

# explicit

MTU STUDENTS' UNION MAG



MTU CORK  
STUDENTS' UNION

MTU CORK SU GENERAL  
ELECTION INFO

MTU LIBRARY  
ASSIGNMENT TOOLKIT

ALL-IRELAND COSPLAY  
INTERVARSITIES

MTU INNOVATION  
CHALLENGE 2024

# ELECTION SEASON





**MTU CORK  
STUDENTS' UNION**

# **SHOP & SERVICES**

<b>A4 Pads</b>	<b>1.00</b>
<b>Calculators</b>	<b>17.00</b>
<b>Goggles - Protective</b>	<b>2.50</b>
<b>Graph Pads</b>	<b>1.50</b>
<b>Hardback Copies</b>	<b>1.50</b>
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<b>Lab Coats</b>	<b>14.00</b>
<b>Padlocks</b>	<b>2.50</b>
<b>Pens</b>	<b>0.20</b>
<b>Pencils</b>	<b>0.20</b>
<b>Poly Pockets</b>	<b>0.05</b>
<b>Poly Pockets</b>	<b>2.80</b>
<b>Pocket Display Book</b>	<b>1.90</b>
<b>Presentation Folder</b>	<b>0.50</b>
<b>Project Book - Divider</b>	<b>4.50</b>
<b>Rulers</b>	<b>0.50</b>
<b>Scale Ruler (Triangular)</b>	<b>2.50</b>
<b>Science Books</b>	<b>2.00</b>
<b>Spiral Pads 160 pg</b>	<b>1.30</b>
<b>Spiral Pads 320 pg</b>	<b>2.30</b>
<b>Staplers</b>	<b>1.50</b>



- ▶▶ Leap Card Activation Terminal
- ▶▶ Lab Coats & Safety Goggles
- ▶▶ Padlocks

## **COLLEGE SUPPLIES AT STUDENT FRIENDLY PRICES**



# HANDBOOK OUT NOW!

Your guide to all things MTU Cork,  
pick yours up **TODAY** at the  
Students' Union Office.



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The views of the writers are not that of the Students' Union,  
they do not reflect any internal opinions, perceptions  
or held beliefs.

## INTRODUCING THE PILOT MTU CORK PARK AND RIDE SERVICE

Cork Greyhound Track to  
MTU Bishopstown campus



### FREE TO USE

Park your car in Curraheen Greyhound  
track, T12HNP4 & get a free bus to and  
from the Bishopstown campus!

GREYHOUND TRACK OPENING HOURS  
7:30AM - 6:30PM

### TIMES

8am - 10am

Every 15 mins \*

10am - 4pm

Every 30 mins: Leaving dog track **on** the hour and 30 mins **past**  
the hour. Leaving MTU (via Rossa Avenue) at 15 mins **past** and 15  
mins **to** the hour \*

4pm - 6pm

Every 15 mins \*

\*SUBJECT TO TRAFFIC CONDITIONS



Please bear with us during this  
trial period as we amend timings  
where needed.

### MTU STUDENTS' UNION OFFICERS & STAFF

**Explicit Production, Design & Advertising**  
Aaron O'Driscoll // [corksupublications@mtu.ie](mailto:corksupublications@mtu.ie)

**MTU SU Cork President**  
Isobel Kavanagh // [supresidentcork@mtu.ie](mailto:supresidentcork@mtu.ie)

**VP Education**  
Oisín Gahan // [sueducationcork@mtu.ie](mailto:sueducationcork@mtu.ie)

**VP Welfare**  
Eva Corcoran // [suwelfarecork@mtu.ie](mailto:suwelfarecork@mtu.ie)

MTU CORK STUDENTS' UNION, 1ST FLOOR STUDENT CENTRE,  
BISHOPSTOWN, CORK. // TEL: 021 433 5274 // [MTUCORKSU.IE](http://MTUCORKSU.IE)

**Projects Officer**  
Connor Cody

**Communications Officer**  
Alma Krause

**Entertainments Officer**  
Eireann Griffen

**Entertainments Manager**  
Mick O'Mahony // [corksuevents@mtu.ie](mailto:corksuevents@mtu.ie)

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[mtucorksu.ie](http://mtucorksu.ie)

# YOUR UNION YOUR VOICE

# The following is important info regarding the MTU Cork SU General Elections:

The Hustings (Candidates' Speeches) will take place on Wednesday 13 March live in the West Atrium (overflow canteen) at 1pm. They can be viewed on: MTU Cork Students' Union | **Facebook** or on **Youtube**.

