

*our* PLACEMAKING CREDENTIALS







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# CULTURE & VALUES

Our vision is to set the benchmark for excellence in Irish real estate and positively shape the future of our city.

## WHO WE ARE

We are Ireland's leading commercial property investment company and the largest owner of offices and logistics assets in Dublin. We are a long term investor with a 50-year track record in real estate. We own and manage a portfolio comprising over 5.2 million sq ft, with a portfolio value of €2.9 billion.

We have an international reputation for delivering the highest quality in everything we do. Our goal is to own exceptional buildings that set new standards in design and sustainability in order to attract best-in-class occupiers, drive long term shareholder value and contribute positively to the communities in which we work. By sustainably investing in the public realm, we make a positive contribution to the social and cultural fabric of our city.

## PHILOSOPHY

We are passionate about our buildings and our presence in the city. We make long term investment decisions for the benefit of our stakeholders, with an emphasis on excellence in design, sustainability and the occupier experience.

## OUR VALUES

### CUSTODIANS

We are custodians of our city. Our ambition is to make a positive contribution to society by sustainably redeveloping our properties, actively managing our estate and working closely with our stakeholders.

### LEADERS

We are leaders in Irish real estate and will continue to advance that position through our culture of excellence and innovation.

### TRUSTED

We build trust through performance, not just in our track record but in our conduct and openness with our investors and stakeholders.

### PASSION

We are passionate about the built environment. We take pride in the buildings we develop, own and manage, taking care to ensure they support and improve the communities in which we work.

# *Shaping our city* through placemaking

**We have been investing in Dublin's built environment for over 50 years. This long-lasting relationship with our city has instilled in us the philosophy that successful landlords are those that see themselves as stewards of their neighbourhoods, rather than just their buildings.**

What underpins this stewardship is successful placemaking. This creates more attractive places and ensures an enhanced experience for those who live and work in the neighbourhoods in which we are active. It also marks us out as a real estate provider of choice; it means our buildings and relationships are viable for the long term, and this translates into financial resilience for our investors.

Through our experience in developing and managing our estate, we understand the importance of creating sustainable and attractive neighbourhoods within our city. We recognise that people value the spaces in between and around our buildings as much as the buildings themselves.

IPUT's *Shaping our City* investment strategy guides our approach as a company. It informs how we look at improving the experience of both living and working in the neighbourhoods in which we are actively developing and managing buildings. In every location, we consider the different aspects of placemaking, such as the role played by good quality design, public art and the enhancement of the public realm.

We see initiatives which enhance the public realm, both physically and culturally, as a way of delivering upon our strategy. The social, economic, and cultural value that we derive from our city neighbourhoods cannot be taken for granted. To be sustained, it needs to be continually maintained and enhanced.





## EARLSFORT GARDENS



# Our neighbourhoods

We aim to put our placemaking strategy into practice by focusing on three Dublin city neighbourhoods in which we are particularly active: St. Stephen's Green, Wilton Park, and the Docklands.



## St. Stephen's Green, Dublin 2

IPUT buildings: **23 Buildings**  
 Total sq ft office: **1,048,830**  
 Total sq ft retail: **138,521**



## Wilton Park, Dublin 2

IPUT buildings: **8 Buildings**  
 Total sq ft office: **600,000**  
 Total sq ft retail: **25,000**



By collaborating with the city's stakeholders, our goal is to weave a thread of quality placemaking through these neighbourhoods.

Our approach to placemaking is the practical application of our *Shaping our City* investment strategy. This strategy is intended to create exceptional buildings that deliver long term shareholder value and enhance the occupier experience, all of which align with our environmental and sustainability targets.



### Docklands, Dublin 1&2

IPUT buildings: **10**  
Total sq ft office: **870,000**  
Total sq ft retail: **30,000**

We also recognise that placemaking - and what communities want from their neighbourhoods - evolves. This will be particularly the case in a post-pandemic world where, as a real estate owner, we have a role to play in re-invigorating cities and neighbourhoods as working and living patterns change. This was the catalyst for our *Making Place* research, published in November 2020.

