



interpret europe
European Association for
Heritage Interpretation



Newsletter

Winter 2014 / 2015

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Sensitive Heritage - Sensitive Interpretation



Interpret Europe
Conference 2015
06 - 09 June
Kraków, Poland

Education and training

by Thorsten Ludwig, Germany

Researchers, we need your help!

In order to prepare for Interpret Europe's next strategic plan, we recently set up sub-committees within the Supervisory Committee, to which Management contributes. One of these working groups is concerned with education and training. It is coordinated by Thorsten Ludwig with Darko Babić and Michael Glen as group members, and with James Carter, Anna Chatel, Maurilio Cipparone, Susan Cross, Iryna Shalaginova and Kev Theaker as advisers.

We have quickly realised that we need more data to move forward. Therefore we are searching for someone who could – possibly as part of some research work – analyse Which higher education programmes on heritage interpretation (or where heritage interpretation is highly in focus) are offered throughout Europe?

- Which vocational training courses on heritage interpretation are offered throughout Europe?
- Where in Europe do other training programmes exist in which heritage interpretation could be implemented?
- Which organisations could support training courses or programmes on heritage interpretation in Europe?

We already have sufficient data from the UK; so we have a basis that could be used for further research.

If you are (or if you know) a person who could help us, please contact Th.Ludwig@interp.de



InHerit

by Guy Tilkin, Belgium
and Patrick Lehnes, Germany



Competence-orientated professional development in heritage interpretation

Need for professional development

Nowadays learning is no longer confined to schools and colleges. Learning takes place everywhere. Natural and cultural heritage sites, monuments and museums offer the ideal context for learning and interpretation offers ideal techniques to make this learning as meaningful as possible. In Europe several tens of thousands of people are involved in the field of facilitating informal and non-formal learning for visitors at natural and cultural heritage sites, monuments and museums. But probably only a fraction of this group have ever heard about the discipline of 'heritage interpretation'.

In many cases guides or curators started from a research oriented academic background in one of the heritage related disciplines such as biology, archaeology etc. where they did not necessarily learn to communicate to non-expert visitors at heritage sites and museums. But then, in their job at a museum or site, they need to interpret heritage for non-experts or to manage interpretation.

Therefore it is high time to focus on professional development opportunities such as open, structured in-service training in the field of heritage interpretation that can flexibly recognise the experience already gained through learning on the job:

What is the added value of 'heritage interpretation'?

What does it offer beyond visitor information?

And what qualifications do interpreters need in order to offer it in a professional way?

The project

InHerit is a Grundtvig Multilateral Project targeting managers, guides, developers of interpretive media etc. in heritage organisations willing to invest in better interpretation for better outcomes in terms of connecting with the audience in a meaningful way.

In this respect two more recent educational trends are particularly relevant for interpreters:

Place-based education & learning:

promotes learning that is rooted in what is local, the unique history, environment, culture, economy, literature, and art of a particular place.

Competence orientation:

Competence here means 'a person's ability to perform a particular task or activity in a specified range of real world contexts'. Simply put, this means that any training is structured in a way that the learner will be enabled to accomplish specified tasks in real world work situations (not just to merely reproduce knowledge or demonstrate isolated skills in an exam).

Objectives

The InHerit team creates tools and a reference framework for those who want to develop and deliver courses on heritage interpretation in a competence-oriented way. Competence orientation is already important when defining learning goals for a course. And it is important for the choice and arrangement of methods and learning environments for staff, or volunteers in order, effectively, to acquire competences in the field of heritage interpretation.

Through such training and education, interpreters will be enabled to delivering effective competence-oriented informal learning in inspiring heritage contexts. InHerit will embed heritage interpretation in European adult education and place-based learning. The project will also develop a strategy to establish heritage interpretation as a recognised profession in the museum, monuments and sites sector.

