The Irish Museum of Time
exploring the stories and the science
of time - past present and future

The Viking Triangle Waterford
28 November 2016

Dear Supporter,

I am delighted to have this opportunity to congratulate Waterford City and County Council on the Viking Triangle project’s most recent accolade: outright winner of The Great Place award at the European Urbanism Awards 2017. In just five years, Waterford’s historic core has been transformed into a vibrant cultural district, and the only museum district on the island of Ireland.

A clear indicator of the project’s success can be found in the number of significant donations to Waterford Treasures Museums, which speaks to the high regard in which the initiative is held. These donations memorably include an extensive, exceptional collection of eighteenth- and nineteenth-century Irish clocks and watches.

The proposed development of a new museum to the science and the story of marking and keeping time in Ireland is one which I support wholeheartedly. The Irish Museum of Time will tell the story of the technological advances in the making and marking of time in Ireland which kept the country apace with developments on continental Europe. In addition, the museum aims to advance an interest in the sciences in Ireland, particularly among young people. Its development will bring additional historic buildings within the Viking Triangle into public use: the fifteenth-century Almshouse and the nineteenth-century Greyfriars Church built within the curtilage of the substantial ruins of the former thirteenth-century Franciscan Friary.

Coming as I do from a long line of Waterford natives I support this development enthusiastically. I encourage you to add your support to this ambitious project, which aims to establish a world-class visitor attraction in the heart of our community. This new development will help further Waterford in its bid to become the leading cultural centre on the island of Ireland.

With best regards

[Signature]
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With best regards,

[Signature]
Waterford Treasures,
Three Museums in the Viking Triangle - building on the success of Ireland’s only museum district

Twice shortlisted, European Museum of the Year, 2002 and 2014
Viking Waterford - Reginald’s Tower and King of the Vikings Virtual Reality Adventure
July 2017: My children loved climbing the steps of the Tower, the Viking warrior’s sword and his other weapons made the climb worthwhile even for my mother.

Reginald’s Tower visitor numbers

<table>
<thead>
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<th>Year</th>
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<tr>
<td>2014</td>
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<td>2019</td>
<td>37,791*</td>
</tr>
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<td>2020</td>
<td>37,791*</td>
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</table>
August 2017: this is no provincial museum with a few items of local interest, the artifacts on display are of international importance. The display of the vestments alone make a visit worthwhile because you will see nothing of its quality anywhere else in Europe. The building is genuinely interesting, combining modern with ancient, refreshingly light and airy, the display of the Cloths of Gold was simply stunning. The Great Charter Roll equally fascinating.
Awards

- Best Public Building 2014, Royal Institute of Architects of Ireland
- New Build, Stone Federation Great Britain Awards 2014
- Shortlisted for the Mies van der Rohe Award 2014
- Best Local Authority Tourism Innovation - Viking Triangle, Waterford City & Co Council
- Best Cultural Experience - Waterford Viking Triangle
- Best Leisure Tourism - Waterford Viking Triangle.
- Shortlisted for European Museum of the Year 2014
Bishop’s Palace - Georgian and Modern Waterford
July 2017: guided tour by the housekeeper and butler of the house. I learned more about Irish history from this one tour than during my two week vacation and such friendly, funny guides!
Tripadvisor August 2017: Wow! Does Derek know how to tell a story! It’s like being on a roller coaster without a seatbelt.
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The Viking Triangle Epic Walking Tour – 11 national monuments – 1100 Years – 1100 paces

Viking Triangle visitor numbers

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
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<td>2014</td>
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<td>220,872</td>
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<tr>
<td>2020</td>
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including House of Waterford Crystal

2013: 82,349
2014: 96,679
2015: 99,390
2016: 104,101
2017: 295,261
2018: 522,513
2019: 447,970
2020: 257,625

Viking Triangle visitor numbers

11
Public realm work – museums without boundaries
The Irish Museum of Time - a two-part attraction in two of Waterford’s most significant buildings.

This unique attraction encompasses the entire island of Ireland with an emphasis on Ireland’s Ancient East.

Part I in Greyfriars will explore the science of time and the five thousand year story of how the passage of time was marked and recorded in Ireland and how it shaped and moulded the Irish landscape.

Part II in the Almshouse - When Times Runs Out - explores how the traditions, rituals and superstitions of the Irish Wake shaped and moulded the Irish landscape and the very psyche of the Irish people.
Generous Donation

Enabled by the donation of an extraordinary collection of museum-quality Irish clocks and watches, the new Irish Museum of Time will explore the story and the science of time for all age groups in two remarkable historic buildings using spectacular state-of-the-art 3D technology.

It’s about Time! - Exploring Time, our most precious gift in Ireland’s oldest city.

Unlike most modern western countries Ireland does not have a Museum of the Science of Time. It is now appropriate to consider such a museum, uniquely dedicated to the story of timekeeping in Ireland and the wider world - past, present and future.

The Collection

The Irish Museum of the Science of Time can now be realized thanks to an extraordinarily generous gift to Waterford Treasures Three Museums in the Viking Triangle by Colman Curran and his wife Elizabeth Clooney who have spent thirty years collecting museum-quality Irish time pieces made by clock and watchmakers throughout the island of Ireland.

The unique collection consists of some thirty grandfather clocks or long-case clocks, over 30 important bracket and wall clocks, 30 pocket watches and some interesting ephemera - all Irish! The collection represents the evolution of Irish timepieces and is a window into the technical, scientific, social, economic, political and the art and craft history of Ireland, particularly in Ireland’s Ancient East from the late 17th to the end of the 19th century.