*Making Place* further developed our thinking on placemaking by identifying five specific typologies that support enhanced work-life activities between buildings - **Mind Gardens, Mind Labs, Watering Holes, Cultural Canvas and Street Classrooms**. These are designed to meet the need to recalibrate our buildings and spaces to make them attractive to today's working mindset and lifestyles. As people adapt to more flexible employment patterns and working from home, buildings need to work harder to create sustainable places both socially and economically.

Having scale and a long-term focus allows us to be better stewards of our buildings and places, and the communities that live and work there. We are major investors in three Dublin city neighbourhoods, and this critical mass gives us the opportunity to bring value through a unified management approach in each area.

*Making Place* re-emphasised how good placemaking enriches areas by bringing in a mix of uses that foster culture, health and wellbeing, and diversity, which in turn brings economic resilience. We follow this philosophy in our neighbourhoods by investing in community amenities, green spaces and supporting local businesses and artists.

As we accelerate our placemaking strategy, we will incorporate three of the typologies developed as part of our *Making Place* research: **Cultural Canvasses, Watering Holes and Mind Gardens**. We believe that these typologies will enhance our portfolio and the surrounding neighbourhoods to the changing work dynamic.



**Click Here to download  
Making Place report**



# *Shaping our city through investment in public realm*

**Investments in public realm are integral to our *Shaping our city* strategy. Providing green space and attractive urban environments is crucial to the vibrancy of a city and the health and wellbeing of its communities.**

We have a long track record of investing in public realm, and plan to add to this by implementing the findings of our *Making Place* research report. This includes creating more **Watering Holes**, places that attract people to linger, meet and socialise, and **Mind Gardens**, places that support people's individual and restorative thinking processes.

Pictured this page:  
**Floating Gardens,  
St. Stephen's Green, Dublin 2**

Pictured opposite page:  
**Molesworth Street, Dublin 2**





## Molesworth Street

We worked closely with Dublin City Council on a conservation plan for Molesworth Street and invested in a programme of improvements to enhance the local streetscape when we developed 10 and 40 Molesworth Street. This included planting 17 Honey Locust trees, laying granite paving and widening the footpaths next to our buildings.

## Earlsfort Gardens

During 2019, we invested in a new urban park at 5 & 6 Earlsfort Terrace, designed by award-winning landscape architect Robert Townshend. With views of the National Concert Hall, the park's sustainable urban landscaping and reflective water feature provides a tranquil public place for occupiers and visitors alike.

## Floating gardens

The floating gardens across our St. Stephen's Green estate were designed to enhance the biodiversity of the surrounding area, providing a source of pollen and nectar for bees and butterflies. We see this concept as an opportunity to further green our portfolio and neighbourhoods.

## Wilton Park

We see the one-acre Wilton Park, on which our major development in the neighbourhood is centred, as an important renewed public space for the city. In 2019, we reopened this privately-held park in line with other public parks in the city and began a programme of improvement, such as installing new benches and rolling out a park management regime. During the summer months, we also provided deckchairs and hosted seasonal events to reactivate this space for the local community.





# Placemaking pipeline for 2021 and beyond





**We have a range of placemaking initiatives planned across our neighbourhoods, all of which align with the findings from our *Making Place* research.**

**In particular, our ongoing developments at Wilton Park and the Tropical Fruit Warehouse, present us with a unique opportunity to put these theories into practice.**



CGI of Wilton Park, Dublin 2





# WILTON PARK

## DUBLIN

**Wilton Park is our opportunity to live out our placemaking philosophy. Our ambition is to create a vibrant and sustainable neighbourhood, combining a mix of commercial, cultural and residential amenities.**

### Wilton Park – the neighbourhood

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Our presence in the Wilton Park neighbourhood extends back 40 years. From initial ownership of one building, we recognised the opportunity to assemble the entire Wilton Park estate which would create the potential for an extensive redevelopment and also bring the one-acre park under single ownership. Combining all assets under one owner fosters the opportunity to re-think this historic space and re-imagine it for the 21st century.

