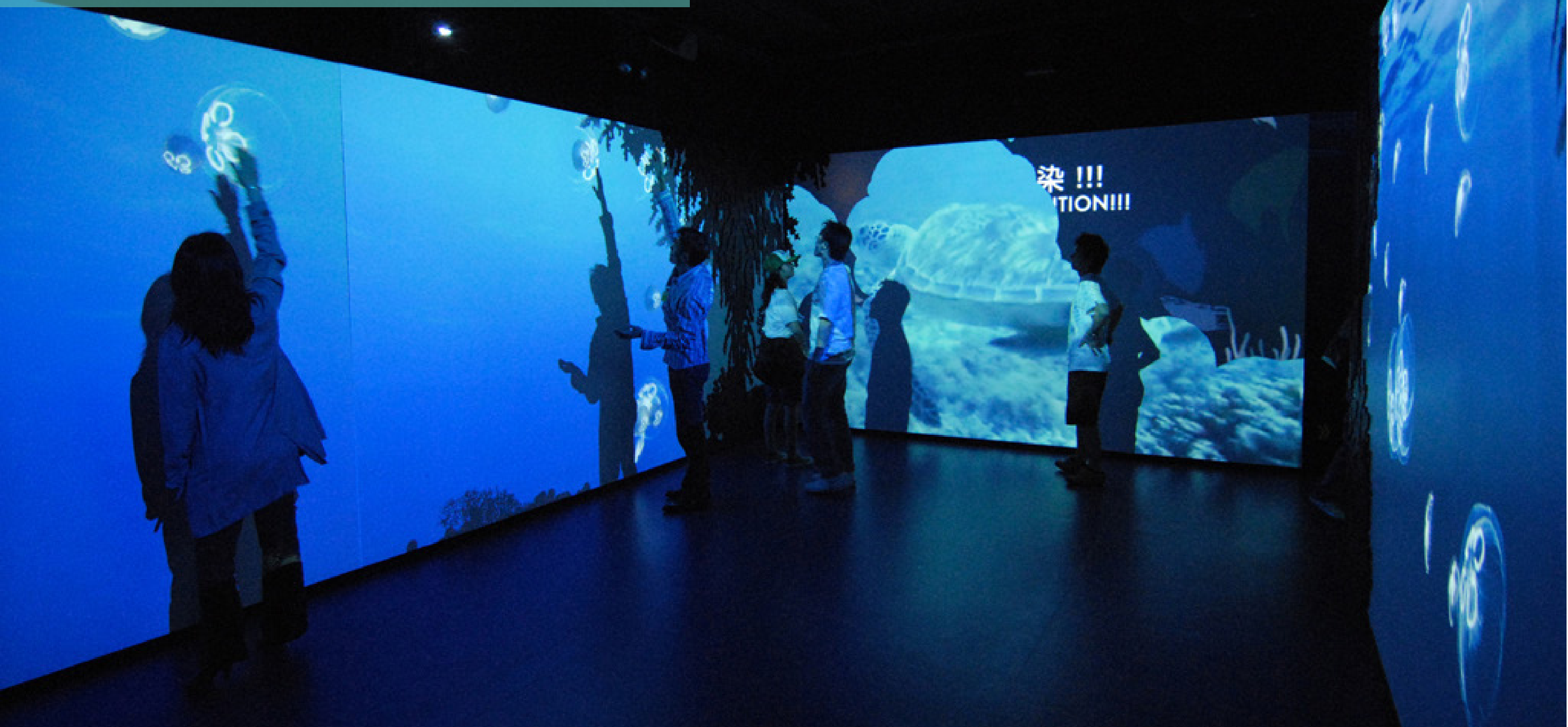


# Research Facilities



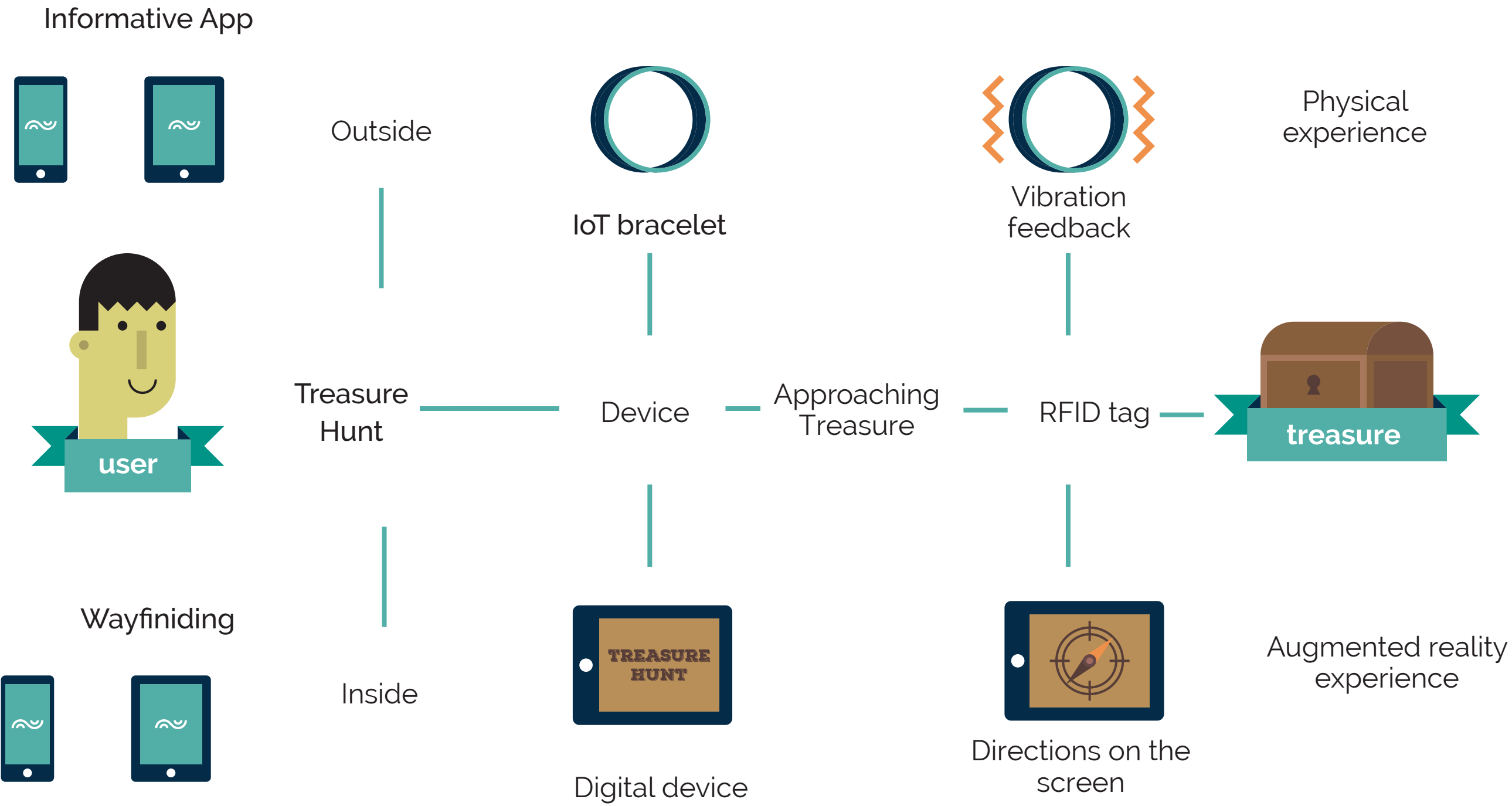


# Digital eco system





# Digital System





# Wayfiniding



User is walking with mobile device.



He approaches land-mark.



