

# Case Study

## Seamus Heaney Home

[www.seamusheaneyhome.com](http://www.seamusheaneyhome.com)



### Industry

Arts, Education, Publishing,  
Travelling/Tourism

### Partner

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## Background

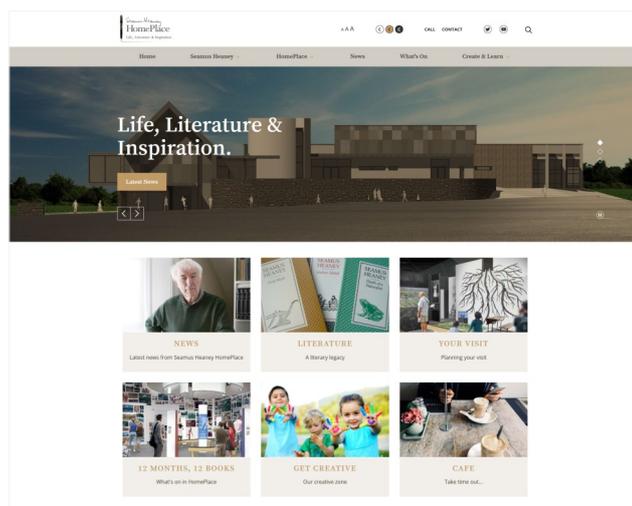
The Seamus Heaney Home project fell under the remit of Mid Ulster Council, which is an i3 Digital client. The website celebrates the life and literature of one of Ireland's most inspirational writers and poets. The new visitor building opens in September, and the website is a massive promotional tool for the overall organisation.

## Goals

The goals of this project were to deliver an online platform that would provide complete and relevant information and be an educational hub. The Seamus Heaney Home project needed a digital showcase not only to promote the pending centre opening, but also to celebrate Seamus Heaney's life and many works. The design of the site was absolutely critical to the project's overall success, and it was important that the legendary poet was sensitively managed for all that loved his work through the design, layout and call to actions on the site. To coincide with the opening of the Seamus Heaney Home centre (the official Seamus Heaney facility) in September 2016, the requirement was for the engaging design and development of the new website to act as the key promotional tool in celebrating the life and works of the Nobel laureate. Additionally, the site was to accommodate e-commerce functionality for merchandise, as well as the integration with a third-party ticket provider.

## Challenges

As mentioned above, Seamus Heaney is a legendary poet. His works are globally renowned, and therefore there is no one definitive or set interpretation. The website's main challenge was to facilitate an online hub that celebrated the life and work of Seamus Heaney in its entirety, without isolating one or just some elements of his art. i3 Digital had to create a website that absolutely everyone could learn from and enjoy, but one that did not steer anyone down any particular view or opinion.



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## Solution

The website will grow exponentially once the Visitor Centre opens and the pending Seamus Heaney walking trails are introduced into the family of products, which includes the opening of the new shop and release of the merchandise collection. In addition to a carefully created design, the website needed to be built on a robust and scalable platform that was also easy to use and rich in features and functionality. For these reasons, Kentico was an ideal choice. Dedicated hosting services are also provided as part of the scope of the project.

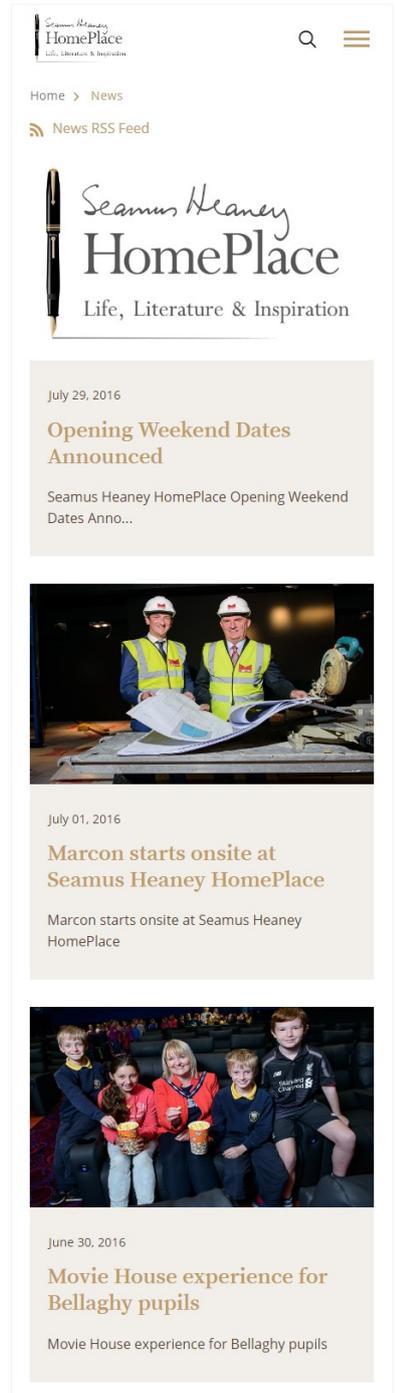
The requirement was for a design that reflected the essence of Seamus Heaney, the environment he grew up in and the effect this had on his work. Kentico's style features allowed i3 Digital to create a look and feel that was understated, noble, earthy and classic. This has led to a thought-provoking and elegant website design that truly reflects his work.

## Results

Feedback from the stakeholders has been tremendously positive. They have reported that the new website design has matched their aspirations, particularly in terms of the design. Whilst the centre does not open officially until September, the site has been live since May 2016. The site acts as a promotional portal for the pending centre opening. Additional functionality for the website, such as an e-commerce shop, will be added in time for the launch to enable visitors to purchase gifts and merchandise related to the great man's work. As this is a brand new site for a totally new initiative, there is no comparable data.

## Key criteria for choosing Kentico

Kentico was chosen for its scalability and out-of-the-box features that allowed us to create a perfectly designed, feature-rich and tailored website for Seamus Heaney Home. The administrators also wanted an easily editable CMS back end, which was another reason why Kentico was the perfect fit!



The screenshot displays the top portion of the Seamus Heaney HomePlace website. At the top left is the logo with the tagline "Life, Literature & Inspiration". To the right are search and menu icons. Below the logo is a navigation bar with "Home > News" and a "News RSS Feed" link. The main content area features three news items, each with a date, a headline, and a truncated text snippet. The first item is dated July 29, 2016, with the headline "Opening Weekend Dates Announced". The second item is dated July 01, 2016, with the headline "Marcon starts onsite at Seamus Heaney HomePlace" and includes a photograph of two men in high-visibility vests looking at architectural plans. The third item is dated June 30, 2016, with the headline "Movie House experience for Bellaghy pupils" and includes a photograph of a group of children sitting on a sofa.

Seamus Heaney HomePlace  
Life, Literature & Inspiration

Home > News  
News RSS Feed

July 29, 2016  
**Opening Weekend Dates Announced**  
Seamus Heaney HomePlace Opening Weekend Dates Anno...

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