### Placemaking – the opportunity

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We took the opportunity to redevelop the entire Wilton Park estate while capitalising on its unique characteristics to bring true placemaking to Dublin. The one-acre park and the canal side setting offer natural amenities which are truly unique and the basis for a neighbourhood setting like no other within the city. With a future working and living population of some 5,000 people, Wilton Park represents an opportunity to create a vibrant, green city destination.

### Sustainable, creative space

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We are redeveloping 600,000 sq ft of mixed used commercial space at Wilton Park. On completion, Wilton Park will be the European HQ for LinkedIn. The estate has been thoughtfully designed in order to integrate the workplace environments into the streetscapes, the park and the public realm. By working with LinkedIn and Dublin City Council, our vision is to deliver a sustainable and vibrant neighbourhood to this part of the city.

The overall ethos for the design and construction of Wilton Park is for us to ultimately deliver one of the most environmentally efficient estates in the city. We are therefore targeting the highest global sustainability and digital credentials, including LEED Platinum certification.

The quality of design and attention to detail is reflected in the elegance of the facades across each of the four buildings. The rich mixture of natural stone, bronze finishes, colonnade walkways and large-formatted glass panels combine to create unique spaces that will inspire.





## A natural amenity – Mind Gardens

From July of 2021, we will begin a meticulous restoration of Wilton Park with newly laid, irrigated lawns; gravelled tree-lined walkways; renewed seating and lighting; and wrought ironmongery; all centred on the restored Victorian water fountain as the centrepiece of the park. A new layout and openings that we have planned for the restored park will allow people flow with ease from the offices and streetscapes into the park. The park will be managed by our estate management team including cultural events and providing amenities throughout the seasons. Along with the canal, Wilton Park will become a green hub for the neighbourhood.





# WILTON PARK

## DUBLIN

### Amenity rich streetscapes

In our vision for Wilton Park, we recognise the importance of creating a space to meet, shop, eat and drink – the **Watering Holes** identified in *Making Place*.

The Wilton Park estate will include 25,000 sq ft of street level amenities which will integrate seamlessly into the new public square, with its interactive water feature fronting onto the renovated park. We intend to curate the street level amenities and create a permeability and natural flow between the public and the commercial spaces. The proposed mix of coffee shops, casual dining, bakery and cultural amenities are intended to animate the new streets and engage both occupiers and visitors with the neighbourhood.

The newly created streets will be re-paved to knit the neighbourhood together blending the corporate, cultural and amenity characteristics of Wilton Park for workers, residents and visitors to enjoy.

### Wilton Terrace apartments - *A place to live*

We see Wilton Park as a neighbourhood - a place to work, live and enjoy. As part of our placemaking strategy, we have refurbished and redeveloped a terrace of three Georgian houses that overlook the park on Wilton Terrace. Once complete, the planned 18 apartments will be available to let.

### A cultural hub -

#### *Mary Lavin Place & Parsons Bookshop*

Dublin has a rich cultural history which is recognised internationally - none more so than for its writers and poets. Wilton Park itself has close ties to many famous names of Irish literature. We intend to use the Wilton Park estate as a **Cultural Canvas** to commemorate and celebrate Irish writers and poets with the centrepiece focused on one writer in particular who lived on nearby Lad Lane, Mary Lavin.

Mary Lavin was one of the most influential Irish female writers of her generation. As a centrepiece to the entire estate, IPUT will recognise her contribution by naming the public square as Mary Lavin Place. It will be the first time a street name or public memorial has been named after an Irish female writer and will set the tone for the cultural hub we want Mary Lavin Place to become for this neighbourhood of Dublin.

The **Cultural Canvas** typology identified in *Making Place*, however, requires a more meaningful commitment to ensure places can be shaped, programmed and curated for the benefit of the local neighbourhood. For 40 years, until 1989, Parsons Bookshop was a Dublin literary landmark and meeting place and was situated on the nearby Baggot Street Grand Canal bridge. Parsons Bookshop was the centrepiece for a Bohemian quarter of writers and artists in Dublin known as Baggotonia.