Push notification is being sent



User takes device to e.g. take a photo

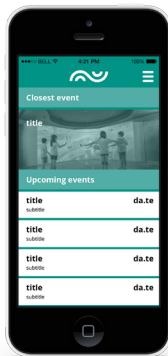


He sees notification

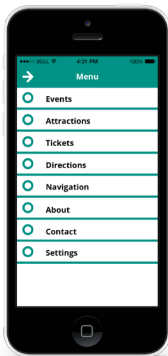


Wayfinding message is displayed

# Informative App



Events



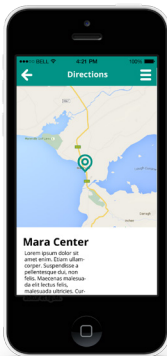
Simple menu



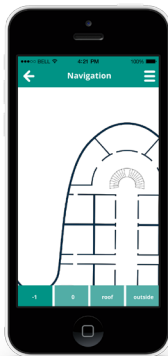
Attractions



Detailed info



Directions



Navigation



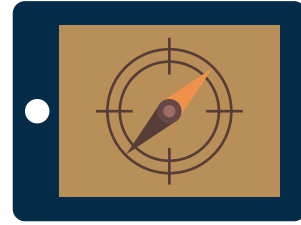
# Treasure Hunt



Family with child visits  
Mara Center



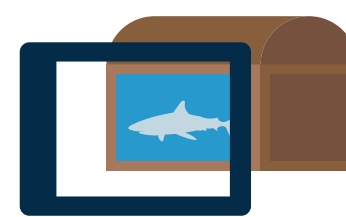
Cashier offers him/his  
parents  
“Treasure Hunt” pro-  
gramme



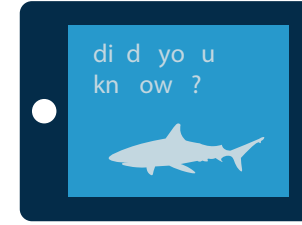
Child is looking for “treas-  
ures” hidden in the building



He approaches “treasure”



He scans it to discover hid-  
den message with augment-  
ed reality experience



Fun and educational fact is  
revealed



Child is not happy about  
“museum” visit



Child is curious about pro-  
gramme.



Looking for treasures make  
visit in Mara Center inter-  
esting for him



Child finds “treasure”



He is curious about hidden  
message



Revealed facts are both edu-  
cational and entertaining



# AR System







# User Experience



# Personas

## User Experience



Name: Mary  
Age: 30  
Family Status: Divorced & Travelling with 2 Kids

### Mary

Mary is a 35-year old divorcee who is travelling from Dublin with her kids, aged 5 and 10.

#### Motivation:

Mary’s kids have a few days off of school. Mary is looking to get out of the city and entertain the kids through fun activities that keep them active and stimulate their brains. Travelling alone with kids of different ages, the activities need to be easy to navigate and cater to multiple age groups.

#### Key Factors:

Mary’s 5-year-old son is in a wheelchair; the destination must be accessible to even consider the trip. Mary and her kids are technologically inclined, and ready for an immersive and interactive exhibit. The kids are easily distracted, and require multiple stimuli.

“I’d love to find a place where the kids are happy and engaged, and I can relax and enjoy! If I can find that balance, I’ll be back!”



Name: Niall  
Age: 60  
Family Status: Widowed

### Niall

Niall is a 60-year old single man who has lived in County Kerry his whole life.

#### Motivation:

Niall was born and raised in County Kerry. He witnesses the many people that come and go. There is not an active economy or social life; most people come via tour bus, take a quick photo to capture the beauty, and move on.

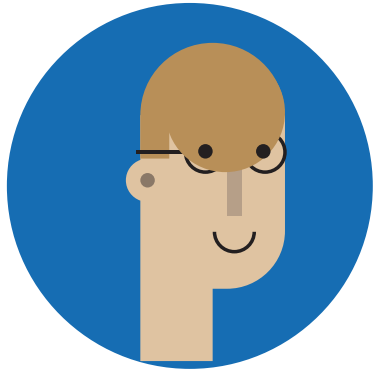
#### Key Factors:

Niall is ready for change, and envisions a landmark that gently fits into the landscape, yet creates a focal point to attract visitors. Right now there is the odd art event at the local pub, and a pop-up marine info table on the beach; he is convinced that more of that programming would benefit both locals and tourists. He is eager to share his knowledge of the town, in spite of limited technological acumen.

“When I think of my hometown, the words that come to mind are ‘magic’, ‘organic’, and ‘sustainable’. Visitors are transient; we can use a modern intervention to bolster this local coastal town.”



# Personas



Name: Björn  
Age: 45  
Family Status: Single

“I’ve been considering the next steps for my career. The chance to embark on new research in an area with a unique marine ecosystem is an opportunity I can’t pass up!”

## Björn

Björn is a 45-year-old marine biologist from Sweden. Hailing from the University of Gothenburg, he has been approached to pursue research at the new marine centre on the Iveragh Peninsula, in County Kerry, Ireland.

### Motivation:

Björn has enjoyed his post at the University of Gothenburg over the past 10 years. Lately he has been wondering if it’s time for a change. Björn has a deep passion for conservation, and learning about County Kerry’s historic town has captured his attention.

