



Sensitive heritage - sensitive interpretation

06 - 09 June 2015 at Kraków, Poland

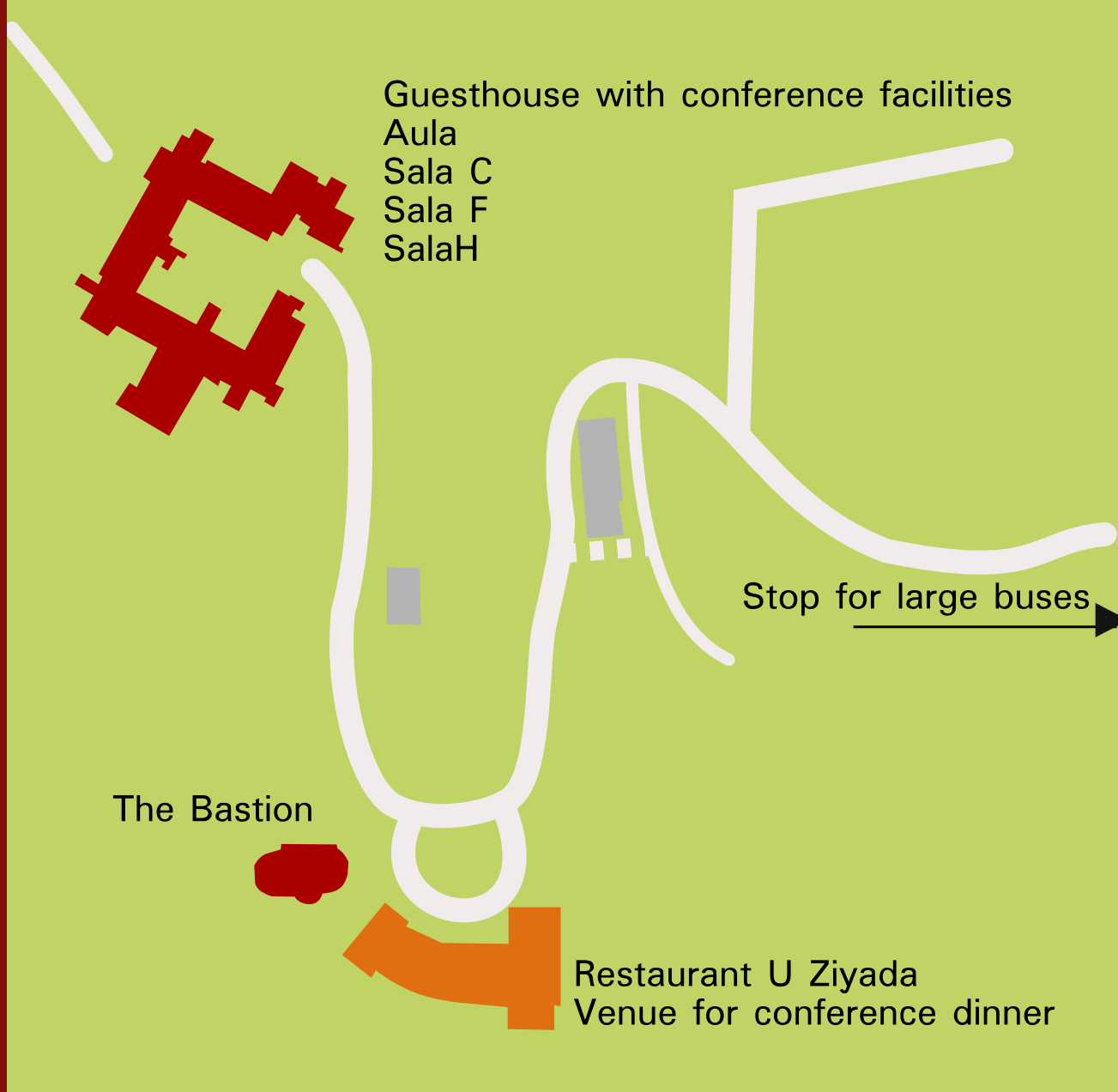


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CENTER FOR HOLOCAUST STUDIES



INSTITUTE OF EUROPEAN STUDIES



*Muzeum Historyczne Miasta
Krakowa*

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Lasy Państwowe
zapraszamy



A huge thank you to all those organisations and individuals who helped to make this event possible.

Thank you

Where we are

Dom Go cinny "Przegorzały" UJ
ul. Jodłowa 13
30-252 Kraków
tel.12/429-92-51, 506-00-66-53
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Need help?

If you need information or help about anything, please ask whoever is on duty at the conference registration desk, which will be open during all breaks.

How to pay for accommodation, meals and extras

Accommodation needs to be paid at the guesthouse or at the hotel reception on arrival.

All meals (except Sunday evening) and all the study visits, are included in the conference fee.

Exhibitions

Everyone is invited to lay out a small amount promotional material, and hang up a poster in the area next to the Aula.

Tickets for study visits

You'll find tickets for the visits you have booked in your conference folder. Please show the appropriate ticket when you enter the coach.

Workshop registration

For some workshops the number of participants is limited. Please put your name on the lists in the registration area.

Meals and refreshments

Lunches at the guesthouse will be served in the restaurant downstairs. Coffee, tea and water will be provided during the sessions.

All other drinks are excluded from the conference fee and have to be paid for separately.

The bar will be open in the evenings until 1am.

Are you ready to share your photos?

During the conference, many delegates will take photographs of working sessions, study visits, meals and evening activities. If you want to share them with others please send your best to the Interpret Europe management. Some of the photographs will be used later on the IE website, in newsletters etc.

As we regard the whole conference as a 'public place' we expect, therefore, that everyone will be happy if they happen to be included in pictures. If you are happy for photographs of you to be used, please sign the agreement when registering. If you are not then please let us know.

Internet

There is Wifi internet access everywhere in the guesthouse.

Taxi

If you need a taxi for a reasonable price please call
+48 12 196 22 or +48 12 422 2222

Emergency numbers

Bettina Lehnies +49 151 552 194 22
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Ambulance, Fire, Police 112



Welcome to Poland

Kraków and the Małopolska region are distinguished especially for their cultural heritage with a great variety of historic sites and museums. The historic centre of Kraków and the nearby Wieliczka Salt Mine were among the first twelve sites selected in 1978 as UNESCO World Heritage Sites.

Despite the fact that Kraków has such well-preserved heritage, the region has suffered a great deal from wars and occupation by foreign powers during its history. For that reason, the Małopolska region hosts many differing sites of what could be called 'sensitive heritage' – and so it is an ideal place to discuss the challenges of 'sensitive interpretation'.



'Handle with care'

During our 2015 conference researchers and interpretation practitioners will investigate this 'sensitive heritage', heritage that has the potential to trouble or even distress people and that, therefore, deserves 'sensitive interpretation'.

This is obviously the case, for example, at sites where atrocities and crimes against humanity were committed or at places that have conflicting or controversial meanings for different people.

But it can also be more subtle: How do we interpret minorities – or majorities? Can interpreting national heroes or enemies feed nationalistic ideologies and foster tendencies of exclusion? How can interpreters avoid unintentionally embarrassing or upsetting visitors when explaining aspects of history that involve the homelands of host and visitor? Can interpretation help to overcome stereotypes? Can it present what is true without sometimes causing offence?

Then there is the whole field of sensitive themes when interpreting the natural environment, for example in relation to predators. Often there exists strong opinion and prejudice, or the controversies over wind power

installation or protected areas and local needs for housing, jobs and communications?

Sensitive heritage has a lot to do with people's identities, beliefs, values and opinions. What are the implications of this in the context of 'mission-based' interpretation and where is interpretation in danger of merging into 'interpreganda'?

Reflecting on the interpretation of sensitive heritage from different academic and practitioners perspectives can help us to think about the ethics of our profession. Can we enhance 'listening skills' through interpretation? Can we help people to 'appreciate' a past loaded with connotations, of 'our side' and 'the other side'; can we learn from the past to prepare for the future?

We want to take advantage of these burning questions by discussing them among interpreters and others who are involved in academic research as well as tourism development and managing heritage sites, museums and protected areas.

We want delegates to be challenging, thought provoking and even controversial in what they present and what they debate, while respecting that others may have a different view. We want to share what we can learn from best practice, success factors, research results and innovative approaches.



Saturday 06 June

Time	Room	Programme
13:00 onwards	Entrance hall	Arrival and registration
16:00	Aula	General Assembly Meeting (for Interpret Europe members)
18:30	Aula	Conference opening Welcome Keynote by Michael H Glen, Interpret Europe
20:00	Restaurant	Informal gathering with buffet and drinks

Sunday 07 June

Time	Room	Programme
08:30 - 09:25	Aula	Announcements / Keynote by Dr Andrzej Leder, Polish Academy of Sciences <i>Imperative of Empathy – the Kantian pre-condition for any European future</i>
09:30 - 10:30		Parallel sessions
10:30 – 11:00	Restaurant	Coffee break
11:00 - 13:00		Parallel sessions
13:00	Restaurant	Lunch
14:00 – 17:30		Market of ideas
17:00		Departure to Kraków
17:30		Guided tours
20:00		Dinner at Jama Michalika
22:00		Departure to Przegorzaly

Please note:
instructions for this tour are on
a separate paper in your
conference folder.
There is also a map on the last
page of this brochure.

Market of Ideas

The Market of Ideas is a forum where members of Interpret Europe and participants in the conference are invited to share their ideas about possible collaboration, setting up joint activities, and expressing their needs with regard to interpretation, etc.

The purpose of this meeting is to see what members can do for each other, what they can do for Interpret Europe and what Interpret Europe can do for them.

This year we would like to draw your attention to some specific issues regarding Interpret Europe's future role and position on the continent. Initiatives and ideas to raise the membership in the different countries of Europe would be greatly appreciated.

What kind of services can be offered to the members and the heritage field at large? Is there a way to streamline training and education under the umbrella of Interpret Europe?

Apart from these issues, you are encouraged to introduce other themes that you consider to be of importance. We would like to encourage you to present your idea in advance to Susan Cross, Thorsten Ludwig or Willem Derde.

At the plenary session the most challenging ideas will first be introduced. Then we will split up into small groups to work out the ideas in detail. The outcomes of the break-out groups will be presented at the end to all participants.