The major milestones of the project are:

1. Analysis of training needs of heritage interpretation (HI) staff
2. Good practice collection in HI training
3. A competence profile for the professional field HI
4. Finding theoretical grounds to link HI and European education philosophy
5. A preliminary curriculum outline
6. An in-service training curriculum
7. Course material and a course manual
8. Pilot courses in the UK and in Italy and national training days in each partner country
9. A validation system for the competence development of HI professionals
10. Disseminate and exploit all project outcomes

All material will be made available on the project website. Follow the development of InHerit on: www.interpretingheritage.eu

Project partners

Landcommanderij Alden Biesen (coordinator) (BE)

Interpret Europe - European Association for Heritage Interpretation (initiator)

Faculty of Humanities and Social Sciences, Univ. of Zagreb (HR)

Istituto Pangea Onlus (IT)

Malopolski Instytut Kultury (PL)

Platform Opleiding, Onderwijs en Organisatie (NL)

Association for Heritage Interpretation (GB)

English Heritage (GB)

Swedish Center for Nature Interpretation (SE)



This project has been funded with support from the European Commission

News from our members

Innoguide 2.0

by Iva Silla, Croatia

Erasmus+ programme supports life-long education of tour guides



European Union has recognized the importance of life long education of people involved in heritage interpretation, including tour guides, even if formal education is not standardized on European level. One of the newest examples is Innoguide 2.0 project, part of Erasmus+ funding programme. Seven partners from five European countries (Belgium, Croatia, Denmark, Finland and Netherlands), coordinated by tourism board VisitFlanders from Belgium, are developing tools to help increase entrepreneurial mindset among tour guides and guides organisations.

The complete name of the project is “Innoguide 2.0 – Guiding as a trigger for a more sustainable, diverse and exciting Europe! Stimulating innovation and entrepreneurship in the field of guiding.” This is a follow-up of an acknowledged Leonardo Lifelong Learning project “Innoguide”, concluded in 2013. The first Innoguide conducted a comparative analysis of guide training programs in eight European countries. Based on the results of the study, an e-learning platform with free teaching materials was created. The platform offers ready-made lessons for guide trainers to use. The focus of the project is on topics that are often left-out of national guide-training programmes.

One of the major goals of this follow-up project is to improve the existing online platform and to organize workshops for guide trainers. The workshops are going to be held later this year in different European countries.

The e-platform is currently being updated, and it is going to be transferred to a new web domain in the next few months. In the meantime, it is already possible to use the fruitful results of the first Innoguide project, by registering online and exploring the teaching materials that are already available. The extensive report on the aforementioned comparative analysis is also available for download.

There are three major topics covered – sustainability, interculturality and experiential guiding. A significant part is dedicated to interpretation, especially within the experiential guiding course. Other courses also contain some information that can be of use when it comes to heritage interpretation training.

Innoguide 2.0 started only recently, in September 2014. It is a two-year project, but hopefully, it will continue to grow even after its end date as a useful educational tool.

More info: **On-line learning platform**

News and updates on the project: **Facebook page**

Contact: Petra Huyst (project coordinator at VisitFlanders, Belgium)

email: **petra.huyst@toerismevlaanderen.be**

Iva Silla is Innoguide 2.0 - Croatian team manager.



5th Exhibition of local designers

For five years in the row our touristic group of interest in Ilirska Bistrica, Slovenia, organizes exhibitions for local designers who are not organized or joined to any group but are keen on designing, creating and hand working, and would like to exhibit their work to the public.

At our first exhibition, we wanted to emphasise the holiday feeling of December, expectations of something good for Christmas, and hope of even better times in the following year.

We started with the exhibition in 2010 of the story of the birth of Jesus. The exhibition was a great success. There were about 20 exhibitors, creators and owners of the Jesus' cradle. You can see a short report on **YouTube**.

Over one thousand people wrote down their names in the comments book! And so, after that, we made some decisions: first, to prepare such an exhibition every year; secondly, to hold the event in December, and thirdly, to ensure that the theme of the event was an inspiring one to encourage all the creative members of our community and beyond.

The exhibition in 2011 was about **decorations for the Christmas tree**. It was a beautiful and very creative exhibition.

In December 2012, there was a display of Advent decoration and celebration vessels (both old and new). It was a delightful combination of old, and new, and supported the feeling of **December expectations**.

In 2013, we had a candlesticks display. Again, there were new and old exhibits. The old ones showed their antique coating, but the new ones glowed in the creators' minds.