### Key Factors:

As a marine biologist and conservationist, the presence of unique local species is critical. Björn is particularly interested in basking sharks, the second-largest living fish, which are present in the Iveragh Peninsula. This local gem, combined with the opportunity to work on a new research project, have him thinking about change.



# Journey Map

## User Experience

|             |            | PRE-VIST                              | VISITING THE MARA CENTRE                       |                                  |                                 |                                           |                                           |                                                           |                                                                 | POST-VISIT                               |
|-------------|------------|---------------------------------------|------------------------------------------------|----------------------------------|---------------------------------|-------------------------------------------|-------------------------------------------|-----------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------|
|             |            | Awareness                             | Transit / Arrival                              | Rooftop                          | Marina Doc                      | Exhibitions                               | Aquarium                                  | Research / Conservation                                   | Public Space                                                    | Return / Promote                         |
| User        | Tourist    | Seeking Destination                   | Travel                                         | Viewing Deck/Inside Peak         | Water & Landscape Experience    | Learning & Interaction                    |                                           |                                                           | Entertainment/Interaction Learning                              | Return/Promote                           |
|             | Local      | Enjoy Hometown                        | Local Travel                                   | Viewing Deck / Inside Peak       |                                 | Learning & Interaction                    | Learning & Interaction                    | Learning & Interaction                                    |                                                                 |                                          |
|             | Researcher | Seeking Research Base                 | Travel                                         |                                  | Educate / Maintain              | Prepare & Showcase                        | Prepare/ Showcase/ Preserve               | Research/ Conservation Prog.                              | Conferences (future)                                            | Publish / Promote                        |
| Channels    | Tourist    | Online / Tourist Bureau / Friends     | Transportation / Wayfinding                    | In-Person / Physical / Digital   | In-Person / Physical / Digital  | In-Person / Physical / Digital            | In-Person / Physical / Digital            | Overhead Window / Phys/Dig                                | In-Person / Physical / Digital                                  | WOM / Online                             |
|             | Local      | Local Hype / Friends / Online         | Transportation / Wayfinding                    | In-Person / Physical / Digital   | In-Person / Physical / Digital  | In-Person / Physical / Digital            | In-Person / Physical / Digital            | Overhead Window / Phys/Dig                                | In-Person / Physical / Digital                                  | WOM / Online                             |
|             | Researcher | Institutions / Journals / Online      | Transportation / Wayfinding                    |                                  | In-Person / Physical / Digital  | In-Person / Physical / Digital            | In-Person / Physical / Digital            | In-Person / Physical / Digital                            | In-Person / Physical / Digital                                  | WOM / Online / Journals                  |
| Programming | Tourist    | Online Resource / Centre Collateral   | Wayfinding / Augmented Reality                 | Tours / Workshop / Events / Hunt | Tours / Workshop / Hunt         | Tours / Workshop / Treasure Hunt          | Tours / Workshop / Treasure Hunt          | Tours / Window View                                       | Festivals / Events                                              | WOM / Online                             |