Voting will take place from 8am – 8pm Thursday 14 March. A link to the voting landing page will be emailed in advance and published on the SU website and across our social media – voting before or after the polling times is not possible.

We encourage as many of you as possible to view the hustings and familiarise yourselves with the candidates' campaign information ahead of the vote:

**MTU Cork Students' Union – Candidates 2024.**





### WHO CAN VOTE?

Registered, undergraduate students of the Munster Technological University (Cork) who are obliged to pay the full Student Contribution Charge for the academic year.

Registered students of the Munster Technological University (Cork) who are obliged to part pay the Student Contribution Charge for the academic year.

Full time registered Post Graduate students and full time International students, current Union Sabbatical Officers.

Voting eligibility is dependent on fees being paid – Student Contribution Charges covered by SUSI or any other grant or scholarship are deemed to have been paid.



### HOW DO I CAST MY VOTE?

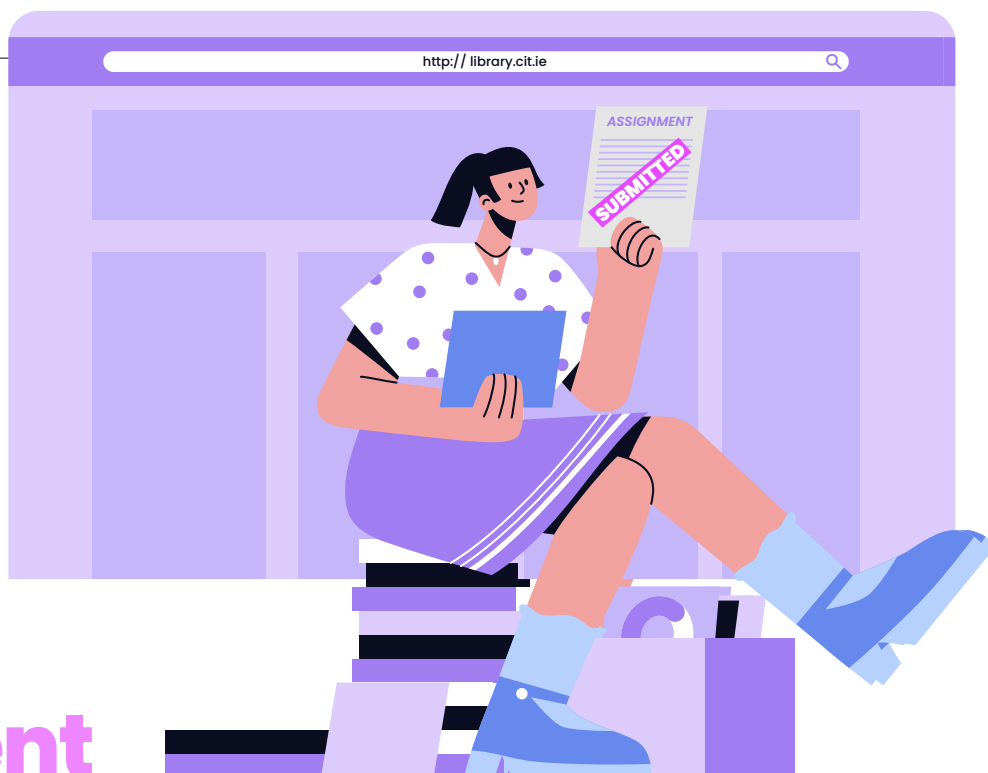
Voting for this year's Students' Union Elections will take place online. The polling will open at 08:00am – 8:00pm on Thursday 14 March 2023

1. Click on the voting link – this will be available and activated when voting opens (the link will be emailed to mycit accounts and will also be available on our website and Social Media.)