In December 2014, the theme was **'Baking moulds, large and small'**. It was the trickiest for the designers, but it was easier for those who had old examples at home. All kinds of moulds were gathered and on the opening evening, none was empty. We tasted quite a few kinds of December treats!



For our sixth exhibition, we plan to change the title of the display. From now on it will be called 'An exhibition by local designers and collectors' with a working title of 'Watches'. It will be easier for the designers to make watches in different materials and shapes and we leave them to use their own creativity. Those who have old pieces will be happy to display them.



by Milojka Primc, Slovenia

Part of our annual plan

by Milojka Primc, Slovenia

In our local touristic group of interest we are dealing with a range of topics: cultural inheritance, free time, guiding, history. Many of them link together, and can't be separated.

In the following year, we plan to work on our heritage from about 100 years ago.

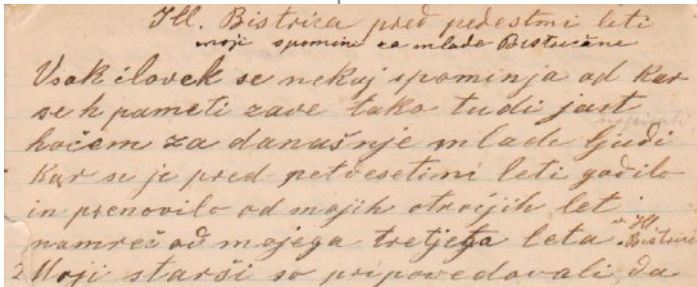
One of our members, Nia, found a handwritten notebook left by her great-grandmother Antonia. She lived from 1856 until 1936. She was illiterate but a local priest taught her to write at the age of 50. And then she started to record her record her story.

Nearly seventy years passed by, and Nia found a handwritten booklet of songs by her great grandmother, and she edited them in 2006. But two years ago, Nia found

another notebook, old and brown, with over 80 pages of material. It was again written by her great grandmother.

The title shows that the contents were dedicated to the youngsters of her time to inform them what things were like when she was young. She described life in her birth place, the town of Ilirska Bistrica. The author reveals the way of life, work, free time and other important things that mattered at that time.

Front page of the notebook



Now we're working on the text. It is so interesting that we are enjoying every word.

She wrote with passion and in a Slovene language of her time, clearly and effortlessly, in a local dialect, but practically without punctuation.

Soon we will be have finished it, and we're planning to print it in a booklet. We hope it will be published in May 2015, on a local holiday.



Re-interpreting Korea...

by Ellie Miles, UK

... at the British Museum

The British Museum visitor has an average visit duration of just over two hours, and with over two miles of galleries for visitors to see, often gallery dwell times are brief. Over the last few years we have been studying how best to provide information for visitors who may spend just a few minutes in a gallery and this was a chance to apply our findings. Last year the BM got the opportunity to redisplay its Korea gallery, thanks to generous grant from the National Museum of Korea. It was a good opportunity to try out some of our recent discoveries about how visitors behave in permanent galleries.

Evaluation of the existing galleries revealed one of the challenges for this gallery: there were two distinct audiences for it. Firstly, more than half of the visitors to the old Korea gallery said they had no knowledge of Korea. However it was also important to consider the part of the audience with connections to Korea, who had much more knowledge about it. A high number of Korean tour groups use the gallery, and the number of Korean visitors to the British Museum is growing.

The collection itself includes archaeological discoveries, religious objects, paintings, contemporary art and costume, and the gallery's most engaging part is a recreation of a traditional scholar's room – a *sarangbang*. To interpret such a varied collection for the gallery's distinctive audience we devised an interpretation hierarchy that we hoped would engage but not overwhelm visitors.



We adapted the gateway object principle that we've been developing, highlighting key objects as a 'way in' to broader stories. We used very short labels for the objects in the gallery, and focused on the human stories the objects point to. Sometimes this is the making or discovery of an object, and we have tried to include information about use wherever possible.

We have found that most visitors do not read text panels in permanent galleries, so we have reduced the number in the gallery to help the objects take centre stage. The only remaining panels are the museum-wide introduction to the gallery, the timeline and the interpretation for the sarangbang recreation. We provided a timeline near the entrance to the gallery but out of the main flow of visitors.



