Guinness Storehouse is a [tourist attraction](https://en.wikipedia.org/wiki/Tourist_attraction) at [St. James's Gate Brewery](https://en.wikipedia.org/wiki/St._James%27s_Gate_Brewery) in [Dublin](https://en.wikipedia.org/wiki/Dublin), [Ireland](https://en.wikipedia.org/wiki/Republic_of_Ireland). Since opening in 2000, it has received over twenty million visitors.

The Storehouse covers seven floors surrounding a glass atrium shaped in the form of a pint of Guinness. The ground floor introduces the beer's four ingredients (water, barley, hops and yeast), and the brewery's founder, [Arthur Guinness](https://en.wikipedia.org/wiki/Arthur_Guinness). Other floors feature the history of Guinness advertising and include an interactive exhibit on responsible drinking. The seventh floor houses the Gravity Bar with views of Dublin and where visitors may drink a pint of Guinness included in the price of admission.

The building in which the Storehouse is located was constructed in 1902 as a [fermentation](https://en.wikipedia.org/wiki/Ethanol_fermentation) plant for the St. James's Gate Brewery (yeast is added to the brew). It was designed in the style of the [Chicago School of Architecture](https://en.wikipedia.org/wiki/Chicago_school_(architecture)) and was the first multi-storey steel-framed building to be constructed in Ireland. The building was used continuously as the fermentation plant of the Brewery until its closure in 1988, when a new fermentation plant was completed near the [River Liffey](https://en.wikipedia.org/wiki/River_Liffey).

In 1997, it was decided to convert the building into the Guinness Storehouse, replacing the Guinness Hop Store as the Brewery's visitor centre. The redesign of the building was undertaken by the UK-based design firm Imagination in conjunction with the Dublin-based architects firm RKD, and the Storehouse opened to the public on 2 December 2000. In 2006-08 a new wing was developed, and Euro 2.5 million was invested in a live technology-driven multi-media installation demonstrating the modern brewing process for Guinness, which was designed by London-based museum design specialist, [Event Communications](https://en.wikipedia.org/wiki/Event_Communications).

In May 2011, [Queen Elizabeth II](https://en.wikipedia.org/wiki/Elizabeth_II) and [Prince Philip](https://en.wikipedia.org/wiki/Prince_Philip,_Duke_of_Edinburgh) visited the Storehouse as part of a [state visit](https://en.wikipedia.org/wiki/State_visit_of_Elizabeth_II_to_the_Republic_of_Ireland) to Ireland.

Guinness Storehouse je turistička atrakcija u pivari St. James's Gate u Dablinu, Irska. Od otvaranja 2000. godine, primio je preko dvadeset miliona posetilaca.

Skladište se prostire na sedam spratova koji okružuju stakleni atrijum u obliku pinte Guinnessa. U prizemlju se nalaze četiri sastojka piva (voda, ječam, hmelj i kvasac) i osnivač pivare Artur Ginis. Drugi spratovi predstavljaju istoriju Ginisovog reklamiranja i uključuju interaktivnu izložbu o odgovornom konzumiranju alkohola. Na sedmom spratu se nalazi Graviti Bar sa pogledom na Dablin i gde posetioci mogu popiti kriglu Ginisovog pića koja je uključena u cenu ulaznice.

Zgrada u kojoj se nalazi Skladište izgrađena je 1902. godine kao fermentator za pivaru St. James's Gate (u varivo se dodaje kvasac). Dizajniran je u stilu Arhitektonske škole u ​​Čikagu i bio je prva višespratna zgrada sa čeličnim okvirom koja je izgrađena u Irskoj. Zgrada je neprekidno korišćena kao postrojenje za fermentaciju Pivare sve do njenog zatvaranja 1988. godine, kada je završeno novo postrojenje za fermentaciju u blizini reke Lifi.

Godine 1997. odlučeno je da se zgrada pretvori u Guinness Storehouse, zamenivši Guinness Hop Store kao centar za posetioce Pivare. Redizajn zgrade je preduzela britanska dizajnerska firma Imagination u saradnji sa arhitektonskom firmom RKD sa sedištem u Dablinu, a Storehouse je otvoren za javnost 2. decembra 2000. U 2006-08 je izgrađeno novo krilo, a Euro 2,5 miliona je uloženo u multimedijalnu instalaciju vođenu tehnologijom uživo koja demonstrira moderan proces pivarstva za Guinness, koji je dizajnirao specijalista za dizajn muzeja iz Londona, Event Communications.

U maju 2011. kraljica Elizabeta II i princ Filip posetili su Skladište u okviru državne posete Irskoj.

<https://bankbrokers.us/wp-content/uploads/2021/09/guinness-storehouse-case-study.png>

<https://media-exp1.licdn.com/dms/image/C4E1BAQF3Y8Evlt-TrA/company-background_10000/0?e=2159024400&v=beta&t=2Ueh1TK4XJU4lBqRttfizvcv2UbrHrpv-p7Nw_ESd7c>

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