2. Use your ID number and requested identifier to access the voting screen. Cast your vote for each SU Executive Officer position by selecting numbers in the pull down menu in order of preference – 1 being the highest preference and so on. There will be six ballots in line with the six available officer positions.







# MTU Assignment

## Toolkit

On university campuses everywhere, libraries are at the very centre of learning and research. Here at MTU, it is no different. Each year the Library team meets with undergraduate students in classrooms across campus, guiding you toward the many online resources the Library offers.

At MTU, you have a wonderful opportunity to practice research in your own chosen field. Your talents, along with the interest you have in your subject area, will no doubt help you understand and grasp the material taught in lectures. But to develop better research skills for assignments, all of us, no matter what stage we are at, need some training and practice. Research is a skill, not a talent.

Your essay assignments, literature reviews and reports, not only test your knowledge and understanding, they also provide you with an opportunity to practice and improve your research skills. In an era overloaded with information, these skills are critically important. To help you with your course work, MTU Libraries have a unique online resource guiding you through the

process of writing and completing assignments. Wherever you are in your research, the MTU Library Assignment Toolkit will prove an invaluable resource.

From the first initial steps of searching for reliable sources of information, right through to referencing those sources, the information you need to help you complete your assignment is all available in the Toolkit.

Now that Semester 2 is underway, why not take a look and explore the various modules the Assignment Toolkit has to offer? You will be awarded digital badges for each completed module and another for completing all 8 modules.

The Assignment Toolkit digital badge will be a positive addition to your CV as it will demonstrate to employers

your commitment to academic integrity. An easy-to-use, interactive resource, the Assignment Toolkit is now available on your Canvas dashboard.

Why not give it a go? The Assignment Toolkit can be found on Canvas, or alternatively on the MTU Library homepage at [http:// library.cit.ie](http://library.cit.ie)

Showcasing the pioneering work of MTU alumni who are making significant contributions to the health exercise, and sports industry through innovative technologies, pioneering training methods, and new adventures

Sponsored by the Innovation and Enterprise Office

## ALUMNI INNOVATION IN HEALTH, EXERCISE & SPORT



**Grace McNamara**  
Chief Executive Officer at Exercise Intelligence EXI



**Alan Dunton**  
PhD Graduate in Skill Acquisition.



**Greg O'Gorman**  
Co-Founder and Director SAOL. Bringing World Class Wellbeing to World Class Companies.



**Adam Sheehan**  
Strength and Conditioning Coach at Munster Rugby.



**Dr Lisa Bolger**  
PhD Graduate and current Principal Investigator (PI) on a Tech Validation Study with DePuy

**DATE & TIME:**  
Wed 13 March 12-1pm

**VENUE:**  
Nexus, Student Centre,  
MTU Bishopstown  
Campus

# CORK



**Young adults and Students  
SAVE 50%\***

CORK to:	ROUTE	ONLINE SINGLE	ONLINE RETURN
Waterford	40	€7.50	€12.00
Limerick	51	€9.00	€14.40
Galway	51	€11.00	€17.60

CORK to:	ROUTE	ONLINE SINGLE	ONLINE RETURN
Dungarvan	40	€4.00	€6.40
Tralee	40	€11.80	€16.60
Killarney	40	€10.50	€15.60

Fares correct at time of print August 2023.

Tickets must be pre-booked online to avail of the offer. Simply show your Young Adult or Student Leap Card along with your booking to the driver when you board.



\* Versus standard adult fare. T&Cs apply.



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Over the past 8 weeks, 6 teams made up of students across a wide range of courses and years from the Cork and Kerry MTU campuses, have been working as part of an extra-curricular programme on industry-specific challenges posed to them from external stakeholders, including Apple, ViClarity, Advanced Medical Solutions and Crann Centre.

