



interpret europe

European Association for
Heritage Interpretation



Durham Miners' Gala, UK
Photo: Trina McKendrick

Newsletter

Summer 2017

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Dear members,

We would like to start this newsletter with special thanks to SIMID, the Czech Association for Heritage Interpretation. This is not only because SIMID successfully organised our IE Spring Event. It is also because Michal Medek and Helena Vičič managed to keep the fees below €100 without receiving any external funding. 75 participants from 23 countries came to Prague and among them were more members from Eastern Europe than at any previous IE event. It was impressive to look at the dense programme of that two-day event with more than 30 speeches, workshops and presentations and we think the articles in this newsletter show that it was really worthwhile to join. Marie Banks, our News Coordinator, collated the proceedings in 130 pages. Please download them from www.interpret-europe.net/top/material.

...and there was much more going on this spring. During the three recent months, we had six appointments alone in Brussels. Patrick Lehnés, who is now our Cultural Heritage Coordinator, represented us at the meeting of the European Heritage Alliance, and Valya Stergioti, our Training Coordinator, did so at the European Commission's Voices of Culture Dialogue on Training. We were invited by the Staff Development Unit of the Council of the European Union to present our ideas about interpretive training and, on behalf of the Council of Europe, we ran a two-day workshop for country coordinators of the European Heritage Days.

Regarding the 2018 European Year of Cultural Heritage (EYCH), we were selected as a member of the Stakeholder Committee, which had its kick-off meeting in late April, and in early June we had the opportunity to run an exclusive one-day workshop for the EYCH Task Force, including presentations and practical exercises on interpreting sites in the European Quarter. This resulted in a request to deliver a paper on the use of values, frames and universals at heritage sites. In the end, this paper 'Engaging citizens with Europe's cultural heritage' became 50 pages long and we are thankful to all who answered our call for support. (The result is still subject to internal use of the EYCH Task Force and national coordinators.)

Since we were also contributing to national and regional events in Ogulin for Interpret Croatia, in Kraków for MIK, in Zakopane for the Polish Tatra National Park and in Breendonk for Herita from Belgium, we hardly found time to keep you updated. You can find brief posts about all of these events at www.facebook.com/interpreteurope and we will structure all information during the summer to make sure that you will not miss anything essential.

Our next newsletter will be published before our next key event, which is already on the doorstep: our joint conference with AHI, the UK's Association for Heritage Interpretation. Bill Taylor, our Conference Coordinator, will be happy to welcome us.

We already informed you that we had a change in Management. The Supervisory Committee expressed its gratitude to Sebastian Zoepf and appointed Markus Blank from Austria as the new Director who has meanwhile taken responsibility for finances, for IT concerns and for membership administration, and there is a lot to do: almost unnoticed we came close to 500 members and we are keen to celebrate the crossing of this line rather soon.

Please keep the ball rolling and do your best to convince your colleagues and the organisations and companies with whom you are in touch to join IE and to share their experience. We will be much stronger together and we will be happy to serve them as we are happy to serve you.

Wishing all of you a joyful summertime.

Thorsten Ludwig and Markus Blank
Managing Directors

Thoughts

IE News Team

Send your articles inspired by global events or trends in interpretation to:
news@interpret-europe.net

Marie Banks
IE News Coordinator

Michael Glen
(UK)

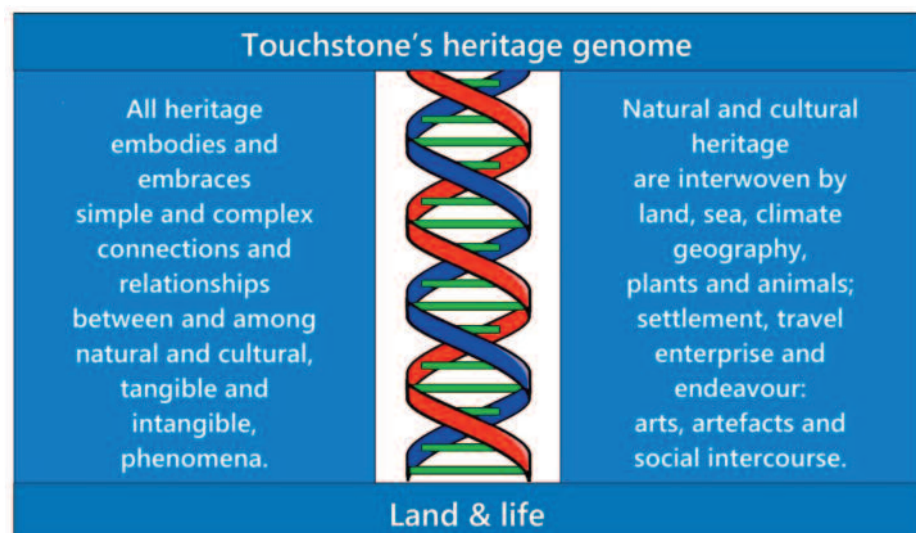
The DNA of heritage interpretation

Looking at the interconnections between nature and culture.

I have always been fascinated by the double helix of human DNA ever since it was shown on grainy old TV. In recent years, I have been troubled during my consultancy work by many of those in the natural and cultural worlds who seldom, if ever, look beyond their nature or culture towards culture or nature and, more specifically, the links between the two. I use cultural heritage to include, of course, built heritage.

It took me time to realise that the simple representation of DNA's double helix is an excellent metaphor for heritage, where the endeavours of people are so heavily influenced by the natural environment, and vice versa, never mind the internal interconnections within nature and culture. In simple terms, very little of nature remains unchanged or untainted by people, and there is very little that people do that is not determined by their environment in all its manifestations.

So was born Touchstone's heritage genome as my attempt to embrace this thesis in describing 'land & life', my most economical, all-embracing term for nature and culture. It's not perfect, but it's brief! I keep trying to improve the wording on the illustration below. This is the latest version which I will use at the IE/AHI conference in Inverness in October, as part of my presentation, Folk song as an interpretation of land & life. I'll be joined by Robyn Stapleton, a leading singer of traditional song, who will contribute her own take on the subject and sing some songs to support her case. In the meantime, I'd be interested to have comments on the concept and suggestions for further improving the wording. I use the ampersand as a deliberate graphic device.



Michael Hamish Glen of Touchstone Heritage Management Consultants / QuiteWrite, has been a heritage interpretation consultant and creative writer for many years, working throughout the UK and beyond. He helped to found AHI (in 1975) and IE (in 2010) and is an honorary member of both. He also plays a part in the UHI/Perth College MSc in Interpretation: Management and Practice. Michael can be contacted at: glentigstane@aol.com

Interpret Europe Activities

Marie Banks
(UK)

Crossing Borders – The success of the Spring Event

“After 319 days of preparations, 861 e-mails, a planning trip to Slovenia, hours of Skype meetings & phone calls, the 3 days of Crossing Borders – Interpret Europe Spring Event in Prague is over...”



Meeting team
members and other IE
members
Photo: Banks

That was Michal Medek's Facebook post after the close of the Spring Event in May. You can sense the exhaustion and relief in his tone, but also a sense of satisfaction at a job well done. On behalf of IE, I would certainly like to thank Michal and the team of SIMID, the Czech Association for Heritage Interpretation, ably assisted by Helena Vičič, for a job very well done in organising the event for us. Through their efforts, IE was able to reach new audiences as well as existing ones and the event was one of the most accessible for encouraging practitioners to come together and share best practice and see what we could learn from each other from across the borders. As someone living through Brexit, it was particularly heart-warming to spend time with valued colleagues from all over Europe and beyond.

