

THE TIPPERARY

*Venue*





*This is a story about*  
CREATION

*I* Employment  
Amenities  
a Lifestyle  
Entertainment  
a Destination  
an Economy

This narrative is about the creation of the most exciting  
and sophisticated destination Ireland has ever seen...

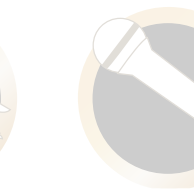
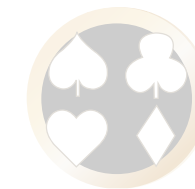
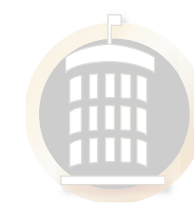




# The Vision

Let the Light Shine

With a commanding air, one's gaze will be drawn across the panoramic view that is home to the *Tipperary Venue*. Located in Two Mile Borris on the Dublin Limerick M7, this development which is situated on 800 acres will create long term sustainable employment for the area. To the east lies the magnificent building that is the *Hoban Memorial*. To the west, your eye will take you to the five star *Hotel* and *Casino* designed with a remarkable level of architectural innovation. A walkway will facilitate access to a luxury *Shopping Mall* featuring a selection of high end retail outlets showcasing the finest couture that Ireland has to offer together with fine restaurants. To the east of the Mall lies *the Venue*, a state-of-the-art music, sporting, cultural and conference centre that will showcase some of the world's greatest events. Further east the sheer size and scale of the project will become evident as the *Racetrack, Equestrian Centre and Greyhound track* appear. An eighteen hole signature *Golfcourse* will complete this extraordinary development, situated in the heart of Ireland.





# A Renaissance

WHEN ONE APPLIES IMAGINATION AND CREATIVITY,  
THE RESULTS ARE *Extraordinary*

The Tipperary Venue is exactly what Ireland has been waiting for – and precisely what Munster craves: a sophisticated cultural hub, an entertainment destination for both day and night. A bold catalyst in the creation of a thriving economy, the Tipperary Venue will redefine sport and leisure as we know it.

A brave departure from the hustle and bustle of large cities and towns, this extraordinary development is applauded as a vision of the future for the leisure industry in Ireland...

*The Tipperary Venue is a  
truly inspirational project based  
on one Irishman's dream*