Our mission is to engage, entertain, educate and inspire.
The Museum will be located in Greyfriars Street just off one of the city’s main thoroughfares Parade Quay and next to the Tourist Office, in the very heart of the Viking Triangle. It will be housed in a mid-19th century former Methodist church built in the Gothic style, a granite-fronted building boasting a beautiful hammer-beam roof and both a rose window and a series of lancet windows. The building is fully wheelchair accessible.

On the south side of the church stand the substantial ruins of the medieval Franciscan Friary, founded in 1240 and dissolved in 1540 as part of the English Reformation. The friary became an almshouse known as the Holy Ghost Hospital in the 1540s which although moving to the suburbs in the late 19th century, remains in operation today as one of the oldest surviving charities in Ireland. After the Williamite victory of 1690, a portion of the former Friary church was pressed into use as a place of worship for very industrious French Huguenot refugees who were at that time fleeing persecution in France.

Connectivity
The Museum of Time is less than five minutes walk from the Bishop’s Palace Museum, Christ Church Cathedral, the Medieval Museum, Reginald’s Tower, King of the Vikings Virtual Reality Adventure and the Almshouse in Cathedral Square where the Museum of Time Part II – When Time Runs Out – will be located.

The museum will be immediately beside the Tourist Office – Discover Ireland Centre – and a seven minute walk from The House of Waterford Crystal.

Riverside public car parking facilities are only a two minute walk from the new museum via a pedestrian crossing.

Tea Time – Coffee Time
Adjoining the new Museum of Time on its north side is a small courtyard where in partnership with the adjoining restaurant leased from Waterford City and County Council a themed cafe will be located with al fresco dining facilities. The furnishing of this al fresco area adjoining the Museum of Time will have a horological theme.

Marking Church Time
Outside the Friary a bronze sculpture honours the Waterford Franciscan and renowned theologian Fr Luke Wadding OFM (1588 - 1657) who founded two Irish colleges in Rome. Wadding was requested by the Pope to reorder the Church calendar and draw up the official list of saints’ days or feast days by which the Church year and that of the faithful was punctuated. It was Wadding who fixed 17th March as St Patrick’s Day.
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The Irish Museum of Time at Greyfriars

Theme 1
The Story of time in Ireland’s Ancient East

Seven historic **tableaux** or **vignettes** will display the timepieces of **Ireland’s Ancient East** in their period settings with original furniture, paintings, silver, glass and ship instruments thereby allowing the visitor to appreciate two centuries of Irish technical, scientific and artistic genius.

The stories will be communicated by touchscreen and by professional trained guides.
1. **Time for Prayers – Late-17th century Dublin** long case clock set in a tableau focusing on Bishop Thomas Milles who rebuilt St Patrick’s church in 1726 and St Olaf’s in 1731. An original painting of the bishop, an early oak table, chair, press and cabinet, a very impressive early 18th century communion cup and wine flagon commissioned by Bishop Milles, a pair of silver forks dated to 1690 (oldest in Ireland), Milles’ letters, pewter plates, books and prints featuring Waterford at this period, will all be displayed here.

2. **Making Time - Early-18th century Waterford** long case clock by Drill, featuring a clock and watch maker’s workshop, containing disassembled cases awaiting clocks and watches and an array of different clock faces. The whole idea here is to chronicle the mechanical advances in the making of clocks and watches in the 18th century.

3. **Leisure Time - Mid-18th century Drogheda** long case clock in a study/library decorated and furnished in the contemporary fashion. Table, chair, book case with contemporary books, eye glasses, maps, map books, silk money purse, clay pipes, silver snuff boxes, Delamain plates from Dublin on the table. Sub-story on canal-building, the technological advances that made the canals possible with an emphasis on the somewhat slower pace of life.

4. **Swiss Time** - The primary exhibit will be a Swiss-made, late 18th century clock that will become the primary object through which one of the great what if’s of Irish horological history will be explored – the proposed building of a town in Waterford Harbour to be known as New Geneva. The new town would house emigrant clock and watch makers from Geneva in Switzerland. The Irish Parliament supported the project and on 4th June 1784 the foundation stone was laid. Unfortunately, the plan never materialised. The fascinating story explaining why will be brought to life through remarkable artefacts. These include the 1784 ceremonial trowel used to lay the foundation stone of the proposed new town, the recently-acquired original plans of the town by the architect James Gandon, a 1784 Swiss watercolour, captioned in French, featuring the small port village of Passage East where the Genevans would disembark and lastly a contemporary chart of Waterford harbour. The attempt to bring the most up-to-date foreign horological technology into Waterford would have transformed the industry in both Britain and Ireland. When the venture failed, the state took over the site and made it into a British Army barracks of 1798 fame.

5. **Buying Time - Early-19th century Wexford** long case clock – this display will feature the office of the Malcomson shipbuilders who built the first iron steam ships in Ireland. The office will be decorated with paintings and photographs of the Malcomson family and memorabilia associated with the innovative technical achievements of this family of shipbuilders. Their most famous steam ship the Neptune inaugurated the London to St Petersburg line and on its arrival at St Petersburg the Tsar was presented with a suite of Waterford Glass.

6. **Time tables - Mid-19th century Kilkenny** long case clock – exploring the urgent necessity for clocks and watches in the age of the train. Victorian drawing room with its over-the-top furnishings and its echo of empire and railroad building that introduced timetables and the need for accurate timekeeping. Victorian paintings, railway timetables, advertisements for holidays by train etc.