# MTU Innovation Challenge 2024

The initiative kicked off on January 12th with the first weekly online session where teams got a chance to explore the problems in detail. They consisted of marketing strategies, market research, data explorations, with some focus on the Sustainable Development Goals, and from Crann Centre, a number of design challenges to create accessible children's playground facilities for wheelchair users. The following weeks, students worked together to create solutions with guidance from the external stakeholders, as well as a diverse range of Munster Technological University mentors. The Innovation Challenge would not be possible without the endless support and mentoring the students receive from MTU staff across professional services and academic departments.

The final presentation day was held on Wednesday 6th March, where each team were given 10 minutes to express all the hard work and research they have made over the last two months. Two teams were awarded 1,000 euro.

## **ACADEMIC AWARDS FOR PARTICIPATION**

Upon completion of the Innovation Challenge, all participants receive a digital badge. Students are also able to register for the Innovation Challenge module.

For MTU students, completion of the Innovation Challenge also gains a badge under the MTU Edge Awards. The MTU Edge Awards is a graduate development framework for MTU students which seeks to enhance student engagement, strengthen industry relations and further enrich students' immersion in society. There are three levels of EDGE awards- bronze, silver and gold. Students who participate in the Innovation Challenge receive the gold award.





**SCAN TO APPLY**

# STUDENT INC.

## APPLICATIONS OPEN! 2024

The Student Inc. programme is Ireland's longest running student Accelerator Programme, situated at the Rubicon Centre. It runs over an intensive 13 week Summer period, starting in June until the end of August, and is open to all students, regardless of year of study or academic discipline. Over the years we've welcomed students across all Cork and Kerry MTU campuses, as well as students from UCC, UL, MIC, ATU, TUS and even international universities such as Endicott College in Massachusetts.

The summer of 2023 saw an impressive feat of 34 students partake in Student Inc across 7 different universities. This consisted of 21 solo entrepreneurs, and 8 group businesses. The projects and ideas shown from this group were nothing short of entrepreneurial prowess, ranging from an Irish drinks company using Irish language in its marketing/branding, digital learning platforms and apps, to a jigsaw puzzle that uses augmented reality

Students can use the summer to develop any ideas they might have. You will receive €4,000 in seed funding, your own desk space and an opportunity to pitch to angel investors, extensive training and mentorship, and 10 ECTS Credits.

# All-Ireland Cosplay Intervarsities

On Saturday March 2nd, Ireland's finest cosplayers took to the Rory Gallagher Theatre in MTU's Bishopstown to compete for national weeb glory. The All-Ireland Cosplay Intervarsities is our society's pride and joy; it seemed like there was a way to represent your college in absolutely everything apart from this and, considering the sheer talent in this area, we couldn't let that slide.







As in our prior year, we held this event in a hybrid style so that those who couldn't make the journey to Cork wouldn't be excluded. Whether you were taking to the stage in person or appearing on the screen, you still got your moment to shine.

We curated a panel of expert judges, with one particularly exciting addition. First on the line-up was Mannan Nazar, director of this year's 10th anniversary Kaizoku Con. Joining him was Cosplay Intervarsities 2024 champion Taylor Ann Roche to crown her successor.

Last (but by no means least) we invited the one and only Scarlett Butler, the child who stole everyone's heart on this year's Late Late Toy Show with her love of anime and manga. The dream team honestly.

The event was hosted by our very own Treasurer, Eoin, decked out in his finest suit at the MTU podium (honestly, let him host the next Rose of Tralee). He kicked off by welcoming our audience and asking the judges what they were looking for in the contestants competing. Then, the fun began when our first contestant took to the stage.

The day saw colleges from around the country enter anything from anime icons to game characters, and even the King of Pop! Contestants each had a moment to showcase their talent in craftsmanship, performance, character embodiment and, in one particular case, nightmare fuel. While most took the performing-to-a-song route, the afternoon was capped off by (several attempts of) a skit from Chainsaw Man by our very own committee members Peter and Hedi!

The judges took into account all these factors and, after all the performances were complete, left the room to make some tough decisions, and we kept the crowds entertained by dishing out some exclusive Anime and Manga badges featuring our logo and several designs of our mascot, Redi.