|             | Local      | Online Resource / Centre Collateral   | Wayfinding / Augmented Reality                 | Tours / Workshop / Events        | Tours / Workshop                | Tours / Workshop                          | Tours / Workshop                          | Tours / Window View                                       | Festivals / Events                                              | WOM / Online                             |
|             | Researcher |                                       | Wayfinding / Augmented Reality                 |                                  | Programming Planning            | Programming Contribution                  | Programming Contribution / Maintenance    | Work Space                                                |                                                                 | WOM / Online / Journals                  |
| Artifacts   | Tourist    | Web / App / Promo Collateral          | Monuments / App / GPS-based Push-Notifications | Signage / App / Wearable / RFID  | Signage / App / Wearable / RFID | Signage / Displays / RFID / App           | Signage / Displays / RFID / App           | Signage / Displays / RFID / App                           | Signage / App / Wearable / RFID                                 | Memorabilia / Social Media               |
|             | Local      | Web / App / Promo Collateral          | Monuments / App / GPS-based Push-Notifications | Signage / App / RFID Tags        | Signage / App / RFID Tags       | Signage / Displays / RFID / App           | Signage / Displays / RFID / App           | Signage / Displays / RFID / App                           | Signage / App / RFID Tags                                       | Memorabilia / Social Media               |
|             | Researcher | Web / Research prospectus             | Monuments / App / GPS-based Push-Notifications |                                  | Research / Dig/Phys Collateral  | Research / Content                        | Content Development / Equipment           | Office / Research Tools                                   | Research Docs / Communication                                   | Published Journals / Research Database   |
| Feelings    | Tourist    | Curiosity / Excitement / Nervousness  | Curiosity / Excitement / Nervousness           | Excitement / Awe / Inspired      | Excitement / Awe / Inspired     | Excitement / Awe / Inspired               | Excitement / Awe / Inspired               | Awe / Inspired / Optimistic                               | Entertainment/Interaction/Learning                              | Happy / Inspired                         |
|             | Local      | Curiosity / Excitement                | Curiosity / Excitement                         | Excitement / Awe / Inspired      | Excitement / Awe / Inspired     | Excitement / Awe / Inspired               | Excitement / Awe / Inspired               | Awe / Inspired / Optimistic                               | Entertainment/Interaction/Learning                              | Contentment / Pride                      |
|             | Researcher | Curiosity / Excitement / Nervousness  | Curiosity / Excitement / Nervousness           |                                  | Excitement / Pride              | Excitement / Pride                        | Excitement / Pride                        | Dedication / Excitement / Pride                           | Pride / Anxiousness (future)                                    | Pride                                    |
| Partners    | Tourist    | Tourist Bureau / Partner Institutions | Transit Partners / Locals                      | Locals                           | Locals                          | Partner Institutions / Local Partnerships | Partner Institutions / Local Partnerships | Partner Institutions / Local Partnerships / Gov. Programs | Local Institutions & Businesses                                 | Social Circle / Social Media             |
|             | Local      | Local Institutions                    | Transit Partners                               |                                  |                                 | Partner Institutions / Local Partnerships | Partner Institutions / Local Partnerships | Partner Institutions / Local Partnerships / Gov. Programs | Local Institutions & Businesses                                 | Social Circle / Local Hub / Social Media |
|             | Researcher | Partner Institutions / Sci. Resources | Transit Partners / Locals                      |                                  | Locals / Partner Scientists     | Partner Institutions / Local Partnerships | Partner Institutions / Local Partnerships | Partner Institutions / Local Partnerships / Gov. Programs | Local Institutions & Businesses / Partner Institutions (future) | Other institutions / Scientific Journals |