Monday 08 June

Time	Room	Programme
08:30 - 09:25	Aula	Announcements / Keynote by Eva Sandberg, Swedish Centre for Nature Interpretation
09:30 - 10:25		Parallel sessions
10:30 - 10:55	Restaurant	Coffee break
11:00 - 12:55		Parallel sessions
13:00	Restaurant	Lunch
14:00 - 22:00		Study visits including dinner <ul style="list-style-type: none"> - Wadowice, hometown of John Paul II - Wieliczka saltmine - Ojców National Park

Tuesday 09 June

Time	Room	Programme
08:30 - 09:25	Aula	Announcements / Keynote by Prof. Zdzisław Mach, Centre for European Studies, Jagellonian University
09:30 - 10:25		Parallel sessions
10:30 - 10:55	Restaurant	Coffee break
11:00 - 12:55		Parallel sessions
13:00	Restaurant	Lunch
14:00 - 18:30		Study visits <ul style="list-style-type: none"> - Schindler's factory - Nowa Huta - Niepolomice Forest
19:30	Aula	Conclusion
20:00		Dinner with dancing and live auction



Michael H Glen, UK

Sensitive heritage, sensitive interpretation

The conference will investigate those elements and aspects of heritage interpretation that have the potential to trouble or distress people and to determine how to gain respect for heritage even when the 'facts' may be uncomfortable. 'Disputed' heritage is often the subject of interpretive planning work and demands thorough, objective analysis and perceptive presentation. The interpretation of 'difficult heritage' can set off negative reactions and emotions among audiences but some of these can provoke self-questioning.

There is a range of topics, whose explanation fall under the heading of 'dancing on eggs', where great care must be taken when planning and implementing interpretation. This is associated with the impact and value of 'political correctness' and the associated importance of differentiating in presentations between written and spoken words.

Another insidious trap that interpreters may fall into is being forced to use 'interpreganda' at the insistence of their clients. In all these cases, many words are used in interpretive media without sufficient consideration or consultation. Behind all this lies the question of 'whose heritage' is involved when developing interpretation and whether the real issue is about sensitive people rather than about sensitive heritage.

A series of very practical measures can be taken when devising interpretation of all – and especially sensitive – heritage. It will be important, however, to agree to two principles.

Can we take everyone's heritage, collectively, into a shared guardianship? And can we ensure that the presentation and explanation of sensitive heritage is rigorous in its insistence upon, and application of, sensitive interpretation?

Michael Glen has been involved for 45 years with planning and implementing interpretation of natural and cultural heritage for public, private and non-profit clients. He also writes creative prose and poetry for publications, displays and public art. He has played a part in national and international interpretation organisations and currently sits on the University of the Highlands and Islands' advisory board for its MSc in Interpretation: Management and Practice.



Dr Andrzej Leder, Poland

Imperative of Empathy – the Kantian Pre-Condition for Any Kind of European Future.

We have many examples that heritage – from small objects, like the one I am going to discuss, to big ones, such as buildings, monuments or entire cities – have different emotional values and different symbolic positions for different national and cultural communities and groups. This shows that we live in different 'social imaginaries', that is different symbolic universes and moral frameworks of behaviour.

As in the case of what happened with the 'spoon from Auschwitz', the example I will discuss, the combination of an object with an event can bring these symbolic universes into focus. We may then ask about the structural coherence of such social imaginaries, and try to explain what makes them so

resistant to change. And such change is indispensable if we want to think about a common European social imaginary.

I will try to show that the pre-condition for any common European symbolic universe is the 'imperative of empathy'.

Andrzej Leder is a philosopher and philosophical essayist. He specializes in contemporary continental philosophy, especially political philosophy and philosophy of culture. He has published books in Polish, and two collections of philosophical essays, awarded a literary prize in 2004, available in 2013 in English as *The Changing Guise of Myths*. He has also published articles in English and French philosophical reviews. Member of the advisory board of Institut Levinas in Paris, member of Husserl Circle. Professor at the Institute of Philosophy and Sociology of the Polish Academy of Sciences.





Eva Sandberg, Sweden

Who is afraid of the wolf? Sensitive issues as fuel for thought provocation

Interpreters all across Europe confront a growing political movement aimed at defining both cultural and natural heritage as nationalistic symbols that promote intolerant worldviews. It is more crucial today than ever to be clear about our objectives, to meet stereotypes and prejudice head-on, and to contribute to and foster broadminded "citizens of the world" through our interpretation.

Natural and cultural heritage can serve as arenas for reflection and discussion where complex and value-oriented aspects of history and questions of environmental challenges and sustainable development are addressed. We need to stand up for values that give sustainability a meaning based not only on local pride but on global ownership, respect, tolerance and humanism.

How do interpreters strike a balance between the provision of escapism

experiences of nature and history and their responsibility to address difficult, sometimes frightening or even depressing issues that belong to the field of environmental protection and communication?

What possibilities come with interpreting sensitive questions in general - connected to our sites?

Can the sensitivity itself be the fuel needed to provoke thinking, to widen perspectives or to involve audiences in discussions on values and action for sustainability?

The presentation will start with some examples on how the wolf – a politically controversial member of the animal kingdom - is interpreted to audiences at Swedish visitor centers today.

How do Swedish interpreters confront the sensitivity of the wolf as topic and theme?

Eva Sandberg is director of the Swedish Centre for Nature Interpretation at the Swedish University for Agricultural Sciences. The center works with an assignment from the Swedish Environmental Protection Agency to support the agency and develop the profession of interpretation in Sweden. Eva is involved with training, method-development, national and international collaboration projects within the field and research in environmental communication focusing on heritage sites. Eva has worked in the center for seven years. Before that she worked as a tour guide in Greece, France and UK and conducted visitor studies in protected areas in Sweden. She founded "Greater Stockholm Nature Guides" and has managed several environmental education and communication projects.



Prof Zdzisław Mach, Poland

Identities and interpretations of heritage in present-day Poland.

The Polish society is currently experiencing a rapid transformation of its collective identities on all levels: local, regional, national, European. Also, old and new identities with cross cultural and territorial boundaries, such as religious or gender are problematised and transformed.

One of the leading aspects of this complex process is reinterpretation of heritage, both the Polish national heritage, and those of different minority groups, of which the Jewish, Ukrainian and German play a leading role. Interpretation of heritage is very important politically, and is used by all actors in the national politics. Controversies over protection and interpretation of minority heritage and its legal, and economic aspects also constitute a significant part of the Polish social and cultural transformation. All this is happening in the new European frame of reference.

On the one hand it is very important for Poland to gain in Europe recognition of the Polish collective memory and heritage, while on the other hand Poles must learn to think in European perspective about the European heritage and their own, Polish, place in it. Debates over interpretation of heritage constitute a key aspect of the Polish social transformation and to a significant extent decide on the shape of the new Poland and its role in Europe.

Zdzisław Mach is professor in sociology and anthropology at the Jagiellonian University in Kraków, Poland. Founder of the Institute for European Studies at the Jagiellonian University, and one of the main authors of the European Studies curriculum in Poland.

He has broad international teaching experience from Europe and America. Previous teaching and research appointments include Université Montpellier III Paul Valéry, University of Exeter, University College Dublin, University of Chicago, Oxford University, University of Amsterdam, the Netherlands Institute for Advanced Study, the American Council of Learned Societies, University of Edinburgh and St. John's College, Oxford. His research interests cover identity issues such as nationalism, minorities and ethnicity, the development of European citizenship, migration and the reconstruction of identity, the ethnic origin of a nation and construction of identities as well as the development of the idea of Europe. Professor Mach leads teams of researchers in National Science Centre and EU supported projects. Since 2012 he acts as Jagiellonian University Rector's Proxy for international Relations.

Short tours in Kraków

On Sunday we will experience Kraków and Polish history from different perspectives:

The role of women in the history of Kraków

Tour with guides from the Women's Foundation Kraków

Legends and stories around the main square and the old city centre

Tour with Łucja Malec-Kornajew, self employed tour guide

National artists, national identity and international visitors

National Museum Kraków

A Polish pharmacist in the Jewish Ghetto of Kraków

Tadeusz Pankiewicz and his Eagle pharmacy

Encouraging reflections on traditional customs and photos of conflict

Ethnografic museum

Places at these tours are limited. Please chose and enter your name in one of the lists at the registration desk.

Evening in Krakow

To conclude the day you will have a choice: either to explore Kraków on your own, or to join us for dinner at Jama Michalika.

Please note:

instructions for this tour are on a separate paper in your conference folder. There is also a map on the last page of this brochure.

Ojców National Park:

A balancing act between local people and visitors

Ojców is the only National Park in Poland which includes a small village. The park management is facing the challenge that local people prefer to protect their cultural rather than their natural heritage. On one hand, the presence of fallen timber, as well as beavers and wild boars which cause damage to crops outside the park and, on the other, the prohibitions and restrictions on new buildings are food for extensive debates.

We will discuss with representatives of the park management how they cope with different pressures and needs and what role interpretation could play in local people's participation as well as in raising awareness for day visitors about the fragility of nature. During the study tour, we will visit the Park's nature exhibition and the Dark Cave which is one of the two caves which are open to visitors and one of 700.

A dinner in an rustic restaurant will conclude the day.



Wadowice:

An extraordinary life: the story of John Paul II

When the boy destined to become John Paul II was born as Karol Józef Wojtyła in Wadowice, a small town west of Kraków, nobody ever imagined how this would affect the town many years later. It is a big task to be the little home town of one of the most respected men not only in Poland but in modern world history.

The small town museum has faced the challenge of describing the whole story of Wadowice's history which has been overwhelmed by the story of its most famous son.

Next door, the new museum dedicated to Pope John Paul II takes visitors on a poignant journey of a man whose life led him to become Pope and one of the most venerated men in Poland. It related a chronicle that leaves many visitors of all cultural and religious backgrounds immensely impressed. It can help tourists from other countries to understand Polish religious devotion and why a Polish pope has had such major role in the life of many Polish people.

On the way back we will stop for dinner at Lanckorona, a pretty Polish village in the hills outside Kraków.

Wieliczka salt mine:

An underground world carved in salt

In 1978, the Wieliczka salt mine was one the first twelve places that were declared by UNESCO as World Heritage Sites. Since then millions of visitors have come to walk among the lasting evidence of centuries of mining, to appreciate what has been created and developed in a hidden world and to experience glimpses of a hard working life underground. This is a sensitive site which tells many stories about the strenuous existence and the role of faith when people spent most of their time below the ground.

Before we will return to daylight we will enjoy dinner in the salty depths!



Nowa Huta:

Interpreting the heritage of socialism:
myths, facts and multiple perspectives

'Nova Huta' means new steel works. After World War II, the communist government constructed, on the outskirts of Kraków, a huge steel plant and developed an entirely new city of 100.000 inhabitants. It used fertile, flat land where several wealthy villages had existed for centuries. Today, the city is a part of Kraków and is a distinctive architectural assembly of post war socialist architecture.