7. **Maritime – Late-19th century Heine of Waterford** long case clock – this display will feature the office of Heine of Waterford, which would house emigrant clock and watch shop with many 19th century pocket watches displayed as if for sale. A gentleman’s top hat will feature on the counter together with examples of period coins and paper money about to be exchanged. The cost of a watch, relative to the income of a labourer or middle class merchant, will be investigated here.

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1. The Story of time in Ireland’s Ancient East
Theme 2
The international story of Irish time keeping - people and places
The stories of six individual Irish clock and watch makers will be a portal into the collection that will have a particular resonance for an international audience.
Doing Time - The Australian Connection

The anchor for the story of Crime and Punishment in Ireland and the transportation to Australia for relatively small crimes will be a long case clock made by the Waterford city watch and clock maker Philip Brogan, recorded as working at No 25 Michael Street in 1821. In 1842 he was convicted at Kilkenny Assizes for stealing and selling a gold watch given to him for repair and transported to Van Diemen’s Land (now Tasmania) for seven months.

On 20 December 1842 he sailed from Dublin on the convict ship North Briton and after 105 days at sea, he arrived at Van Diemen’s Land on 4 April 1843. 179 convicts were transported on his ship and one died en-route. The ship’s surgeon, James L Clarke, reported that Philip was very short in stature - 5 foot 1 inch (1.55m) and that he was of good character. Sadly, Philip Brogan died at Westbury less than two months after his arrival at the estimated age of fifty-five with cause of death being recorded simply as ‘disease’.

Family Time - The Canadian/Newfoundland Connection

The anchor for this story will be the Maddock long case clock and the Maddock silver pocket watch both made in Waterford in c1783. Irish clock and watch makers were often family businesses and as was common in Ireland many qualified younger sons left the family business to establish themselves in other Irish towns or overseas.

In the 18th century a member of the Maddock family of Waterford emigrated to St John’s in Newfoundland where he established himself and prospered during the expansion of the world famous cod fishery that harvested the Grand Banks in the North Atlantic. Back home in Waterford the family business also prospered because of the success the Newfoundland fishery brought to the city both in providing labour and provisioning the ships sailing to Canada for the fishing season.

About half the population of Newfoundland are descendants of emigrants from Ireland’s Ancient East, Wexford, Kilkenny, Tipperary and Waterford.

Revolutionary Times – The American Connection – Philadelphia

Featuring a longcase clock by Birnie from the small town of Parkgate County Antrim who emigrated to Philadelphia in 1774. Despite the fact that he was a loyalist and supported British rule in the colonies Birnie became involved in the production of guns for the American revolutionary army led by George Washington. However following American independence he being a loyalist moved to Montreal where he resumed business.

Time for Romance - The Galway Connection - The Romance of the Claddagh Ring

In the 19th century another member of the Dillon family of clock and watch makers in Waterford also sought a livelihood further afield in Galway establishing himself and beginning the first commercial sales of the now-famous Claddagh Ring. A grandfather clock made by the Dillons during the Victorian era is still keeping time in the sacristy of the Roman Catholic church in Tramore County Waterford.

War Time - The American Connection – New York

A member of the Waterford Dillon family moved to New York where he plied the trade learned in his father’s premises in Broad Street and found work with a local jeweller. One of the first jobs he was tasked with was to repair President Lincoln’s only pocket watch. While making the repairs the first shots of the American Civil War rang out – a momentous event he recorded for posterity unknown to the President on the inner workings of the watch.
Theme 3
What makes a clock tick?
For the first time in Ireland, using touchscreen technology and original timepieces from right across the island of Ireland, the ingenious engineering skills of clockmakers from all over the island of Ireland will be showcased.

The different mechanisms will be explored as will the changes made to the face of the clock brought on by both technical changes and by fashion.
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The Irish Museum of Time at Greyfriars

The following towns and cities all over Ireland will be represented:

- Ballymena, Co Antrim
- Belfast
- Carlow
- Clonmel, Co Tipperary
- Cork
- Down
- Drogheda
- Dublin
- Dundalk
- Galway
- Kilkenny
- Limerick
- Monaghan
- Parkgate, Co Antrim
- Strabane, Co Tyrone
- Tandragee, Co Armagh
- Waterford
- Wexford
The Irish Museum of Time at Greyfriars

**Theme 4**
A pocket guide to watches

The visitor walks around two holograms of a watch which show the deconstructed and reconstructed intricate inner workings.

Thirty exquisite pocket watches from all over the island of Ireland but mainly from Ireland’s Ancient East with their awe-inspiring inner workings will be dramatically showcased. This will be accompanied by an interactive map of Ireland featuring iconic images of each town or city in which they were made or sold. This interactive will also feature a brief story of each timepiece and of its maker and/or owner.
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**Theme 5**
Time to play – interactive area for children and teenagers
The precise measurement of time lies at the heart of science, society, computing, history and the study of space and is critical to our advance into the future. We see it as critical to get children and young people from an earliest age interested in the science of time.

Working in partnership with Calmast (Centre for the Advancement of Learning in Mathematics and Science Technology) in Waterford Institute of Technology children will learn in a fun way about time.

Developing children’s grasp of time and chronology is a notoriously difficult task. It encompasses not just mathematical concepts but also an understanding of science and history. The concept of time is introduced as a key element of the curriculum from Junior Infants when the appropriate vocabulary is introduced – morning, evening, night, day, lunchtime, bedtime, early, late, as well as the days of the week. The language of time is employed to discuss news and events, to record the weather for each day on a chart and to sequence daily events or stages in a story. Annual birthdays are celebrated.