Recognising the contribution of Mary Lavin to Irish literature, the role Parsons' owner May O'Flaherty played in the local neighbourhood and the international standing of some of the shops' patrons – Brendan Behan and Patrick Kavanagh among them – IPUT intends to open a new and re-imagined Parsons Bookshop within the Wilton Park estate. Parsons will be the focal point for a new cultural hub in this neighbourhood. It will operate as a bookshop but also offer an event space in the centre of the estate between Mary Lavin Place and Lad Lane.



CGI of Mary Lavin Place, Wilton Park, Dublin 2





**The Tropical Fruit Warehouse is an ambitious restoration and redevelopment project which blends original warehouse features with modern architecture and design. The building overlooks the River Liffey and is located in the centre of Dublin's docklands, one of our three neighbourhoods.**



CGI of Tropical Fruit Warehouse, Dublin 2



## City heritage

In applying our *Shaping our City* investment strategy, we recognise and respect the deep heritage in the buildings and spaces we occupy. The Tropical Fruit Warehouse is a landmark building and the only fully restored, original warehouse on Dublin's south docks. While developing a world-class building - which will be the first Net Zero building in the IPUT portfolio - we have taken great care to preserve the historic structure. This includes restoring and incorporating the original 19th century Scots Pine roof trusses into the design as well as a meticulous refurbishment of the original warehouse. In parallel with our placemaking initiatives, we have carefully considered the history of the warehouse and blended it with 21st century design to create a building which is the most advanced and striking office in the city while recognising its rich history and legacy in the Docklands.

## Cultural Canvas

We continue to extend our **Cultural Canvas** theme at the Tropical Fruit Warehouse, incorporating a number of features in the development as well as creating a permanent Artist in Residence studio. We have commissioned Irish artist Charles Tyrrell to create a unique set of gates for the new thoroughfare along the side of the building, offering another opportunity to showcase the work of renowned Irish artists in a public space. The gates will hang facing the River Liffey and complement the original, restored red brick and sculptures which adorn the warehouse façade.

We have also incorporated a permanent Artist in Residence studio within the development. This 1,500 sq ft unit, set over two floors, will provide complimentary working space for up to three resident artists. IPUT will build upon its established relationship with the RHA Gallery to facilitate the use of the studio and provide much-needed space for local artists. Elements of the space will also be visible to the passing public, providing a unique perspective into local artists at work.

The Tropical Fruit Warehouse is also the platform to launch IPUT's Living Canvas cultural initiative. Our first commission is a digitally immersive installation entitled *Where Glass Meets Water* is produced by Algorithm and will launch in early 2021.

## A vibrant public space

Similar to our approach at Wilton Park, we recognise the value in creating vibrant public spaces. We foster vibrancy by creating **Watering Holes** from our *Making Place* research. Where people gather, they create atmosphere and bring life to the neighbourhood.

We have created space for a 4,000 sq ft restaurant within the development – a restaurant which spills out onto the pedestrian thoroughfare along the side of the building. This thoroughfare is more than a walkway, it will provide an active, landscaped link between the riverfront and Whitaker Square at the rear, creating a flexible social space designed to facilitate events and performances; bookended by the artists' studio and the restaurant. New landscaping to Whitaker Square will also transform the space into an urban outdoor destination. The combination of the historic warehouse with the unique design of the office space – both floating above and to the rear of the warehouse – creates an inspirational working environment that promotes employee well-being while integrating with the local neighbourhood and enhancing public amenities for the wider community.



**Click here to visit  
Tropical Fruit Warehouse  
website**



# *Shaping our city* through art & design

**By supporting art and design initiatives, we remain connected with the creative forces in our city and can help share their work with a wider audience.**

## **Living Canvas**

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Living Canvas is a cultural initiative by IPUT which establishes new ways of exhibiting artworks in large scale outdoor installations in Dublin's city centre. This reflects the **Cultural Canvas** typology identified in *Making Place*, and recognises that people seek places and opportunities to express individuality as well as shared culture that can lead to a better sense of belonging and identity.

Our first commission is a digital installation produced by Algorithm titled *Where Glass Meets Water*. Our inaugural Living Canvas launches in early 2021, at our Tropical Fruit Warehouse development which overlooks the River Liffey at the Samuel Beckett bridge. This installation explores Dublin's collective imagination, linking the rich history of the Liffey with the city's revived docklands.