Approved, state-of-the-art sporting and leisure facilities

Recognised superior standard amenities

Innovative designs

Abundance of entertainment choices

Opportunities for corporate entertainment,  
business meetings and conferences

Prime holiday and recreation location

Internationally acclaimed standard





# *The Dream*





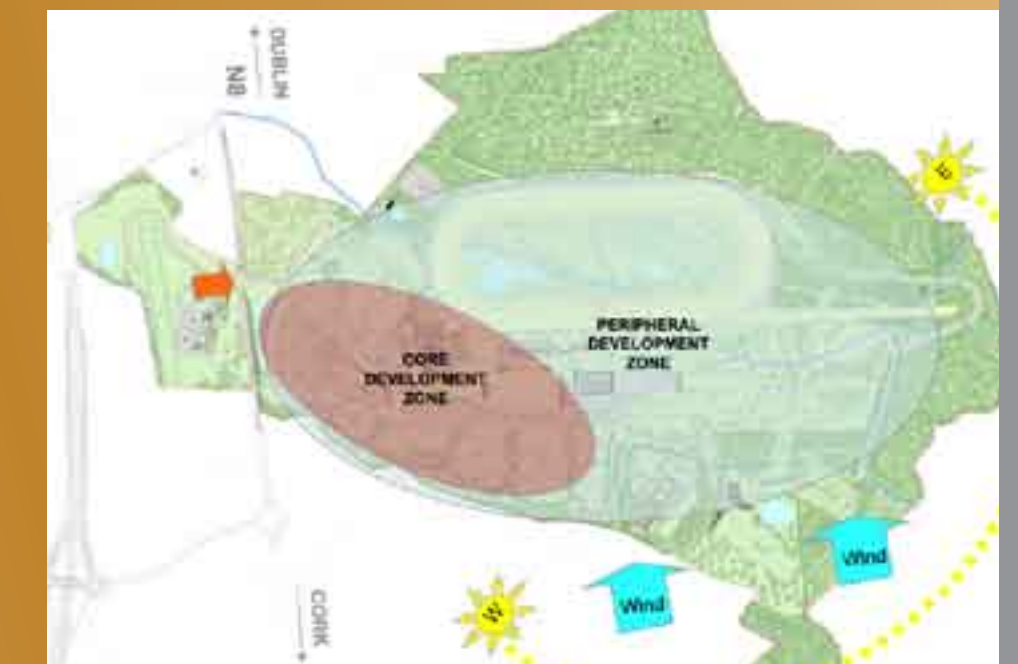
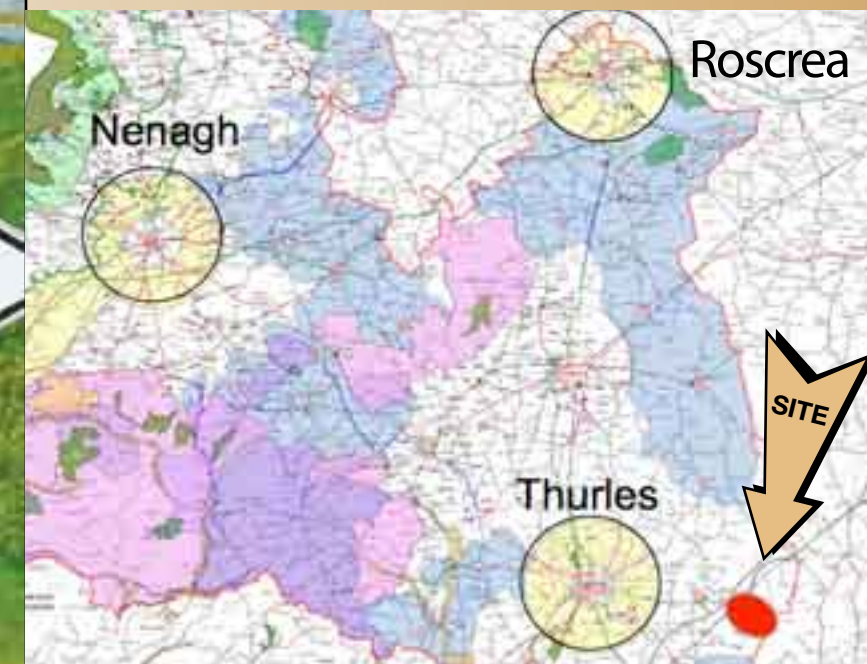
# Road Test



THIS DEVELOPMENT IS DESIGNED TO NURTURE YOUR  
PASSION FOR HIGH CALIBRE *Experiences*

A brave departure from the hustle and bustle of large cities and towns, we applaud this extraordinary vision...  
This vision which is the future.

- Immediate access to the N8 primary road, and the M8, two-lane motorway
- Proximity to Dublin – Cork – Limerick rail network
- Congestion-free access to The Tipperary Venue
- Landscaped car parking for 5,900 vehicles
- Extensive helicopter access
- Shuttle bus service from Thurles Railway Station