These concepts are developed incrementally all through the primary school cycle with additional vocabulary introduced around the seasons, today, yesterday and tomorrow; soon, not yet; festivals, holidays and significant events. During Senior Infants the notion of reading the clock is introduced taking the notion of one-hour intervals as the starting point. Thus, from the age of five or six children are expected to grasp and utilise the concept of time in a sophisticated trans-disciplinary manner. The Museum of Time recognises the challenges that present to our educators and seeks to support the Primary curriculum teaching of time across the appropriate subjects of Mathematics, Geography and History by providing a framework that supports the National Curriculum’s guidelines on teaching time and chronology to pupils.

**Tabletop touchscreen interactives will allow children to**

- explore the concept of time zones and why the time in Waterford / Dublin is different from say New York and Tokyo and how this is aligned to the earth’s movement around the sun.
- learn about how much of their time they spend sleeping and in school etc and make them more conscious of the need to make the most of time.
- explore the fascinating science of dendrochronology and how it helps us understand environmental changes and date archaeological objects and sites.
- animated nursery rhymes associated with time for very young children will ensure that all of the family gets something from a visit to the museum.
- enjoy ‘On This Day’ birthday profiles. By tapping in your date of birth on the touch screen interactive you can get a souvenir printout of the great events that took place in history on your birth day.

Hickory Dickory Dock, the mouse ran up the clock, the clock struck one, Hickory Dickory Dock.

Thought to be based on the astronomical clock at Exeter Cathedral which has a small hole in the door below the face for the resident cat to hunt mice.
3D experience

Creating the WOW factor – from Newgrange to the Waterford Crystal Millennium Ball

This very dramatic presentation will highlight, support and reinforce the ‘ANCIENT’ element of Ireland’s Ancient East as a historic entity.

To create a memorable five star Trip Advisor experience the 3D theatre/film will be spectacularly panoramic and state of the art. To this end Oculus Rift 3D technology will be employed to bring the visitor on an immersive 3D journey across the dramatic and green landscape of Ireland’s Ancient East exploring both the science and history of timekeeping through the last 5,000 years in Ireland. A sub-story will look at the great international events in recording time that ultimately impacted on Ireland.
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Marking Time in Ireland's Ancient East

- **Marking Time in the Stone Age** - exploring how our ancestors built passage tombs such as Newgrange County Meath to mark the winter solstice or Knockroe County Kilkenny which marked both winter and summer solstices.
- **Marking Time in the Bronze Age** - featuring the stone circles used to calculate the passage of time throughout Ireland's Ancient East.
- **Marking time in the Iron Age/Celts** - examining many of the mythological and sacred sites across Ireland's Ancient East such as Laoghaire Fort, the hill of Uisneach and Rathnew all in County Meath and exploring how the ancient Irish marked Bealtaine - May Day and the earth goddess Eriu and the Sun God Lugh.
- **Marking Time in Early Christian Ireland** - with the emphasis on our famous round towers of which there are almost thirty in Ireland's Ancient East, we will explore how these iconic buildings marked time for the local communities.
- **Marking Time in Medieval Ireland** - medieval sundials can be found in many sites in Ireland’s Ancient East and the presentation will explore how these were used to calculate time.
- **Marking time in late - Medieval Ireland** - over one hundred and fifty monasteries, priories and friaries in Ireland’s Ancient East built bell towers in the 15th century and their bells are recorded as waking the population and regulating their day.
- **Marking Time in the 18th and 19th centuries** - the study of astronomy in these centuries with an emphasis on for example Birr Castle whose 19th century owner boasted the largest telescope on Earth and the remarkable CIT Blackrock Castle Observatory in Cork. We will also explore how almost every middle size town in Ireland’s Ancient East had its own clock and watch maker.
- **Marking Time in the 20th century** - the quirky early 20th century water clock at Kilruddery County Wicklow.
- Ending with the spectacular millennium celebrations at New York that featured the Waterford Crystal Millennium Ball.

Theatre of Time - 3D theatre experience
The experience begins

The experience will begin with a bird’s eye view of the 1864 neo-Gothic limestone and granite clock tower standing on the Quays in Waterford today. As the visitors swoop down from the sky circling the tower the door opens and they are brought inside to experience the mechanical workings of the clock as if they are physically within its workings.

As the clockwork mechanism goes into reverse the hands on the clock start to rotate in an anti-clockwise direction transporting the visitor back in time so fast that they find themselves in outer space at the beginning of time with the Big Bang!

The visitor is now ‘transported inter-galactically’ and looks down with some trepidation to witness planet Earth revolving below them. For twenty seconds the whole concept of time passing on earth is challenged and how time is marked in the universe. How and why do we measure time? Do we grow old in space and how long is a light year? Does time bend? Then as part of the planet moves from darkness to light a new day is born and the visitor is invited to explore TIME our most precious commodity and how it was recorded over five thousand years in Ireland’s Ancient East as outlined above.

A sub-story will explore the international story of time.

The Leap Year

Copernicus and Galileo - How the science behind the discovery that the world was not the centre of the universe resulted in the realisation that it took not 365 days for the earth to circle the sun but 365 and a quarter days – thus giving us a leap year. It is an interesting footnote to history that a Waterford man, Peter Lombard Archbishop of Armagh, then resident in Rome, was on the Papal commission that tried Galileo for claiming that the sun and not the earth was the centre of the universe!