We will be guided by someone who knows many hidden and more obvious stories about Nowa Huta as her parents helped to build the town and the steel works. We will discover some of the tangible and intangible heritage of a city which is still younger than its oldest inhabitants. And we will see the small museum that is a branch of the Historical Museum of the City of Kraków which helps to understand a socialist city from different points of view.



Niepołomice Forest:

Food, fun and nature conservation:
the various faces of hunting

The history of hunting is as long as the history of humankind. It has evolved in many places from the need to survive to a sport for high society where people compete for trophies. Today, in Poland, it is heavily controlled and now plays an important role in nature conservation and forestry management.

Debates about hunting are full of emotion and can get very heated. How can we create understanding for the needs of modern forestry without any predators? How can the topic of hunting be interpreted? Do we need to bring together all points of view or should we set limits?

The Niepołomice Forest near Kraków has been the most popular hunting ground for Polish royalty since the 13th century. We will visit the Royal Castle which has witnessed the culture of hunting through many centuries.

We will be guided at Niepołomice by members of the Forestry Inspectorate and discuss the role that heritage interpretation can play in raising awareness among visitors who are not necessarily interested in protecting nature.

Schindler's factory:

Working to save lives in the Ghetto

You may have seen the movie Schindler's List but did you know that parts of the original factory still exist? They've been turned into the Museum of Kraków under Nazi occupation. Bearing such a famous name is both an opportunity and a challenge.

When planning the museum, its designers were faced with finding a balance between the benefit of having a famous location that would attract many visitors from all over the world and dealing with the question of how to raise awareness of the wider picture while not making too much a hero of a single person.

After the visit to the museum our guide will take us to the former Kraków Ghetto following the traces of Jewish life which were recorded in diaries during the period of Nazi occupation.




Time	Sala C	Sala F	Sala H	Bastion
08:30 - 09:25	Announcements / Key note by Dr Andrzej Leder, Poland			
09:30 - 09:55	<div>Challenges and potential of pre-Islamic heritage interpretation of the Dilmun burial mounds</div> <div>Elena Kragulj, Bahrain</div>	<div>Historical clue hunt - An Alternative to Guided Tours within International Study Programs</div> <div>Claudiu Silvestru, Austria</div>	<div>Interpretation on carnivores in Sweden</div> <div>Per Sonnvik, Sweden</div>	<div>InHerit: Competence development for the professional field of heritage interpretation</div> <div>Guy Tilkin, Belgium & Patrick Lehnies, Germany</div>
10:00 - 10:25	<div>Pagan cultural heritage interpretation in rural tourism and Christian church: growing conflict</div> <div>Valeria Klitsounova, Belarus</div>	<div>Trouble at t'mill: interpreting industrial working lives in heritage attractions</div> <div>Roger White, UK</div>		
10:30 - 10:55	Coffee break			
11:00 - 11:25	<div>Caernarfon - interpreting an English castle of conquest in Wales</div> <div>David Penberthy, UK</div>	<div>Interpretation for visitors with special needs</div> <div>Markus Blank, Austria</div>	<div>Sensitive integration of people and wildlife for mutual benefit</div> <div>Marie Banks, UK</div>	<div>Conversations on International Collaboration</div> <div>Margo Carlock, USA</div>
11:30 - 11:55	<div>Dragon Routes in the Balkan region</div> <div>Iva Silla, Croatia</div>	<div>Heritage Interpretation for Senior Audiences (HISA) Handbook</div> <div>George Cassar & Marie Avellino, Malta, Peter Seccombe, UK</div>	<div>Seals a conflict issue – How should it be interpreted?</div> <div>Charlotte Bie Thøstesen, Denmark</div>	
12:00- 12:25	<div>The Infernal Emotions: Anger, Fear, and Emotional Resilience in Interpreters</div> <div>S. Marisol Asselta, Puerto Rico</div>		<div>Sensitive nature for insensitive people? ... Or insensitive interpreters?</div> <div>Evarist March Sarlat, Spain</div>	<div>Guidelines for achieving excellence</div> <div>Michael H Glen, UK</div>
12:30 - 12:55				
13:00	Lunch			
14:00 - 16:30	Market of ideas including coffee break			
	Presentation	Workshop		

Time	Sala C	Sala F	Sala H	Bastion
08:30 - 09:25	Announcements / Key note by Eva Sandberg, Sweden			
09:30 - 09:55	Nature interpretation: narratives v total immersion <i>Angus Forbes, Germany</i>	Why temporary interpretation is sensitive interpretation for nature sites <i>Peter Phillipson, UK</i>	Darkness into light: Interpreting crime scene images from NSW Police Forensic Photography Archive <i>Beth Hise, Australia</i>	Thoughtful provocations - the philosophies that drive interpretation <i>James Carter, UK & Patrick Lehnies, Germany</i>
10:00 - 10:25		Identifying local community's values as a basis for Agro Tourism planning and interpretation <i>Dalit Gasul, Israel</i>		
10:30 - 10:55	Coffee break in the lobby			
11:00 - 11:25	I'm Not Polish: My Discovery of Identity <i>Leora Tec, USA</i>	Victims of the Berlin Wall: commemoration and memorialization of the dead in the urban space <i>Roberta Caldas Macedo, Brasil</i>	Time to lose the time line? Questions of narrative, storytelling and emotion <i>Kev Theaker, UK</i>	Interpretive Guiding – Exploring our Way to Quality <i>Valya Stergioti, Greece & Evarist March, Spain & Sandy Colvine, France & Thorsten Ludwig, Germany & Markus Blank, Austria</i>
11:30 - 11:55	Conflict of interpretations: Andean cultural heritage versus commercialization and centralism <i>Marta Kania, Poland</i>	Interpreting heritage: creating interactive mobile multimedia tours in sensitive heritage <i>Ilse Rombout, Netherlands</i>	Time to lose the time line? Questions of narrative, storytelling and emotion <i>Kev Theaker, UK</i>	
12:00- 12:25	Nature Interpretation in Ukraine: Experience of Training for Trainers for Protected Area Staff <i>Olena Tarasova-Krasiieva, Ukraine</i>		Nature Interpretation in Ukraine: Experience of Training for Trainers for Protected Area Staff <i>Zeljka Miklosevic</i>	
12:30 - 12:55	Heritage Interpretation in the CEE Countries - Building a network of professionals <i>Árpád Böczén, Hungary</i>		Secret Museums & Shunga: Sex and Sensitivities <i>Stuart Frost, UK</i>	
13:00	Lunch at the restaurant			

Presentation

Workshop

Time	Sala C	Sala F	Sala H	Bastion	
08:30 - 09:25	Announcements / Key note by Prof Zdzisław Mach				
09:30 - 09:55	<div>Geo Project Day in the Karavanke Geopark</div> <div>Lenka Rojs, Slovenia</div>	<div>Controlling Meaning? The impact of 'preferred readings on identity work and mutual understanding</div> <div>Nicole Deufel, UK</div>	<div>The challenge of the interpretation of the modern architectural heritage of Cyprus</div> <div>Emilia Siandou, UK</div>	<div>Analysis of thematic battlefield interpretation at Kinmen National Park in Taiwan</div> <div>Hui-Nien Lin, Taiwan</div>	
10:00 - 10:25	<div>Interpretation used as an important tool for dissemination a large nature area</div> <div>Lars Nygaard, Denmark</div>		<div>Supersensitive! Interpreting the troubled past and the promising future of Waitawa</div> <div>Michelle Edge, New Zealand</div>	<div>The USA at War: Defending Democracy in World Wars but at War Internally over Racism</div> <div>Angelo Munsel, USA</div>	
10:30 - 10:55	Coffee break				
11:00 - 11:25	<div>Does interpretation create a change in visitors' behavior?</div> <div>Eyal Mitrani, Israel</div>		<div>Defusing culture clash in Sydney, Australia</div> <div>Egle Garrick, Australia</div>	<div>Helping local communities to research and record their war memorials</div> <div>Peter Seccombe & Sarah Douglas, UK</div>	
11:30 - 11:55	<div>A preferred future through a narrative approach based on place based Interpretation</div> <div>Poul Hjulmann Seidler, Denmark</div>		<div>Revisiting the Experience: Increasing Interpretive Value with Visitor Journey Mapping</div> <div>Jane Beattie & Chuck Lennox USA</div>	<div>Is telling the stories of conflict an obstacle to building peace?</div> <div>Susan Cross, UK</div>	
12:00- 12:25					
12:30 - 12:55					
13:00	Lunch at the restaurant				

Presentation

Workshop



S. Marisol Asselta, *Puerto Rico*

The Infernal Emotions: Anger, Fear, and Emotional Resilience in Interpreters

55 min presentation

An interpreter's ability to maintain their own emotional balance, particularly regarding controversial or disturbing subjects, is a crucial aspect of our work. This is a presentation and dialogue regarding how anger and other difficult emotions personally affect interpreters. We will discuss various interpreter stressors, their personal and professional impacts, and how to manage them before they derail either a program or a career.

What can we do, individually and as a group, to support and sustain each other? In order to tap into a wide variety of perspectives, interviews were conducted with psychologists, education department heads, front-line interpreters, and international trauma recovery specialists from sites such as the US Holocaust Memorial Museum, the KonTerra Group, and the National Civil Rights Museum.

Based on my 2014 NAI Legacy article: 'The Infernal Emotion: Anger & Interpretation'.

About the presenter:

An 18-year veteran of interpretation covering environmental issues, racism, gang violence, and poverty, Marisol has worked with a variety of museums, nature centers, political activists, Native American tribes, environmental groups, and others, frequently as an interpretive liaison between combative communities. She is currently with Roots & Shoots Latin America & Caribbean.

Marie Avellino & George Cassar, *Malta*, Peter Seccombe, *UK*

Heritage Interpretation for Senior Audiences (HISA) Handbook

1,25 h interactive workshop

HISA is a two-year project funded by the EU's Grundtvig Lifelong Learning Programme to explore the interpretation needs of senior audiences and produce a handbook of recommendations for heritage site managers.

The project involves organisations from five countries – Malta, Germany, Poland, Italy and the UK.

This interactive workshop will present a number of suggestions which were developed during the project and which could be included in the Handbook. We will be asking for feedback on a number of the key proposals. During the workshop facilitators will use the Six Thinking Hats approach to

creatively focus on a few of the contentious issues that have been raised during the HISA meetings as well as on the key results of the survey.