After some tough deliberations, the judges returned, but there was one more surprise before announcing the winners. Mannan, as director of Kaizoku Con, took to the stage to tell us about the convention, and announce the next guest... Lucien Dodge who voices fan favourites such as Mahito (Jujutsu Kaisen) and Akaza (Demon Slayer)! After that excitement, it was time for results, and the judges decided the following...



#### **BEST CRAFTSMANSHIP:**

Eleanore Robb – MTU Cork

#### **BEST PERFORMANCE:**

John Wall – MTU Cork

#### **BEST CHARACTER EMBODIMENT:**

Matthew Quill – UCC

#### **2ND PLACE OVERALL:**

Kyle Gray – St. John's

#### **1ST PLACE OVERALL:**

Samuel Roughton – UCC

An honourable mention went to our PRO Hedi and Equipment Officer Peter, and a dishonourable mention went to our Secretary James (sorry about that James). As overall winner we are delighted to say that, alongside a pretty awesome trophy, Samuel will be joining next year's judging panel and he has been offered a priority spot performing on the Martial Arts Stage at the Experience Japan Hanami Festival 2024 in Dublin! We'd like to thank the MTU Societies Office for their continued support, and the MTU Arts Office for letting us use the incredible Rory Gallagher Theatre. Until next year, Inters over and out!





# Dance Society

On February 27th, MTU Dance Society competed at the Dance Intervarsities 2024. This is a dance competition where universities from all around Ireland take part. This year, Intervarsities was hosted by Dublin City University which required the MTU dance team to travel up to Dublin and perform in The Helix Theatre. This event has been the highlight of the year for the dance society and is something that is looked forward to each year.

The team had been practicing for roughly six weeks which involved a lot of dedication, hard work, and support from one another as the routines were being taught and improved each week. This all paid off as their performances captivated the audience from the first beat.

17 Students from a variety of courses such as BIS, Biomedical Science, Montessori Education, Marketing, Musical Theatre, Civil Engineering and many more, were a part of this dance team both boys and girls. These students came together to create something truly extraordinary. The sense of camaraderie was not only evident on stage but also behind the scenes, where the team supported and uplifted each other throughout the entire journey.

The team competed in two categories; jazz and hip-hop.







Jazz was choreographed by third-year Marketing student Michelle Butler who also won an individual 'Jazz Performance Award' at the inters competition! Michelle's hard work on stage was acknowledged as well as off stage with all her work as Co-Chairperson of the society. This involved planning the entire trip to Dublin with the help of Co-Chairperson Abbie Morgan and the amazing Societies Office.

The Hip-hop routine was choreographed by second-year International Business student and Vice Chairperson Sophie Nelson with the help of Neil Siegfried Navarro (first-year Creative Digital Media student,) Cheta Obiefuna (first-year Popular Music student,) and Irina Chan (first-year Musical Theatre student.)

The team's commitment to excellence was evident in every aspect of their performance. The intricate choreography was flawlessly executed, showcasing a level of skill and artistry that exceeded expectations. The passion and energy radiating from the dancers left an unforgettable impression, making them standout performers in a highly competitive environment. These performances are available to watch on the MTU Dance Instagram: [@mtu\\_dancesoc\\_cork](https://www.instagram.com/mtu_dancesoc_cork).

It was clear from how the team danced together that they all got along brilliantly and were each other's greatest supporters. The entire trip ran so smoothly and even though the team consisted of students from various courses and years, they have definitely all made friends for life! This highlights the benefits of having societies in college where students can collaborate with others who share a similar interest and create something fantastic for themselves and the University.

This year's Dance Intervarsities marked a milestone for the MTU Dance Society. Bigger and better things are yet to come within this society!



I Cormac O'Dowda

# The Symbolism of Gotham City in Batman: Exploring the Dark Heart of Urban Decay

Gotham City, the iconic backdrop to Batman's crusade against crime, is more than just a setting; it's a character in its own right. With its towering skyscrapers, shadowy alleyways, and pervasive atmosphere of corruption, Gotham embodies the darker aspects of urban life, serving as a potent symbol of societal decay and moral ambiguity. In this article, we'll delve into the rich symbolism of Gotham City in the world of Batman, exploring how its dark and complex landscape reflects broader themes of power, justice, and the human condition.