The leap year introduced by Pope Gregory was not accepted in Russia or Britain where the reformed Church stayed with the old time. This anomaly was rectified in 1752 when the Gregorian calendar was accepted and the twelve day difference between Britain and the rest of Europe was rectified. People went to bed on 2 September 1752 and woke up on 14 September 1752. This led to street riots as people thought that the government was actually taking twelve days of their lives.

An Era of Scientific Discovery

We will move forward in time to the introduction of clocks and watches in Ireland.
and Britain and explore the problems of keeping time at sea and the need to be accurate to calculate longitude. The accurate calculation of latitude opened up a whole era of scientific exploration and discovery. How does a pendulum clock work in rough seas? The competition organised by the British Admiralty and the use of Greenwich Meantime will all be explained as will the reasons behind every port having a clock whereby the ship’s captain regulated the ship’s timepiece before he left port. An epic struggle ensues between astronomers and mechanical clockmakers with the latter winning out.

With the industrial revolution came the railways and their strict timetables and the need grew for people to carry accurate timepieces. Educators such as Edmund Ignatius Rice founder of the Christian Brothers introduced clocks to the school room so that students would learn the time and the importance of timekeeping when they got employment. As people fled the land to work in cities and towns their lives became more and more dominated by timekeeping and schedules.

With the advances in technology modern humans became more and more obsessed with timekeeping and speed. With the cutting of journey times the race to be faster and faster had begun first with the ocean liners and then with the airplanes and jets, Concord breaking the sound barrier etc. In sport new technology meant that athletes could win or lose by a tenth of a second and the accurate stop watch had finally taken over.

Personal time - how we mark it with birthdays, anniversaries, gravestones etc.

Daylight saving time - why it was introduced and why do we persist with it? To save power and during wartime etc.

The presentation will end on a lighthearted philosophical note featuring famous and not so famous quotes in history and literature relating to time Dickens, Shakespeare for example *time and tide waits for no man.*
Part II - The Irish Museum of Time at the Almshouse

2. Father Time funerary monument 1770, Christ Church Cathedral Waterford.

When Time Runs Out – five thousand years of the Irish Wake in Ireland’s Ancient East - exploring the traditions, rituals and superstitions of the Irish Wake and burial customs that shaped and moulded both the Irish landscape and the Irish psyche concluding with the American Wake.
Location – The Dead Centre of Waterford

The Museum of Time Part II will be located in Cathedral Square and housed in the former Almshouse and the conjoined building that functioned as a shop in medieval times. Rents from the shop, thought to be the oldest surviving in Ireland, were used for the upkeep of the Almshouse. The present day Cathedral Square was from Viking times until the 19th century used as a cemetery so when marketing the Almshouse we will emphasise the fact that it is located in the dead centre of Waterford!

The laneway to the rear of the Almshouse was referred to in medieval documents as the King’s Highway leading to Greyfriars. Since the 18th century the laneway has been known as Chairman’s Arch, a reference to the fact that the archway terminating the lane is where sedan chairmen set down while they waited for their charges to return from divine service in the nearby Christ Church Cathedral. Both parts of the Museums of Time are less than a three minute walk from each other and from the Medieval Museum, Christ Church Cathedral, the Bishop’s Palace and the King of the Vikings Virtual Reality Adventure.

Origins of the Almshouse

The Almshouse experience will complement the Medieval Museum and Christ Church Cathedral visitor experiences. The Almshouse, founded by Dean John Collyn and James Rice in the 1460s, operated until the reign of King Edward VI in 1550. The Medieval Museum is built over both Collyn’s Deanery and James Rice’s Wine Vault. Collyn’s cloth-of-gold vestments and Rice’s Great Parchment Book, the royal sword Rice used in medieval processions together with a charter sealed and signed by him are all on display in the Medieval Museum while in Christ Church Cathedral Rice’s gruesome cadaver tomb survives from 1481.

This very compact and hugely atmospheric building dates from 1467 when it was built as a God’s waiting room for the aged of the city and was known as the God’s Men’s House.

Here in Ireland’s oldest urban house, visitors will experience the changing customs of the Irish wake, the origins of Hallowe’en and in parallel, the changing use of the building from almshouse in the 15th century to a tenement in the 20th century. Each of six rooms, furnished to represent a century of the building’s life, will showcase the practices of the Irish wake in each century in Ireland’s Ancient East.

Highlights of the collection

• 3,000 year old burial urn with cremated remains
• Viking-age bronze pins used to fasten the cloaks in which the Vikings buried their dead
• Oldest death mask in Ireland, dating to 1657
• Numerous wills, dating from the 17th and 18th centuries
• Unique *memore morte* silver picture, 1704
• Rare collection of exquisite gold mourning jewellery encrusted with pearls, precious stones and ivory, including the specially commissioned mourning cross for Emperor Napoleon I
• World War I letters and memorabilia of dead soldiers, known as the ‘Dead Man’s Penny’

Cadaver tomb of Mayor James Rice 1481, Christ Church Cathedral Waterford, co-founder of the Almshouse.
The experience begins in the conjoined property No 2 Cathedral Square housing reception and the 3D theatre experience. With 3D glasses the visitor is transported back in time in a sometimes spooky, frightening but always spectacular, panoramic immersive 3D experience exploring the rituals, traditions and superstitions surrounding death and the Irish Wake from the dawn of time all the way through to the Irish and American wakes of the 19th and early 20th century. The origins and customs associated with Hallowe’en will also be explored.

