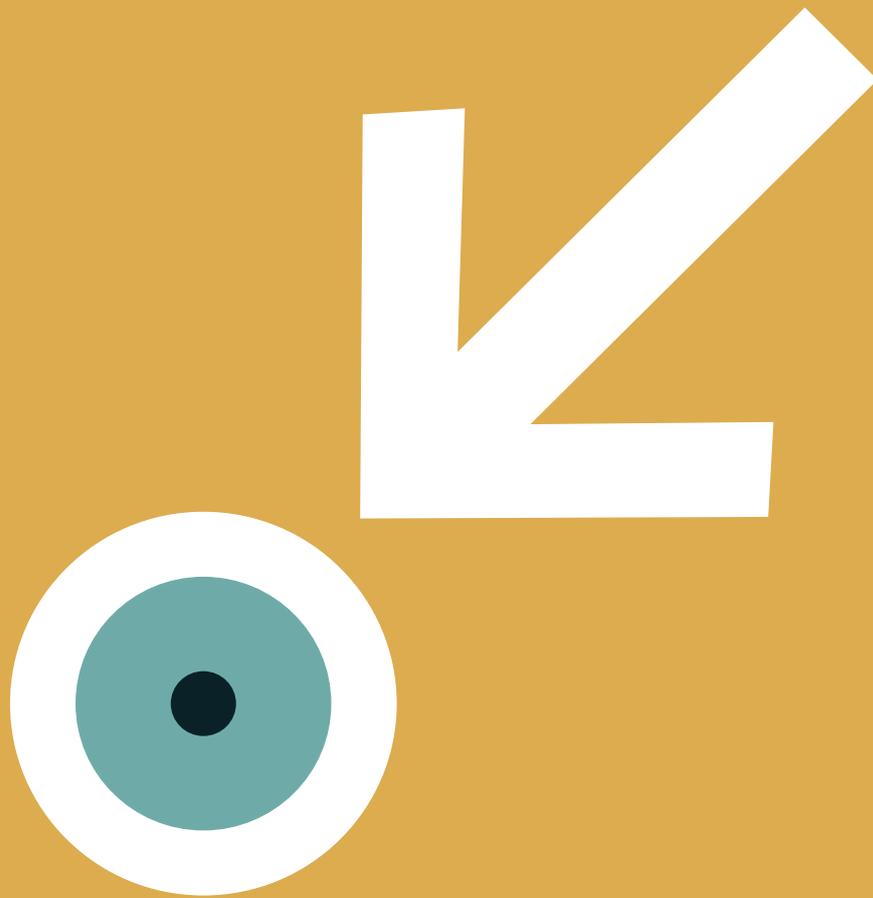


How can I improve my community through visual identity?



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Cork City is
a city of ideas
and individuals.

*Corks warmth and willingness
to help others made it a
popular destination for many
people throughout its history.*

history in short

County Cork (Irish: Contae Chorcaí) is one of the twenty-six counties of the Republic of Ireland, located within the province of Munster. County Cork was named after the Cork City (Irish: Corcaigh). Cork City is the Republic of Ireland's second largest city.

The story begins in the 7th century, when St Finbarre founded a monastery on a corcach (marshy place). By the 12th century the settlement had become the chief city of the Kingdom of South Munster. Irish rule was short-lived, and by 1185 Cork was under English rule. Thereafter it changed hands regularly during the relentless struggle between Irish and Crown forces. Cork is nicknamed 'The Rebel County' and the City of Cork 'The Rebel City', because of their support in 1491 for Perkin Warbeck, a pretender to the throne of England during the Wars of the Roses. The defeat at the Battle of Kinsale in 1600 was a turning point in Irish history. This war was a bitter one and it started and ended on Cork's soil. It was a bitter defeat, because it ended the power of the Irish chiefs and hastened the decline of the old Gaelic way of life.

The 'Rebel City's' deep-seated Irishness ensured that it played a key role in Ireland's struggle for independence. Mayor Thomas MacCurtain was killed by the Black and Tans in 1920. His successor,

Terence MacSwiney, died in London's Brixton prison after a hunger strike. The British were at their most brutally repressive in Cork - much of the centre, including St Patrick's St, the City Hall and the Public Library, was burned down. Cork was also a regional focus of Ireland's self-destructive Civil War in 1922-23.

Cork City has seen significant economic ups and down, including mass emigration during 'The Great Famine' 1845-1847, in the 1950s, 1970s and 1980s.

The Celtic Tiger marked the latest economic up and with its fall the downturn. The recession is a fact Cork City and its people have to deal with at this point of time.