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# Programming



# Programming Strategy



## General Programming

MARA Centre Visit Year-Round  
Interior Exhibitions Year-Round  
Aquarium Tours Year-Round  
Shoreline Tours Year-Round  
Boat Tours Year-Round (Future)  
Seaweed Culinary Events Year-Round  
Snorkling & Scuba Diving Seasonal (Future)  
Shoreline Clean-Up Year-Round  
Cinema Screening Year-Round  
Film Festival Outdoor Screening Seasonal  
Transition Student Programs Seasonal  
Research Initiatives Year-Round





# Programming Strategy



## Children's Programming

School Programs Year-Round  
Hands-On Workshops Year-Round  
'Scientist / Conservationist for a Day' Year-Round  
Shoreline 'Walk with Lucy' (Research Lead) Year-Round  
Treasure Hunt Year-Round  
Easter Egg Fish Discovery Trail Seasonal





# Programming Strategy



## Festivals & Special Events

Bioluminescent Plankton Viewing Seasonal  
Seafood Festivals Seasonal  
Evening Viewing Deck Galas Year-Round  
Holiday Market Seasonal  
Conferences Annual Event / Future  
Charlie Chaplin Film Festival



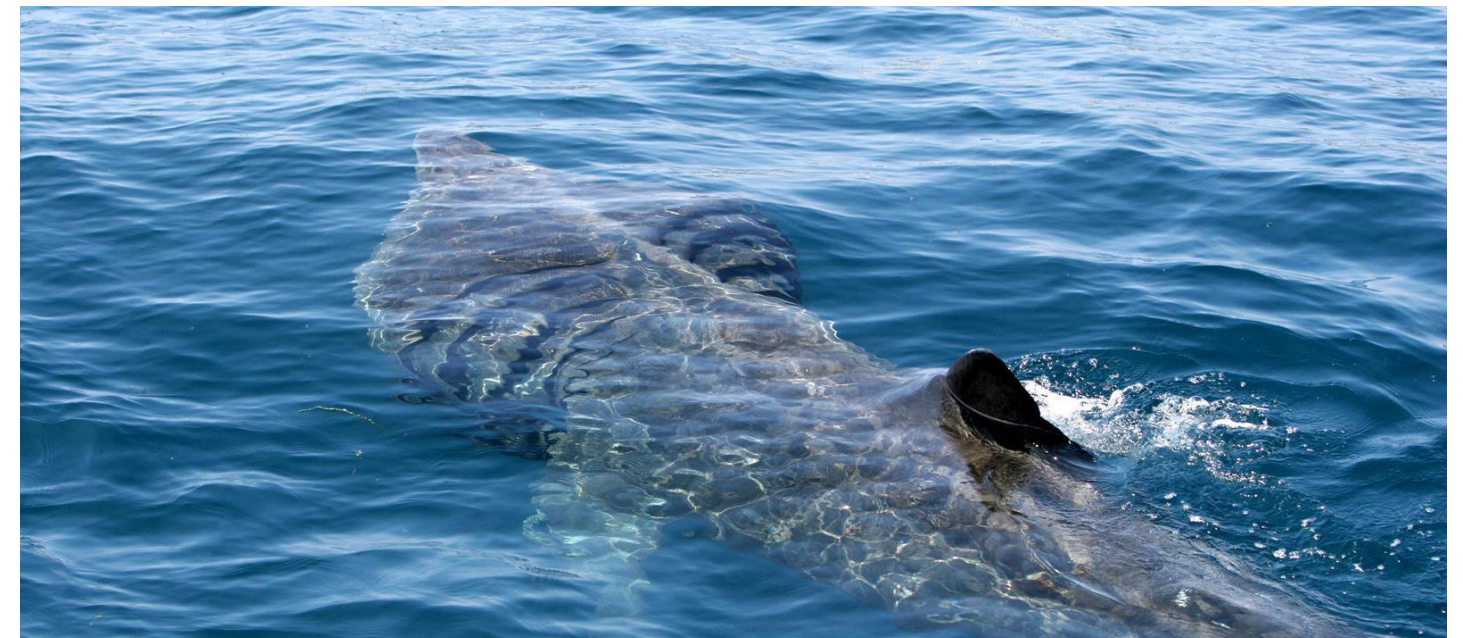


# Programming Strategy



## Research

Basking Shark Tagging and Photo-ID Catalogue  
Line Transect Cetacean Survey  
– Cetaceans on the Frontier, Irish Whale & Dolphin Group  
Maldivian Manta Ray Project Photo-ID Catalogue Project  
Mangrove and Sea Grass Project SW Thailand  
Rapid Reef Assessment of Marine Protected Areas  
– Seychelles Centre for Marine Research and Technology





# Programming

## SEASONAL

ANNUAL

Annual Conference  
(Long-Term)