So, some more figures ... the Spring Event attracted a diverse crowd of 75 participants from 23 countries. Over three days, we heard from three keynote speakers – Lenka Mrazova, UNESCO Chair of Museology and World Heritage from the Czech Republic, Jelena Močević, Council of Europe: European Heritage Days from France and Steven Timoney, head of the MSc programme on heritage interpretation at the University of the Highlands and Islands in Scotland, UK – and had the opportunity to attend a choice of 28 presentations and workshops across four themed strands, as well as a choice of two study visits to experience some of Prague's historic centre – a World Heritage Site.

The parallel presentations and workshops were split into the following strands:

- Developments in interpretation theory and practice
- Heritage interpretation in Eastern Europe
- Heritage interpretation in higher education
- IE's training programme – including taster workshops (find out more about these in Abby McSherry's article below)

As usual, participants were heard exclaiming how interesting the programme was and how hard it was to decide which sessions to attend, with some members agreeing to split up and share notes later. This is a testament to the organisers for putting on a good and varied programme, and also to everyone who submitted a paper to present. The proceedings containing those papers that were submitted in advance can be found on the IE website so you can catch up with some of the content there:

<http://www.interpret-europe.net/top/events/past-ie-key-events/2017springevent.html>.

The keynotes will also be available there soon.

On top of the full programme, the Spring Event provided an opportunity for the IE management and team coordinators to meet in person to discuss the important behind-the-scenes workings of an organisation of this size and to maximise how we can best meet your needs as members and increase the profile of IE on a European and international level. It was particularly valuable for me to meet some of the IE News Team members who provide great support but whom I had never before met.

Thank you, Michal and SIMID – we hope you have found time to relax since packing the car up and returning to daily life after organising this event.

Marie Banks works as a freelance interpretation and exhibitions specialist, proofreader and copy editor, trading as ZebraProof.uk. She has been involved with Interpret Europe since 2013 and volunteers as the News Coordinator. She can be contacted at: marie.banks@interpret-europe.net

Interpret Europe in Prague - The view of a newbie

Filled with excitement I went on a journey to Prague a few weeks ago, to take part in my very first IE event.

I had studied the programme carefully, arranged my schedule and was so looking forward to sharing my passion of interpreting nature with other like-minded people.



*IE members gravitate towards the children's area of the museum
Photo: Vivic*

To be honest, my first impression of Prague was quite surprising and not exactly what I expected. I got off the bus at the described stop and I faced a surreal landscape of prefab buildings, which are indeed a very good example of Prague's heritage, but just not what I expected to encounter. As I turned around and caught sight of a beautiful old farm building, which was located just on the other side of the road with a wonderful view over the city, I knew I wouldn't be disappointed.

In fact, the location as well as the programme was even better than I had hoped for. I guess the image of the old farm house, which has been transformed into a lovely environmental and cultural centre, next to the huge prefab buildings describes it suitably. The weekend was filled by taking the old, traditional setting, transforming it into a living place and making it come alive again to people.

The keynote speech of Jelena Močević, Council of Europe, on the European Heritage Days, pointed it out nicely. She told us, way too early in the morning, that one of the important points is to move from discussing heritage to actually letting people experience it. Instead of focusing merely on the conservation, she argued for a new way of using sites, as long as the citizens take the ownership of it. She also pointed out that this goes hand in hand with various definitions and visions of heritage, but enables people and communities to personally connect with their spot.

And in the same way, I was really inspired by my experiences in Prague, not only by the location, but above all by the people and the atmosphere. We discussed a lot about old habits and new ideas, about the possibilities to integrate heritage interpretation into study programmes and our own experiences with various activities. We drew a picture of a plant and connected it with our own stories and had a wonderful time in the children's section in the old town museum.

But we also reflected on the way Tilden's book should be understood in times of populist rising and what our own role should be. We enlarged our focus to a wider perspective. Just like the farm reminds us not only about the "good" old times, but its location also symbolises the constant transformation of time into history and the important role an individual can take, as Michael Medek stressed in his welcoming speech.

Although it was just a few days, I came away with enough inspiration for the next month. I can't wait to join the next event and I am really happy to have joined this crew.

Sarah Wendl works for the Association ScienceCenter-Network in Austria. She discovered Interpret Europe last year in the course of her Master Thesis in the field of environmental communication and now volunteers in the IE News Team. She can be contacted at: sarah.wendl@gmx.de

IE Spring Event through the eyes of a new member

At the first Interpret Croatia General Meeting it was suggested that we should also connect with Interpret Europe to widen our horizons and gain valuable knowledge. So it was a spur of the moment decision – Prague here I come!

It was a lovely April afternoon in Zagreb, Croatia. Still under the impression of the first and very successful workshop organised by a newly established association, Interpret Croatia (IC), in March, I was very much looking forward to seeing some of my colleagues again at IC's first General Meeting.

Interesting lectures and a lot of practical work triggered the exchange of ideas, experiences and energy at our first workshop in a small town of Ogulin, the home of a great multimedia and interactive visitor centre „Ivana's House of Fairy Tales“. All the participants were thrilled to learn that interpretation in Croatia is no longer just wishful thinking but a serious and professional effort to interpret and bring the best of Croatian heritage into the light for Europe and the world to see.

Having an interest for interpretation in common, we connected, became friends and stayed in touch so seeing familiar faces at the General Meeting was a bit like a family reunion - with a touch of seriousness, of course, thanks to our President, Darko Babić, and IC Secretary, Ivana Jagić, who were responsible for delivering the agenda and all official reports.

During the free discussion on the importance of networking and gaining valuable experience, our Vice President and IE National Coordinator, Dragana Lucija Ratković Aydemir, pointed out that IC members should also connect with the members of Interpret Europe in order to widen their horizons in the matter of the interpretation. Hearing about the IE Spring Event being organised so close by, in Czech Republic, made me think - this was definitely an opportunity not to be missed! And when Dragana kindly offered me a place in their car, thus removing my transportation concerns, I made my decision very quickly - IE Spring Event here I come!

From that moment on, everything went very smoothly thanks to the administrator, Helena Vičić, who replied to all my e-mails kindly, informatively and quickly, making me feel welcomed already! Knowing that Dragana and her 'Muses' Ivana and Mirna would be there, and also Iva Silla, our first interpretative guide/ trainer and the author of Secret Zagreb Tours (highly recommended) gave me once again a feeling of belonging to the Croatian interpretation family.

Finally, May 18th arrived, luggage was packed and early in the morning we were ready for a long drive to Prague. Due to the serious construction works on the Czech highway the drive was much longer than expected but we were in a good mood thanks to Dragana's witty and cheerful husband, Oguz.

*Silvija meets one
of the locals in
the craft shop
Photo: Jacić*



The arrival in Prague was a special moment for me. I wandered through its colorful and vibrant streets as a carefree student 25 years ago, and I was really curious to see if my adult eyes would see it in a different way on this occasion.

Although a part of me wished to be closer to the centre, Toulcův dvůr, where the event was held, was a pleasant surprise. This historic farm estate, recently transformed into an ecological learning centre, is also a fine example of interpreted heritage. It would be great to have such grounds in Zagreb - a place where kids can get in touch with nature and learn about it. My favourite part of Toulcův dvůr was a small gift shop. I was enchanted with bright colours and the beautiful smell of the flowers, and especially with the offer of various hand made souvenirs created from natural materials, telling the story about Czech history and heritage.