From its very inception, Gotham City has been depicted as a sprawling metropolis teetering on the brink of chaos. Inspired by the architectural marvels and social contrasts of cities like New York and Chicago, Gotham is a city of stark contrasts, where gleaming skyscrapers cast long shadows over grimy streets, and the wealthy elite rub shoulders with the downtrodden and desperate. This dichotomy between wealth and poverty, privilege and injustice, lies at the heart of Gotham's symbolism, serving as a potent reminder of the social inequalities that plague modern society.

One of the most striking aspects of Gotham City is its architectural design, which combines elements of Gothic grandeur with futuristic urban sprawl. The towering spires of Wayne Tower and the Gothic facades of Arkham Asylum evoke a sense of timeless menace, while the labyrinthine alleyways of Crime Alley and the derelict tenements of the Narrows speak to the city's darker underbelly. These architectural contrasts serve to reinforce Gotham's status as a city of extremes, where beauty and decay coexist in uneasy harmony.

Gotham's geography also plays a crucial role in shaping its symbolic significance. Situated on the eastern seaboard of the United States, Gotham is often depicted as a city plagued by environmental degradation and industrial pollution. The toxic sludge of the Ace Chemical Plant and the polluted waters of Gotham Harbor serve as potent symbols of humanity's reckless exploitation of the natural world, reflecting broader concerns about environmental degradation and the consequences of unchecked industrialization.

However, perhaps the most enduring symbol of Gotham City is its pervasive atmosphere of corruption and moral decay. From the crooked cops on the payroll of crime bosses like Carmine Falcone to the faceless bureaucrats who turn a blind eye to injustice, Gotham's institutions are rife with corruption and moral compromise. This atmosphere of moral ambiguity is epitomized by Batman's rogues gallery of villains, each of whom embodies a different facet of Gotham's moral decay, from the nihilistic anarchy of the Joker to the ruthless pragmatism of Two-Face.

Yet, for all its darkness and despair, Gotham City is also a symbol of hope and resilience. At its core, Gotham is a city defined by the strength and resilience of its people, from the tireless efforts of Batman and his allies to the ordinary citizens who refuse to give in to despair. Time and time again, Gotham has been brought to the brink of destruction, only to rise from the ashes stronger than ever before. This spirit of resilience is perhaps best exemplified by the symbol of the Bat, a beacon of hope that shines brightly in the darkest of nights.

In conclusion, Gotham City is far more than just a backdrop to Batman's adventures; it's a potent symbol of urban decay, moral ambiguity, and the enduring struggle for justice in an imperfect world. From its Gothic architecture to its polluted streets, Gotham embodies the darker aspects of modern society, serving as a mirror to our own fears and anxieties. Yet, amidst the darkness, there is also hope, for Gotham is a city defined by the resilience of its people and the enduring spirit of the Dark Knight. As long as there are heroes willing to stand up and fight for what is right, Gotham City will continue to endure as a symbol of hope in a world consumed by darkness.





# Global Justice

The Global Justice Learning Community continues to go from strength to strength, with new members joining us online and in person to raise awareness of oppression and occupation around the world.

## MEMBERSHIP

One of the newest members to our community is Glori Lenga, a first year Agri-Science student and Miss Congo Eireann 2023/2024, who is helping to raise awareness for the people of the Democratic Republic of the Congo.

## EVENTS

On Saturday 23rd February, the Global Justice Learning Community came together with other staff and students at the Grand Parade to join the 3000+ attendees at the first ever Munster Rally for Palestine in Cork.

This community building activity continued with our launch event of a Palestinian food demonstration with Izz Cafe on the Bishopstown Campus on Monday 4th March, in collaboration with the CCAD Creativity & Change programme providing Palestinian inspired artwork and an interactive table for people to express their emotions creatively.

## FIND OUT MORE

The Global Justice Learning Community has been created for staff and students to raise awareness, educate, inform and prepare us all to address injustice, inequality, oppression and occupation around the world.