There is a rivalry between Cork and Dublin, similar to the rivalry between London and Manchester, or Madrid and Barcelona. We Corkonians view ourselves as different to the rest of Ireland and nickname our cork with love and humor 'The People's Republic of Cork'.

Cork was the European Capital of Culture for 2005, and in 2009 was included in the Lonely Planet's top 10 'Best in Travel 2010'. The guide described Cork as being "at the top of its game: sophisticated, vibrant and diverse".



Benefit Cabaret @ An Cruiscín Lán, Douglas St. | Author by Ray - Cork Shell to Sea | Publication date: Tue May 25, 2010 13:23 | www.indymedia.ie



Kieran McCarthy (corkheritage.ie) - A street musician.



Kieran McCarthy (corkheritage.ie) - Street musician.

physical shape, culture and education

The physical shape of Cork originates from its island beginnings. Water and tides, birds and boys fishing, bridges and Amsterdam-like house-fronts, all cajole the walker and casual visitor to the city.

Cork is as well a city of hills, of early and mid-Victorian residencies in Sunday's Well, Tivoli and Montenotte. Churches such as the famous St. Anne's in Shandon, the North Cathedral, priories and schools. If you are looking down from Sunday's Well onto the centre of the city, you see the River Lee shaping the island at its core.

Cork has literally many physical qualities, steps, steeples and hidden squares and lanes. Over the years the medieval plot size and street pattern have been retained, despite much of the city being rebuilt in the 18th and 19th Centuries. Cork kept much of its character, which is quite unusual for a North European city of this size - being so little affected by 20th Century developments.

The City is strategically positioned by a deep harbour of the North Atlantic - it is at one and the same time a city of commerce and poetry, a city of banks and colleges. The vibrant street life, its Festivals and meetings, its promenades and sporting facilities, give way regularly to more intimate gatherings from

readings to recitals, Irish dancing and story-telling.

With a population of 120,000 people, we have a lot to offer. In the City Centre you will find the famous English Market, there are Galleries, arts centres, concert halls, sports facilities/events, cinemas, pubs, restaurants, festivals, readings, gatherings and charity events.

Nevertheless, Cork is an important educational centre in Ireland. The University College Cork (UCC) offers a wide variety of courses in Arts, Commerce, Engineering, Law, Medicine and Science. At the Cork Institute of Technology (CIT) students are able to study third level courses in Computing and IT, Business, Humanities and Engineering, Music and Art and Design. The National Maritime College of Ireland is the only college in Ireland in which Nautical Studies and Marine Engineering can be undertaken.

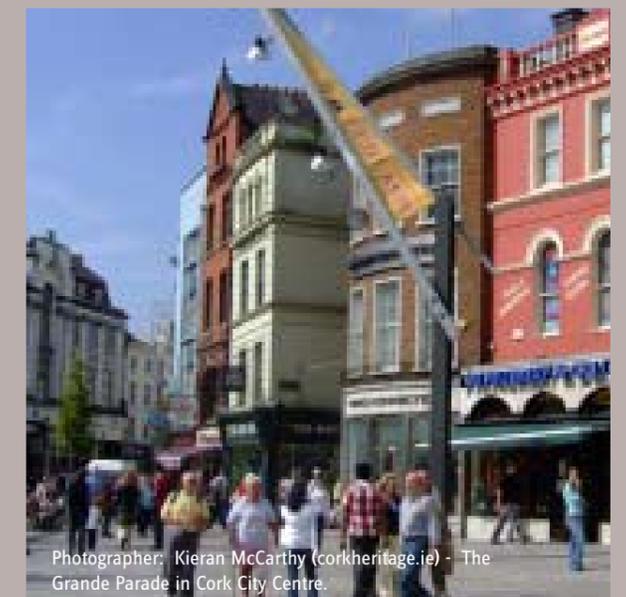
We corkonians love sport. Rugby, gaelic football, hurling, association football, rowing and sailing, basketball, golf, pitch and putt, hockey, tennis, boxing, Martial arts and cricket.



Photographer: Tom Raftery (- Along the Quay



Photographer: Kieran McCarthy (corkheritage.ie) - Grande Parade on a busy Saturday.

