



irishtimes.com/1916

“Remembering the 1916 Rising” by The Irish Times was one of the most successful digital projects where we used many different formats to best effect for a digital audience. While we had large amounts of text both current and from our archive, we also made maximum use of imagery, video and interactive elements.

Given the significance of the events surrounding the commemoration of the 1916 Easter Rising, The Irish Times dedicated a specially designed site that will continue to serve as an ongoing resource for anybody interested in Ireland and her history for years to come. The site broke with the norm in terms of design and innovation, focusing particularly on beautifully presented content. We drew heavily both on a bank of expert writers at our disposal and on the huge resource that is The Irish Times’s digital newspaper archive. In addition, we developed a number of interactive digital elements that allowed us to explain the story of what happened 100 years ago in a multi-media and mobile first environment.

We set out to build an area of irishtimes.com that was completely different to existing designs and formats. Firstly we reinstated the old style Irish Times masthead and used a large splash image as a background wallpaper.

We then built a number of innovating and interactive features that allowed us to tell the story of the Rising using modern design and technology to surface detailed information from both our knowledge holders and our archive.

- The interactive tour of the Proclamation tells the story of how this historic document came to life, the little-known facts about it, the quirks and the

controversial lines. Take a look around the Proclamation here:

<http://www.irishtimes.com/1916/the-1916-proclamation>.

- Our Then-And-Now tool was built especially for the Remembering the 1916 Rising site. Using archived photographs and equivalent modern day images taken by our picture desk at the same locations, we allowed readers to see what impact the Rising had on Dublin city centre and how the sites look today. Check out the Easter Rising slider tool here:
<http://www.irishtimes.com/1916/1916-then-and-now>
- Readers could follow hugely detailed day-by-day accounts of the rising based on eye-witness reports from the time. This Irish Times account of the "lived reality" of the 1916 Rising is based on first-hand testimonies from survivors, gathered in the late 1940s and 1950s by the Bureau of Military History. First published in 2006, this day-by-day narrative is an effort to convey how people actually experienced the Rising, an event whose reality has been all but occluded by 100 years of myth. <http://www.irishtimes.com/1916/1916-day-by-day>

The site also features:

- a key essay by Diarmaid Ferriter on why the Rising matters (<http://www.irishtimes.com/1916/diarmaid-ferriter-why-the-rising-matters-1.2353812>)
- Desmond Fitzgerald's eyewitness account from inside the GPO, first published 50 years ago (<http://www.irishtimes.com/1916/inside-the-gpo-in-1916-desmond-fitzgerald-s-eyewitness-account-1.2580371>)
- Profiles of the main player (<http://www.irishtimes.com/1916/people-of-the-1916-rising>) delivered in an engaging and mobile friendly format, with a detailed focus on the Signatories (<http://www.irishtimes.com/1916/1916-signatories>), including portraits of each by Mick O'Dea.
- The Places of the Rising interactive map allowed our readers to navigate around Dublin and learn about the key locations (<http://www.irishtimes.com/1916/places-of-the-1916-rising>)
- 15 Facts About the Ireland Flag (<http://www.irishtimes.com/culture/heritage/fifteen-facts-about-the-irish-flag-and-1916-1.2362893>) This has been read 146,000 times and growing.
- A series of in-house mini documentaries were produced for the build up and to coincide with the actual anniversary of the Rising. You can view them here <http://www.irishtimes.com/1916/1916-the-videos>

We are immensely proud of what we have produced in terms of content, style, design and functionality to mark such an important year in Ireland's history.