As the city emerges from the pandemic, we see the Living Canvas project as an opportunity to deliver on our placemaking strategy and our commitment to public art. We believe by using our city centre construction sites as a platform to showcase art and design, we are making a positive contribution to our neighbours and the wider community. The second Living Canvas installation is scheduled for summer 2021 in Wilton Park.



**Click here to visit  
Living Canvas website**





## WHERE GLASS MEETS WATER

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As part of our placemaking strategy, IPUT Real Estate Dublin has created ‘Living Canvas’ – a cultural initiative which establishes new ways of exhibiting artworks on large-scale outdoor formats across Dublin city centre.

A CULTURAL INITIATIVE BY

**IPUT** REAL ESTATE  
DUBLIN



## Shaping our city through art & design

### Commissioning art

Our focus on supporting the arts community started when we commissioned three pieces of art from two artists for our development at 10 Molesworth Street, Dublin 2.

Joseph Walsh created *Magnus V*, a seven-metre-high ash sculpture for the building's reception. On installation, it will be visible to the public through windows on both the Molesworth Street and South Frederick Street sides of the buildings.

We also worked with Eilis O'Connell on two pieces. The first is *Unfurl*, a major patinated bronze sculpture that sits in the building's courtyard and is visible to the public from South Frederick Street. Then, the side entrance to the building is adorned by *Night Gates*, an intricately designed set of sliding gates featuring a series of large organic leaf shapes.



*Magnus V* work in progress  
at Joseph Walsh Studio, Cork





*Unfurl* by Eilis O'Connell in the courtyard  
of 10 Molesworth Street, Dublin 2



## Shaping our city through art & design

**As our footprint in the city has evolved, so too has our relationships with many cultural partners across the arts community.**



# RHA

We are proud to be a supporter of the Royal Hibernian Academy (RHA) which promotes Irish artists and arts in the community. We fund a schools' art programme, RHA Kids, which arranges visiting artists and educational initiatives in three local primary schools on an annual basis.



WILTON PARK

# Studios

In 2019, in partnership with the RHA Gallery, we began a new Artists in Residence programme at Wilton Park Studios, Dublin 2. This initiative provides support and crucial studio space for up-and-coming young Irish artists in Dublin. To date we have had 10 artists complete the programme.

### EILIS O'CONNELL RHA SIX WORKS – AUGMENTED REALITY

As part of our placemaking strategy in Wilton Park, and with the support of the RHA, we presented *Eilis O'Connell RHA, Six Works – an Augmented Reality Exhibition*. This interactive experience allows visitors to use their smart devices to see sculptures come to life virtually throughout Wilton Park. The exhibition is ongoing.

# GRAPHIC STUDIO GALLERY

We are a patron of the Graphic Gallery Studio, a 60-year-old print works. The gallery works with major figures in Irish art and literature to participate in limited print runs, supporting the craft of printmaking. We commissioned a limited print run from Leah Hewson, one of our former Artists in Residence and have also commissioned Colm Tóbin and Charles Tyrell to collaborate on a portfolio of work for the studio. In 2020, we supported the visiting artist exhibition which featured a collection of prints by Mark Francis.



IPUT is lead sponsor of this annual international design symposium at the Joseph Walsh Studios in Cork. The event attracts 400 people who convene to hear an international perspective on architecture, art, design, and craft. In 2020, the event transferred online due to the pandemic and included contributors such as Lord Putnam and Jeremy Irons, and was attended by 1,200 people. Speakers in 2019 included architect Charles Renfro of Diller Scofidio + Renfro, whose work includes New York projects The High Line and buildings at Hudson Yards, as well as Sheila Loewe, head of the Loewe Foundation.



**Artist Leah Hewson at work in  
Wilton Park Studios, Dublin 2**







To find out more about IPUT's *Making Place* strategy  
and to download the research report visit:

**[www.iput.com/thought-leadership](http://www.iput.com/thought-leadership)**

**IPUT** REAL ESTATE  
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