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# Business Plan

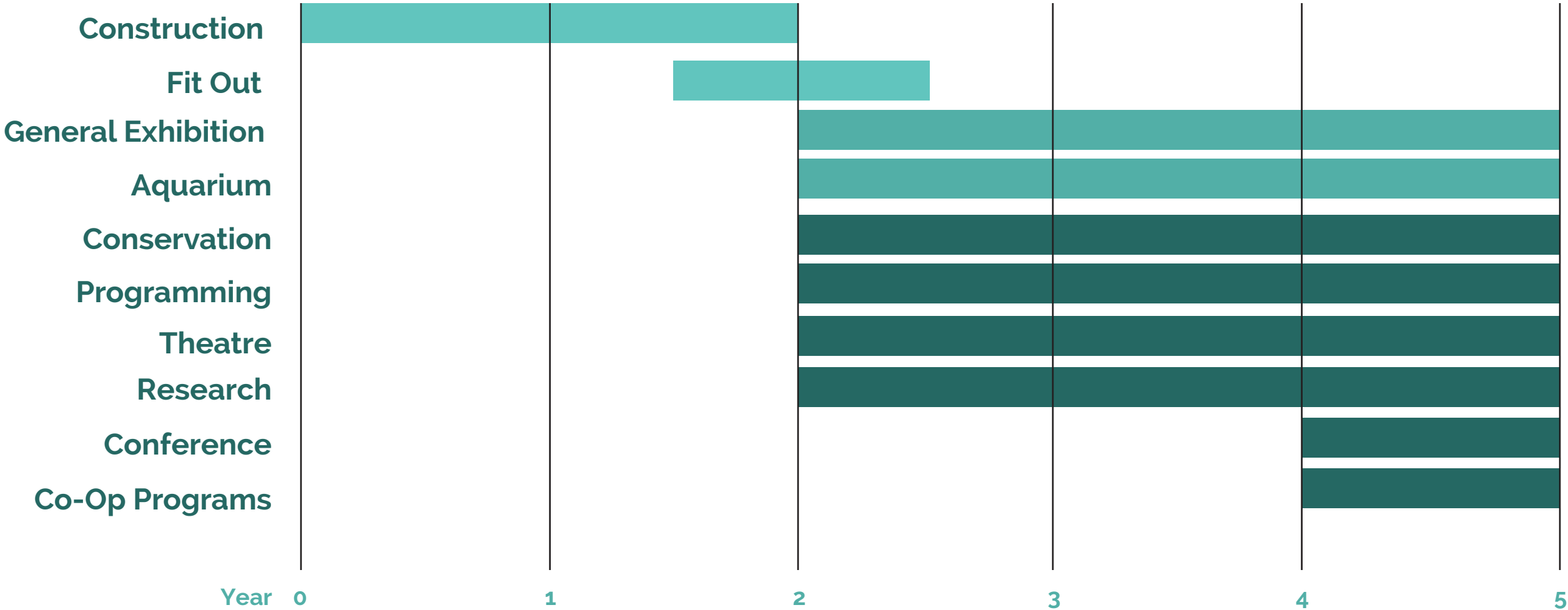


# Systems Diagram





# Implementation Timeline



# Triple Bottom Line Analysis

Business Plan

## Social (People)

### Community & Cultural Impact

- Cultural Pride
- Community Visibility and Understanding
- Focal Point for the Region
- Impetus for Local / Tourist Interaction

### Educational Impact

- Learning Opportunities for Children
- Enhanced Cultural Appreciation
- Transition Year Programming

## Environmental (Planet)

### Increased Environmental Consciousness

- Increased Awareness of the Importance of the Marine Environment
- Awareness of Unique Local Species
- Conservation of Vulnerable Species
- Environmental Clean-Up

### Sustainability

- Sustainable Building Methods
- Awareness of Sustainable and Renewable Resources

## Economic (Profit)

### Job Creation

### Tourism

- Increase Number of Visitors and Length of Stay

### Sales Revenue

- Membership, Ticketed Exhibitions
- Programming, Events
- Theatre Screenings, Cafe

### Funding

- Institutional Funding
- Environmental, Research, Cultural and Conservation Grants



# Staffing Projection

|                                                |                                                                                       |                                                                                                |
|------------------------------------------------|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Awareness                                      |    | Programming<br>Marketing / Business Development<br>Technology                                  |
| Transit /Arrival                               |    | Welcome Desk / Logistics                                                                       |
| Rooftop / Event Space                          |    | Maintenance (Shared)<br>Outdoor Patrol (Shared)<br>Cinema / Event Operator                     |
| Marina Doc                                     |    | Dock Operator<br>Outdoor Patrol (Shared) / Security                                            |
| Exhibitions                                    |   | Curator<br>Marketing / Programming / Technology (Shared)<br>Docent & Security                  |
| Aquarium                                       |  | Programming (Shared) / Maintenance (Shared)<br>Docent / Security                               |
| Research / Conservation                        |  | Research Lead<br>Research Specialist (Import from partner Institution)<br>Laboratory Assistant |
| Auditorium                                     |  | Programming / Maintenance (Shared)<br>Event Planners<br>Cinema Operator                        |
| Return / Promote                               |  | Programming / Marketing / Business Development (Shared)<br>Technology (Shared)                 |
| Accounting / Administration<br>/ Grant Writing |  | Accounting / Administration<br>Funding / Grant Writing<br>Information Technology               |
| Tours                                          |  | Docents                                                                                        |

+20  
STAFF



# Cost and Revenues



## Cost

### Construction (€4.2M)

Building  
Deck  
Theatre  
Equipment

### Building Dimensions

Area 4,000m<sup>2</sup>  
Covered area 6,000m<sup>2</sup>  
Public Space 11,000m<sup>2</sup>  
Floor space 11,000m<sup>2</sup>  
Parking lot 4000m<sup>2</sup>

## Revenue

### First Year (€169K)

12,000 Tickets @ €11 = €132K

200 Membership @€110 = €22K

200 VIP Membership @€150 = €12K

Second Year 10%-20% increase