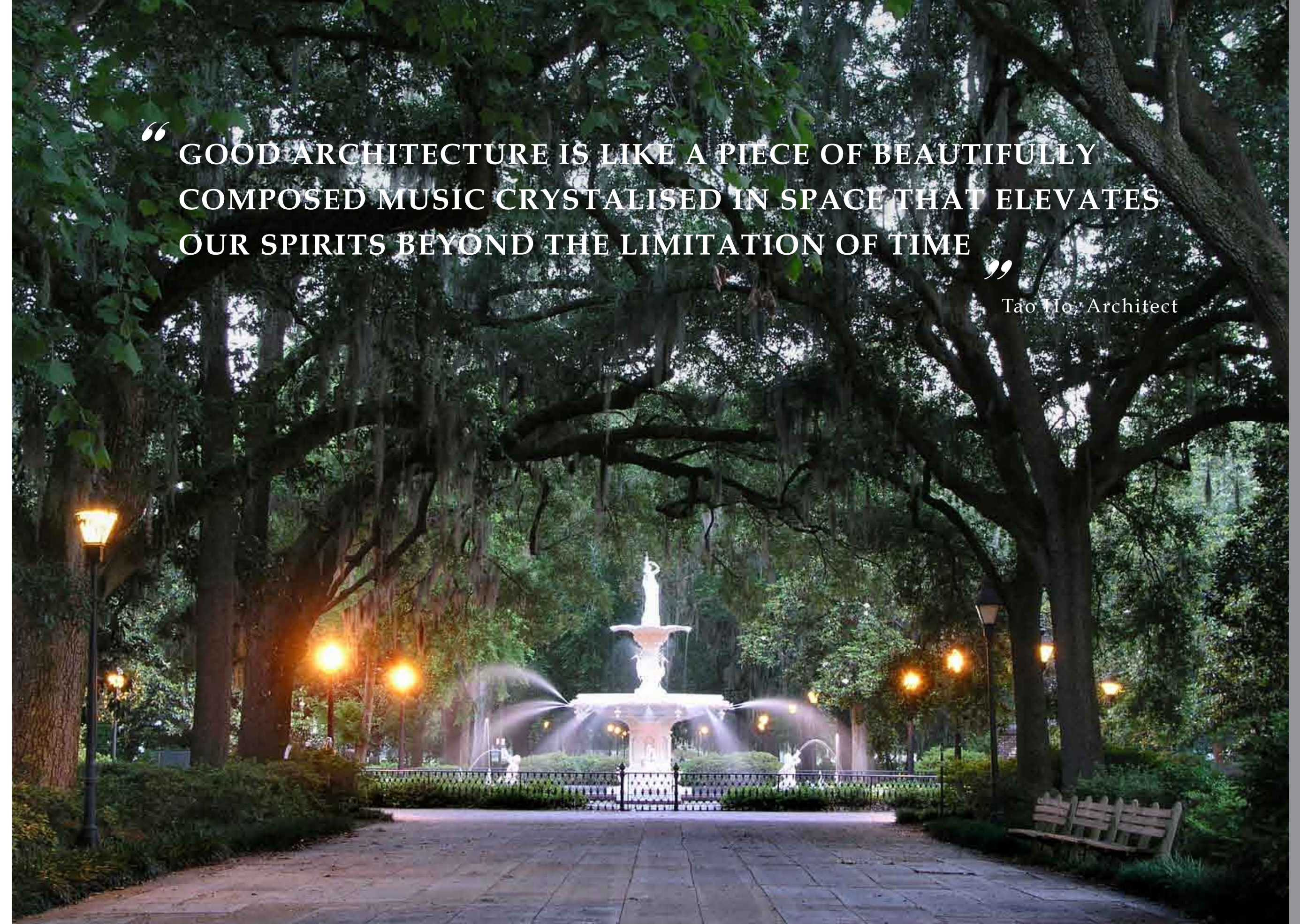
# Nothing But Style

To fit into the natural landscape of the site, all structures take the organic form rather than geometric. They are designed to integrate effortlessly with the unique contours and open landscape of Two Mile Borris.

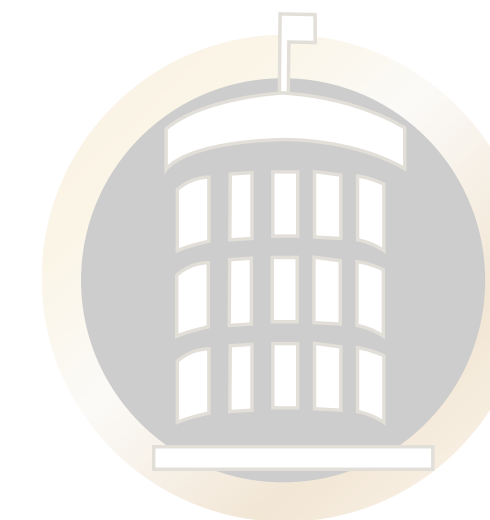
We are differentiated by our exclusivity, our daring vision and iconic qualities. This will be reflected in the visually stunning backdrop of the surrounding hinterland, resulting in an exceptional destination that will provide the *ultimate experience* for our guests.

“GOOD ARCHITECTURE IS LIKE A PIECE OF BEAUTIFULLY COMPOSED MUSIC CRYSTALISED IN SPACE THAT ELEVATES OUR SPIRITS BEYOND THE LIMITATION OF TIME”

Tao Ho, Architect







# Hoban Memorial

## UNDENIABLY *Distinct*

Standing on a superb 16 acre site this complete authentic academic reconstruction of what is perhaps the most recognised building in the world will encapsulate The Tipperary Venue.

Designed by Mr. James Hoban, The White House has been home to some of the world's most powerful leaders, including John. F. Kennedy, Ronald Reagan, Bill Clinton and Barack Obama. You will experience the presidential home first-hand by travelling back in time to see how the original precise replica of this magnificent building stood in its unique form in 1829.

Originally built as a banqueting suite, this *outstanding* building will be connected to the development's 5-star hotel via a discreet underground tunnel.

