

Session 4b Yeats 2015

20 November 2020

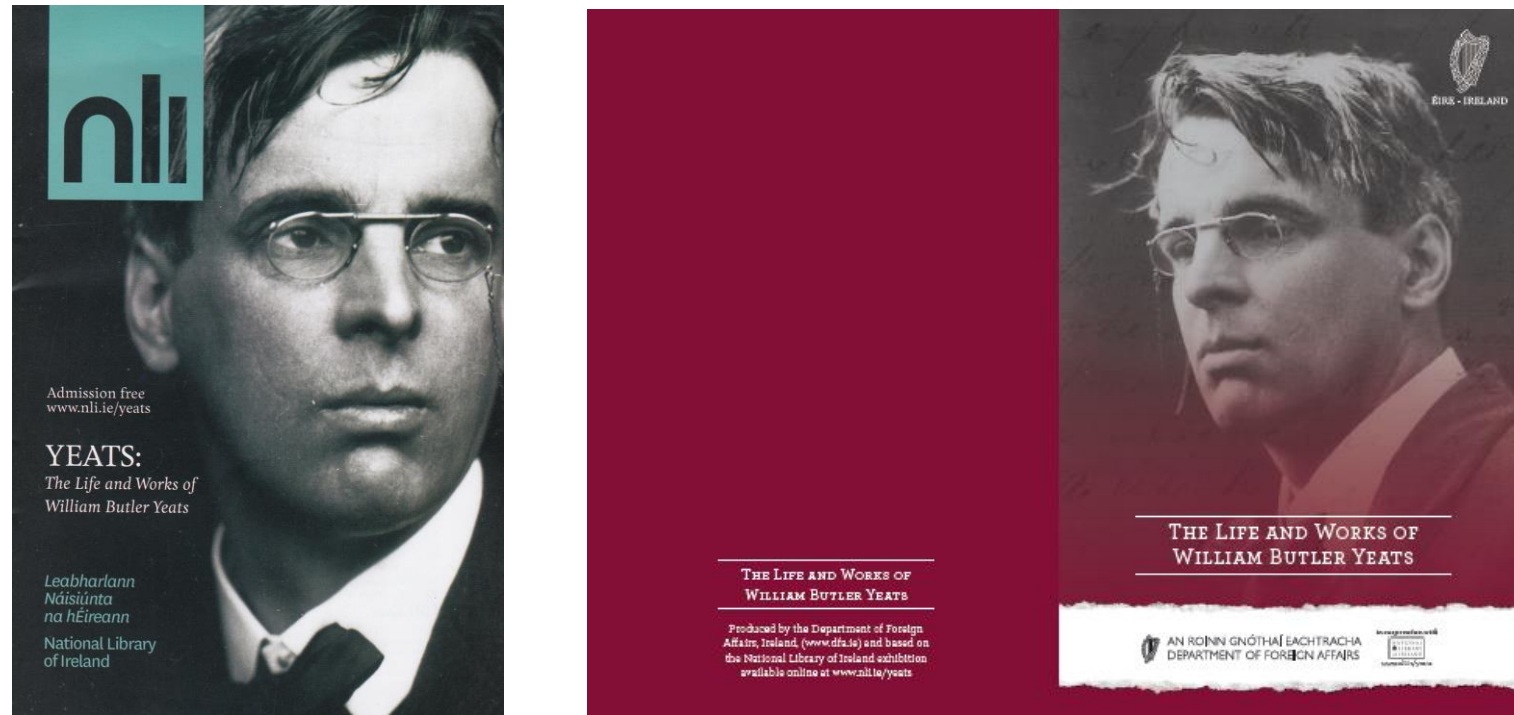


Yeats2015 was a year-long programme of cultural and artistic events to celebrate the 150th anniversary of the birth of our national poet,
William Butler Yeats.

It formed part of Ireland's official decade of commemoration and celebrated Ireland, nationally and internationally, through the prism of one of our foremost literary figures.

This was the first time that Ireland is honouring any one individual in this way.