While the experience will encompass all of the island of Ireland it will draw mainly on examples from Ireland’s Ancient East. It begins with the death rituals of Newgrange and other Neolithic sites such as dolmens and wedge tombs, to the cist burials of the Bronze Age, to the sacrificial bog bodies of the Iron Age through the Christian customs around death and burial, right up to the fortified cemeteries of the 18th and 19th century to prevent body-snatchers stealing the valuables and the corpses for dissection and anatomy - a time when night watchmen feared for their lives! Up to the monumental funerary monuments of the Victorians culminating in the great round tower at Glasnevin.

The visitor then enters the 650 year old former Almshouse that morphed over the centuries into a tenement in the 20th century. As they enter each room a hologram is activated of a ghost who tells the story of death and the Irish wake in one of the six centuries. To achieve this we plan to use an unobtrusive hologram - short throw projector in each room.

**Rooms 1-6**

1. In this room with its large 15th century chimney piece and large brass cauldron the visitor experiences the cooking of gruel for a dying inmate; on the wall are the severe rules and regulations of the institution - they had to rise three times each night to pray for the souls of the dead benefactors to release them from Purgatory. Featured also will be a copy of Dean Collyn’s will, a copy of an original Papal bull granting indulgences and the remission of sins after death and a notice from the Dean prohibiting the removal of tiles from the cathedral floor to facilitate burials. In the will he allows his friend Mayor James Rice permission to build onto the Cathedral a special chapel and cadaver tomb to hold his mortal remains. The story here will be told by the ghost of Dean John Collyn a man totally obsessed with death and the waking of the dead in the 15th century.

2. Here in a 16th century room the visitor experiences the clash of cultures specifically relating to how the Reformation changed beliefs and customs relating to death. The Protestant reforming bishop of Waterford Marmaduke Middleton writes at his desk about what he called the Papist superstitious customs associated with wakes, death and burial in the city – *Waked in their houses with dirges and after cast into the ground like dogs...dressing their graves with flower pots and wax candles*. The story here will be told by the hologram ghost of Bishop Middleton who as a reformer condemns the local Catholic population for their superstitious rituals and customs regarding the waking of the dead and their burial.

3. In a 17th century room furnished with original furniture the visitor is transported to an era when the plague still stalked the land. A plague victim huddles in the corner dying of plague, knowing that she will not get a traditional burial but be put in a mass grave outside the city walls because the plague is so contagious. It is implicit that she contracted the plague from a soldier. Waterford has rare records of numbers of plague victims from the 1600s when conquering Elizabethan and Cromwellian soldiers were billeted in the city. The remnant of a limestone gravestone featuring a mermaid stands in the corner of the room representing the deadly sins of lust and vanity. Original
clay pipes are to hand. The story here will be told by the hologram ghost of the City Recorder whose job it was to record Council legislation and other official documents and to record the numbers of those who died of plague in the city.

4. The 18th century is represented by a gentleman writing his last will and testament in a room with original furniture. About the room are displayed black-edged mourning writing paper, black gloves and top hats and the ubiquitous snuff box. He leaves money to the Church and the stonemason for a gravestone decorated with the symbols of the passion of Christ a common motif of this period. He leaves money to buy mourning costumes for his servants to attend the funeral and show suitable expressions of sadness, loss and sorrow at his passing. The story here will be told by the ghost a rich merchant who is obsessed with the public perception of him when he passes over and he makes detailed arrangements to ensure that his servants are properly attired and suitably grieving at his wake and burial.

5. An original 19th century room: a paraffin lamp burns, the mirror is covered by a cloth and a corpse is laid out in a coffin next to an iron bed. The display shows signs of heavy drinking, snuff and tobacco taking. Religious pictures and relics adorn the room and the Rosary is recited... women keening are the background sounds. Original prayer books, rosary beads, mortuary cards and brass coffin plates are featured. Then a voice over of a typical 19th century travel writer begins to condemn the excesses of the Irish Wake. There will deliberately be no hologram in this room, the idea being to enhance the experience by catching the visitor off guard. As the visitor moves around the room and out of curiosity looks into the coffin, the corpse rises up. During the summer season a student will be employed to play the corpse that comes to life.

6. In about 1986 the house becomes a tenement and this room is furnished as a typical late 20th century bedsit now occupied by an osteo-archaeologist excavating Viking Age Waterford. She has an obsession with death, around the room are books and drawings featuring the archaeology of death from Newgrange up to the 19th century. On her table is an original three thousand year old Bronze Age urn containing the cremated remains of a high status individual and the skeletons of Waterford Vikings from the excavations. Here we show how rituals and customs associated with death can be traced back to the first settlers a theme that is explored in more detail in the 3D experience in the conjoined building. The guide will regale the visitors with stories about death and the house that they are visiting and how it started its life as an almshouse for the dying poor becoming by the 20th century a tenement where the resident, a traumatized World War I machine gunner, carved tombstones on the kitchen floor and his daughter who emigrated to the United States visited convicts on death row.
The Irish Museum of Time is a new cutting-edge two-part visitor attraction to be developed on two adjacent sites in the Viking Triangle in Ireland’s oldest city, the island of Ireland’s only dedicated museum district with eleven national monuments. It will:

- increase Waterford Treasures, Three Museums in the Viking Triangle visitor numbers to 250,000 by 2019
- attract non-standard museum visitors eg social energisers
- prolong visitor stay and spend
- tell stories in better ways using latest technology
- create employment and contribute to city centre regeneration
- raise Waterford profile as a tourist destination, only Irish city with a museum district
- The universal themes of the Museum – the story and science of Time and the quirky story of the iconic Irish Wake will have international appeal.
- The theme has three aspects, historic, scientific and social by which we aim to attract a broad audience.
- The Museum will add to the present museum attractions, Waterford Museum of Treasures, Three Museums in the Viking Triangle, by creating a greater critical mass of all-weather attractions that will appeal to a very broad audience.
- Inclusion of a strong education element will ensure the viability of the new Museum in the off-season, ensuring its sustainability.
- The projected increase in visitor numbers to all the Viking Triangle attractions is predicated on the continued success of the Waterford Greenway to attract in excess of 250,000 visitors annually, as was achieved in 2017. The all-weather Irish Museum of Time, with its appeal to younger visitors - Great Escapers and Social Energisers - will complement the Greenway, making Waterford City and County an international tourist destination in its own right.
- The new attraction will help to increase dwell time in Waterford city and will be among the flagship attractions of Ireland’s Ancient East that at present lags behind Ireland’s more favoured tourist destinations in terms of international visitors.
- Within the Viking Triangle this new attraction will bring life and vibrancy into Cathedral Square at the very heart of the Triangle and take advantage of Waterford Council’s partnership with a private concern in a new café tapas bar beside the Almshouse which opened in 2017.
- The project exploits fully the fantastic assets recently gifted to the museum - a collection of museum-quality Irish long case and carriage clocks together with gold and silver watches dating from 1690 to 1890. The clocks and watches were manufactured all over Ireland’s Ancient East.
- The museum’s use of innovative hologram and 3D immersive technology together with the museum quality of the historic Irish timepieces and complementary Irish objects on increasing footfall into the Triangle.
- It conserves and brings into public use two historic properties the Almshouse dated to the 1460s and the 19th century church Greyfriars which add greatly to the attractions of the Viking Triangle. The main premise is to peel back and expose the layers of history in Ireland’s oldest city and make its 1100-year-old history come to life by entertaining and engaging storytelling.
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display will ensure a very broad audience. The second element - the quirky, left-of-centre, slightly spooky, macabre and lighthearted exploration of the Irish Wake and the traditions and rituals surrounding death over six centuries and the customs of Hallowe’en, housed in what is a tenement house - will appeal to an audience that would not normally visit a museum.

**How will the Irish Museum of Time be sustainable?**

**Staffing**
The Irish Museum of Time will be part of the very successful Waterford Museum of Treasures, a company limited by guarantee and wholly owned by Waterford City and County Council. It will be managed by Waterford Treasures staff and run on a day-to-day basis by museum staff. The well-established greet volunteers known as Viking Triangle Ambassadors will assist with orientating the visitor and making sure that they are aware of the many elements of the Viking Triangle attraction. This local community element makes for a very personal welcoming atmosphere especially for our international visitors.

**Ticketing**
Waterford Treasures will operate a ‘Freedom of Waterford’ combination ticket for all the historic attractions within the Viking Triangle to include Reginald’s Tower, the Bishop’s Palace, the Medieval Museum, the **Mayors’ Treasury** exhibition in City Hall, the Viking House Experience and the Irish Museum of Time.

The joint ticketing regime will help to increase dwell time in the Viking Triangle bringing with it a much-needed economic boost to the city’s cafés, restaurants, shops and hotels. Waterford Treasures will always sell admission tickets to individual attractions.

**Marketing – working with Tourism Ireland**
The marketing of the museum will be undertaken by Waterford Treasures full-time Marketing Executive. It will feature on the Waterford Treasures website and be marketed via social media.

Waterford Treasures will feature the Irish Museum of Time on all its brochures and publicity material and will represent it at all trade fairs and other promotional events as one of the attractions of the already-successful brand Waterford Treasures. Waterford Treasures chief executive and marketing executive, together with Waterford City and County Council’s full time tourism officer work very closely with Tourism Ireland and frequently participate in their overseas marketing initiatives.

We also work very closely with the House of Waterford Crystal in promoting the Viking Triangle and all the attractions within it. Waterford Council has established a Destination Waterford committee to promote the city and county nationally and internationally with other private sector stakeholders.

**Halloween**
Halloween will be a major sub-theme of the attraction thus ensuring that the Irish origins of this internationally-celebrated event are fully understood and enjoyed. Halloween and the festivities associated with it has the potential to extend the tourist season to the end of October / beginning of November by linking it with an annual festival that would be continuously promoted in the Museum of Time Part II.

The Halloween festival would involve a marvellously-macabre torch-lit ghost tour of the Viking Triangle. The Triangle’s remarkable collection of below and above ground historic buildings and its macabre tombs makes the area in and around the Museum of Time Part II an ideal venue for such an event.

Every Halloween night a torch-lit ghost tour would be preceded by a giant temporary light sculpture created on the pavement in Cathedral Square using lighted pumpkins / turnips brought there by the participating audience. Using drone photography this transient artistic feature has the potential to become an international YouTube sensation thus helping to promote Ireland throughout the globe.
Rationale for the Irish Museum of Time

Waterford Council, Waterford Treasures, House of Waterford Crystal, Waterford Port Authority and a number of specialist retailers also operate the Cruise Ship Co-Op which promotes both the City as a destination for cruise ship visitors and attracts over twenty cruise ships annually to the city.

The Medieval Museum part of the Waterford Treasures family of attractions has consistently been TripAdvisor No 1 Waterford Visitor Attraction. The museum experience in both the Bishop's Palace and the Medieval Museum have received satisfaction ratings in the region of 94% from CIE International Coach Tours underlining the great appeal these attractions have for the international visitor.

