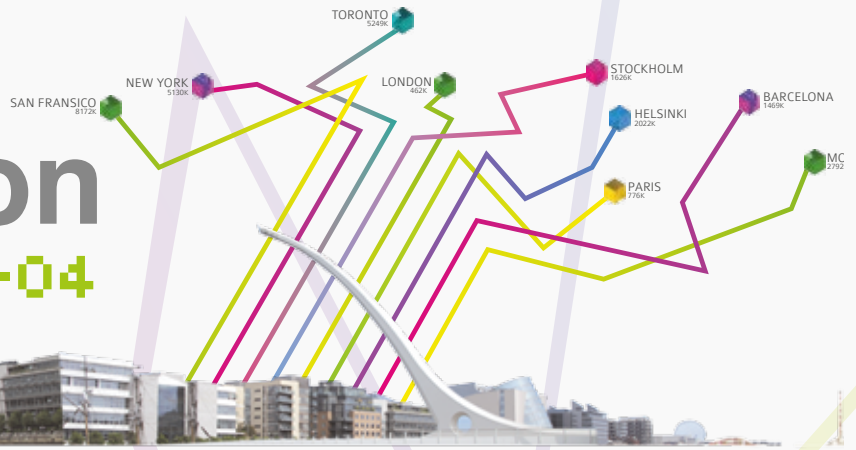


Interaction

DUBLIN FEB 01-04



Welcome Info

Céad Míle Fáilte – A Hundred Thousand Welcomes



For Dublin Can Be Heaven
With Coffee At Eleven
And A Stroll In Stephen's Green
There's No Need To Hurry
There's No Need To Worry
You're A King And The Lady's A Queen
Grafton Street's A Wonderland
There's Magic In The Air
There's Diamonds In The Lady's Eyes
And Gold-Dust In Her Hair
And If You Don't Believe Me
Come And Meet Me There
In Dublin On A Sunny Summer Morning

From The "Dublin Saunter."
Made Famous By The Irish Actor Noel Purcell

Your new journey starts here...

Whether you're coming from another country (or another county) we hope you're prepared for a wonderful week at our biggest Interaction conference yet!

Get ready to be engaged by our rich conference programme, inspired by our world-class speakers and entertained at our social events, which will take you all across the city.

However, most importantly, we hope you'll reconnect with old friends, make some new ones - creating links that will last long past the conference.

If there's anything we haven't covered, see the website <http://i.ixda.org>, tweet us @ixdconf, write on our [Facebook page](#), or ask your fellow attendees on [Crowdvine](#).

Registration "Badge Pick Up" Times and Locations

Here's a list of times and locations you can pick up your name badge. This will give you access to workshops (if you're attending them) as well as the conference so make sure to carry it with you at all times.

If you have a day pass - you can only pick up your armband on the morning of the day you're registered for.

Wednesday, Feb 1

Registration open from 8:00am - 3:00pm:
– Workshops @ IADT Dun Laoghaire

Registration open from 7:00pm - 9:00pm:
– Welcome party @ Dining Hall, Trinity College

Thursday, Feb 2 - Saturday, Feb 4

From 8:00 am (Thu) or 8:30am (Fri & Sat)
@ Convention Centre Dublin

Venues and Transport

Wednesday, Feb 1: Daytime
- Workshops @ IADT, Dun Laoghaire

Shuttle Buses

Dublin City Centre to IADT

(If you're staying at the Trinity Capital, you can catch the bus from the Mont Clare). There will be volunteers at each hotel to direct you to the bus pick-up spot.

Morrison	Clarion	Maldron	Mont Clare
07:15	07:20	07:23	07:30
07:25	07:30	07:33	07:40
07:35	07:40	07:43	07:50
07:45	07:50	07:53	08:00
11:45	11:50	11:53	12:00

IADT to Dublin City Centre

Buses will stop at the following hotels: Mont Clare, Maldron, Clarion (near CCD) and the Morrison.