My first encounter with the IE Spring Event team, Helena and Michal, took place during the registration. Michal was busy with final organising touches as well as Helena who was just as kind and dear as I imagined through our e-mail correspondence. When I got a key to my hostel room, I realised that I had never been in a hostel before! Thanks to my funny and cool roommates,

Janja Sivec and Iva Silla, it was a positive first-time experience. After refreshment, it was too late for me to join Iva in exploring Prague, but I found an even better thing to do. The best way for a new member to join the IE family was to help Michal and Helena with a few remaining organisational challenges and to meet the IE Spring Event participants one by one as they arrived at Toulcův dvůr.



Evening meal in
Prague Old Town
Photo: Jacic

While preparing the materials, we were conversing in English, and also in Czech, Slovenian and Croatian – the languages with so many similar words! I assisted Michal and Helena until the beginning of the event, and the adrenaline rush reminded me of numerous events I used to organise while working for the biggest Croatian online travel agency *adriatica.net*. Our day at the event office ended very late but in a very nice way – in Toulcův dvůr's yard, Michal showed us a wonderful sight of a very bright spring sky and a myriad of stars above Prague.

Finally, on Friday afternoon, after several busy but enjoyable hours with Helena, Michal and Sarah Wendl who also offered to assist, I became a regular participant, a new member of the IE family excited to meet my fellow colleagues from all around Europe and even Brazil. Many thanks to Michal who acknowledged my contribution to the preparations in his opening speech. I felt I became a part of the European interpretation family as well as the Croatian.

During my time in Prague I really enjoyed all the engaging conversations with so many different and interesting colleagues like Ivana, Dijana, Sebastian, Alicja, Tetyana, Marie, Claudiu, Franziska, Jose, Valya, Celine, Zrinka and many more... An IE event or a conference provides a great opportunity for some quality networking, but very often there is just not enough time to talk more extensively to people we share professional interests with. As I have suggested to Helena, it would be useful to create a database of participants with their photos and basic information on the IE website before the conference, in order to make easier and faster connections once we are there.

All IE members were very informal and friendly during the breaks, and professional and dedicated during their sessions. I was sorry for not being able to attend all the sessions because very often it was really hard to choose. The keynote about the European Heritage Days by Jelena Mocevic from Council of Europe was delivered with impressive passion and energy. Elien de Meyere from the Belgian University College VIVES gave us an interesting example of a successful introduction of the World War II heritage to very small children, emphasising their ability to understand any topic if it was skilfully interpreted. I especially enjoyed an insight into Danish higher education because it is so very different from Croatian. Poul Hjulmann Seidler from Copenhagen University gave an engaging and motivated lecture about assignments and courses as stepping stones to reaching the higher learning levels. The presentation of University of the Highlands and Islands by Steven Timoney made me think about formal education in the field of interpretation. I was also excited to see in what way our neighbours from Slovenia answered the challenge of mobile media interpretation. Franci Zidar from Nexto Inc. introduced us to their culture management platform and showed us how great and useful the synergy between new technologies and interpretation can be.

The most useful part of the event for me was the IE training taster for Interpretative Writing. As a new member I wasn't aware I had to sign up for the 'tasters', and was rather disappointed when I found out that the list was full. In an attempt to get in and just observe, I approached Steven Richards-Price from Natural Resources Wales, who was running the course taster, and I wasn't the only one! Steven was kind enough to drop the idea of the workshop and gave a general overview of the course to everyone who was interested. If the idea for organising this course in Croatia is realised, I will be more than happy to attend!

After the official part, it was time for sightseeing and finally visiting Prague. The weather was cloudy, the Charles Bridge was terrifyingly overcrowded and the tour around it didn't impress me as much as I expected it to, but the view from the tower and a walk through the city of Prague reminded me of the reasons I fell in love with this city in the first place. Dinner in an authentic Czech restaurant 'K medvedku' gave us a chance to try some of their famous delicacies but I played safe ordering a Greek Salad and didn't regret it. The company at our table was loud and cheerful, mostly thanks to our

Spanish-Croatian crowd and excellent Czech beer. I noticed much the same atmosphere at other tables! An evening stroll through Prague was just the opposite experience, quiet and relaxed. While walking through the old streets of Hradčany I was finally able to feel the true soul of Prague.

We said our goodbyes on Sunday morning since we had to leave before the official end due to the long drive home. The best part of the event was meeting all those really great people, and saying goodbye was a chance to thank everyone for the unforgettable moments and to invite all new friends to Zagreb. I wished Bill Taylor a successful organisation of the IE conference in Inverness, Scotland, that will take place this October. Although I won't be able to join the IE family there, I wish all participants a great time like the one I had in Prague, and I highly recommend IE conferences to new members!

Silvija Jacić is a journalist and promotion manager from Zagreb, Croatia. After working as web editor and head of PR for adriatica.net, Croatia's first and largest online travel agency, she became a freelancer with a special interest in promoting interpreted heritage. She is a member of Interpret Croatia and also joined Interpret Europe in March 2017. She can be contacted at: silvija.jacic@promoandpress.com.

Abby McSherry
(Ireland)

Certified heritage interpretation sets bar high in Prague

A personal review of the certified interpretive training taster workshops held at the Spring Event in Prague.

Prague's Spring Event was the second IE conference that I have attended and, since I did not have the worry of presenting a project this time, I was able to enjoy the work of others and really engage in the workshops.

I focused on the IE certified interpretive training course taster workshops as I felt they had the most hands-on relevance for my job, and I will share some of my views and the amazing experience that I had.

The first workshop explored the new Certified Live Interpreter (CLI) course being developed on behalf of IE by Past Pleasures Ltd. A pilot course will run in September. The workshop was led by the inimitable and flamboyant Mark Wallis. The first shock was that Past Pleasures staff do not use scripts and would recommend that this is a policy followed for all good live interpretation. Being free of scripts allows the interpreter to respond to the visitor's interest while still adhering to the aims and structure of the event. Mark explained about the "metaphysical hats" that the interpreter should be able to wear depending on the circumstances:

- The host – welcoming the visitor
- The entertainer – using humour and theatricality
- The expert – knowing more than the visitor (even if that is just where the toilets are)
- The guardian – looking after the site and the visitors

The good live interpreter should be able to switch hats at the drop of a hat! And, in order to decide which hat to wear, has to be able to read body language quickly and accurately to decide which one of several hundred archetypes the visitor is. We had great fun imitating some of the stances and facial postures of these archetypes and deciding how best to deal with a range of visitors. The ability to recognise an offer to engage from a visitor was also demonstrated. Even more importantly, we learned how to extract ourselves gracefully from a too enthusiastic visitor. After teaching us to bow and curtsy - and a little about general period posture - Mark summed up the skills of a good live interpreter in his E-numbers list:

Emotion
Engagement
Energy
Erudition
Expertise
Empathy
End

The second workshop I attended was the original Certified Interpretive Guide (CIG) course taster. This training course has so far trained 76 certified guides and is now spreading the word through its Certified Interpretive Guide Trainers (CIGT) “training the trainers” course. In fact, our workshop was led by both Sandy Colvine and by Franziska Peter who was doing the last part of her practical test to become a new trainer.

Sandy started by quoting Freeman Tilden, the father of interpretation, who said: “You only have to attend some of the worst performances in interpretation to wish heartily that there were some teachable principle and schools of interpretation” (sic) Certainly, after attending this workshop, I think that IE is filling that gap and providing that training.