If you would like to join our community, you can email [GlobalJustice@MTU.ie](mailto:GlobalJustice@MTU.ie)

Follow us on Instagram at [@MTUGlobalJustice](https://www.instagram.com/MTUGlobalJustice)

└ **Siobhan Kangataran**







# EDI Roadshow



Our EDI Roadshow took place in February at MTU bringing staff and students together on all campuses. The Roadshow highlighted many inclusive initiatives, activities and services available at MTU providing valuable information, competitions, freebies, fun and games.

Some inclusive initiatives showcased at all six MTU Campuses throughout the duration of the Roadshow include:

Access Service  
 MTU Societies  
 MTU Library  
 MTU Cork Students' Union  
 INGENIUM – Inclusive University  
 LGBT+ Students Society  
 Student Counselling  
 Student Innovation and Entrepreneurship  
 Unite the Union  
 Ending Sexual Violence and Harassment  
 and many more...

A big thank you to everyone for making EDI Roadshow 2024 such a success – there was a great buzz on each of the campuses, and really positive feedback from staff and students alike!

You can read more about other EDI related activities at MTU in the latest version of the EDI Newsletter – available for you to read here: [EDI Newsletter Issue 14](#)

If you want to learn more about EDI at MTU, you can click here: <https://linktr.ee/edimtu>



# Flynn's Flying column



James Flynn

**Mr Burns:** "And to think Smithers, you laughed when I bought Ticketmaster; "nobody's going to pay 100% service charge!"!!"

**Smithers:** "Well that ensures a healthy mix of the rich and the ignorant Sir."

*(The Simpsons, 'Homerpalooza', Season 7, Episode 21, aired 1996)*

Once again, Matt Groening predicted the future with that scene in that episode when Homer went touring across America with the Smashing Pumpkins, Sonic Youth, et al as a human cannonball target in his quest to be cool, but who were any of us to know that, 27 years later, concert profiteering had blown up into opulent proportions in that very respect? It is bad enough that Da Flynnner had failed to secure Coldplay tickets anywhere in Europe; sure what hope did I have against a million people in the "queue". But we need to examine this nouveau culture further.

Of course concerts and festivals were far simpler yesteryear. In Ireland, its belatedly welcome version of Woodstock occurred in my native Macroom with the Mountain Dew Festival that lasted from 1976 till 1982. Tickets, covering the entire weekend, cost the equivalent of a mere €30, and revellers from across the island and beyond, camped it out for free in any field they wanted and turned the town into a merry carnival with all the 70's hip and style one could want, taking in, down Macroom Castle Grounds, the sounds of Tom Jones, Boomtown Rats, Sex Pistols, Blondie, Thin Lizzy and, most of all, Rory Gallagher, who made a connection with my hometown that will live forever. Happier, easier days with no hassle nor need for massive organisation.

By the time the 80's ushered in however, expectation had taken over and moving the festival just outside Macroom Town to nearby Coolcower, meant that organisation



was going to be the new order of these weekends which saw the festival meet its demise. When Slane Castle started staging its now-annually anticipated concerts and Feile became the definition of Irish festivals for the festival scene between 1990 and 1997, it meant that issues like security, safety, insurance and organisation regarding issues like catering, merchandise and transportation had to be attended to amid all the revelry, and that would mean increases in ticket prices.

But that was never gonna deter any of Ireland's youth from queuing all night (no internet in the 80's and was still in infancy in the 90's) and shelling out to see their heroes (wages were often not as big for many in these changing times) and have the absolute craic in grounds and stadia across the country. We need to go back to read the many memories about Michael Jackson playing the Pairc (now Supervalu Pairc Ui Chaoimh) in 1988. Though I missed that gig, I can tell you the tale of my mates who got up early to take the then 8 hour journey on a local hire bus of early 70s vintage to Slane to see REM in 1995, then did not get home till 24 hours later; a punctuation of how, in the days before smartphones and Travelmaster, organising transportation had its own expedients to be navigated.

