



BLACK TO FRONT



Recognising the historic 9,000 year, £45 per annum lease Mr Guinness signed for the St James's Gate Brewery, Dublin in 1759, Arthur's Day was every bit as flavoursome and unique as the brew itself. **Nic Howden** sucked the froth off a couple.

"Let's raise a [glass] to Arthur Guinness, 250 remarkable years," compere Ronan Keating said to the 2,000 competition winners and invitees in front of him at the brewery's remodelled Hop Store 13, under Sky TV's watchful eye.

Standing alongside, superstar turn Tom Jones had the first pint in the air at 17:59pm, ahead of some 49,999,999 others worldwide. "The best place to have Guinness is in Ireland," the singer said, suds of an impressive celebratory pull invisible against his white whiskers. "It's the real deal."

Having opened musical proceedings with 30 minutes of hits, ahead of similar duration turns from Estelle, Dizzee Rascal and Kasabian, Jones went on to play another set in different surroundings, at the Brazen Head, officially Ireland's oldest inn. A total 33 sites hosted gigs on the day, four studio venues and 28 pubs, all operating in step with the brewery. It was one hell of a piece of marketing, and one hell of a set of logistics. Conceived by Guinness brewer Diageo,

KEEP IT IN THE FAMILY: Echoing its founder's philanthropy, the company donated 6m euros to the Arthur Guinness Fund at the celebration. "It's a good reason to raise a pint and raise money for charity," fittingly dressed model and socialite Jasmine Guinness said. "I'm very proud to be here."

WHO DID WHAT

CABINS	A-SPACE
CCTV	MONGEY COMMUNICATIONS
HEALTH & SAFETY	EAMON O'BOYLE & ASSOCIATES
LIGHTS	PRG EUROPE
LOCAL CREW	SOUL REBEL
LOCAL PRODUCTION	EQ AUDIO & EVENTS
POWER	EVENT POWER
RADIOS	MOBILE RADIO LINKS
RIGGING	IRISH RIGGING SERVICES
SEATING	ARENA SEATING
SECURITY	CENTURION
SOUND	BRYANNIA ROW
STAGE/STRUCTURES/FENCING	EVENTSERV
TOILETS	AMBERLEY EVENT HIRE
VIDEO	XL VIDEO