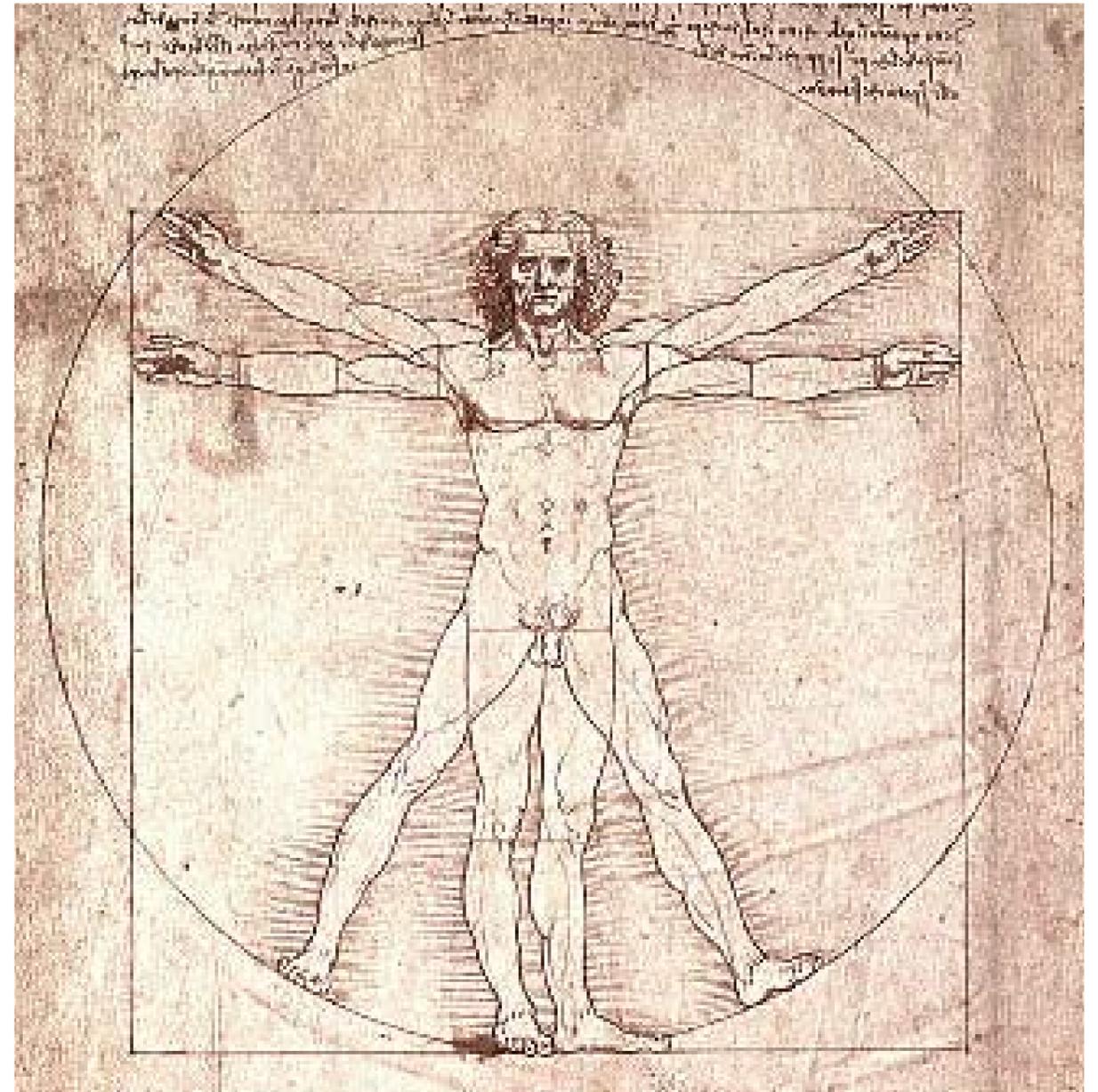


Photographer: Kieran McCarthy (corkheritage.ie) - The Grande Parade in Cork City Centre.

An experiment.