About the presenters:

Marie Avellino, Resident Academic at the University of Malta specialising in Tourism, Heritage and Culture. She is also a partner in the HISA Project.

Peter Seccombe, Director of Red Kite Environment and Dr. George Cassar, Academic from the University of Malta are both partners in the HISA Project.

Marie Banks, *UK*

Sensitive integration of people and wildlife for mutual benefit

25 min presentation

Getting people close to wildlife can inspire positive attitudes and actions, leading to environmental stewardship, but access and interpretation need to be carefully planned to avoid disturbance. WWT has nearly 70 years' experience of successfully integrating interpretation into the environment and engaging people with wetlands and wildlife conservation, tackling issues including climate change, pollution, flooding and illegal shooting. A case study approach will show some key examples, including our latest consultancy project on Cors Dyfi Reserve, Wales.

About the presenter:

Marie has over 15 years' experience in wildlife and natural history interpretation and has worked for WWT Consulting for 8 years on projects all over the world.

Jane Beattie & Chuck Lennox, *USA*

Revisiting the Experience: Increasing Interpretive Value with Visitor Journey Mapping

1,25 h interactive workshop

Sensitive sites - they can create awareness, sadness, empathy, or even action. In a world where news travels at rapid speed, and where people are bombarded with multiple points of view of death, destruction and global doom, there is an increased challenge to predict and update meaningful interpretive experiences as visitors become more diverse. Curiosity is often a key motivational driver for visitors to our sites, but is there a benefit to furthering our understanding of how visitors "use" our sites? And what value can that knowledge bring?

Using a new and innovative tool to better understand our diverse audiences, we can explore opportunities to increase the value of the experience for both visitor and site. Join us for a hands-on workshop, as we explore an interpretive take on user experience and journey mapping taken from the world of gaming and hospitality design. Learn how to apply the methodology, analyze your site, and find new opportunities to refresh the visitor experience.

About the presenters:

Jane Beattie - interpretive consultant and NAI certified interpretive trainer, has worked nationally and internationally with parks and protected areas, for-profit tourism entities, and local eco-tourism operators. Her work analysing and developing visitor experiences using a whole human ecosystem approach brings unique ideas to traditional interpretation.

Chuck Lennox is a visitor experience consultant with Cascade Interpretive Consulting LLC, brings ten years of interpretive, education and tourism projects to his work. He strives to connect visitors on their terms to the meanings behind the resources, landscapes or settings they are visiting.

Markus Blank, *Austria*

Interpretation for visitors with special needs

25 min presentation

Experiencing nature should be possible for every visitor to a National Park! Why do we not allow people with special needs to enjoy nature? Why do we keep them from that pleasure, by building additional barriers instead of making everything more accessible?

Interpretation addressed to people with special needs should follow a fundamentally different, but sensitive approach. The interpreter has to consider their special needs and that these visitors experience nature from another perspective.

The Gesäuse National Park, a place in a harsh environment with steep mountains and narrow trails, started to involve and include visitors with impaired mobility, to give them a chance to get out and enjoy nature with all their senses. Starting from barrier free infrastructure, the Gesäuse offers several wheelchair powered programs utilising particularly designed and barrier free thematic trails culminating in a trail especially dedicated to visitor with impaired mobility.

About the presenter:

Markus Blank took his first interpretive steps as a Volunteer Interpretive Ranger in an U.S. National Park. After one year and with a lot of experience he moved to Austria and works as an Interpretive Ranger in Gesäuse National Park. Currently he is in charge of interpretation, several exhibitions and a smartphone app.

Árpád Böczén, *Hungary*

Heritage Interpretation in the CEE Countries - Building a network of professionals

25 min presentation

The Association of Cultural Heritage Managers (KÖME) was founded in 2012 by young professionals working in the fields of cultural and natural heritage management in Hungary. The goal of the organization is to develop and maintain a platform which helps heritage managers and experts of various domains to get information, find partners, change ideas and develop their skills.

As interpretation is a field that concerns most of the heritage related professions, the association intends to play an important role in representing and promoting this approach in Hungary. Additionally, the association started to contact other organisations, businesses and institutions located in one of the CEE countries, working in the heritage interpretation field, because there are common challenges these countries share. KÖME aims to build a stronger regional group within the Interpret Europe network, strengthen regional collaborations and develop specific agendas relevant for the CEE countries.

About the presenter:

Árpád Böczén is architect, one of the co-founders and the president of the Association of Cultural Heritage Managers. He became interested in interpretation five years ago as he took part in a heritage manager MA course. Since then he has written his thesis, worked for a German office, planned several interpretive programs and last but not least he has spoken on the IE conference two years ago.



Roberta Caldas Macedo, *Brasil*

Victims of the Berlin Wall: commemoration and memorialization of the dead in the urban space

25 min presentation

In every corner of Berlin lie reminders of the city's dark heritage. Death is represented in memorials throughout the city, ensuring passer-bys never forget and teaching visitors of the city's uncomfortable past.

This presentation maps and analyzes the memorials and other locations in the city commemorating the victims of the Berlin Wall and their personal stories; people that died - victims of this construction of separation and terror. The analysis will focus on the interpretation, memorialization processes and policies and the management of these memorials and other installations as well as the different approaches to the subject.

About the presenter:

Research interest in interpretation and communication of uncomfortable heritage. Project and M.A. thesis with the Berlin Wall Foundation on the interpretation of the East Side Gallery; with the Otto Weidt Museum on accessibility for the blind and on a one day event at the 1936 Olympic Village in Elstal using new media to raise interest on the site's sensitive heritage.

Margo Carlock, *USA*

Conversations on International Collaboration

55 min discussion

This session will provide an update on recent discussions examining the need for collaboration between international interpretation associations, including the possibility of forming a federation. Building on past efforts and conversations, we hope to move the concept forward and identify possible objectives.

About the presenter:

Margo came to the NAI after 20 years as Executive Director of the Virginia Association of Museums, the largest state museum service organization in the USA. Prior to her successful career at VAM, Margo worked for several state and federal agencies, including the U.S. State Department serving as a Foreign Service Officer in Senegal and Poland.

James Carter, *UK*

& Patrick Lehnese, *Germany*

Thoughtful provocations – the philosophies that drive interpretation

55 min presentation

Heritage interpretation has its roots in major strands of European thinking and culture such as the Enlightenment and the Romantic movement.

Their influence, along with that of key educational philosophers, can all be found in the underlying principles of interpretation.

This paper, developed as part of the InHerit project, considers the implications for interpretation practice of these sometimes conflicting ideals, and looks at what it means to say that interpretation is an educational activity. It will link the foundations of interpretation to questions of ethical practice and goals, which are directly relevant to the conference theme of “sensitive heritage”. Finally, it will ask what Europe's 20th century catastrophe and the attempts to found Europe based on shared values can mean for interpretation.

About the presenters:

James Carter is a consultant, writer and trainer with thirty years' experience of interpretation work. He is a Fellow of the United Kingdom's Association for Heritage Interpretation and the author of several popular guides to interpretation practice.

Since 1996 Patrick Lehnese worked as a researcher and as a consultant in the field of heritage interpretation in various projects in a number of European countries. He initiated the founding of Interpret Europe and built up the association as its Executive Director from 2010 to 2015.



Susan Cross, *UK*

Is telling the stories of conflict an obstacle to building peace?

1,25 h interactive workshop

History we are often told is written by the victors. Is the same true for interpretation? Can we interpret conflicts even-handedly - and should we? Can interpretation contribute to peace and reconciliation? Does an emphasis on 'telling our stories' entrench attitudes?

This workshop will be an opportunity to consider and discuss these and other ethical questions arising from the interpretation of conflict. I will present case studies and responses to the questions from experts in the field. Participants will share their thoughts and experiences in small groups and in general discussion as we try to reach consensus on this difficult area.

About the presenter:

Susan Cross is one of the UK's most experienced interpretation and visitor experience developers. She has wide interests and long experience in interpretation but over the last decade has become increasingly interested in how people tell the stories of conflicts and tensions that are within living memory.

Nicole Deufel, *UK*

Controlling Meaning? The impact of 'preferred readings' on identity work and mutual understanding

55 min presentation

This presentation uses original research from Germany and England to explore the impact of 'preferred readings' (MacDonald 2009) in interpretation on visitors' ability to undertake identity work (Rounds 2006) and explore experiences shared with other cultures.

The presentation reviews interpretive planning practice and implementation at two battle sites for evidence of preferred readings. Drawing on qualitative and quantitative visitor research, the presentation shares visitors' responses to the interpretation and poses that preferred readings constitute an attempt to control meaning, which may ultimately reduce visitors' ability to undertake identity work and connect with others. The presentation ends with a reflection on how current interpretive philosophy may inadvertently both produce and sanction practices that lead to preferred readings, and makes suggestions for how interpreters may respond to the research findings in their practice.

About the presenter:

I worked as interpreter and manager at heritage sites and museums in the USA and UK for over ten years. For an MSc in Interpretation Management I researched whether interpretation conveys site significance.

Today, I am a Senior Consultant in cultural heritage management in the UK and a doctoral candidate at University College London, researching whether interpretation delivers public benefits.

Michelle Edge, *New Zealand*

Supersensitive! Interpreting the troubled past and the promising future of Waitawa

25 min presentation

Interpreting a place that has a history of tribal conflict, vulnerable archaeological sites, aggrieved ex-owners as well as industrial contamination, conflicting functions and competing visitors, isn't for the faint hearted.

Waitawa, the focus of my presentation, has a bunch of touchy topics associated with it...it is a supersensitive site! Situated on the coast, about 50km south east of the city, Waitawa is Auckland's newest regional park. With three small peninsulas, two beautiful beaches, wetlands and regenerating forest it has the makings of a park paradise, but it also has a fractious past, and Auckland Council, as the park manager, has some on-going issues to overcome.

Sensitive stories

For centuries Waitawa was home to Maori (the indigenous people of New Zealand) who camped on the beaches, fished in the bays and retreated in times of trouble to the high headlands; to their defended villages (called pa).

About the presenter:

Michelle Edge began her interpreting career as a student, serving as a ranger at Mansion House, the stately home and 'island paradise' owned by Sir George Grey. After a spell working as a collections manager at the Dowse Art Museum, and an adventuresome year travelling, Michelle returned to an interpretation position with the Department of Conservation where she worked on many interpretation projects.

Angus Forbes, *Germany*

Nature interpretation: narratives versus total immersion 55 min interactive workshop

"Nature has to be felt" wrote Alexander von Humboldt.