We created a mini guided tour, summing up a succinct emotional response to an object of our choice in the outside courtyard, in one sentence. We worked with a partner and then shared our sentences with the group on a short stroll around the honey factories, the gates to the unknown and other wonderful things hiding in plain sight in a simple cobbled square. A simple technique for building the skeleton of any guided walk.

We were then asked to break into groups and analyse the personality of three ostensibly identical grapevines. Did you know that a grapevine can be a hippy or a young tiger, lazy or ambitious? Well neither did the teams, but sure enough if you look beyond the obvious you can create a magic moment on your guided walk.

The next full course being offered by IE will be in English in Brno in the Czech Republic from 25th to 30th August and, following that, another two will be offered in Switzerland. Keep an eye on the training page of the IE website.



CIG taster - Vine interpretation
Photo: Colvine

The third taster workshop offered at the conference was with Steven Richards-Price, looking at some of the themes that will be studied in the new Certified Interpretive Writer (CIW) course. First of all, Steven got our creative juices running by allowing us to do free writing with a vital tool: a pencil. Pencils, maintain Steven, are good for creativity, and free writing allowed us to “Fill our paper with the beatings of our heart”, as Wordsworth said. The technique is a good way of exploring what interests you about the subject, it can help you use language fluently and spontaneously and can yield phrases for future use.

We were then asked to identify our favourite piece of interpretation from a selection. Surprisingly, it was a piece about hand-driers that won, showing that even mundane items can be interpreted in an interesting way!

The first CIW course will be a pilot in September in Elefsina in Greece, so if you fancy a bit of late summer sun and learning a fabulous suite of new skills, sign up for this great experience.

Finally, I attended a workshop looking at developing a course for the Certified Interpretive Planner (CIP). This half hour session was far too short for us to explore all the questions and ideas for the course methods and structure, but we did our best in a café style workshop: sharing ideas about what skills a planner should have, what tools they should use and course methods IE’s course should use to develop these.

There are three audiences for this training:

- Professional interpretive planners who want tools to improve their own work;
- Site managers with a responsibility for interpretation, who want to be able to discern quality in other’s plans and who want to put plans into practice; and
- Interpreters who want to develop into the planning field and need to learn IP approaches.

The Interpretive Planning course is still being worked up but will enable participants to get familiar with IP tools, understand IP as a process, test some tools at a model site and meet different approaches to IP and use real life examples. The date and location will be publicised as soon as they are agreed.

In summary, Interpret Europe's range of professional certified training is setting the bar high. Its cooperative peer-to-peer approach is a fabulous example of a ground-up, grassroots programme. The courses teach inspiration by being inspirational and passionate. I believe that this training will open up professional opportunities for many.

See the training section for dates of upcoming courses in your area and language and keep up to date with the training page of the website: <http://www.interpret-europe.net/top/training.html>

Abby McSherry lives in Ireland and is project officer of a landscape partnership scheme in Northern Ireland: www.ringofgullion.org. She also volunteers in the IE News Team. Abby can be contacted at: abby.mcsherry@nmandd.org

Spring event group photo
Photo: IE



IE Training Programme

Valya Stergioti
(Greece)

News from our Training Team

Momentum is really building now and the last few months were very busy for our trainers throughout Europe.



*Interpretive planning workshop in Prague
Photo: Stergioti*

IE's team of trainers has organised and run five Certified Interpretive Guides (CIG) courses in Austria, Greece, France, Slovenia and Spain, as well as a pilot in Norway, for our brand new Certified Interpretive Hosts (CIH) course.

Just before the Spring Event in Prague, we also held a course for IE Certified Interpretive Guides wanting to 'upgrade' to become trainers (CIGT course), plus a second one for IE Certified Guide Trainers wanting to run the new Interpretive Hosts course in their own countries.

So, good luck to all the participants who now have to prepare and deliver their follow-up homework to get their certificates!

IE's training programme on show at the Prague spring event

We really enjoyed presenting taster workshops on all our training courses at the Prague spring event and, by all accounts, they provided a buzz for all those who made their way to "Room 4".

Sandy Colvine, along with Franziska Peter, and Kristian Bjørnstad, with Iva Silla, got their audiences out in the open air to try out some engaging and creative exercises from the Interpretive Guide and Interpretive Host courses respectively. In both cases, everyone seized on phenomena from the surrounding area to identify (and present) their meanings in an evocative and memorable way.



*Live interpretation workshop in Prague
Photo: Stergioti*

Kate Howard and Mark Wallis, from Past Pleasures, gave us an exciting glimpse of what's in store for future participants of the Live Interpretation course, which they are currently preparing for Interpret Europe. They revealed little secrets, useful insights and shared amusing stories, making us all think how live interpretation can give that "extra special something" to the visitor experience.

We literally had to run and find more chairs for all the unexpectedly large (and welcome!) number of participants at the Interpretive Writing course taster. Steven Richards-Price gave everyone a flavour of what this new course will offer, with exercises and lively discussions to help create attractive and easy-to-understand interpretive texts.

Finally, Michal Medek ran a workshop on the Interpretive Planning course. Work is ongoing to finalise this newest addition to the IE training family, but with such a wealth of helpful and astute contributions during discussions on the course content and objectives, many participants offered their help to complete the development work. Many thanks!

Valya Stergioti is the Training Coordinator. If you wish to participate in one of our interpretive training courses, you can contact us at: training@interpret-europe.net

Congratulations to our newly certified guides

Newly Certified Interpretive Guides (CIG)

Claudia Patricia Bernleitner
 Barbara Bolta Skaberne
 Petra Draškovič Pelc
 Johanna Eisank
 Marija Fajdiga
 Janez Ferlinc
 Nataliia Gudkova
 Maja Kos
 Benjamin Mader-Bock
 Irina Elena Mereoiu
 Leopold Methans
 Anton Mlasko
 Melanie Pilat
 Doris Remschak
 Michaela Rupnik
 Tomas Ruzicka

Newly Certified Interpretive Guide Trainer (CIGT)

Nataliia Gudkova

Johanna Eisank
 (Austria)

CIG Training at National Park Gesäuse

Fresh green grass, colourful flowers, a silent river, amazing mountains and seven highly motivated participants at the CIG training in the centre of Austria.

But it's a really isolated centre and not so easy to reach by public transport. Even from Germany, I would say it's like a trip around the world. That's why Thorsten – our trainer – was running late. He missed the connection train in Linz (having made it successfully to Austria). And if you miss one train, then you possibly can't reach the next connection and the next connection and so on. But we were lucky. Due to the location at the headquarter of the National Park Gesäuse, Markus could start the training as planned and Thorsten stepped in a little later.

I already knew some of the participants because we had attend the training for National Park Rangers together. But two of the participants came from Vienna and these two young ladies brought a different point of view into the group. One of them, Melanie, already had lots of experience in cultural heritage education, because she works in a museum. The mix of the group was diverse and we could learn from our colleagues as well as from Thorsten and Markus.

Due to the small group – only five of us – we had enough time to practice and for feedback as well. So, every one of us had the chance to try our interpretation again, and again and again. And Thorsten and Markus didn't get tired of watching, listening and giving feedback most of the day.