The first sign of today's things to come was the following year, when Oasis announced their Summer 96 concerts in Loch Lomond, Knebworth and Cork. 2 million people queued outside outlets and on the phones for Knebworth tickets alone, resulting in meltdown for the UK phone lines leaving many fans disappointed. I was lucky to obtain a ticket for my first-ever concert, and from singing in front of the RTE Six-One News Camera (check out YouTube) to knowing out loud all of Oasis's hits to seeing lighters glow up the venue in these pre-phone

torch days, that was my summer of love. The maturity along with the greater affordability of the internet from the late 90s onwards meant that tickets for gigs were much more obtainable after, even if one still had to be at the ready, depending of the popularity of the event. The early years of Oxegen (2000-2013) were still mostly Indie/ Alternative moments, but as the festival grew to accommodate all genres, these peaked to become sellouts, and prices increased as organisational responsibility along with the need for profitability took over.

*(See Explicit 2020/21 Issue 6 for my Oxegen tales on that one.)*

Alas, Oxegen faded out by 2013 as Indiependence, Electric Picnic and many other festivals moved in, and with the rise of i-Pods and later smartphones with, thanks to WiFi and mobile data, Spotify and YouTube Music to go, selling tangible music (e.g. CDs exclusively) became far more competitive, therefore prices had to increase. That did not stop the popularity of concerts but it did mean that, still often alongside transport, accommodation, and the nature of fluctuating prices through online bookings, had to be secured as priority before any tickets were guaranteed and people had reason to be grateful for apps such as booking.com on that one. The ominous omen was definitely in Ireland where accommodation by the late 2010s would always be more expensive with the greater in both demand and number of events so a commitment to a gig as well as a Plan B was quite a priority.

Oasis 1996? Coldplay and Taylor Swift have gone on to conquer the world so it says myriad that as many as 1 million per stadium applied for tickets in their respective tours and only about a tenth of that number each got lucky. And that gave Ticketmaster the sinister idea to set the prices on the lines of hotels and airlines depending on

event demand, peak season and timing windows. And in line with all this in Beautiful Mighty Oireland, the accommodation sector learned really how to gouge and fleece as they laughed at self-proclaimed Swifty Finance Minister Pascal Donaghue and his pleas not to exploit people hoping to go to these gigs when Chris Martin and Tay-Tay hit Croker this summer (at least, when applying in vain for Coldplay tickets in Dusseldorf, rooms cost only €250 in a 4 star for 3 nights!). And add on Shania Twain, Two Johnnies, Wolfe Tones, Live At The Marquee, Macroom Music Fest, Pearl Jam all announcing their shows in the middle of Taylor Swift's Croker shows... Absolute and utter madness.

I received my first taste of the nouveau Ticketmaster culture when I failed to receive a ticket for Bruce Springsteen's Croker gigs after they sold out, but the tickets, from €96.50, went up to twice the price. I booked Pearl Jam tickets and got them, after going through the virtual waiting room and lobby for €200, yes. But the accommodation in Manchester for 2 nights was, at €150, a bargain. In contrast, Green Day, who will play Marlay 2 days (in the midst of Tay-Tay's performances, yes, and God knows how I got an affordable hotel room for that one) was only €100, the "from" price. So the nouveau culture is that concerts are now becoming holidays in their own right due to the factors of market forces, act popularity and demand driving the desire for profitability so it is something that we will have to adjust to, but if Ireland's constant rip-off accommodation culture was answered, the culture would be more acceptable.

When you see how tickets for the estranged Liam and Noel Gallagher's respective acts are still quite affordable, maybe it is best that Oasis never get back together again. I don't wanna know what the stampede might be like....



# DESIGN YOUR FUTURE

The Design Your Future elective module for MTU researchers kicked-off recently. This year's group are researchers in Computer Sciences, Biological Sciences, and Engineering.

Pictured are some the 2024 group with Mary-Rose O'Sullivan, MTU Careers

For more information about Design Your Future  
[maryrose.osullivan@mtu.ie](mailto:maryrose.osullivan@mtu.ie)  
[graduate.studiescork@mtu.ie](mailto:graduate.studiescork@mtu.ie)



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