Created in conjunction with The White House Historical Association in Washington, this reconstruction will commemorate our famous Irish architect, Mr. James Hoban.







# PLEASE ALLOW ME TO *Introduce myself*

This hotel oozes style and atmosphere. With its superb glass features, reflection and transparency are the main characteristics of this building.

The softened man-made facets of the design are moulded almost seamlessly into the natural landscape of the site. As night falls, the defining attributes of this hotel will take precedent as its unique identity unfolds with the power of light.

Attention to detail and an unrivalled specification will be evident throughout this *masterpiece*. Boasting 500 rooms and a luxury spa, The Tipperary Venue Hotel will be the destination of choice for national and international visitors alike.

Relax in the foyer and watch the world go by - with ease, with excitement, yet with comfort.





# Casino

## READILY CONTROLLED ~ REGULATED ~ *Transparent*

Enter a world of excitement and grandeur through the casino's main entrance or access through the hotel lobby where you will be greeted by our excellent and highly-trained team.

Join one of our many casino tables for an exciting game or dine at one of our many fine restaurants, conveniently located within the boundaries of the casino area. We offer you internationally recognised, world-class gaming which will be readily controlled, regulated and transparent. In short, we will ultimately create for you a *high-octane and enjoyable experience* which will position Tipperary Venue on the pinnacle of entertainment internationally.





# Retail Therapy



TO IMPROVE IS TO CHANGE.  
TO BE PERFECT IS TO CHANGE

*Often*

Boutiques stocking some of the fashion industry's leading designers will line the promenade which leads from the hotel to the main meeting area and guides you to the Racecourse, Greyhound track, Venue, and Golf course.

*Spoil yourself* in a world where style is a priority and quality is a necessity, where choice is not what to buy but how many to buy. Breathe the fresh air, taste the fine wine. Indulge! With the knowledge you are being pampered.

In essence you will experience the finest collections that the world of couture has to offer while enjoying the incredible beauty of the landscape that surrounds The Tipperary Venue.







# Racecourse

## SPORTING *Hub*

This land was destined to provide the most magnificent setting for one of the best horse racing tracks on these islands. Keeping in line with the development's standards, you will experience a race track that is the epitome of high quality.

With the ideal track position facing east, the uninterrupted panoramic views will add to your horse racing experience

A magnificent National Hunt and fully lit all weather racetrack will be created to provide all-year round racing.

With superb facilities and outstanding service, we invite you to become part of it...

*Supported by Horse Racing Ireland*

ASK NOT WHAT THIS RACETRACK *has* ~ BUT WHAT IT DOESN'T *have*.





# Greyhound Track

## THE FINISHING *Post*

With a capacity for up to 2,000 people, the greyhound stadium will provide premier facilities to sporting enthusiasts. Though a traditional Irish sport, greyhound racing has never before seen facilities of such calibre. Encompassing the speed of the race, the excitement of the audience, the comfort of public space, Irish sporting enthusiasts will brand this track as the ultimate in sheer luxury.

*Supported by Bord na nGon.*

### *The Stadium*

With its unique, double-sided features designed to accommodate both horse racing and greyhound racing facilities, the magnificent stadium can reach an incredible capacity of 5,000.

Built with iconic quality, this multi-purpose masterpiece is the first of its kind in Europe. The steel cantilevered building will hold four floors where you will descend on arrival to your desired area. Housing an array of fine restaurants, public spaces and private suites, you will have the choice of premium space to suit your personal requirements.

A BUILDING WORTHY OF EXPLORING; TWO SPORTS WORTHY OF *experiencing.*





# The Venue

“MUSIC SHOULD STRIKE FIRE FROM THE *heart* OF MAN  
AND BRING TEARS FROM THE *eyes* OF WOMAN”  
Beethoven

## RAISE THE *Curtain*

This underground emporium is designed to capture the ultimate in live sound and provide the most thrilling of experiences. With a spectacular capacity of 15,000, the design employs state-of-the-art technology that utilises the earth to absorb sound, reducing the potential for any environmental impact on this picturesque location.

You will be left breathless with its ingenious design – the automatic retractable roof will facilitate an outdoor arena, while removable seating will allow you to experience the very best performances from the world of entertainment, sport and culture.

“If I were not a physicist, I would probably be a musician. I often think in music. I live my daydreams in music. I see my life in terms of music... I get most joy in life out of music.”