*Holding
 certificates in
 our hands
 Photo: Ludwig*



The first couple of days were spent outside in nature - the perfect habitat for National Park Rangers-to-be. There I felt more comfortable and secure than on the day of cultural interpretation. But even there – in my usual workplace – I learned so much. I was overwhelmed at how differently I started to look at nature. In pairs, we focused on one natural phenomenon. Benjamin and I chose a half-dead tree. The amazing thing of this exercise for me was, that just after one hour the question popped up, which tree this could be. After one hour focusing on one tree. At this point I deeply realised what interpretation means.

We then spent a day at the museum of the Admont Abbey, which was a huge challenge for me. We had to do an interpretation tour in an exhibition full of „dead items“. There was nothing to touch, nothing moving, nothing that makes a noise (except a dead lion). But I was surprised how interesting and diverse a usual „don't touch“ exhibition could get, when you fill it with emotions and meanings. I started enjoying the exhibition.

On the fifth day – the day of our exams – we all were pretty nervous and excited. But by the end of the day we were just happy. Happy holding our CIG certificates in our hands. Happy to become part of the CIG family.

Johanna Eisank is in charge of the National Park Gesäuse partner schools and partner kindergartens. You can contact her at: johanna.eisank@nationalpark.co.at

Kristian Bjørnstad
(Norway)

Course Participant
Photo: Bjørnstad



The first Interpret Europe course in the north

At the end of May, Norwegian and Swedish participants from local tourism companies enjoyed the first course for Certified Interpretive Hosts (CIH).

At the end of May, Norwegian and Swedish participants from local tourism companies in Trysil, Sälen and Idre, at the heart of Scandinavia, enjoyed the first Certified Interpretive Host (CIH) course. The participants learned about theory as well as hands-on heritage interpretation during two intensive days. At the end of the course they applied new tools and skills in interpretation to their own work with tourists.

We had a great time on the course. The participants were very creative. Infusing heritage interpretation into tourism products will help increase the experience and engagement for tourists. In the end, this will lead to quality experiences that guests will pay more for.

This was the first Interpret Europe course in the Nordic countries. More courses are planned during the year and this is expected to grow the membership base for Interpret Europe in Norway and Sweden.

Kristian specialises in sustainable rural development and regional parks. He is currently attached to the Norwegian University of Life Sciences and is the Secretariat Director for the Norwegian Parks Association. He is an IE trainer and the Country Coordinator for Norway. He can be contacted at: kristian@norsekeparker.no

Franziska Peter
(Switzerland)

Insights from the upgrade course to become a CIG Trainer

Four participants from Ireland, Croatia and Switzerland, with their trainers Valya and Thorsten, shared 20 hours of information, discussion and fun.

It was last autumn in the Nature Park „Biosfera Val Müstair“, when I took the first CIG course, led by Thorsten Ludwig. That course was intense. Not like other courses where you sit and listen and drift away with your thoughts after a certain number of slides. It was a course made of exercises, discussions, reflections and evaluation, with Thorsten weaving in bits and pieces of his own experiences, tailored to the participants questions and needs.

How to become a trainer?

When I had the opportunity during Spring to join the upgrade course to become a guide trainer, I had some question marks in my mind: How would this work? How can a 20-hour upgrade course provide the knowledge and wealth of experience I originally observed when taking the first CIG course?

I was curious to find out and signed up for the course (not least because it was



Participants and trainers from the CIG Trainer course in Prague
Photo: Ludwig

conveniently timed just before Interpret Europe's Spring event 2017 in Prague).

To tell you the truth; the course cannot provide you with all the knowledge and experience of decades of giving training. However, the course can help you reflect on the qualities of the good training that you have experienced during your life and can give you a deeper understanding on how the different parts of an interpretive talk fit together. It can also help trigger discussion on what values you want to promote and can give you advice on how to deal with challenging situations. The course analyses the tools that are used and whether it is justified to use (or abuse?) emotions to convey a message. It makes you think about how we learn and whether our education system is adapted to facilitate that.

Following various lines of thought, discussions, sharing experiences and impressions, the course makes you do some very practical homework - where you set up your own course and exercise. With these tools, it is now my turn to start collecting decades of experience and I'm sure that the thoughts and discussions we had will come in handy when doing so.

However, before this, I will be able to attend another CIG course led by Thorsten Ludwig. This time from a different point of view - a trainer's not a trainee's. The course will take place in Val Müstair, Switzerland from 16th-18th September 2017 (first part) and 28th/29th October 2017 (second part). The course language is German and there are still a few free spaces left. If you are interested in joining, please get in contact with me.

Franziska Peter is an environmental scientist and working in education for the regional nature park „Biosfera Val Müstair“ in Switzerland (www.biosfera.ch). You can get in touch with her at: franziska.peter@biosfera.ch

Anais Leroux
(France)

A multi-sensory discovery of the Provençal landscape and “terroir”

How can such rugged landscape yield such sweet products, smells and colours? An interpretative walk through the stony countryside can give us answers.

This May, I took part in an IE Interpretive Guide course, run by Sandy Colvine, in the lovely countryside of Venasque in Provence. It was a sensory-packed experience. Together, alongside my training partner, Siobhan Geoghegan (an independent tourism consultant in Ireland), we forged the link between the landscape and the famous notion of “terroir” in Provence. Using all our senses and the interactions between them, we brought a surprising and unsuspecting world to life. These are the marvelous opportunities that heritage interpretation can offer and here are some examples.

Touch and smell experience with aromatic plants
Photo: Colvine



At first, we invited our fellow trainees to plunge into the fields of aromatic plants using only touch and smell, eyes veiled. This heightened their concentration and allowed them to deeply feel the multi-layered scents of thyme, lavender, rosemary and sage.

Then, we discovered the rich heritage and significance of the olive tree. We all know about olive oil, right? But do you know what makes green and black olives different? Siobhan told us that those two olives are in fact the same, but harvested at a different time. The green ones between September and November - before fully ripening - and the black ones later, not before December. The most important thing is that we finally got to taste them - green or black, I love them both!

How can we speak about Provence without mentioning the vineyards? We prepared a grape juice tasting. Where does this so pronounced taste come from? The answer: from the ground.

In fact, the stones warm during the day and radiate their heat at night. To make the most of this natural phenomenon, grapevines are structured in a V-shape. But a picture says a thousand words!

Ok, so to conclude, the links between our senses, our knowledge and our creativity transform those moments into unique experiments that stay in our mind. That's the valuable interaction that heritage interpretation can offer in so many different ways.

Anaïs Leroux is a landscape architect, specialising in heritage interpretation and historic gardens. She founded Les ateliers bucoliques (<http://www.lesateliersbucoliques.com/>) which makes landscapes and gardens come alive through senses, facilitation and guidance. She also chairs the Racines Association, a network of the historic garden specialists in France (<http://www.association-racines.com/>). You can contact Anaïs at: les.ateliers.bucoliques@gmail.com

Steven Richards-Price
(UK)



Partner organisation for
the course

A new course for interpretive writers!

Interpret Europe's Training Team is pleased to announce a new Certified Interpretive Writer (CIW) course by Steven Richards-Price.

Written text that **grabs the reader's attention** and **holds it** is the key to effective word-based Heritage Interpretation.

Discover and practice techniques to engage your readers during this five-day course.

Steven is running a [pilot course](#) in partnership with the [Heritage Management Organisation](#) (HMO – Greece). This is the second time that HMO will be hosting and helping to organise an IE interpretive course; hopefully the beginning of a promising partnership.

Who's it for? Heritage interpreters keen to improve their writing for visitors.

Where? The course will be in Elefsina – also known as Ancient Eleusis, near Athens in Greece. The venue is next to some major heritage features and Elefsina will be European Capital of Culture 2021.