Through evaluation we found that although visitors valued the calm atmosphere of the gallery, the star objects in the collection were not holding their attention. One way to enliven the gallery was to introduce subtle colours into the cases, on mounts and labels. New lighting has helped too, as has arranging the objects on plinths of different height.



There are several cases in the gallery where the objects will be on bi-annual or more frequent rotation, so these cases and label strips have been designed to be modular. Our hope is that this will help the museum be more responsive to new loans and acquisitions.

These changes should improve the visitor experience in the gallery, encouraging deeper engagement with the collection.

Ellie Miles is Interpretation Officer at the British Museum in London



Newsticker...

Lars Wohlers, Germany

... from exciting interpretation training project in Hungary

Last year various training events about planning, interpretive texts, guided tours, audiovisual and visitor research were held in Hungary. These are the first comprehensive one-week long training events for interpreters in Hungary. The trainings were organized by KON-TIKI, a German organisation for interpretive planning, training and evaluation, which has 20 years of experience working all over Europe, and KÖME, the Hungarian Association of Heritage Managers. An important cooperation partner is the Central Eastern University/CEU (Budapest).



Overall, 77 participants from various museums, protected areas, zoos, freelance companies and other organisations were trained. The second part of the training events consisted of an application week during which the participants took part in excursions to various interpretive sites of national and European significance. Among those were

Fort Monostor

Built as a massive fort in the 19th century, the Soviets used it after WWII to build the biggest ammunition store in eastern Europe.



Százhalombatta

An archaeological park, the only open-air prehistoric museum in Hungary presenting on a six-hectare site, the Iron Age tumuli (Százhalombatta means '100 mounds') with reconstructed Bronze and Iron Age settlements.

Visegrad Castle

Famous for the remains of the Early Renaissance summer palace of the legendary King Matthias. Built in the 14th century, the castle was later decorated in a Renaissance style which was the first time the style appeared in Europe outside Italy.



Building on the experiences from the training events and excursions, an interpretation handbook on the training issues will be developed and published in Hungarian this year.

The project is financed by the German Federal Environmental Foundation (DBU) and final results will be presented during the IE-conference in 2016.



Interpret Hungary

Zsuzsa Berecz, Hungary

A local network emerging

We are the Association of Cultural Heritage Managers (KÖME), a Budapest based group of young heritage professionals, IE member since 2014. Readers of this newsletter might remember our first news from last Spring on a training project we had launched in collaboration with KON-TIKI Interpretive consultation, training and evaluation from Lüneburg. Our project has now reached its midterm – see Lars Wohlers' report in the present newsletter.



KÖME sees as its mission as being to respond to the need for fresh, forward-looking and sustainable concepts of heritage management in Hungary. Our aim is to introduce the interpretive approach which is so far hardly known and discussed in Hungary.

Thanks to the support of the Deutsche Bundesstiftung Umwelt (DBU), in the summer and autumn of 2014 we organized two blocks of training for a varied group of heritage professionals working as freelancers or with different institutions (national parks, museums, zoos, heritage-related university departments etc.)

We were happy to collaborate with a group of institutions from and around Budapest and to analyze their presentation concepts. Our partners included the Budapest Zoo and Botanical Garden, the Petőfi Literary Museum, the Museum of Ethnography, the Museum of Trade and Tourism, the Matrica Museum and Archaeological Park in Százhalombatta, the Fort Monostor in Komárom and the King Matthias Museum in Visegrád.

In 2015, we would like to maintain and develop our growing network. We established contacts with organizations and institutions from the CEE countries working in the field of heritage interpretation, we are interested to learn more about the common



challenges our countries share. KÖME aims to build a stronger regional group within the Interpret Europe network, strengthen regional collaboration and develop specific agendas relevant for the CEE countries.

We will continue to share our news with you and look forward very much to the IE conference in Krakow!