Albert Einstein



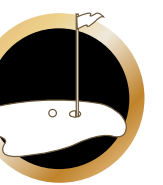
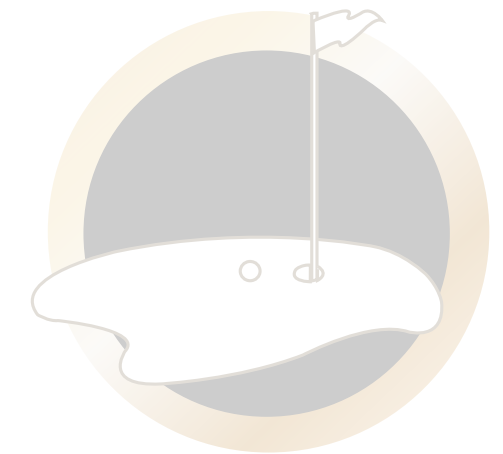


# Golf Course

## A SIGNATURE GOLFCOURSE - A WORTHY *Experience*

This signature eighteen hole golfcourse merges effortlessly into the rolling contours of Two Mile Borris, surrounded by acres of mature parkland. One can expect an impressive and challenging experience while roaming through this idyllic setting.

This golfcourse will embrace all the qualities of an internationally recognised course. The attention of the world's greatest players will be sought and achieved while those that nurture their love for golf will frequent it and feed it due time, due passion and due respect as one of the *finest courses* in Ireland. The future of golf as a sport lies here.







# Chapel

## I Do...

A timber built chapel will nestle amongst the mature trees that comb these landscapes. Ceremonies can be delivered in the true beauty of this meticulously designed woodland building.

Only a short walk to the Hoban Memorial Banqueting Suite or Hotel facilities, you have an impressive selection of venues to celebrate your matrimonial vows or indeed, other religious or civil ceremonies.



THIS IS WHERE YOUR MEMORIES *begin...*





# *A Force of Imagination*

Each aspect of the Tipperary Venue has its own signature energy that evolves from morning to deepest night.

As a Tipperary Venue visitor you will be left heartened by the warm and friendly service that you will experience. We believe in comfort and sophistication, in style and atmosphere, and in delivering to you a worthy experience. With so much to offer, it quickly becomes clear that the Tipperary Venue is unlike anything this country has ever seen before.

This development is beyond your imagination, beyond anything you ever anticipated.

It is beyond *perfect...*



NOBODY IS BETTER PLACED THAN  
*You*  
TO EXPERIENCE THIS





“LOVE DEEP INTO *Nature* AND THEN  
YOU WILL UNDERSTAND EVERYTHING BETTER”

Albert Einstein

At every stage of the development we have sought to complement the natural beauty and richness of the landscape rather than compromise it in any way. All ecological issues have been addressed and we have integrated every possible natural mean by which to protect the eco-system of our surroundings.

This project represents the closest you will find to a fully self-sufficient development:

- Intelligent water and energy usage
- Solar and geo-thermal facilities for electricity generation
- Complete recycling system
- Water Attenuation with the use of its river and created lakes
- Self driven ventilation system with the use of waste heat and cooling systems
- Self sustaining sewage system, waste treatment plant
- Compensation Mitigation, replanting trees in other areas of the site
- 95% of Heating from Sustainable Sources
- 45% of Electricity from Sustainable Source
- 65% of Cooling Energy from Sustainable Sources
- Carbon Savings 9,000 Tonnes Per Year which represents 40% reduction in Carbon Emissions for Conventional Plant
- Overall Renewable Energy Contribution of 70%

TAKE CARE OF THE EARTH AND SHE WILL TAKE CARE OF  
*You*





# *The Finale*

The end result will be unique and spectacular, ranking among the most outstanding developments in the world. While many international locations promote entertainment, none offer the unique experience that awaits you at The Tipperary Venue.

Embracing innovation, creativity and sophistication, The Tipperary Venue is destined to be an international meeting place for influential leaders in the fields of sporting, leisure and entertainment.