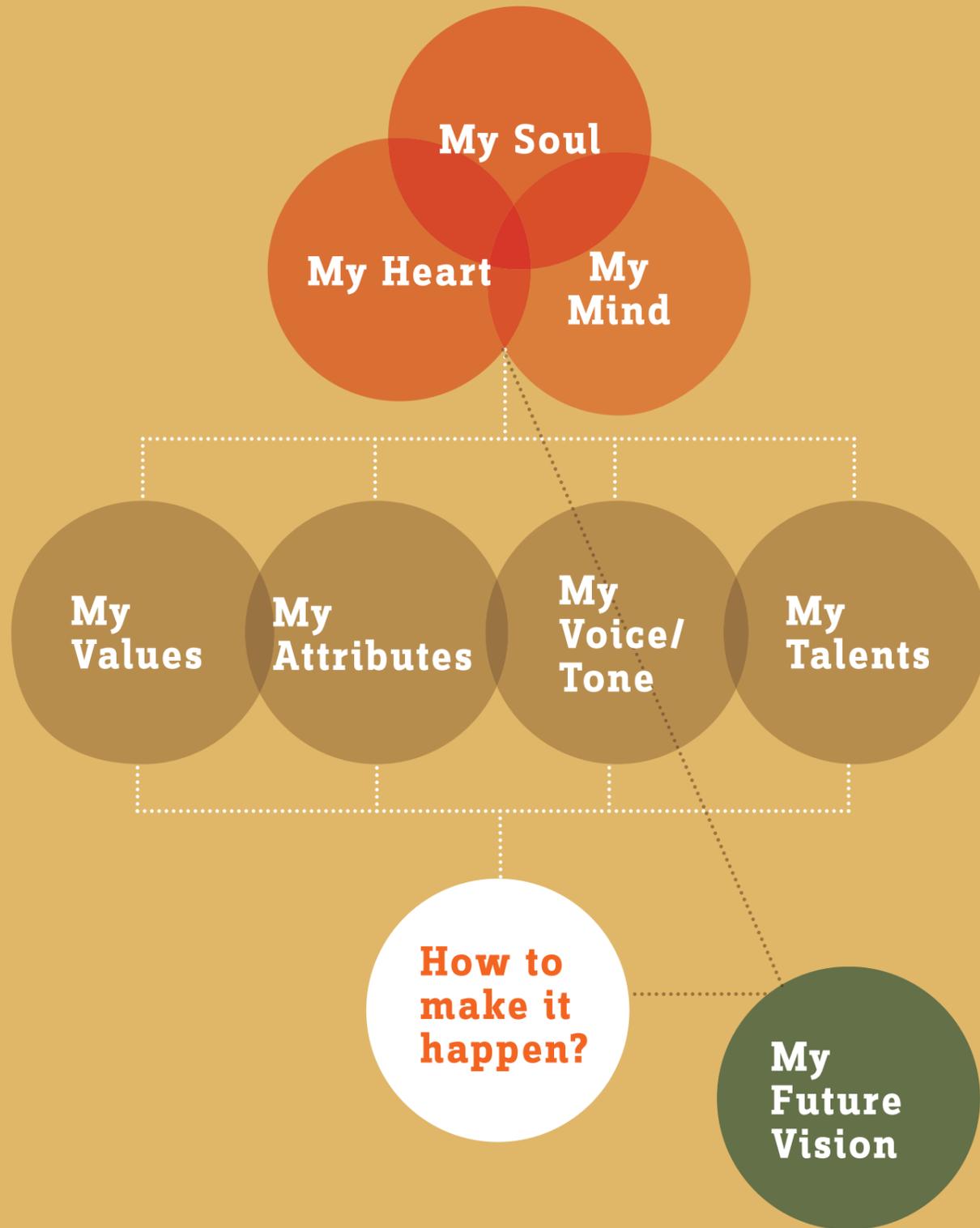
Ideas for a re-branding through the eyes of our Lady herself - Cork City. So as Cork City I hereby ask myself:

How can I improve my community through visual identity/branding?



"Leonardo envisaged the great picture chart of the human body he had produced through his anatomical drawings and Vitruvian Man as a cosmografia del minor mondo (cosmography of the microcosm). He believed the workings of the human body to be an analogy for the workings of the universe."

The idea of the Vitruvian Man is the foundation of this project and represents the balance of all measures, whether it is thought, action, reaction, idea, innovation, community, expression, impression ... my aim is to improve the life of my community through visual identity/branding - this has to be done in analogy to its people and its place.



soul

my soul says

As a community with its diversity, we create innovative, social, cultural, environmental and economic outcomes, because we work as a team for a common goal.

heart

my heart says

I consist of all individuals living and working in Cork City.
I am a peoples' city.
I am true to myself and my past.
I am creative, intelligent and innovative.
I apply knowledge for a common good.
I care about the environment, and use innovations to create a sustainable, eco-friendly future.
I like to collaborate.
I lead by example.
I use my resources wisely.

*I am light, I am shadow, I am water,
 I am earth, I am metal, I am air,
 I am wood - I am who I am.*

mind

my mind says

I understand the communities complexity, the diversity with its interrelations.
I understand the communities possibilities and its limitations.
I have the ability to act at the right time, at the right place in an appropriate behaviour, in tune and well-measured instruments.

my perception

I experience my world in colour. I learnt to observe, record, tabulate and communicate.