PROJECT PARTNERS



Dept. Foreign Affairs
Dept. Arts Heritage and the Gaeltacht
National Library of Ireland
Western Development Commission
Failte Ireland



+ many Local and National Cultural Institutions



THE ELEVATOR PITCH



Yeats 2015 will be rooted in Sligo (Yeats's 'spiritual home') and from there reach out and connect with every county throughout the island of Ireland and places beyond. Incorporating various aspects of the cultured heritage of William Butler

Yeats, including poetry, drama, folklore, music, mythology, history and geography, the celebrations will span a broad global arc from local traditions to international academia, and in turn attract and enable a national and international audience to focus and elucidate on both Yeats and his Ireland, thereby allowing them the opportunity to understand what it was that inspired him and to share and enshrine that experience. Moreover, Yeats 2015 will also incorporate a series of events aimed at revealing the talents of his father John and his gifted, though lesser known siblings, Jack, Susan and Elizabeth.

PROJECT AIMS



The Yeats 2015 celebrations were not just for 2015 but to leave an enduring legacy which will highlight literacy and education internationally.

- Seek to internationalise the Yeatsian experience and indirectly the locations that where both his inspiration and his environment (Galway, Sligo, Dublin and London)
- Engage a global community in celebrating Yeats
- Inspiring a meaningful legacy for his work
- Increase opportunity and awareness of the creative sector in general based on Yeats' lead

THE TARGET MARKETS



THE VISITOR LEGACY



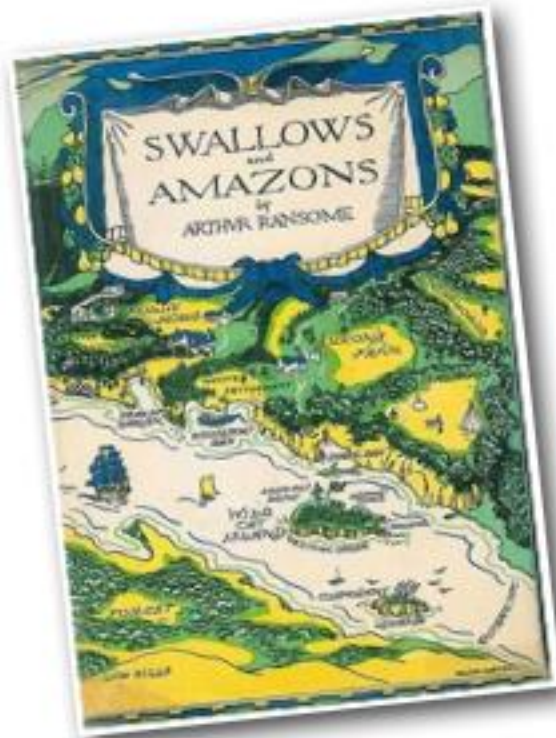
Slide from 2014 presentation

THE CREATIVE LEGACY



Slide from 2014 presentation

THE SOCIAL LEGACY



National Adult Literacy Agency
Áisíneacht Náisiúnta Litearthachta do Aosaigh

PROJECT HIGHLIGHTS



WB Yeats goes underground to celebrate his 150th birthday

MORE ABOUT POEMS ON THE UNDERGROUND

When You Are Old

W. B. Yeats

When you are old and grey and full of sleep,
And nodding by the fire, take down this book,
And slowly read, and dream of the soft look
Your eyes had once, and of their shadows deep;

How many loved your moments of glad grace,
And loved your beauty with love false or true,
But one man loved the pilgrim soul in you,
And loved the sorrows of your changing face;

And bending down beside the glowing bars
Murmur, a little sadly, how Love fled
And paced upon the mountains overhead
And hid his face amid a crowd of stars.

Poems on the Underground

tfl.gov.uk/poems

MAYOR OF LONDON



THE POETRY SOCIETY



POEMS ON THE UNDERGROUND

Commencing 22 February 2015 and running for 8 weeks
5 million passengers per day on the London Underground

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EVENTS

YOUR YEATS

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**Celebrating the 150th
anniversary of the birth of
WB Yeats**

MORE ABOUT YEATS2015

<https://yeats2015.com>







THANK YOU