We all love a story which seems to neatly package up what we are looking at, but the reality is always more complex. Shouldn't we be concentrating more on revealing and sensitising, so the viewers can get the broader picture and come to their own conclusions about it? Cultural heritage may be best understood through its formative narratives, whether religious, political, social or whatever.

Natural heritage on the other hand is not a product of narratives. So is it really helpful to look at nature in terms of narratives?

Heightened, unscripted, sensory experience is difficult to deliver but it is more authentic and can be more rewarding than viewing phenomena second hand through a filter of information, values or stories.

Shouldn't we as mediators be focusing more on sharpening visitors' senses, in preparation for their own unique and personal encounter with nature?

About the presenter:

Angus Forbes is a British landscape architect working for the past 15 years from Berlin. Though relatively new to heritage interpretation, he has a passion for exploring natural heritage as a source of local culture and identity.

Regan Forrest, *Australia*

Perceived Atmosphere: a way to capture and analyse visitor perceptions of exhibition environments

25 min presentation

The physical context of the museum has long been recognised as an important facet of the visitor experience. Recent qualitative studies have underscored the fact that visitors take notice of, and are influenced by, the exhibition environment. However, a key limitation in advancing research in this area has been a lack of methods for quantifying

and analysing visitor perceptions of the exhibition environment beyond simple measures of satisfaction.

Perceived Atmosphere is an instrument designed to address this gap, allowing the relationship between environment and experience to be studied in greater depth. Fast and inexpensive to administer, Perceived Atmosphere has so far been used to characterise different exhibition environments in a natural/cultural history museum. Perceived Atmosphere can in turn be related to visitors' affective, cognitive and behavioural responses. This session will be relevant to curators, exhibition designers and anyone interested in the exhibition environment.

About the presenter:

Regan Forrest is a visitor experience specialist who has worked on interpretation projects in the UK, Australia, North America, and the Middle East. She is a regular blogger on interpretation topics at reganforrest.com, and submitted her doctoral dissertation in September 2014. She is also Director of the visitor experience consultancy, [interactivate \(interactivate.com.au\)](http://interactivate.com.au).



Stuart Frost, *UK*

Secret Museums & Shunga: Sex and Sensitivities

25 min presentation

Histories of sex and sexuality have often been omitted from the interpretive frameworks of museum and heritage sites. Some museums confined sexually graphic material to basement stores, omitting the 'unpalatable' aspects of cultures from public display. In recent decades, attitudes have changed.

This paper focuses on the British Museum and the recent exhibition, Shunga: sex and pleasure in Japanese art. Sexually explicit paintings, prints, and illustrated books known as shunga ('spring pictures') were produced in Japan in vast quantities between 1600-1900.

The British Museum acquired shunga at an early date but it was impossible to display publically until recently. The recent exhibition was an outcome of a five year collaborative research project aimed at furthering understanding of shunga. The sexually explicit nature of the material posed some unique challenges. This paper draws on evaluation undertaken to both inform the development of the exhibition and to measure its impact.

About the presenter:

Stuart Frost is Head of Interpretation and Volunteers at the British Museum. Prior to commencing his current role in November 2009, he spent almost eight years as part of the Gallery Interpretation

Team at the Victoria & Albert Museum, London. He began his museum career in 1998 at the National Maritime Museum, Greenwich where he managed the Gallery Interpreter team.

Egle Garrick, *Australia*

Defusing culture clash in Sydney, Australia

25 min presentation

European migration to Australia commenced in 1788. Early migrants were mainly British. After World War 2, broader European immigration commenced. Waves of other immigrants followed. Now 25% of Australia's population is born overseas. The most recent wave is from the Middle East, the Indian subcontinent and from China. The first two groups have brought with them issues which have caused deep social schisms within the Australian community and have created an environment of hostility and prejudice, resulting in acts of violence and even terrorism.

The City of Canterbury, which has the highest demographic proportion of residents from the Middle East in Sydney, has set out to defuse these hostilities through preparing socially sensitive programs to educate the broader community. These programs also help to give the immigrants a sense of identity and self worth in their new environment, with the aim of changing aggressive behaviours to more harmonious ones.

About the presenter:

Egle Garrick, Managing Director, Garrick Advisory, has a long history of work in heritage protection, urban planning and public transport in Australia. She spent 10 years in the Sydney Harbour Foreshore Authority. As General Manager, she was amongst the formative members of Interpret Australia. She is now a consultant to government on urban planning, heritage and cultural programs.

Dalit Gasul, *Israel*

Identifying local community's values as a basis for Agro Tourism planning and interpretation

25 min presentation

Tourism is one of the pillars of the Jordan Valley's economy, which rely mainly on Christian Pilgrimage sites, and the Sea of Galilee as a seaside recreation attraction. The Jordan Valley is the cradle of Zionism and modern settlement in the Land of Israel, the birth of kibbutz ideology, and a rich and vibrant agricultural heritage. The historical and agricultural heritage and the thriving and varied modern day agriculture have barely been utilized as tourism attraction, a master plan was initiated in order to examine the potential for the development of agricultural tourism in the region. As part of a collaborative planning process, the local community's essential and authentic heritage values were identified. The public participation process reveals the farmers' identities, and their aspirations

to instil their values of protecting and reviving agriculture to the public as a whole. These values formed the basis of the agricultural tourism interpretation plan for the region.

About the presenter:

Dalit is the academic manager of the 'Interpretation Forum Israel'. The forum brings together all the major organizations and tourism destinations that deal with interpretation or delivering messages to visitors. We organize four seminars a year and exchange knowledge between participants. Beside that we conduct research related to interpretation.

Michael H Glen, *UK*

International guidelines for achieving excellence in interpretation

55 min interactive workshop

This workshop considers an alternative approach to establishing 'standards' for heritage interpretation. Instead, it encourages aspiration and self-assessment and allows for local variation. A draft paper – without the benefit of others' input – will be in delegates' packs. 'Standards' imply rules which imply a mandatory régime which implies a regulatory process of inspection, approval and monitoring. There is no reason why this should not be done and, indeed, members of Interpret Europe are working on creating 'quality criteria' for interpretation.

My approach uses, instead, a series of guidelines to describe the 'processes' for achieving excellence in interpretive projects, rather than criteria for measuring 'outputs' – the interpretive products. The guidelines are aimed at audiences with little or no knowledge of heritage interpretation and aim to show how excellence can be achieved by following a logical and thorough preparation methodology rather than by conforming to set criteria.

About the presenter:

Michael Glen has been involved for 45 years with planning and implementing interpretation of natural and cultural heritage for public, private and non-profit clients. He also writes creative prose and poetry for publications, displays and public art. He has played a part in national and international interpretation organisations and currently sits on the University of the Highlands and Islands' advisory board for its MSc in Interpretation: Management and Practice.



Beth Hise, *Australia*

Darkness into light: Interpreting crime scene images from NSW Police Forensic Photography Archive

55 min interactive workshop

Tens of thousands of negatives produced by NSW police photographers between 1912 and 1964 were rescued in the late 1980s from a government warehouse. Today the Justice & Police Museum is custodian of four tonnes of surviving negatives, possibly one of the largest and most intact police photographic archives in the world. The policeman's camera documented theft, murder, suicide, abortion and every conceivable misfortune in-between. Mugshots captured suspects wondering what police knew and if the odds were in their favour.

These images of misadventure in Sydney are remarkably powerful and public projects since 1998 have captured the public imagination in Australia and overseas. However these interpretations raise questions such as which images should be public and how can we minimise hurt to victims of crime and their families. We will deliver a workshop looking at critical issues in the sensitive interpretation of this collection which includes gruesome and potentially distressing crime scene images.

About the presenter:

Beth leads a creative team developing innovative audience-focused approaches to exhibitions, publications and engaging interpretation for SLM's museums and historic house museums, including the Justice & Police Museum.

She is a curator and author of diverse projects across Australian social history, photography, Aboriginal and colonial history and sports history.

Marta Kania, *Poland*

Conflict of interpretations: Andean cultural heritage versus commercialization and centralism

25 min presentation

In July 2011 the whole state of Peru celebrated, with great pomp, the 'Year of the Centenary of Machu Picchu to the World'. But in the background of the anniversary: in press commentaries, in street talks and on wall posters bitter questions were asked about what it was exactly that Peru was celebrating? Who benefited from the ceremonies and the impressive growth in the number of visits by tourists to Peru? Academic circles accused the Peruvian administration of treating the Inca site as a "cash cow". In an official speech, delivered during the ceremony, the President referred to the unity of the Peruvian nation, calling both Machu Picchu as the feast in honor of the Inca city and "the synthesis of the Peruvianidad". In response the frustrated Cusqueños placed the slogan

"A 100 years of prostitution of Andean culture". Since 2011 the debate about the place of Machu Picchu in the cultural politics of Peru still dominates press and social commentaries, and claims by indigenous people.

About the presenter:

The main subject of my studies and investigation are political, social and legal aspects of the cultural heritage in Latin America (particularly Andean region). I am the author of few articles and two books related to the theme of identity formation (national, regional, cultural) on the basis of the archaeological heritage ("Pekolumbijski image Peru" [Precolumbian image of Peru], Wydawnictwo Universitas, Kraków 2010) and relations between material heritage and political practice ("Machupichu. Między archeologią i polityką" [Machupicchu. Between archaeology and political practice], Wydawnictwo Universitas, Krakow 2013)

Valeria Klitsounova, *Belarus*

Pagan cultural heritage interpretation in rural tourism and Christian church: growing conflict

25 min presentation

Intangible heritage of rural Belarus is very rich and ancient and is rooted in pagan time. Some elements are already on the UNESCO Intangible Heritage list. We record a growing interest by local and international tourists in this topic.

When developing tourism products in rural areas, on the basis of intangible heritage, we use a lot of interpretive approaches to make them more attractive and impressive and provide safeguarding for heritage resource. At the same time we see growing activity by local Christian curacy which sometimes displays resentment towards old pagan festivals, rites and traditions.

There are 3 possible scenarios we meet: harmony, co-existence and conflict. That's why in this process an ethical and cautious approach is needed.

We present a few key-studies that illustrate this complicated theme.

About the presenter:

I'm associated professor of Belarusian State University, International Tourism Department. For the last 2 years I have introduced the new course 'Culture and Nature Heritage Interpretation in Tourism'. I'm a member of National Association of Interpretation of US. I'm Chair of Belarusian Association of Rural Tourism. I have participated in the creation of many interpretive programmes based on local heritage.