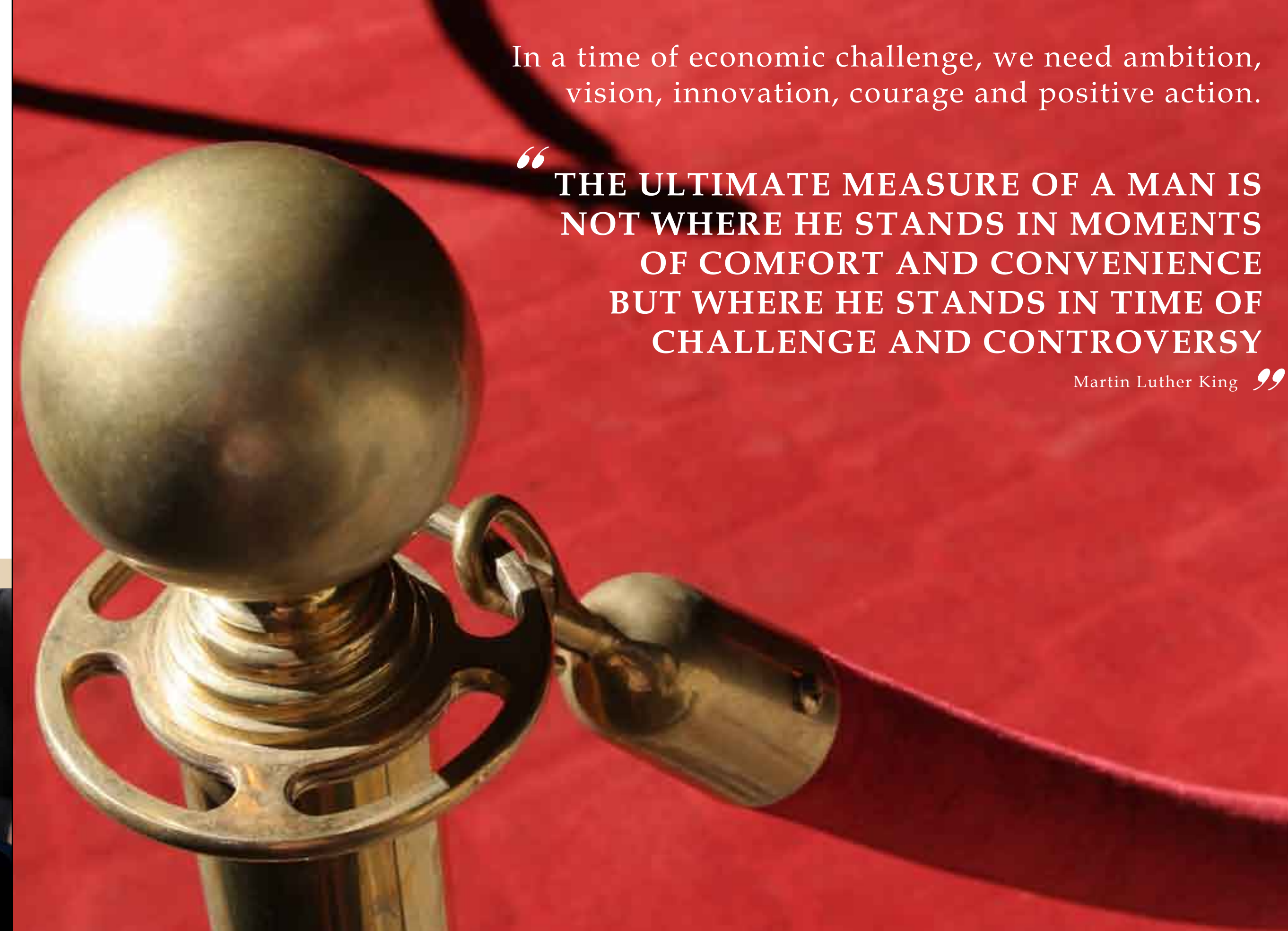
This location is destined to deliver unrivalled opportunities, together with a lifestyle that will be impossible to replicate anywhere else in the world.

It is an oasis of opportunity within a natural paradise.

In a time of economic challenge, we need ambition, vision, innovation, courage and positive action.

“THE ULTIMATE MEASURE OF A MAN IS NOT WHERE HE STANDS IN MOMENTS OF COMFORT AND CONVENIENCE BUT WHERE HE STANDS IN TIME OF CHALLENGE AND CONTROVERSY

Martin Luther King ”





# The Team





# Let us Create...

The promoter Richard Quirke, acknowledges the assistance of The James Hoban Society, organisers of the international commemoration programme to honour the Irish-born architect of The White House in 2008, in facilitating their historical and architectural research.

In particular they acknowledge provision of access to the work and staff of The White House Historical Association; to the Office of the Curator of The White House, Mr. William Allman; and to the colloquia on the social and architectural background of the period held in Washington DC (in conjunction with the Heritage Knowledge Community of the American Institute of Architects), Kilkenny (in conjunction with the Department of the Environment, Heritage and Local Government) and Dublin (in conjunction with the Royal Dublin Society).