When? 11-15 September 2017 (arrive evening of 10th September).

How do you find out more? For further details see our [Certified Interpretive Writer Course webpage](#).

We are also hoping to run a course in Croatia in Spring 2018.

Steven Richards-Price is an Interpret Europe Training Team member, former IE Supervisory Committee Member, former Chair of the Association for Heritage Interpretation (AHI – UK), Vice-Chair of Interpret Wales, and a heritage interpreter with many years of practical experience working for natural resources agencies in Wales, UK. He can be contacted at: Steven.Richards-Price@cyfoethnaturiolcymru.gov.uk

*Steven Richards-Price
running the interpretive
writing workshop at the
IE Spring Event with
Valya Stergioti, IE
Training Team
Coordinator.
Photo: Richards-Price*



Live interpretation training videos – free online resource

In celebration of thirty years of costumed history business, Past Pleasures Ltd is delighted to announce the launch of a series of short training films, available online.

If you have ever wondered about the working methods underpinning world-class historical interpretation, these films are designed to unpack the mysteries of costumed live interpretation, giving you a glimpse of the Past Pleasures magic.

In the films, I explore the best practice techniques employed by us, with explanations, clips of interpreters in action and thought-provoking exercises for you to join in with.

If you are a practitioner, a heritage manager or simply curious, you are welcome to enjoy and share these snippets drawn from our extensive training programmes.

The first of these films can be accessed now via a dedicated Youtube channel, and more will be added soon: <https://www.youtube.com/watch?v=Wxt3-Awq2x0>

Kate Howard is the Creative Director of Past Pleasures Ltd. She has spent twenty-five years as both manager and practitioner, defining and honing best practice in historically costumed interpersonal communications in museums, galleries and heritage environments across the world. Kate can be contacted at: kate.howard@pastpleasures.co.uk

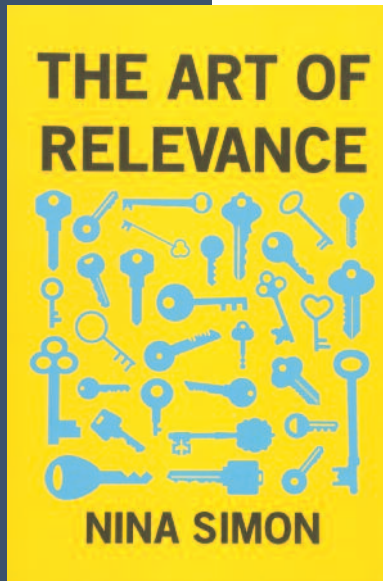


Past Pleasures - bringing history to life
Photo: Past Pleasures

Mirna Draženović
(Croatia)

Unlock relevant experience and meanings

This is a review of “The art of Relevance” by Nina Simon, the director of the Santa Cruz Museum of Art & History. It reveals the practical wisdom about opening and sharing meaningful cultural experiences with the community.



The Art of Relevance
book cover
Photo: Simon

How can relevance build a deep connection with our audience? What can you do to make visitors feel valued?

“The Art of Relevance” presents numerous examples that clearly and cleverly show how cultural institutions can shift, change and open to a new audience. It explores the meaning of relevance, explaining the importance of truly knowing who your audience is and how to attract them. With that knowledge you could, with the right approach and appropriate tools, engage that audience with content you are presenting, so they can relate, connect and unlock the meaning, feeling or memory.

This book is relevant to heritage interpretation because it speaks about how to package and present the content you want your audience to understand and connect with. It is shown in engaging and listening to the community when creating the exhibition, in writing interpretive text that should be understandable, explanatory and fun, related to the audience. It is shown in producing and developing programmes in your institutions that can gather the community and strengthen their connections with their heritage. The author says that “relevance is the key that unlocks

meaning” and she emphasises the importance of unlocking new meaning and whether it is easy to reach that meaning. It is a job of heritage professionals to present and interpret the treasure that is meaningful to the audience and to create the links for them to easily reach that treasure and to reveal the meaning it could unlock for them.

Cultural institutions have a mission to be relevant to their communities, but often they struggle to invite the new audience, to show local people there is something valuable for them in there. So, this book is for everyone who wants to bring a new audience into cultural institutions, for the audience to participate and get involved, to feel welcomed and appreciated.

Book citation:

Simon, N., 2016. *The art of relevance*. Santa Cruz, California: Museum 2.0

Mirna Draženović received the Bachelor's degree in Cultural Management in 2009 and Master's degree in Museology and Heritage Management and Information Sciences in 2012. She has been working in Muze/Muses Ltd as a museologist and cultural manager on nature and cultural heritage projects since October 2013. She can be contacted at: mirna.drazenovic@gmail.com

Patrick Lehnes
(Germany)
Peter Seccombe
(UK)

Heritage Interpretation for Migrant Inclusion in Schools (HIMIS)

HIMIS is an Erasmus+ project that uses the techniques of heritage interpretation to help students with a migrant background become more integrated into their schools and communities.

HIMIS aims to promote mutual understanding and to prevent extremist ideologies. Teachers will learn to conduct local heritage interpretation projects, bringing together students from migrant and native backgrounds to create an interpretive project, such as a self-guided trail, a guided walk or an arts and drama activity. The projects will be planned in ways that encourage discussions about historic events, people or structures and related issues of tolerance, non-discrimination and freedom of opinion.

For more information and to sign up for the bi-annual HIMIS newsletter, please visit the [HIMIS website](#).

Patrick Lehnes is a researcher at Freiburg University, where he works on the philosophical foundations of heritage interpretation and how to apply them in interpretation practice. He also works as a freelance interpretive planner and author through his company, Lehnes contexte. Patrick served as Interpret Europe's Executive Director from 2010 to 2015. He can be contacted at: patrick@lehnes.info

Peter Seccombe is Co-Director of Red Kite Environment, an environmental and interpretation consultancy in Britain. Peter was Vice-Chair of Interpret Europe from 2013 to 2016. He can be contacted at: peter.seccombe@redkite-environment.co.uk

*Members of the HIMIS team meet in Wroclaw to plan the next phase of the project
Photo: Seccombe*



What's Going On Elsewhere

Ivana Jagić
(Croatia)

Interpret Croatia's first workshop about heritage interpretation

In March 2017, Interpret Croatia, in a partnership with Ivana's House of Fairy Tales Visitor's Centre and Muses Ltd, organised a three-day workshop about heritage interpretation for 35 participants from all over the country.



Interpreting with objects
Photo: Klarić

Interpret Croatia, The Croatian Association for Heritage Interpretation, was founded in 2016 to encourage excellence and efficiency in the interpretation of Croatian natural and cultural heritage.

The venue for this first workshop was Ogulin, the Homeland of Fairy Tales, a unique destination with an identity built around fairy tales. Ivana Brlić-Mažuranić – Croatia's foremost writer of fairy tales – was born in Ogulin. Ivana's most successful collection of fairy tales, "Tales of Long Ago", bears traces of the natural beauties of Ogulin, and the intangible heritage of its tales and legends.

The author's inspiration has led to the development of Ivana's House of Fairy Tales Visitor's Centre, an international Festival of

Fairy Tales and the Route of Fairy Tales. This development means that Ogulin is an excellent example of the growth of cultural tourism destination, based on heritage interpretation, storytelling and education. Ogulin was a natural choice for the venue for the first workshop about heritage interpretation in Croatia.