Information & Interpretation...

by Paul Hibberd

... in South Slovakia and Hungary



There is always something to learn from the experiences and challenges of others. In recent years the ARCH Network organisation has promoted learning and development in the natural and cultural heritage management sector in Scotland, through a series of organised visits throughout Europe. This has been funded by the Leonardo da Vinci programme of the European Commission. The 2014 programme included trips to Finland, Cyprus, Poland, Latvia, South Slovakia, Slovenia and Bulgaria. I was lucky enough to join the trip to South Slovakia, where we were hosted by the Ipeľ' Union at the Kingfisher Centre. We visited a number of natural and cultural heritage sites in Slovakia and Hungary, to experience the sites as a visitor and to hear about their management.

Graphic interpretation:

The most common form of site interpretation in Scotland is the graphic panel. This seems to be the same in Slovakia and Hungary. We saw many of the same issues that we see on sites in Scotland, which provided useful reflection for our group:



- Some panels were in very poor condition, highlighting the need to maintain, replace or remove them as necessary.
- Some of the content we saw was quite authoritarian and technical, showing the need for writers to create content which is appropriate for their audience.
- Some of the panels we saw were simply providing information, and were not following any of the principles of interpretation.
- Panels which did follow interpretive principles were noticeably more engaging.

Bilingual & Multilingual Interpretation:

Much of the graphic interpretation we saw used more than one language. The most common was the use of both Hungarian and Slovakian. In Scotland the use of Gaelic in interpretation is increasing, so again what we saw provided useful learning points for us:



- The need to include more than one language significantly reduces the space available for messages, so good content is even more important.
- The use of good quality wildlife images stood out strongly. Pictures can communicate messages without the need to understand the text.
- Poor grammar and poor spelling can make comprehension difficult. The checking and editing of interpretation by a native speaker is good practice for any language.

First person interpretation:

Well delivered personal interpretation can be a particularly effective form of interpretation. Our guides at the Ipolytarnoc Fossil Conservation Area and the Danube-Ipoly National Park provided some of our most memorable experiences, highlighting the value of:

- Being able to include the unexpected into your presentation (including the antics of the site cat!)
- Using humour in the presentation



Artwork:

A number of the sites we visited used artwork as part of their interpretation. We saw some very attractive work in metal, wood and ceramics. The learning point from this was that:

Artwork can be accessible to visitors whatever their nationality.



Conclusion:

Site managers in Slovakia and Hungary are clearly keen to communicate the special qualities of their sites. Building on connections with other interpreters throughout Europe, and sharing good practice, will continue to be helpful. The Interpret Europe network clearly has a key role to play in facilitating this. Meanwhile, the ARCH Network will be running a new Erasmus+ programme for 2015/16.

Paul Hibberd, Interpretation Officer for Forestry Commission Scotland
paul.hibberd@forestry.gsi.gov.uk



UHI - University of the Highlands and Islands

by Michael H Glen, Scotland



New Advisory Board for MSc in Interpretation

Scotland's University of the Highlands and Islands (UHI) has set up an external Advisory Board to support its MSc Interpretation: Management and Practice. The Board met for the first time in December under the chairmanship of Dr Steven Timoney, the programme leader.

The online course is administered from Perth College UHI, in the heart of the country, and has been running since 2004/5. Many of its students acknowledge happily that they wouldn't be in their current jobs without the knowledge, understanding and professional status that their qualification has given them.



*Dr Steven Timoney,
programme leader*

The course is the only one of its kind in the UK and, as far as we are aware, in Europe although the University of Leicester offers a rather different master's degree in Heritage and Interpretation. UHI's programme offers potential students a singular opening for developing their interest and skills in heritage interpretation.

The highly-flexible programme provides for students to undertake a full or part-time master's degree, a post-graduate diploma or certificate and even individual modules as part of continuing professional development. A number of IE members have benefitted from these distance-learning opportunities and some have contributed to teaching or tutoring.

UHI is unique in the UK – and distinctive in world terms – because of its structure. It is a partnership of 13 independent colleges and research institutions and is accountable for all formal education beyond school in the vast Highlands and Islands region of Scotland. It provides access to study at further and higher education level as well as research opportunities. Many courses are online and available to students around the world, such as the MSc Interpretation based at Perth College.

In addition to its main campuses, it provides educational opportunities through a network of more than 70 learning centres. UHI is the strategic body responsible for the co-ordinated planning, funding and monitoring of further (college) education in addition to its role in higher (university) education. There are over 7500 students.