Elena Kragulj, *Bahrain*

Challenges and potential for pre-Islamic heritage interpretation of the Dilmun burial mounds

25 min presentation

Pre-Islamic heritage in Bahrain is appreciated as an important cultural asset, however, it is not always understood by

the local community that their identity lies both in the recent and more distant past. The preservation of archaeological sites which occupy a significant proportion of land, as is the case with the ancient Dilmun burial mound fields, is not always met with approval or seen as a priority by the growing population. Therefore, the question which has emerged is whether site based interpretation could be used as a tool to protect the sites by conveying a more palpable image of the Dilmun society.

The new interpretation plan focuses on narrating the story of the Dilmunites and uses different interpretation methods, such as facial reconstruction of ancient inhabitants of the island. This can help in showcasing that the pre-Islamic people had familiar features and that they form part of the island's identity. Time will tell whether this will be successful.

About the presenter:

I have a BA in Cultural Management (2006-2009) and a MA in World Heritage Studies (2011-2013). It was through my Master studies that I came in contact with heritage interpretation and later continued my interest in Think Heritage! Consultancy in Bahrain. I am currently working on the Management Plan for the Dilmun Burial Mounds as well as the National Heritage Strategy for Bahrain.



Hui-Nien Lin, *Taiwan*

Analysis of thematic battlefield interpretation at Kinmen National Park in Taiwan

25 min presentation

Kinmen, a small island belonging to Taiwan, has been called the West Berlin of Asia.

This study used a framework of Comprehensive Interpretive Planning (CIP) to

- 1) develop primary interpretive themes using stakeholder interviews;
- 2) explore the gaps between themes and corresponding non-personal interpretive services in Kinmen National Park.

Snowball sampling was used to locate stakeholders for interviews. Fifteen individuals were interviewed. Four primary interpretive themes were developed from this procedure. Then onsite observations were made in four major battlefield exhibition halls to detect possible gaps between interpretive themes and non-personal interpretive services in the park. Results showed only few interpretive services related to the suffering and sacrifice experienced by Kinmen locals. Instead, interpretive services focused on national ideology and history. Suggestions and managerial implications are discussed within the broader context of battlefield interpretation.

About the presenter:

I am working an assistant professor at I-Shou University in Taiwan. My research interest is heritage interpretation, especially at battlefield sites.

I am interested to understand how battlefield interpretation can be more relevant to different groups of stakeholders. I published several papers related this topic in journals. I also conducted interpretive workshops in Taiwan.

Evarist March Sarlat, *Spain*

Sensitive nature for insensitive people? ... Or insensitive interpreters?

55 min presentation

Is nature sensitive 'per se' to a world that is dominated by stress and technology? Is there one form of nature that is more sensitive than other kinds or are interpretive guides the ones that should help create this sensibility through the universal tools used to interpret a natural heritage site?

Different examples will be shown of the experiences that are being designed or carried out in the ecotourism or cultural tourism sectors, related to the interpretation of nature and natural resources. The examples serve to reach some clear conclusions about the limitations, doubts and questions that may come up along the way.

Emphasis will be put mainly on real life projects as examples: Old growth forests: a conservation project of old-growth forests in Catalonia; the plants of the Bible:

a proposal for tour guiding in Girona to show the Jewish culture through the use of plants as the unifying thread.

About the presenters:

Evarist March is nature guide, botanist and consultant in ecotourism in his company, Naturalwalks. Interpretative agent by HeriQ project. Take part of Interpretative Master Planning, by John Veverka. Coordinator and teacher in the Ecotourism Course with specialization in nature guides. In the Autonomus Universitat of Barcelona. Member of AIP. Works in Spain and latin America.

Zeljka Miklosevic, *Croatia*

Affective museum displays and national narratives of the past

25 min presentation

The presentation is grounded on the premise that museums are a communication medium with a particular communicational role determined by the exhibition team. Museums frequently try to engage people with an understanding of the past using personal narratives as the most effective tools thereby evoking emotional responses to the exhibition. It is, therefore, important to realize these narratives depend on various types of media (texts, photographs, charts, audio-video material) and their mutual relationship in the museum space. If developed properly they can contribute to the understanding of the past, and if not, they can undermine the interpretative efforts and lead to misinterpretation and misrepresentation.

The focus of the presentation is on the Croatian Memorial Museum in Jasenovac and the Slovenian Contemporary History Museum in Celje which illustrate (possible) controversies related to national identities raised by different interpretation media.

About the presenter:

As a former curator with practical experience in a local history museum (Museum of Slavnonia Osijek, Croatia) and academic background and experience in museology and heritage studies (currently working as a postgraduate associate at the University in Zagreb) the main focus of my research is related to heritage and museum communication and education.

Eyal Mitrani, *Israel*

Does interpretation create a change in visitors' behavior?

25 min presentation

The aim of this study is to examine the effectiveness of indirect techniques - signs and personnel attendance – to change visitor behavior in natural protected area. The study examined the ways to prevent visitors from feeding soft-shelled turtles (Application of 'do not') and the effectiveness of visitors' willingness to pick up empty snack bags from the ground (Application of 'do').

About the presenter:

Manager of Visitors and Community Unit of national parks in Israel, Studying for a doctorate in 'Visitor management in protected areas'.

Angelo Munsel, *France*

The USA at War: Defending Democracy in World Wars but at War Internally over Racism

25 min presentation

Segregated American Armed Forces struggled in both World Wars with racism among the ranks. The result of the institutionalized denial of elementary freedoms leaves fertile ground for interpretive opportunities.

About the presenter:

Angelo Munsel is Superintendent of the Suresnes American Cemetery. American Battle Monuments Commission.

Lars Nygaard, *Denmark*

Interpretation used as an important tool for dissemination in a large nature area

25 min presentation

This workshop will present a project for developing natural and cultural interpretation along the River Gudenaaen - the longest river in Denmark. In this workshop you will be introduced to some of the new tools and methods the project has developed in the latest years for a better management, information and interpretation in the landscape, along the 152 km long river, and in a visitor center. Natural and cultural interpreters work together in a big area. How did we manage? How can local municipalities work together for common management and

developments along the river in the future? How did we avoid big problems and conflicts with local people making this masterplan? How can small economical grants and advice support local groups to develop great results? Can natural and cultural protection and tourist development work hand in hand?

About the presenter:

Lars Nygaard is an nature interpreter and leader of the visitor center at AQUA Freshwater Aquarium in Silkeborg. Lars has been working with nature and culture interpretation and projects along River Gudenaaen for the last 20 years. Member of the international council of The Danish Interpretation service.

David Penberthy, *UK*

Caernarfon - interpreting an English castle of conquest in Wales

25 min presentation

Caernarfon Castle is a World Heritage Site and Wales' most iconic monument. It was built in 1293 by an English king after the conquest of Wales. After 800 years it is still seen as a symbol of English rule in Wales. How was the castle interpreted sensitively? Participants will gain an understanding of the approaches used to interpret an audience that either love or hate the castle.

About the presenter:

David Penberthy is Head of Interpretation for Cadw, the Welsh Governments Historic Environment Service. Over the past four years he has been delivering a £19 million project to interpret some of the best known heritage sites in Wales (UK).

Peter Phillipson, UK

Why temporary interpretation is sensitive interpretation for nature sites

25 min presentation

Wildlife is always changing so sensitive wildlife interpretation needs to change too. Temporary interpretation can help visitors to recognise and tune into seasonal change, migrations and the less predictable variation in landscape and wildlife. This talk will consider the benefits of temporary interpretation at nature sites, materials that can be used and how the process can be managed.

About the presenter:

Peter Phillipson is an experienced interpreter with a background in ecology and landscape design. He specialises in providing interpretation of landscape and wildlife and has a strong interest in appropriate design and materials for natural heritage sites.

Peter is a Director of Telltale (www.telltale.eu)



Lenka Rojs & Mojca Bedjani , Slovenia

Geo Project Day in the Karavanke Geopark

25 min presentation

In the Geopark Karavanke we give special attention to education, interpretation and the promotion of geological and other heritage. We launched the project 'Geo Project Day' which helps to bring children, as well as their educators, closer to geo-sciences in order to make best use of the outdoor classroom in their home environment.

The aim of our presentation is to present the possibilities and importance of the integration of modern interpretive approaches with educational processes on the mentioned best practice project example. This shows the importance of cooperation between educational facilities, local authorities, experts and companies. The implementation of Geo Project Days starts with workshops and guided outdoor experiences for educators. It continues with individual activities in all the participating schools and kindergartens throughout the school year and ends with the annual final event and the publication of the Geo Newsletter, where the Geo Project Day results are presented to the wider public.

About the presenters:

Lenka Rojs and Mojca Bedjani : Geopark: Interpretation points (Topla, Smrekovec, Stari Fridrih, Leše, Ravne, Info centre);

Animation plan, touch screens, children's books, leaflets, school programmes.

Other: Interpretation suitability for disabled (septarian concretions), leaflets, brochures, project ideas.

Study: Nature interpretation (workshop, IRSNC).

Lenka Rojs took also part in the HeriQ training.

Ilse Rombout, Netherlands

Interpreting heritage: creating interactive mobile multimedia tours in sensitive heritage

1,25 h interactive workshop

During this workshop we'll create a blueprint for an interactive multimedia tour concerning your heritage organization. Together, we'll set up an outline for designing tours - from coming up with a catchy title to implementing interactivity. At the end of the workshop we'll put the tour you made into the 7scenes app, so you can walk the tour on your own mobile phone.

About the presenter:

Ilse Rombout works in Communication Sales (Cultural Heritage) at 7scenes, a mobile storytelling company. At college, she specialized in media, writing her thesis about the transmedia marketing of televised stories for children. She has worked with and for several cultural organizations in the Netherlands as a project leader, (youth) marketer, product developer, event manager and editor.

Peter Seccombe & Sarah Douglas, UK

Helping local communities to research and record their war memorials

25 min presentation

We were commissioned by Powys County Council in Wales to prepare materials to help local communities to record and discover more about the First World War memorials. Nearly every community in Powys, and in Great Britain generally, has a memorial to the men and women who died in the First World War.

We produced an interactive DVD, which gives communities background information about the war, information on how to record and renovate war memorials, and a guide on how to research the people who are recorded on monuments.

About the presenters:

Peter Seccombe is Co-Director of Red Kite Environment, with broad experience of interpretation and management of natural and cultural heritage.

Sarah Douglas is Co-Director of Red Kite Environment, specialising in community involvement in the interpretation of heritage projects.