The goals of the workshop were to:

- raise awareness about the sense of the place;
- give an introduction to heritage interpretation;
- show a wide range of the aspects necessary to understand this approach;
- raise awareness of the knowledge and skills necessary to interpret cultural and natural heritage in an efficient way; and
- give an overview of interpretive planning and interpretive guiding.

The first day of the programme was reserved for a visit to Ivana's House of Fairy Tales. We were guided by a costumed interpreter playing the role of the writer Ivana Brlić-Mažuranić. The centre director, Ankica Puškarić, made a welcome speech which was followed by dinner in the 19th century Hotel Frankopan featuring a show organised by local storytellers.

On the second day of the programme, the keynote speakers, Thorsten Ludwig, Vlasta Klarić, and Dragana Lucija Ratković Aydemir, gave a series of fascinating lectures.

Topics included:

- the introduction and historical overview of heritage interpretation;
- principles and methods of heritage interpretation;
- opportunities to gain necessary skills and knowledge in the field of heritage interpretation;
- basics of cultural tourism;
- types of interpretive infrastructure; and
- media and interpretive planning.

In the practical part of the workshop, participants were asked to work in groups on an interpretive planning project of an area of their own choice, using mind mapping techniques. Then local guide and storyteller Sabina Sabljak took participants on a thematic city tour, interpreting its natural beauties, tales and legends.



Talk to the tree
Photo: Klarić

The third day of the programme was reserved for practical activities only, where the workshop leaders, Dr Darko Babić, Thorsten Ludwig and Iva Silla (who is an IE certified interpretive guide), showed the participants the techniques of making an interpretive speech, using objects in interpretation, making facts meaningful and determining interpretive themes.

One of the participants, Silvija Jacić, a freelance journalist who became a member of Interpret Europe after the workshop in Ogulin, shared her thoughts about the workshop:

“The workshop in Ogulin was an exceptional experience for me. In a great atmosphere, I met colleagues from all over Croatia, heard interesting lectures on heritage interpretation, cultural tourism and examples from practice. I especially enjoyed the practical part. Inspired by all this, I became professionally interested in the promotion of projects of Croatian interpreted heritage.”

Following on from this first and very successful workshop, Interpret Croatia plans to continue organising educational activities that will improve knowledge and skills in the field

of heritage interpretation in Croatia. The organisation will encourage members to make connections and learn from other practices, and will publish literature about heritage interpretation to raise awareness of heritage interpretation and promote sustainable development with responsible and inclusive natural and cultural heritage interpretation.

Ivana Jagić is a museologist and heritage manager from Zagreb, Croatia. Since 2013 she has been working for Muses Ltd consulting and management in culture and tourism, as a museologist and tourism manager. She is the Association Secretary for Interpret Croatia and has been a member of Interpret Europe since 2016. She can be contacted at: ivana.jagic@muze.hr

Alicja Fischer,
Katarzyna
Śnigórska,
Magdalena Kuś
(Poland)

From knowledge to inspiration - Creating a space for HI in Polish national parks

The dynamic development of approaches to interpretation in many European countries reached park rangers and State Forestry educators from all over Poland during a very snowy April conference in Zakopane.

Many IE members contributed with presentations and workshops
Photo: Kuś



The landscape of Tatra National Park was the background for the event and the occasion for this meeting was really special – the renewal of the ‘sister parks’ agreement between Polish and Slovak Tatra National Parks and Rocky Mountain National Park, USA.

These Parks have been cooperating in many different fields since 2007, however, all Polish national parks benefit from this partnership, especially during the annual conferences which are an excellent opportunity to exchange knowledge and experience with our American partner. This year we discussed interpretation issues during a three-day-long training programme with the help of real interpretation masters, including several members of IE and rangers from Rocky Mountain NP.

The main goal of the meeting was to consider innovative methods of education in national parks. Although interpretation as a defined discipline is almost a century old, its role in Polish heritage sites and museums is still not clearly defined. Therefore, this event was a perfect



Messages from
the fallen giant
Photo: Kuś

opportunity to find new ideas and inspiration for our everyday work with different visitors of a variety of needs.

Thanks to international cooperation we can share ideas about HI for the future, but we can also get familiar with long-term results of this approach from our more experienced friends. In our country, we still have to answer two important questions:

- How can we enrich our offer and shape our skills in interpretation?
- To whom should we target our interpretation programmes in Polish national parks and other valuable natural places?

There is no easy answer, but everyone whose role is to connect people with their heritage is ready to make the effort to search for that answer. Everyone wants to get closer to the audience and see that the communication of simple facts can evolve into something more precious and meaningful. This is especially important when we consider natural heritage, because for many reasons its acceptance is often more difficult than the acceptance of cultural heritage, even though both are usually connected.

Although most of the participants of the conference were experienced educators there is always need for inspiration and new skills. It is easy to fall into the routine of repeating the same information with the same methods, sometimes seemingly to no avail. Another danger is (at least in the case of those of us with an academic teaching background) the need to pass on as much information as possible. We are usually really passionate about the subject we talk about and everything about it seems very interesting. It is easy to forget that it is not always the case for tourists and visitors. It is important to make them interested, not bored. That is the skill we need in our work as educators in national and landscape parks or State Forests, both in face-to-face meetings with visitors and while preparing publications, information boards etc. In just a few days of the conference, we learned a lot and got inspired to learn even more – which is basically the way interpretation works.

Alicja Fischer is a member of IE's training team. She works as a main educational specialist in Department of Science and Education, Ojców National Park, Poland. You can get in touch with her at: alicja.fischer.epost@gmail.com

Katarzyna Śnigórska is a biologist working for the Complex of Landscape Parks of the Malopolska Region in Krakow, Poland (www.zpkwm.pl). She has been working as an educator for a number of NGOs and other institutions for almost 20 years. You can get in touch with her at: k.snigorska@gmail.com.

Magdalena Kuś is a member of IE's training team. She works as a Head of Education Department in Magura National Park, Poland. You can get in touch with her at: kus.magdalena@wp.pl

Funding

News of any relevant funding opportunities will appear here if we are aware of any.

IE Announcements

Bill Taylor
(Scotland, UK)

Inverness conference – Update

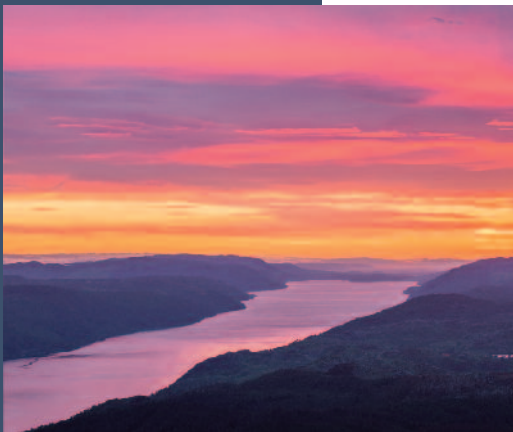
Less than three months to go until our conference in Inverness and by Sunday 9th July we had 162 delegates registered from 26 countries.

There is still time to register and we have some spaces left...don't miss out on what we are sure will be a memorable event in the Capital of the Highlands.

With our partner, AHI Conference Manager Ruth Coulthard, we are firming up all the essential details of fitting everyone into the venue; making sure all the catering and entertainment is sorted and that all the speakers who have been asked to present are able to be with us. The four site visits are all coming together, indeed two of them are now fully subscribed with a full coach load. There are still two excellent visits available to the UK's largest National Park based around the Cairngorm Mountains. Both these are full days focusing on the Park's strategic approach to interpretive provision in this beautiful area.

