



cultural roadmapp

Ireland's Wild Atlantic Way

In Spring 2016, a Unique Opportunity For Irish Studies Students To Investigate Ireland's Culture & Heritage

Cultural Roadmapp is a trans-Atlantic startup producing **the first hands-free cultural audio tour app** for motorists on the Wild Atlantic Way, the 1500-mile driving route on Ireland's west coast.

The **immersive audio tour** will tell the story of the rich culture and heritage of the west coast by weaving music and literary performance with storytelling, humor, and expert commentary on history, literature, music, folklore, dance, Irish language, politics, and more.

Incorporating the **latest GPS technology**, this original audio content will automatically play as the vehicle approaches points of interest en route, allowing listeners to revel in the scenery without the distractions of a hand-held smart phone.

Participating students will work with Cultural Roadmapp to conduct research for the audio tour, gaining invaluable experience in collecting, distilling, and curating primary-source content for a high-production-value, scholastic-quality, real-world application.

Leading lights of Irish culture are on board, including **Joan Bergin**, Emmy Award-winning costume historian for television's The Tudors and The Vikings; **Dr. Catherine Foley**, director of the National Dance Archive of Ireland; **Martin Enright**, president of the Yeats Society; **Leo Hallissey**, director of the Conamara Environmental Education and Cultural Centre; and others.

The **Cultural Roadmapp team** includes writers, producers, and culture specialists. Founder, president, and creative director Deborah Schull is a multiple-award-winning audio tour writer and producer whose work has been featured at the **Smithsonian Institution** and the **Ronald Reagan Presidential Library and Museum**. Vice President Leah O'Brien Bernini is an American-born ethnomusicologist and ethnographer in Ennis, Ireland. Sligo-based Senior Partner Oisín Mac Diarmada is a world-renowned fiddler, leader of the band *Téada*, and Irish language proponent. Advisor Roger Kuperways is a university professor, investor, and CEO of a multi-million dollar international company.

Students will meet with the creative director and the director of research both in person and virtually via Skype or Google Hangout, in addition to meeting with academic advisors.

For more information, visit www.culturalroadmapp.com, a website featuring audio samples narrated by **Mícheál Ó Súilleabháin and a promo video starring the Chieftains' **Matt Molloy**. Contact Deborah Schull at deborah@culturalroadmapp.com or by phone at (917) 628-7988.**