Poul Hjulmann Seidler, *Denmark*

A preferred future through a narrative approach based on place based interpretation

1,25 h interactive workshop

Through a narrative approach and place based interpretation, the workshop will inspire the use of a new participatory approach and ways of involving participants in nature interpretation. From a narrative perspective it is the most important stories that the participant brings home, and tell to other people, that are important and that form their individual identities. These stories will most likely be very individual and might lead to different intended or unintended understanding from the perspective of the nature interpreter. The way we engage participants, communicate and ask questions is paramount for the outcome.

In the workshop the participants will be engaged in small activities, questions and reflections, intertwined with their own understanding, leading to preferred personal stories (narratives).

About the presenter:

Poul H Seidler are responsible for the education of Nature Interpreters in Denmark and has worked with management and consultancy dealing with nature interpretation and education in more than ten years. The last five years he has introduced narrative and systemic supervision and coaching in the education of Nature Interpreters and in the development of nature interpretation.

Emilia Siandou, *UK*

Can heritage interpretation promote peace and democracy? Interpreting the modern heritage of Cyprus

25 min presentation

Cyprus is the third biggest island of the Mediterranean Sea, located at its northeast end. The Cypriot history of the 20th century is closely related to the processes of decolonization, modernization, westernization and nation-building. The Cypriot modern period is mainly divided to the colonial period until 1960, the Cypriot independence period 1960-1974 and post-division period after 1974.

The development and expression of modern architecture locally is related with the only period in its recent history during which the island was ruled by its communities and on the same time with the tensions between its two main communities, Greek Cypriots and Turkish Cypriots, which expressed with violent outbreaks, led to a very unstable political period and resulted to the Turkish invasion in 1974 and in the ongoing division of the island..



Iva Silla, *Croatia*

& Manuela Graf, *Serbia*

Dragon Routes in the Balkan region

25 min presentation

In one part of south east Europe, through historical circumstances and centuries of the reign of the Ottoman Empire, elements of pagan belief about dragons was retained in collective memory. As a residue of ancient times, the dragons from this area, and stories about them, are priceless cultural treasure. Various heroes, historical or fictional were presumed to be sons of dragons.

The Dragon Route, as a tourist product, can link fortresses and cities, monasteries and other landmarks. History, mythology, legends, folk tales and epic poems, as tangible and intangible heritage, can be included in this. The development of the Dragon Route can encourage intercultural dialogue in the Balkan region, and contribute to cultural diversity, scientific development and educational progress in informal learning environments. This work, especially, should consider the development of this cultural tourist route using 'sensitive interpretation' of dissonant heritage.

About the presenters:

Iva Silla currently works as the author, manager and storyteller of Secret Zagreb Walks, mini-brand of creative walking tours in the capital of Croatia. She has a significant experience as a creative writer

and travel blogger, and is active in the field of tour guides' life-long education.

Manuela Graf has a special interest in territory and product branding through storytelling, she has mapped, created and developed some potential cultural routes in Serbia and the South East Europe region (Tesla Ways, Dragon Routes, Mining Route - Balkan cradle of metallurgy). Her master's thesis was about heritage interpretation through Cultural Routes' tourism products.

Claudiu Silvestru

& Stefan Wedrac, *Austria*

Historical clue hunt - An Alternative to Guided Tours within International Study Programs

25 min presentation

Guided tours through historical city areas are an interpretation medium used in different situations, covering a range from regular tourist experience to site-visits of conferences of cultural heritage professionals. Within international study programs they provide information about the venue to students who visit it for the first time.

The class "History of the Habsburg Empire" provided by the Viennese Center of the Chicago-based "Institute for the International Education of Students" is designed to teach US undergraduates the history of Habsburg rule in Austria. The paper focuses on the approach on the 2014 field visit of this course.

The regular guided tour has been replaced by a competition between the participants in which they had to search for clues within the built structure and complete a crossword puzzle on the medieval history of Vienna.

This experience has been evaluated afterward through a questionnaire, providing insights on the subjective benefits for the participants.

About the presenters:

Claudiu Silvestru combines his architectural training with the research on interpretation of cultural heritage, seeking the optimal balance between physical and digital interventions to enhance tourist attractions.

After completing his MSc-Thesis on the Touristic Development of Sarmizegetusa he is currently writing his PhD-Thesis on The Interpretation of the Medieval Cultural Heritage of Vienna.

Stefan Wedrac, PhD, is a researcher at the Institute for Modern and Contemporary History at the Austrian Academy of Sciences and lecturer at IES Vienna and teaches the course "History of the Habsburg Empire" at the Viennese Center of the Chicago-based "Institute for the International Education of Students".



Per Sonnvik, Sweden

Interpretation on carnivores in Sweden

55 min presentation

In fifty years the number of wolves in Sweden has increased from around 10 to 400. The number is kept at the recent level by both legal and illegal hunting.

The existence of wolves in Sweden is controversial. That is also true to some extent when it comes to the other large carnivores: bear, wolverine, lynx and golden eagle.

Among Swedish citizens there are those with strong negative opinions and those with strong positive opinions.

An increasing number of foreign tourists are coming to Sweden to take part in safaris and other activities in order to experience wolves and the other large carnivores.

When the wolves are spreading in the country a growing number of visitor centers and interpreters have to relate to wolves in their interpretation, but few of them feel confident in dealing with this theme. However interpretation has a potential for improving the dialogue about wolves and the other large carnivores.

In this presentation I will present an overview of carnivore interpretation in Sweden. I will also invite the participants to discuss how to tackle the challenges that Swedish interpreters have to deal with, in what is for many Swedes, a sensitive theme.

About the presenter:

Per Sonnvik works as Project Manager at The Swedish Centre for Nature Interpretation (SCNI). At SCNI he works with developing interpretive planning models for protected nature areas, tourism destinations and mountain trails as well as developing a national quality assessment system for guide courses.

Valya Stergioti, Greece

Markus Blank, Austria

Sandy Colvine, France

Thorsten Ludwig, Germany

Evarist March, Spain

Interpretive Guiding – Exploring our Way to Quality

1,55 h interactive workshop

We will begin with a brief presentation of HeriQ and of the guide manual accompanying the workshop.

As an ambitious transnational project, HeriQ is attempting to propose a quality-based methodology which could be adopted throughout Europe.

We will talk about the implementation of our first field test courses for interpretive guides in Greece and in France where reactions based on cultural differences and sensitivities have produced some interesting observations.

Participants will then join an interpretive walk outside to see a guide putting the methodology into practice. Afterwards, the concept of the interpretive agent – the second focus of HeriQ – will be examined using a specific example where

local communities are participating in the interpretation of their own heritage. The workshop will end with a group exercise in which everyone will be able to express their own opinions on how HeriQ could be used to develop common benchmarks for European heritage interpretation in the future.

Olena Tarasova-Krasiieva,

Ukraine

Nature Interpretation in Ukraine: Experience of Training for Trainers for Protected Area Staff.

25 min presentation

History in New York (United States) collaborate on a project "Building capacity for biodiversity conservation in Ukraine. Network and training support"(NCEP Ukraine.) The project aimed at developing a comprehensive set of teaching and learning materials in biodiversity conservation; training for nature reserves staff on nature interpretation, and the development of a Ukrainian network of conservation educators and practitioners. "Training for Trainers" through the development of skills and knowledge in nature interpretation for educators of nature reserves in Ukraine, has been conducted in cooperation with a representative of National Association for Interpretation and covered almost all nature reserves of Ukraine.

About the presenter:

Olena has been coordinating NCEP Ukraine project on the development of nature interpretation skills for educators

from nature reserves and supported the network of conservation educators and practitioners in Ukraine. She is working on the development of trainings for trainers on nature interpretation at Worldwide Fund for Nature in Ukraine.

Leora Tec, USA

The power of interpretation in planning a sustainable tourism destination of a shared area

25 min presentation

Many American Jews of Polish descent can be heard making statements like, "The Poles were worse than the Germans," or "The Poles are all anti-Semites."

As the daughter of Holocaust scholar and survivor Nechama Tec I never bought into these sentiments. My mother was saved by a Polish Christian family and her work focuses on rescue and resistance.

But until I went to Poland, I did not consider myself Polish. I was Jewish, and that was different. This began to change when I accompanied my mother on a book tour to Poland in 2005. I was astonished at the non-Jewish Poles I met who were devoting their lives to preserving Jewish memory. I got only a brief glimpse on that trip but wanted to learn more.

I will present the journey of discovery of my Polish identity, which I found together with non-Jewish Polish friends.

This is an inspirational story of leaving behind old ideas of comparing suffering and arriving at a place of reconciliation and friendship by seeing the self in the other.

About the presenter:

I create immersive intellectual and cultural experiences in Poland that examine the history of the Jews in Poland and how non-Jewish Poles today commemorate that history.

Recent talks: Boston College Symposium on Memory and the Shoah and The Jewish Genealogical Society of Greater Boston. (B. A.: Wellesley College; J.D./LL.M. in foreign and international law: Duke University School of Law).

Kev Theaker, UK

Time to lose the time line? Questions of narrative, storytelling and emotion.

25 min presentation

In heritage interpretation time is usually presented as linear, a time line progressing from the past to the present. This frequently examines cause and effect in a simple manner, cause A leading to effect B. However we do not experience place and landscapes in this way. Past and present are layered, the narrative is fractured and looped rather than linear. We construct a narrative web which brings together our previous experience, our emotional connections to place and events and previous knowledge.

Effective interpretation requires a connection between the emotional, social and intellectual engagement of each visitor. Key study areas lie in the academic study of narrative, such as Freytag's Triangle, and traditional practice of storytelling to show how to develop emotional stories rooted in place, rather than fact driven timelines.

This interpretive model uses the narrative web to pin visitor experience across space and time.

About the presenter:

Kev Theaker is a lecturer in Interpretation and Countryside Management at SRUC. Areas of interest are landscape, particularly art, landscape and visitor experience.

Guy Tilkin, Belgium & Patrick Lehnés, Germany

InHerit: Competence development for the professional field of heritage interpretation

55 min presentation and discussion

What do heritage interpreters offer and which competences do they need in order to offer it in a professional way?

InHerit, a Grundtvig Multilateral Project, wants to contribute to professional development in the field of heritage interpretation and embed it in European policies for lifelong learning. These policies focus on a competence-oriented approach which means that learning content is selected and methods are

developed to suit the needs of real world work contexts.

InHerit devised a competence profile for the professional field which maps competences according to proficiency levels on the European Qualifications Framework (EQF). Based on that the project team develops and tests introductory in-service training courses for heritage interpretation.