We would not be able to deliver these visits without the active support of partners:

- The Loch Ness, Culloden and Urquhart Castle visit has had financial support from Historic Environment Scotland (our national built heritage conservation body) and the National Trust for Scotland (conservation charity). Staff from HES will lead this visit and Steve Farrar and Kit Reid have been a great help in this. Generous sponsorship from NAI has helped make this visit possible.
- The Beinn Eighe and Knockan Crag visit would not be possible without the financial and human support from Scottish Natural Heritage (our national nature conservation body) and Susan Luurtsema has provided all the support for this visit, which is directly funded by SNH, and she will lead the visit.
- The two visits to Cairngorms have been funded by the Cairngorms National Park Authority and, right from the start, Pete Crane and Jacque Barbour have supported the conference and these visits are possible because of CNPA funding and their personal support.



Sunset over Loch Ness
looking towards Inverness
Photo: VisitBritain/Andrew
Pickett

Inverness is a great wee city and the conference centre, all the accommodation offers and a great range of pubs and restaurants are all centrally located to make the event a very compact one for all delegates. If you are still trying to make up your mind, then don't miss out on this opportunity. I know I am biased, but I think you'll have a lot of fun in great company and you will go away inspired by what you see and hear. We are interpreters, that is what we do!

Find out more and sign up from the conference [website](#).

Patrick Lehnes is IE's new Cultural Heritage Coordinator



It was back in 1995, during holidays with my family at Snowdonia National Park in Wales: We came across simple leaflets which presented heritage sites in a much more inspiring way than what I knew from Germany. Curious to find out more, I went to the Park's head office and was directed to the "interpretation unit". This was the first time I heard about "heritage interpretation". This changed my life.

That happened when I had just concluded my studies of geography and biology at Freiburg University. I stayed there as a researcher and carried out pilot projects in the German Black Forest to test the interpretive approach for rural tourism destinations. EU funded projects on quality criteria for heritage interpretation provided opportunities to work with international partners.

In 2002, I founded an interpretation consultancy as a spin-off on the university campus. Besides projects "at home" I worked as a trainer and mentor for masterplanning and implementations in various European countries between the Mediterranean, Baltic and Caspian seas. It was exciting to collaborate with local project teams in different cultural contexts. It was also the time to take part in NAI's Certification courses as a Trainer for Interpretive Guides (CIT), Interpretive Hosts (CIH) and as Interpretive Planner (CIP).

Together with my wife Bettina and some international colleagues, I prepared the founding of Interpret Europe, which finally happened in 2010. As Executive Director, I was then responsible for its development during the first five years. Preparing our annual international conferences, especially the study visits to various heritage sites in different European countries, was one of the most inspiring experiences.

Questions of what various cultural backgrounds can mean for interpretive meaning-making roused my interest in the philosophies that underlie heritage interpretation. This involves discussion of our role as interpreters within plural European societies.

Patrick can be contacted at: Patrick.lehnes@interpret-europe.net

Interpret Europe Research Team: Call for members

The Research Team supports the IE Research Coordinator in a variety of research-related tasks. Are you ready to join?

Tasks for the Research Team are constantly evolving in response to emerging opportunities and requirements. The following gives an outline of on-going tasks for the team:

Research Monitoring

Members of the team regularly check journals for articles of interest to the field of heritage interpretation (HI). They summarise relevant articles so that insights can be shared with IE members. The summary is not intended as a review, and as such does not require additional work beyond an easy-to-understand summary of key points.

Team members are encouraged to also summarise and share articles from outside the key publications that are of interest to HI.

Article summaries are published for example in the IE newsletter. We hope that this can address the desire expressed by some IE members to stay informed about academic research and developments relevant to the field of HI, despite not, or no longer, being affiliated with a university.

Book Reviews

The Research Coordinator and team members suggest books for review that are considered of interest to the field of heritage interpretation. Unlike article summaries, the

book reviews aim to place the book in a wider discursive context and assess them against that context in such a way that is easily understood by others. The book reviews are intended as discussion points and suggested reading. They are published for example in the IE newsletter.

Who Can Become a Team Member?

Any member of IE! Journal articles for review are made available by the research team; however, please be advised that books must currently be purchased by the reviewer where they are not available to borrow from libraries. IE is not currently in a position to reimburse costs for books.

How Much Time is Required?

We ask team members to commit to the group until 31 March 2018. The monthly commitment does not exceed five hours per group member.

How Do You Sign Up?

Please contact Nicole at nicole.deufel@interpret-europe.net by 15th August 2017. Please provide a brief blurb on your experience and background in HI, particularly where relevant to the tasks outlined above.

Dr Nicole Deufel is the Research Coordinator for Interpret Europe. She is Director for Museums and Art Collections at a local authority in Germany.

Looking for IT support

The IE management is looking for people who could support us in IT related issues. If you have knowledge in one or more of the following fields and if you would like to assist us, please contact Markus on markus.blank@interpret-europe.net.

- Typo3, Wordpress, or any other web content management system
- Basic html knowledge
- Adobe Photoshop
- Adobe Illustrator
- MS Office
- Databases (Libre-Base, MS Access)
- Serial Email software, e.g. Supermailer
- Smartphones

Further Announcements

Upcoming events in Europe

04.09.-06.09.2017: [Conference Cultural Sustainable Tourism](#), Thessaloniki (Greece)

06.09.-10.09.2017: [Europarc Conference New Voices - new visions - new values](#), Montanhas Mágicas (Portugal)

27.09.-29.09.2017: [HTH Conference Narratives for a World in Transition](#), Pori (Finland)

28.09.-30.09.2017: [EHA Conference The Best in Heritage](#), Dubrovnik (Croatia)

28.09.-01.10.2017: [European Historic Houses Conference](#), Barcelona (Spain)

03.10.-06.10.2017: [IE-AHI Conference „Making connections: Re-imagining landscapes“](#), Inverness (UK)

05.10.-08.10.2017: [Conference The Archaeology of Sound](#), Tomar (Portugal)

09.11.-11.11.2017: [Conference European Network of Museum Organisations](#), Ghent (Belgium)

Upcoming events outside Europe

14.11.-18.11.2017: [NAI International Conference on Interpretation](#), Spokane, Washington (USA)

18.03.-22.03.2018: [Symposium People of the Great Stones](#), Lakewood Ranch, Florida (USA)

Thank you for your contributions.

Best greetings from your IE News Team:

Kaja Antlej (Australia), Marie Banks (UK), Markus Blank (Austria), Anna Carlemalm (Sweden), Elena Kragulj (Spain), Dara Lynne Lenehan (Ireland), Verena Perko (Slovenia), Dijana Pita da Costa (Slovenia), Abby McSherry (Ireland), Kev Theaker (UK), Sarah Wendl (Austria) and Katja Winter (Germany).

Any news, projects, invitations, thoughts or adventures in interpretation that you want to share? Send us a report and some photos for the next newsletter. Please follow the guidelines for [newsletter authors](#).

If you would like to contribute an idea for a book review for future issues, please contact Nicole Deufel, Research Coordinator, at: nicole.deufel@interpret-europe.net

Deadline for all contributions: Thursday 31 August 2017

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The articles, news items and event announcements reflect the views and opinions of the individual authors and do not necessarily represent those of Interpret Europe or other organisations.

All photos are credited to the authors unless specified.