IADT
12:45
16:40

If You Miss the Shuttle...

Bus

Route **46A** runs frequently from city centre to near IADT and takes around 45 minutes. For stop locations and timetable visit the [Dublin Bus website](#).

DART (Train)

The DART from city centre to **Dun Laoghaire** town takes around 20 minutes. From the DART station you'll then need to take either a short bus ride on routes **46A**, **75** and **746**, or a 20-minute walk. For DART stop locations and timetables visit the [Irish Rail website](#).

Taxi

A taxi from city centre to IADT will cost approximately 20 euro.

Wednesday, Feb 1: Evening
- Welcome Party, Dining Hall Trinity College

Getting to Trinity College

There won't be any transport provided to the Welcome Party, but Trinity College is extremely central. If you enter from the Front Gate on College Green, the Dining Hall is on your left off the square.

Trinity College Main Entrance Map



Getting home from Trinity College

Buses will be provided to selected hotels - times and departure locations to be announced on the night.

Thursday, Feb 2 - Saturday, Feb 4
- Conference @ Convention Centre Dublin (CCD)

Shuttle Buses Going to the CCD

Thursday

Morrison	Mont Clare	Trinity Capital
07:15	07:30	07:35
07:30	08:10	08:15
08:00	08:30	08:35
08:15	08:40	08:45
08:45		
08:50		

Friday

Morrison	Mont Clare	Trinity Capital
07:45	08:30	08:35
08:00	08:50	08:55
08:15	09:10	09:15
08:40		
08:45		
09:00		

Clarion and Maldron hotels are within view of the CCD and a couple of minutes walk. The Luas (tram) runs behind The Morrison, 2 streets down. Stops are provided at George's Dock, Mayor Square and Spencer Dock.

Going from the CCD

Buses will be provided from the CCD to the above hotels on Friday only. Times will be announced on the day.

See map, top right...



Venues and Transport

Thursday, Feb 2 - Saturday, Feb 4

- Social Events (Evening)

Getting to the Parties

Thursday, Feb 2

Buses will be available from the conference venue at 5:15pm to the Coroflot Networking Party and the SapientNitro Great IxDA Debate.

Friday, Feb 3

You'll have to make your own way to the IxDA Awards sponsored by Google - but the location is extremely central. Walking from the CCD or The Morrison should take around 20 minutes or a short taxi ride of under 10 euro.

Saturday, Feb 4

Buses will be available from the conference venue from 5:30pm to take you to the Guinness Storehouse for the closing party sponsored by Microsoft.

Getting Home from the Parties

Every night except Thursday, buses will be available to take delegates back to these hotels: Mont Clare, Trinity Capital, Maldron Cardiff Lane, Clarion hotel and The Morrison.

Dublin City Map

Google Map of Dublin (<http://maps.google.ie/>)

Other Transportation

Dublin Bikes (www.dublinbikes.ie)

Dublin bikes are situated all over the city. You can buy a 3-day ticket for €2 (credit card required) and after that the first half-hour of any bike journey is free, with lots of stations around the city.

Dublin Bus (www.dublinbus.ie)

Dublin Bus operates routes all over the city centre and surrounds, as well as sightseeing tours and themed routes, like the Dublin Ghost bus.

DART - Trains (www.irishrail.ie)

The DART (Dublin Area Rapid Transit) is the rail line running along the coast of Dublin, from Malahide and Howth in the north, to Greystones, Co Wicklow in the south.

Luas - Light Rail (www.luas.ie)

The Luas Red Line runs directly behind The CCD, conveniently linking to downtown Dublin and to Connolly and Heuston rail stations. Stops are provided at George's Dock, Mayor Square and Spencer Dock. The Morrison Hotel, where initial registration takes place on Tuesday evening and all day Wednesday, is located 5 minutes away from Jervis on the Red Line.