This workshop presents first InHerit outcomes and products. Together with the participants we will explore how to use them in order to identify training needs, to develop courses for different contexts and to write job descriptions.

About the presenters:

Guy Tilkin, MA Geography and PG Anthropology (Leuven University), is deputy head of the Landcommanderij Alden Biesen, Belgium (www.alden-biesen.be), an international culture and conference centre from the Flemish government, based in a historic castle. He is head of the European department, international project manager and artistic director of 'Alden Biesen Story Telling Castle'.

Since 1996 Patrick Lehnés worked as a researcher and as a consultant in the field of heritage interpretation in various projects in a number of European countries. He initiated the founding of Interpret Europe and built up the association as its Executive Director from 2010 to 2015.

Charlotte Bie Thøstesen, *Denmark*

Seals a conflict issue – How should it be interpreted?

25 min presentation

In Denmark, the debate on seals is, as in many other countries, a matter of feelings. Different interests and different views of nature affect the view of the seals and at times, the beliefs can lead to conflicts. The view of seals has changed through time. From being regarded as a wildlife pest the seal is now protected and is by many regarded as a significant animal in the Danish nature. The increasing number of seals does, however, occasionally result in conflicts between seals and fishermen.

How should a conflict issue like this be interpreted?

Is there a “best practice”?

In this paper I will share some of the experiences that The Fisheries and Maritime Museum has gained interpreting seals for nearly 40 years.

The aim is to set the scene for a debate on the concept of “mission-based interpretation”. For example, Should a conflict issue such as seals be subject to mission-based interpretation?

This is just one of the questions I hope, this paper will lead up to.

About the presenter:

Charlotte Bie Thøstesen holds a M.Sc. in Biology-Communication of Scientific Knowledge from the University of Southern Denmark and has worked as a

Museum interpreter at the Fisheries and Maritime Museum since 2009. She is also involved in the museums scientific work regarding marine mammals.

Roger White, *UK*

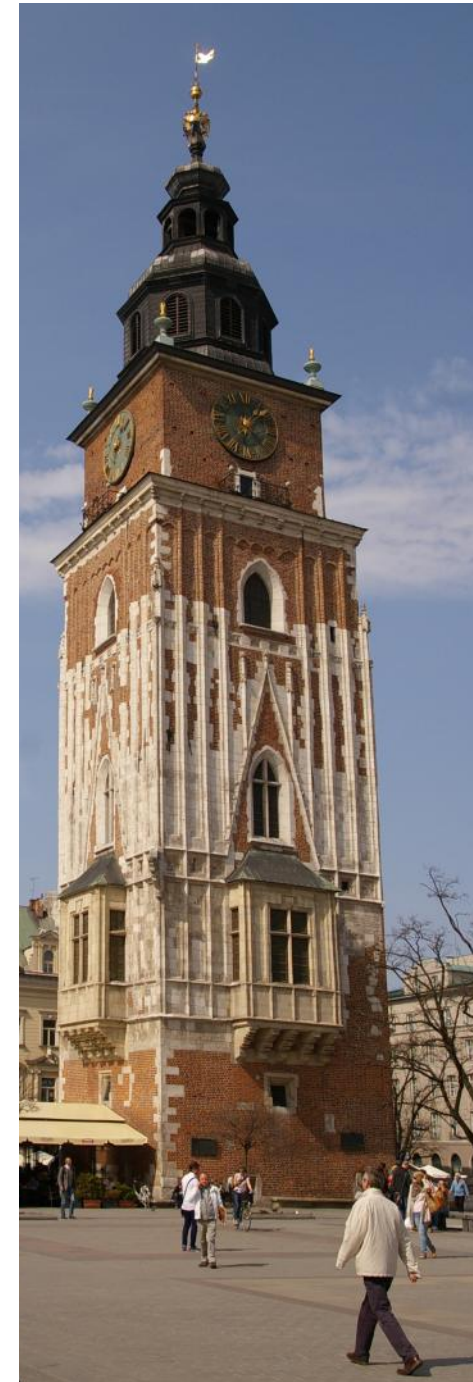
Trouble at t'mill: interpreting industrial working lives in heritage attractions.

25 min presentation

We know from the records kept of textile mills in the early days of the industrial revolution that they were places fraught with physical danger and poor conditions for those who worked in them. Even into the 20th century, working conditions were hard. Today, the mills are silent except for those presented as heritage attractions. Visitors get a sanitised and technologized presentation of the process, the machines and the appearance of the factory. Yet, when appearing in dramas such as *The Mill* (Channel 4, 2012-14), viewers at home receive a more visually accurate rendition of the working conditions of those working in the mills. This paper seeks to explore the mis-match between the drama of working life presented on our screens and the interpretation seen in industrial museums. Why is it that museums and heritage sites strive for authenticity in process and costumed interpretation, yet give scant regard to the more challenging and disturbing aspects of our industrial past?

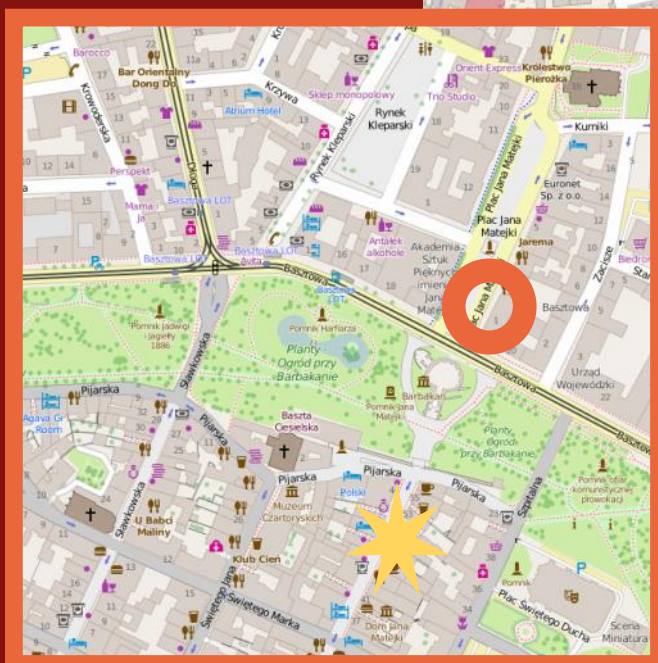
About the presenter:

I have been working at Ironbridge Institute for 15 years engaged in teaching industrial heritage, industrial archaeology, heritage conservation and heritage interpretation. I have been actively employed in museum design and the interpretation for the public of the Roman town site at Wroxeter, England and advised on the interpretation of sites in Russia, Georgia, Jordan and Libya.



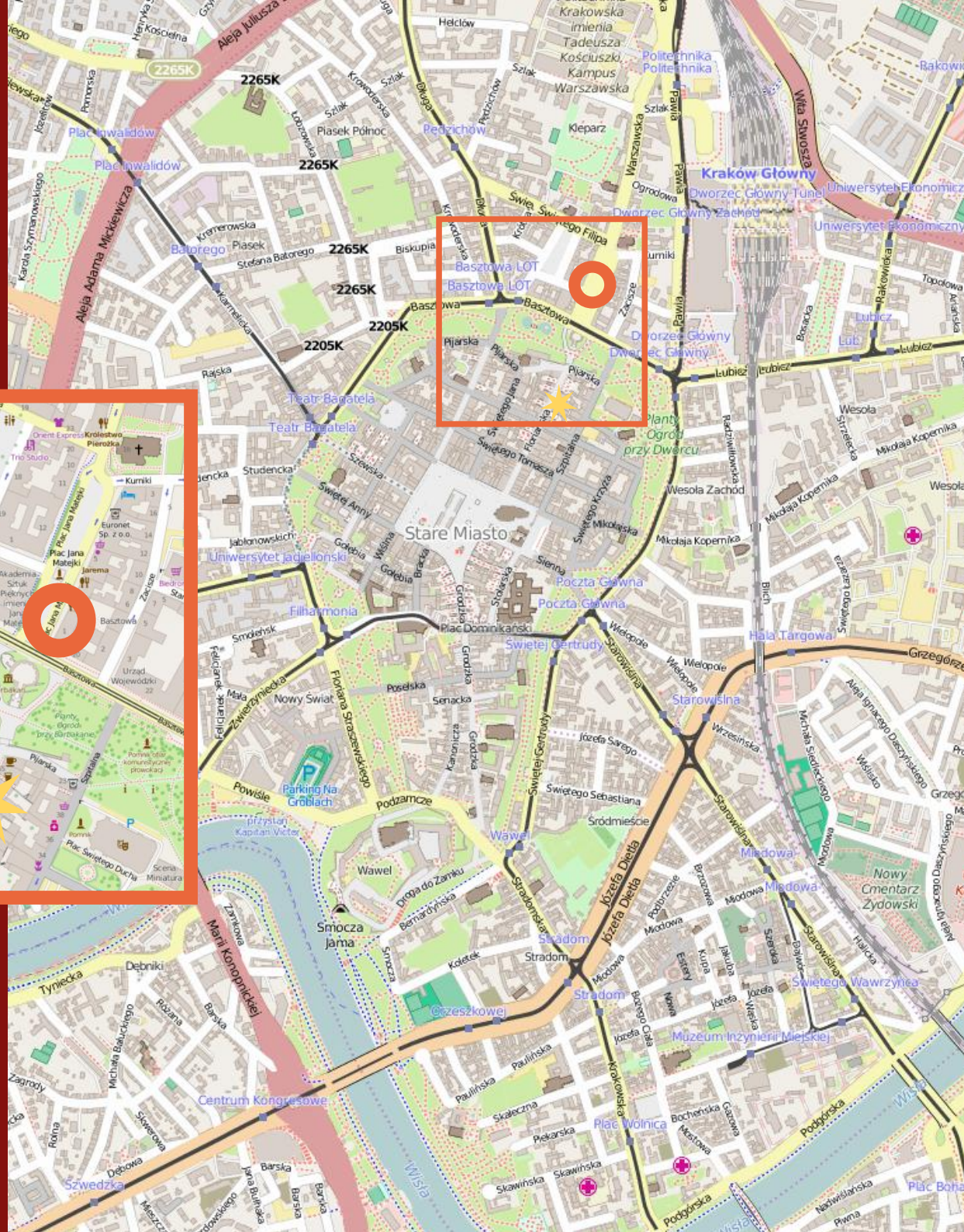






Restaurant Jama Michalika
Dinner on Sunday 07 June

Bus stop for Przegorzały
Sunday 7 June 22:00



See you in Belgium

21 - 24 May 2016 Mechelen