Since opening the visitor attractions in the Viking Triangle in 2011, our fee-paying visitor numbers have increased from 33,000 to 101,000 in 2017. In 2017 35.3% of the visitors were Irish and for the first time since 2011, our North American visitors outstripped our Irish visitors - 36.11%. A decline of 6% was experienced in our visitors from Great Britain who made up 12.8% of our total visitors.

**Engaging with the Social Energisers**

- The quirky humorous macabre themes of Death and Time and the use of cutting-edge technology such as touchscreens, holograms and 3D Immersive technology will appeal to Social Energisers. It is planned in the 19th century wake room to have the corpse unexpectedly rise up in the coffin!

**Engaging with the Great Escapers**

- In order to encourage the Great Escapers and family groups in particular since opening in 2011 we have a policy of not charging for children who are accompanied by fee-paying adults. This family-friendly initiative has been very successful in attracting the Great Escapers.
- With a dedicated children’s section in the Irish Museum of Time at Greyfriars the Great Escapers will find much to occupy and entertain all the family members.
- The international appeal of Time, its history, the science behind it in the past and in the future will make The Museum of Time a fun experience for all the family that requires no historical knowledge or indeed interest.

**Engaging with the Culturally Curious**

- The two highly-atmospheric buildings in which the attractions will be located, the 18th century church at Greyfriars and the Almshouse built by Dean John Collyn and Mayor James Rice in the 1460s, make both parts of the attraction appealing to the Culturally Curious.
- The international appeal of Time, its history, the science behind it in the past and in the future will make The Museum of Time a fun experience for all the family that requires no historical knowledge or indeed interest.
- The superb collection of Irish clocks and watches dating from 1690 to 1890 which will be displayed alongside contemporary paintings, silver and glassware will have a great appeal to the Culturally Curious.
Connecting to Ireland’s Ancient East

- This Project will create a unique attraction that has not been replicated anywhere else in Ireland north or south and forge a link with two of the great icons of Ireland the Irish Wake and Halloween and with the great historic sites of Ireland’s Ancient East.
- The fact that the collection of clocks and watches represents almost every county in Ireland makes it easy to explore themes that will help promote and direct visitors to other parts of Ireland’s Ancient East. Many of the timepieces were made in small provincial towns as were many items of superb Irish silverware that we will display alongside the clocks.
- The clocks and watches will be displayed in a manner that will highlight the history of high level Irish craftsmanship not just in the making of superb timepieces but also in the making of silver and glass and in the fine arts.
- By using the medieval Almshouse in Cathedral Square now a tenement, to explore how a house changed over six centuries and alongside that to explore customs and traditions of the Irish Wake and Halloween, we are creating a unique cultural attraction.

Broadening the Experience

- It is planned to use the Tapas Bar/Café adjoining the Almshouse to develop evening time entertainment featuring Irish and American Wakes.
- The Almshouse will be the starting point of a new evening time experience – *the Spirits of Waterford* - an evening ghost tour of the Viking Triangle.
- **A chilling experience and some cold comfort at Cathedral Square** – With the USA as the largest consumer of ice cream in the world and Ireland ranked fifth, it would be economically viable to enhance the visitor experience by facilitating the sale of ice cream in Cathedral Square. Therefore as part of the story of the Irish Wake and Halloween it is planned to animate the square by establishing an Ice Cream Emporium in partnership with the neighbouring Fat Angel café / tapas bar. Bespoke themed umbrellas, table and chairs will be set out in the paved area in front of the Almshouse where tea, coffee and soft drinks will be served with a selection of appropriately themed ice creams – *Devil’s Delight, Lucifer’s Lollipops, Dracula’s Dilemma, Speak of the Devil Special, Tombstone Trio* etc.

These unique fun if somewhat macabre experiences will complement the death/Irish-wake-themed adjoining visitor attraction. This Ice Cream Emporium will have a broad appeal particularly for the Social Energisers and the Great Escapers with young children - a segment with huge growth potential, thanks to the development of the Waterford Greenway.
Financial projections

The conservative projected growth over three years of a minimum of 220,000 visitors per annum for all of the Viking Triangle attractions under the Waterford Treasures umbrella including the new Museum of Time and the new Viking House Experience (opening April 2017) would bring in a minimum additional income of €420,000 which will offset the additional staff and maintenance costs of the new attractions.

Costings

Part I The Irish Museum of Time at Greyfriars

Renovation of Building €100,000
3D experience, touchscreen and hologram technology €160,000
Fitout cost of exhibition €120,000

SUB-TOTAL: €380,000

Part II The Irish Museum of Time at the Almshouse

Renovation of Building €170,000
3D experience, touchscreen and hologram technology €180,000
Fitout cost of exhibition €80,000

SUB-TOTAL: €430,000

TOTAL: €810,000

Thank you for your time, we know time is important to you.
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Charity Number CHY15865

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Silver trowel used to lay the foundation stone of New Geneva in 1784

In 1783 in order to attract clock and watch makers from Geneva, a proposal was made to establish a new town in Waterford to be called New Geneva. Lord Ely enthusiastically endorsed the project and pledged a gift of land to help ensure its success. He stated 'I wish to benefit the most enlightened people in the universe so that when I am called to leave this earth, I shall repose with the serenity worthy of a man who knows that in giving happiness he has raised a monument more durable than marble, shaped by the most able artist.'