Things to Do in Dublin

Dublin is a wonderful city with a rich atmosphere and a vibrant population. This guide gives you a few ideas for locations and services that really stick out as being fantastic experiences - most of which you'll be able to walk to.

Art and Museums

Collins Barracks - Museum of Decorative Arts & History

(<http://www.museum.ie/en/list/overview-arts-history.aspx>)

Originally an army barracks, the buildings were reopened in 1997 with a new purpose. Here you'll find Irish haute couture garments, furniture, silver, jewellery, ceramics, and exhibitions exploring Irish military history, including the 1916 Easter Rising. This museum is located along the LUAS red line, which means you'll be able to get to it very easily from the CCD.

Hugh Lane Gallery (<http://www.hughlane.ie/>)

The collection, started by the Gallery's founder Sir Hugh Lane in 1908, has now grown to include over 2000 artworks, ranging from the Impressionist masterpieces of Manet, Monet, Renoir and Degas to works by leading national and international contemporary artists.

Chester Beatty Library (<http://www.cbl.ie/>)

The Chester Beatty Library, Dublin is an art museum and library which houses a great collection of manuscripts, miniature paintings, prints, drawings, rare books and some decorative arts assembled by Sir Alfred Chester Beatty. The library's current main exhibition is "China through the Lens of John Thomson: 1868-1872." Thomson's works present the human aspects of life in China through the extensive record of everyday-street scenes, rarely captured by other photographers of that era. Timed to coincide with the Chinese New Year celebrations this assembly of stunning photographs is not to be missed.

Natural History Museum

(<http://www.museum.ie/en/intro/natural-history.aspx>)

This museum has many galleries of animals from all over Ireland and overseas and also geological exhibits from a total collection of about 2 million scientific specimens. Its a wonderful "old-school" museum with a modern touch having re-opened after its recent renovations.

National Gallery (<http://www.nationalgallery.ie/>)

The Gallery has an extensive, representative collection of Irish painting and is also notable for its Italian Baroque and Dutch masters painting. The new Millennium Wing that opened in 2002 houses the "Masterpieces from the collection" exhibition which gives a wonderful overview with some of the more famous pieces of Art.

IMMA (<http://www.imma.ie/>)

The Irish Museum of Modern Art is housed in the Royal Hospital Kilmainham. Since its opening the Museum has rapidly established itself as a significant and dynamic presence in the Irish and international arts arena. It is widely admired by its peers throughout the world for the range and relevance of its exhibitions.

Shopping

Grafton Street

Grafton Street, located between Trinity College and St. Stephen's Green is the more upmarket shopping area with fashionable stores such as Brown Thomas, the department store catering for many designer showcases, both foreign and local. Dublin's leading and most exclusive jewellers, Weirs, is also here, as well as the most popular of the famous Bewley's Cafés. The nearby Powerscourt Townhouse (located on South William Street) one of the nicer, albeit small, shopping centres in the city. The southside's largest and one of the city's most famous shopping centres, the St. Stephen's Green Shopping Centre is located at the top south end of Grafton Street.

Georges Street / Camden Street

Georges Street is home to the superb Georges Street Arcade, a red-bricked indoor market of stalls and stores offering everything from unusual fruits and foreign produce to second hand clothes, memorabilia, fortune telling and body piercing, books and more. Behind the Arcade, near the Powerscourt Townhouse is the Castlemarket area, with numerous clothes and shoe shops and some fine food shops and restaurants. Outside, the street has a number of home furnishing shops, trendy bars, music and art shops.

Nassau Street / Trinity College

Running the axis of the south side of Trinity College, Nassau Street is the main area for quality Irish design, including woollens and tweeds (both traditional and modern designer styles) and also ceramics and glassware. For those of Irish ancestry are a number of heraldic shops so along with the designer shops Nassau Street is the ideal place for Irish gifts and souvenirs.