How? I learnt to see in colour; I learnt to hear with colour; I learnt to feel through colour; I learnt to smell all colour; I learnt to taste the essence of colour and I know that constant practice alone is needed to become a master in using my senses in its diversity.

I know that my community is as endangered by surplus as it is by deficit. With too much money in their hands my people might think to have no need for each other and with too little or no money my people will starve again and carried by pain and sorrow.

I know through my past and its experience that total independence is a myth, simply blasphemy. Every soul on this planet is dependent on one another.

my interpretation

I want my community to have 'buckets' of life quality, to achieve this we need an efficient, friendly, dedicated, passionate and wholehearted community service. This is important for every person who serves and as well for the recipient.

My community will learn to understand that giving and taking has to be done in balance and that in finding the right measure, they will finally outgrow themselves. My people will have the opportunity to create new horizons and with this new innovations, which could lead us towards a new dawn - a sustainable future. Ecologically, economically, physiologically, psychologically, politically and legally.

I want my community to be democratic. By this I mean, that the humblest and weakest person will enjoy as much of the highest civil, economic, and social rights than its biggest and most powerful possess. I want that every person that contributes to be part of our community. Cork City is not just something to invest in - it is a place to believe in.

*As a poet through
my soul, Mind,
Heart and all its
interpretations I
say:*

*I am a free healthy tree. I
know how to absorb light in
order to grow and how to deal
effectively with my darkest
shadows. I do this not only
to prevent my own downfall,
but to spent life for those how
need the shadows in order to
grow.*

*I aim to keep the balance of
light and shadow - my secret
of live.*

my action

I educate my community to plan, create and make their own life. I want my people to feel happy of whom they are.

I teach my community that this should done through teamwork.

Teamwork will be identified as the ability to work together towards a common vision. The people of Cork City will believe they can attain uncommon results through directing individual talent and achievement towards organisational objectives.

attributes

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I-Cork-City

I am

- colorful
- diverse
- imaginative
- proud
- understanding
- happy
- communicative
- knowledgeable
- sociable
- intelligent
- humble
- friendly
- loving
- caring
- open minded
- welcoming
- honest
- witty
- feisty
- forgiving
- peaceful
- objective
- quirky
- artistic
- practical

I act

- wisely
- persistent
- patient
- efficient
- respectful
- tolerant
- fair
- passionate
- dedicated
- wholehearted
- optimistic
- energetic
- dynamic
- inspiring
- responsible
- distinctive
- authentic
- balanced
- democratic
- freely
- composed

I am Irish, I am proud to be Irish. I honour those with all my heart, who gave their life for our all freedom.

I am myself and I love my people as for whom they are - individuals with a lot of character.

voice/tone

16

I-Cork-City

My values and my attributes guide my behaviour and the way in which communicate.

My attitude is reflected through the usage of my language:

- **I am** authoritative, but never arrogant, patronizing or dogmatic.
- **I speak** clearly and concisely.
- **I use** a language so that my people can understand and relate to it.
- **I like** short and direct sentences.
- **I apply** factual evidence in supporting strong claims.
- **I have** an active and precise voice.
- **I demonstrate** loyalty, understanding through a compassion tone.
- **I am** consistent in the usage of words, language and tone.
- **I demonstrate** a friendly, approachable manner to encourage interest.
- **I focus** in all of my communications on providing confidence not fear.

My tone of voice conveys the attitude and demeanor of my personality.

Therefore my tone is empathetic, understanding, polite, positive.

Depending on the situation, I can **funny** and **witty**, with **full of character**, but **I am always respectful**.

I speak in Irish and English.*

* *Irish is an important part of my culture and heritage. I am happy to say that it enjoys constitutional status as the national and first official language of my country.*

County Cork has three Gaeltacht areas, where the Irish language is the primary medium of everyday speech.

These Gaeltacht or Irish-speaking areas are an important centre for the heritage of my mother tongue - Irish.

talent

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I-Cork-City

I might be not the biggest city, but for my size many important people have been born and raised in my surroundings. Businessman, politicians, teachers, activists, craftsman, journalists, sportsman, actors, authors, writers, musicians, singer, artists, poets, painters, scientists ...

My people and I - we love and have a natural talent for music, theatre, dance, film, poetry, sports, business and politics.

My educational system is excellent. Currently the University College Cork (National University of Ireland) is number 290 in the universities world ranking.

I am proud to see around 28 000 students studying at UCC, CIT and my other colleges. And I haven't even started to calculate the professors, assistants, researchers and their staff.

Isn't it amazing how much knowledge I have, regarding my current population of 120 000 people? There is a lot of talent (young and old) in my environment I can be proud of.