Advisory Board role

The role of the Board is in its name – it is there to advise on the content and development of the MSc and related courses and to propose how best the programme can meet different levels of need within the wide field of heritage interpretation. It has no executive role and will meet regularly to support UHI's staff and external contributors in their delivery of the courses.

The Board is representative of those working in, or responsible for, heritage interpretation in Scotland. Its members include Duncan Bryden, Chair of the Cairngorms National Park Authority, who did a great deal to help get the MSc off the ground and has maintained his links since. Dr Lorna Ewan, Head of Visitor Experience for Historic Scotland, has long experience in delivering interpretation at major cultural heritage sites and Paul Hibberd, Interpretation Officer with Forestry Commission Scotland brings practical experience of working with interpretation in the natural environment. Dr Kev Theaker, whom many members will have met in Primošten, teaches interpretation as part of countryside management at Scotland's Rural College and Michael Glen, Chair of IE's Supervisory Committee, has been a leading interpretive planning consultant and writer for many years.

For full information on the course, go to www.perth.uhi.ac.uk/courses or contact Steven Timoney at steven.timoney.perth@uhi.ac.uk.

Steven is planning to join us in Kraków, in June, where he will get a chance to talk about UHI's MSc and the opportunities it offers potential students from anywhere in Europe and beyond.

MHG



AHI re-launches its awards scheme for interpretation in UK and Ireland

The Association for Heritage Interpretation re-launched its awards scheme at its 2014 conference in September to great excitement. After a hiatus of 7 years, the only UK and Ireland based awards recognising all types of interpretation are back.

The awards are called the AHI Discover Heritage Awards – for excellence in cultural and natural heritage interpretation in Britain and Ireland.

The 2015 Awards are sponsored by Geosho.

The scheme will:

celebrate heritage interpretation in all its forms
be a prestigious badge of recognition for winning and shortlisted entries
share, encourage and showcase good interpretive practice and the organisations responsible for it within the profession and related professions
publicise good interpretive practice and the organisations responsible for it through the media
provide interpretive evaluation to all entrants
train volunteer judges to evaluate short-listed entrants
have experienced interpreters mentor those new to the profession or studying interpretation through the pairing of volunteer judges

There will be seven Awards categories:

- Museums and historic properties/sites – sponsored by Bright 3D.
- Landscapes, forests, nature reserves, parks and gardens – sponsored by The Way Design.
- Visitor and interpretation centres – sponsored by Bett Associates.
- Community projects (developed and co-managed by community groups) – sponsored by The Canal and River Trust.
- Interpretation for a target audience – sponsored by Colour Heroes.
- The AHI award. “Excellence in Interpretation” – the best of show award (a winner picked from the category winners).
- Lifetime achievement: special award, for nominated individuals rather than projects or organisations. The award could include the privilege of serving as a keynote at the next conference, or free lifetime fellowship of the AHI

We will open for entry submissions at the end of January 2015 via the AHI website. Shortlisted entrants will be judged via a site visit during summer 2015.

We will partner a pair of judges for each site, a mentor and a mentee, to use the Awards to train early career interpreters in interpretation evaluation.

We will hold the first awards ceremony at the 2015 AHI Conference in October, with a gala dinner sponsored by Haley Sharpe. Awards will be announced by Loyd Grosman, Patron of AHI and Chair of the Heritage Alliance. The awards will then be held biennially.



NAI National Workshop Denver, Colorado

by Bill Taylor, Scotland

In the Shadow of the Rockies

20 years ago, starting my first job focussed solely on interpretation, I very soon learned of the work of NAI in the US. Despite my best efforts, I couldn't quite convince my boss that I should be allowed to go to their National Workshop. Since then I held the dream that one day I would manage to visit this largest global gathering of interpreters. This year I realised that dream and attended the 27th NAI National Workshop in Denver, Colorado. The location in the 'mile high city' was a strong draw but I really wanted to experience an event with 850 delegates and see how such a conference was delivered. This is a huge event as the NAI Financial report indicated that revenue from their 2013 Workshop totalled an amazing \$350,000.