Temple Bar

After a great deal of Urban Renewal in the late 1980s / early 1990s Temple Bar became Dublin's thrumming cultural heart. Today it is packed with small shops associated with crafts, art, clothes and music, as well as Pubs and Bars. Cow's lane, located toward the western end, regularly hosts a weekend farmers market where you can enjoy a fine selection of artisan goods.

Henry Street / O'Connell Street

Henry Street has department stores such as the popular Arnotts, and an assortment of popular clothing and footwear stores. The ILAC Shopping Centre and the newer Jervis Street Shopping Centre are both here. The well-known outdoor food market of Moore Street is always full of bargains and in recent years has become an excellent resource for foreign and ethnic foods. The nearby O'Connell Street, Dublin's main thoroughfare, is home to the excellent Clery's Department Store and Eason's Booksellers as well as several other shops.

Eat, Drink and Be Merry

Irish food is famous all over the world. From our strong agricultural foundations we've managed to build an industry of artisan level foods and luxury consumables. So what better way to enjoy the taste of Ireland than by patronizing some of our high level restaurants and eateries.

Restaurants

The Bank, College Green (<http://www.bankoncollegegreen.com/>)

The Bank on College Green is dedicated to serving you excellent food, in comfortable surroundings with friendly service. Whether you are looking for a hearty breakfast, a light lunch or a tasty steak dinner, they have a menu for you. Their award winning food always includes the freshest local ingredients, with Irish beef and lamb regularly on the menus and their seafood coming directly from Wrights in Marino.

Rustic Stone, South George's Street (<http://rusticstone.ie/>)

Rustic Stone's philosophy is simple: tasty, nutritious, innovative cuisine that is accessible to all. Bearing this in mind the restaurant is a fun, inviting and relaxed place to eat. By adopting an old Spanish technique, customers are served their meat or fish dishes on a hot volcanic stone which they cook themselves.

Alfies, 10 South William Street (<http://www.alfies.ie/>)

Alfie's in South William St is a hip, new restaurant. Located in the centre of Dublin, only a few steps from Grafton Street. They serve delicious Irish and international cuisine, alongside excellent wines and a fine choice of beers. Friendly, informative service, modern decor and a vibrant atmosphere will make your dining experience one to remember. Be sure to check out the upstairs bar!

Cactus Jacks, Millenium Walkway (<http://cactusjacks.ie/>)

Cactus Jacks restaurant is one of Dublin's finest Mexican restaurants. Its menu is designed to cater for all tastes from authentic Mexican dishes to succulent steaks to their new tapas range. They pride themselves on excellent food at reasonable prices served in a relaxed atmosphere by very attentive staff.

Brasserie Sixty6, Great South Georges Street

(<http://www.brasseriesixty6.com/>)

Brasserie sixty6 aims to bring an innovative accessible menu of the highest quality food and an expertly chosen wine list to their diners in funky, stylish surroundings, all at a reasonable cost to you. They take their food very very seriously. All food – everything – is cooked to order. A very solid choice.

Dublin Coffee and Tea Shops

Large coffee-house chains like Starbucks and Costa Coffee are an obvious choice if you want something familiar and quick. If, however, you are like me, and you love real coffee then I'd recommend the following few places. They are all favourites of mine and often enjoy my patronage.

3fE, The Twisted Pepper, Abbey Street (<http://3fe.com/>)

In December 2009 Third Floor Espresso opened its doors in the lobby of the Twisted Pepper with one barista, a grinder and an espresso machine serving coffee roasted by Steve. Today it has expanded into the main bar and taken on three baristas; Ger, Pete and Jordan. It has also become the first shop in Europe to house an uber boiler for the preparation of manual-brew filter coffees. 4 words: Very hip. Excellent coffee.

Busyfeet & Coco Cafe, 41- 42 South William Street

This bustling, quirky bohemian café emphasizes good, wholesome food. Organic ingredients play a prominent role on a menu that's laden with delicious salads and sandwiches. It's also one of the city center's best-situated spots for a bit of people-watching, as Dublin's young and hip stroll by all day long.