I am home to some of the country's leading department stores with the foundations of shops such as Dunnes Stores and the former Roches Stores being laid in the city.

A lot of of my people are employed by international companies like:

- Pfizer Inc.
- Novartis
- Apple Computer (European headquarters)
- EMC Corporation
- Heineken Brewery
- Amazon.com
- Johnson & Johnson
- Siemens
- Alcatel
- Boston Scientific
- Schering Plough
- Pepsi Cola
- SmithKline Beecham
- Motorola
- McAfee

With my deep harbour I allow ships of any size to enter, bringing trade and easy import/export of products.

My Airport also allows easy access to continental Europe and Kent Station in the city centre provides good rail links for domestic trade.

In 2008 we announced a 1bn euro plan to create an Atlantic Quarter in Cork's docklands. This set out a vision for a new urban quarter characterised by high quality design; residential, employment and leisure opportunities; and a superb quality of life in a high-density urban setting. The regeneration of Docklands is a priority for me and my Cork City Council. And it is one of the biggest and most ambitious plans undertaken in the history of the state.

And now, I really think, I need a proper branding!

future vision

20

I-Cork-City

My community has a strong identification and is more balanced. I see more collaboration, networking and discussions which involve as well the ordinary citizen. These dynamics are highly successful in creating an innate sense of community belonging. It is demonstrated by their active participation in community services, festivals, celebrations, culture, art, education, sports, irish/gaeilge traditions and recreational activities.

The people of in my city will have a social connectedness and a comprehensive range of community facilities and services.

This new enabled 'whole-of-community' commitment will achieve:

- social justice
- ecological sustainability
- economic prosperity
- a transparent public service and a well organised, affordable health system
- cultural and artistic expression
- creating a city of knowledge, where scientists and professionals from all over the world regularly come to share their knowledge
- happiness, understanding, a lively city where people love to work and live in and tourists return back to.

In 2030 approximately 150,000 people will live in my city. There will be a significant number of older people, which will be involved in community services and activities to share experience and knowledge as well as lived history with younger people of the community. There is no isolation of older people.

Handicapped people will have a high quality of life and are fully integrated - across education, sports, health, business, culture, arts and science. There are proper and sufficient facilities in public places and the Corkonians are respectful, friendly and helpful to those, who are in need.

My community will have a strong morale and motivation. My people will be always friendly and respectful, but I raised them to fear no men in order to be streetwise. My people are able to communicate clearly, who they are, what they stands for, why, how and what they are doing. Cork city will be known and praised for consistent quality services, whether it is the local business, health service or public service. This is because the public service in Cork has been reformed. Like it was done in New Zealand - it is now transparent, efficient, highly motivated and service friendly.

My people will look now favourably and with pride upon their Council. Through this the public is energetic to achieve community and personal goals. This activity leads to innovation, happiness and a positive atmosphere which will be very attractive to tourists.

In 2030 my Council and my Community can establish itself more effectively in new markets. Furthermore my city has successful and cost-effective expenditure in terms of activities and promotion on a national and international platform.

In 2030 my County and me Cork City will be admired as the place to be. Now, it truly deserves its reputation of being 'The People's Republic of Cork'.