Tea Garden, 7 Lower Ormond Quay (<http://www.tea-garden.eu/>)

Situated on the same block at The Morrison hotel, Tea garden is a place of tranquility and rest. If you are the type to find yourself getting run down or drained from the hustle and bustle of the conference then this is the place for you. An atmospheric and luxurious cubbyhole, its perfect for reflection on the days events.

Foam Cafe, 24 Strand Street Great (<http://foamcafe.ie/>)

Upon entering the cafe, visitors are immediately at ease in its warm, comforting atmosphere. Foam Cafe is a refreshing relief compared to the modern and mundane interiors of today's typical coffee shops. You're encouraged to enjoy the kitsch decor and the very tasty food... all at very reasonable rates. Foam Cafe is an affront to cold minimalism with its cozy curious space.

Science Gallery Cafe, 191 Pearse Street (<http://www.sciencegallery.com/flux>)

Open at Ireland's leading research university, Trinity College Dublin, Science Gallery is a dynamic new model for public engagement with science, technology and innovation which has rapidly achieved significant international profile. Science Gallery Cafe resides within the gallery itself and serves as the perfect place to ruminate upon the exhibition. A place to relax and share ideas, engage and debate. All that AND perfect Italian style coffee.

Dublin Pub Guide

Dublin pubs are among the best in the world and no matter where you end up on a night out, you are sure to have a whale of a time. So with that in mind, these are just a few examples of places that are of particular interest to those of us who prefer something a little bit different.

4 Dame Lane, Dame Lane (<http://www.4damelane.ie/>)

4 Dame Lane can be difficult to find as it is tucked away in the alley leading from Georges Street to Andrew Street parallel to Dame Street but it is worth the hunt. Its a moody busy bar with a great party atmosphere. The district in which it rests is a very busy night life spot, with cool jazz often emanating from the neighboring establishments.

Grogans', 15 William Street (<http://www.groganspub.ie/>)

This is one of the best "Traditional Irish" pubs you'll find in the City Centre. No music here, just the clink of glasses and the babble of chat. Art lines every wall, some of it from established artists, some of it from up and coming talents, all of which contribute to the artistic and cultured atmosphere. Its a great place to sit in, have a drink and a good chat!

The Brazen Head, 20 Lower Bridge St. (<http://brazenhead.com/>)

Around the corner from Christ Church you'll find The Brazen Head, a pub that proudly boasts its status as Dublin's oldest. Established in 1198 its difficult to ascertain how much of the original building is intact, however over the years its been added to and refurbished to provide a modern and effective service while still also retaining the character of its historical charm. If you're interested in traditional or historical Irish pubs then this should be your first port of call.

The Bernard Shaw, 11-12 Richmond Place, Portobello (<http://www.bodytonicmusic.com/thebernardshaw/>)

Selling itself as a Pub, Cafe and Creative space, The Bernard Shaw is a funky joint to while away an hour or two, particularly in the early evening. Primarily decorated with murals from Street Artists such as Maser and No!dea, this haunt has a unique and buzzy vibe. Be sure to make your way into the back garden which has game tables and a bus from which Pizza is cooked and sold in the evenings. A fantastic place to check out.

The George, South Great Georges Street (<http://www.thegeorge.ie/>)

This pub-slash-club has been the cornerstone and the foundation of the Dublin Gay scene from the earliest days, long before homosexuality was decriminalised in Ireland. The George features two bar areas; the front bar affectionately known as 'Bridies' after one of the bar's longest serving staff members; with its low lighting and velvet clad barstools is the perfect spot for a quiet drink and a chat. The main club venue has been graced by the presence of some of the hottest international acts including Alexandra Burke, Daniel Johnson, The Saturdays and Bananarama. Always a fantastic night out!