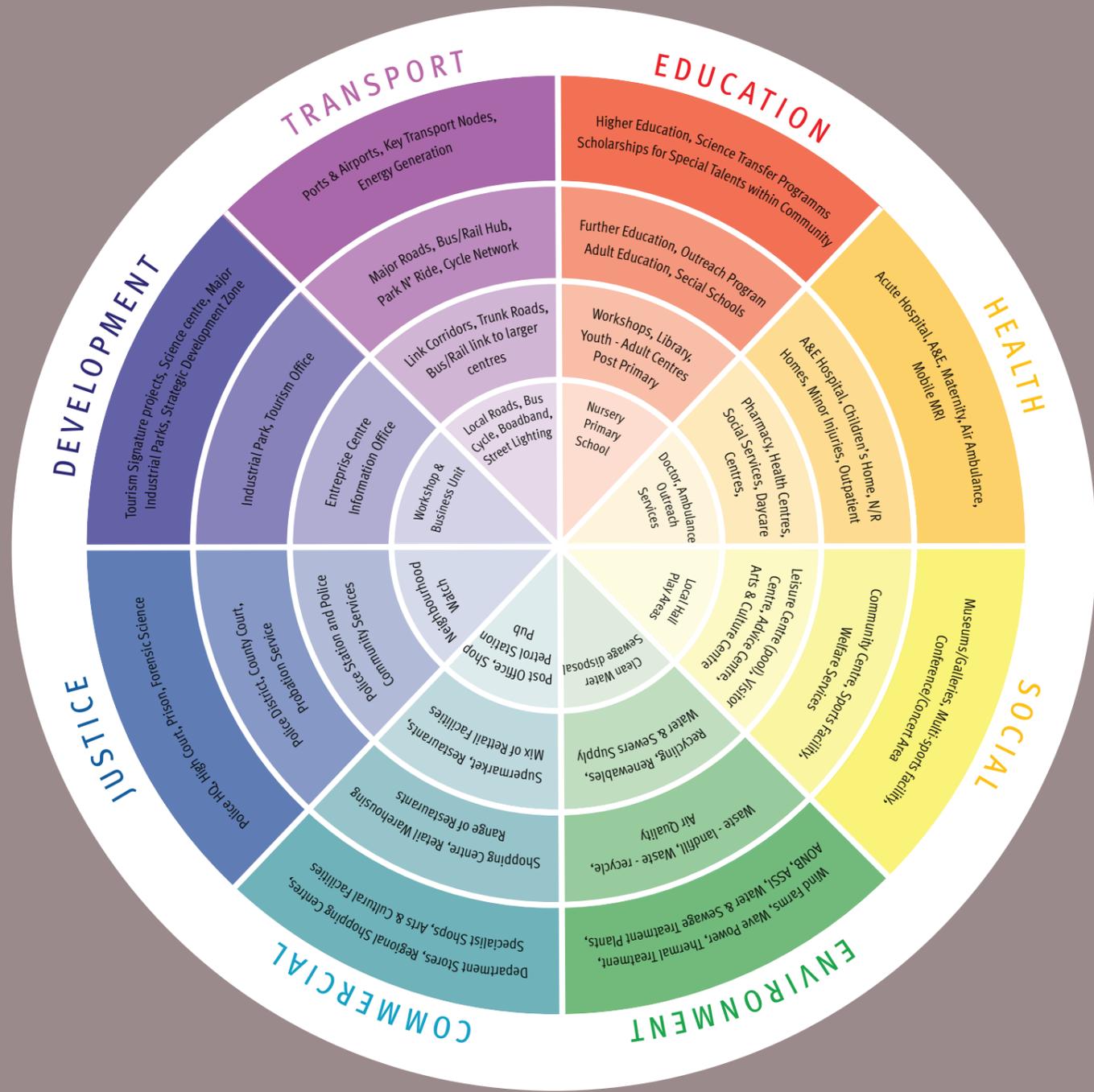
how to?

we need the whole city to build a brand!

I am not an endorsement specialist by any means. I bring forward ideas and concepts, which might be or will hopefully be a positive start, good base to work with.

We have to identify:

- What do Corkonians think of their own city and its future. How do they relate to the me and my Council, who is officially representing me as Cork City.
- What impression do have people further afield of me and my Cork City Council.
- What do people who work for my Cork City Council think about its employer and its and their own future.



*we are cork!
we all have to work united.*

how to?

I know my plan is quite ambitious, but not impossible. If we talk of collaboration, I want to make sure that it is understood, who is actually collaboration. In the graphic on the right, I tried to line out as best as I can the scope of involvement and the people, business, institutions and bodies involved creating my brand through their behaviour.

My brand might be strategically and creatively planned by us. But I shall never forget that at the end of the day, it is another persons gut feeling about me, my service, my organisations and my people which creates my brand. It is the gut feeling of my people about me. And it is the gut feeling of my workforce about me and my gut feeling about myself.

Therefore I should try my best to make this gut feeling a good one. A honest, an authentic and a true one.

how to?

the re-branding

I would like to involve the public into the branding process. Therefore I want an iterative process developed, which might include the following steps:

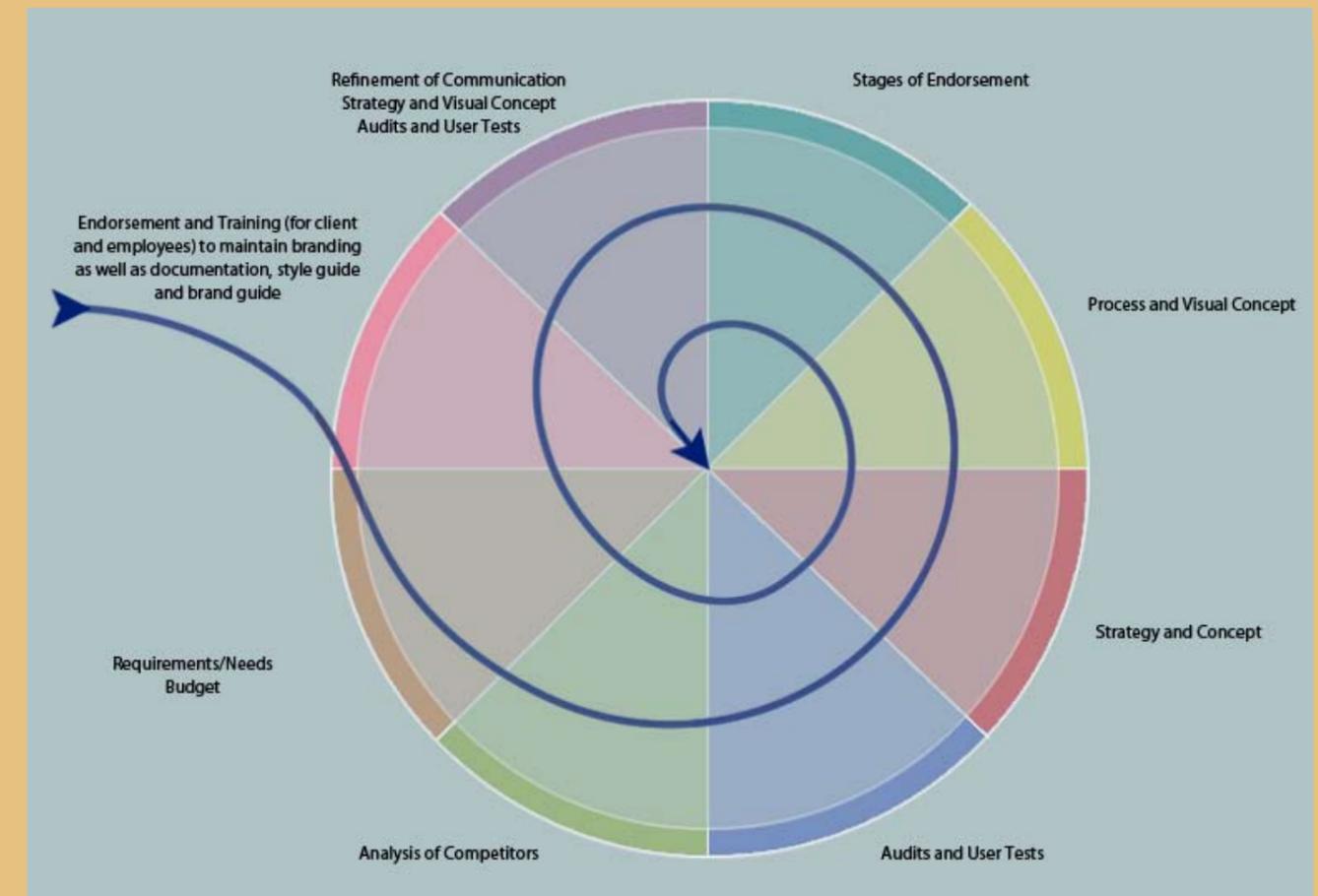
1. research, evaluation, analysis, strategic and creative recommendations, which have to include public audits and feedback from the public
2. developing ideas and concepts of an identity in collaboration of creative, strategic, political and social thinkers
3. testing period of how ideas and concepts will be perceived by the public
4. refinement of the 'chosen concept'
5. launch and introduction in stages internally, partners and country/worldwide
6. implementation
7. brand management in form of an continuing brand education programme

My new brand should have a long lifetime and further developments and revisions to be made should never put the core principles of my brand into question.

Therefore I will appoint a 'brand police team' with a branding officer. Himself and his team will be responsibility to

coordinate, educate, create, innovate and maintain my brand through:

- brand orientation workshops
- brand seminars
- design audits
- creative workshops
- ideas and innovation for change (citizen of cork workshop)
- group brainstormings
- quarterly critiques with recommendation from the critic for improvement
- teamwork training
- collaboration training
- european cultural diversity training for the public service, business and citizen (this will include intercultural communication seminars. This should have been done through the European Union in the first place across Europe to help all European Citizen to understand, relate, value and listen to each other. This would have resulted in far more effective work relationships and therefore in a higher degree of acceptance of the European Union from all its citizens).
- strategy and positioning workshops
- brand manuals, publications
- visual identity guidelines and its implementation (overlooking proper usage and correcting if used inadequate)
- advertising and campaign management



Above is an example of an iterative process - there is a need to develop our very own iterative process measured to our purposes and suitable to our strategy.