Naturally most of the delegates are from the US but there was a small international contingent and old friendships from Korea and Australia were renewed and new ones made. Highlight for me was the pre-conference workshop which took 18 of us back to November 1846 with a first person interpretive immersion at Old Bent's Fort, 3 hours SE of Denver. In 1846 this was the furthest west presence for the USA, 50 days march west of St Louis. Snow on the ground, adobe walls and buffalo skin bedding made this a truly memorable experience. The tread of the night watch, crunching the snow on the battlements, will last with me forever. Thanks to John Luzader and Sam Pisciotta for letting me sit and chat at the 'first table'. We even met with Kit Carson's great grandson! This was outstanding living history and well worth the travel time.



Enos Mills Cabin

The conference itself offers a pot pourri of choice with 10 parallel sessions and there is much for every palate. Local projects, strategic developments and globally significant initiatives were all showcased. A wide selection of field trips

were on offer and I took the chance to visit the Rocky Mountain National Park, one of the US's oldest and leading us to 3000m literally taking our breath away. We also had the opportunity to visit the building that many see as the birthplace of interpretation as we know it today – Enos Mills Cabin. We were fortunate indeed to be guided by his granddaughter who was able to bring the small log cabin alive for us.....interpreting the interpreter.



Old Bent's Fort
(Bill on left)

The conference offered a chance to share international experiences and links made between IE and NAI and other international interpretive networks will hopefully bear fruit in years to come.

For many of you going to such an event is only a dream, but it was that for me 20 years ago. Next November the event is in Virginia Beach on the shores of Chesapeake Bay and then 2016 in Corpus Christi in Texas. So chase your dreams and one day they will come true.

Book review

Interpretive design and the dance of experience by Steve Van Matre

by Bill Reynolds



The art of seduction – the interpreter’s role !

Get ready for inspired self-critiquing. Be prepared to re-evaluate, reflect, and re-organize the interpretive framework you use.

Just as Van Matre’s **Earth Education: a NEW BEGINNING** instigated nature educators to review their work over the last 2 decades, **Interpretive Design** again challenges our roles. It stresses the importance of activity over words, processes of life over the pieces of life, and experiential coaching over guiding. The author challenges us, on behalf of the visitor, to craft an invitation, be place-centred, improve your catalyst and matchmaking skills, convey purposeful anticipation, choreograph a dance of discovery, and disappear...

Steve Van Matre has accomplished a book design coup – it sparkles as a reading experience. There are many “walk the talk” interpretive design and delivery principles embedded in the book.

You are set up for a friendly, comfortable read but what is being presented is not conducive for a quick and easy skim. The stimulating flow of thoughts is punctuated with design challenges and exercises - more tango than waltz. It appeals to feelings as well as intellect - a test to gauge one’s mind dominance. Decades of observation and contemplation have been brought to bear by the author.

The aim is to assist the visitor to receive, not be told; uncover and share what has been hidden, not cover the subject; expose storylines and stimulate storymaking, not be a storyteller; and help visitors “find good seats”. The goal being stressed is effective visitor immersion in the essence of your mission driven site or facility. The emphasis is on what visitors DO. Concrete examples are provided to illustrate the experiential coaching role of the interpreter as a narrator, stage manager, and prop assistant.

Bill Reynolds, 40 year career as Interpretive & Tourism Specialist from Alberta, Canada

Events and activities

European Industrial and technical Heritage Year

The news on the 2015 Industrial and Technical Heritage Year 2015 can be found at <http://www.industrialheritage2015.eu> (under construction) - where one can register for a newsletter and to join the discussion forums.

There is also a **Twitter account**, a page on **Facebook** and a similar group on **LinkedIn**

Interpretive Master Planning 29 March -1 April, 2015

Join Interpretive Planner/Trainer and author Prof. John Veverka for his 2015 Interpretive Master Planning Course at Plas tan y Bwlch. John will provide training/coaching in developing new state-of-the art interpretive planning documents and strategies for parks, gardens, zoos, historic homes, heritage sites, museums and facilities.

For course registration details and costs and to be placed on the course mailing list for more details, please contact the course manager at Plas tan y Bwlch, Beth Cluer at: **Beth.Cluer@eryri-npa.gov.uk** (Tel.: 01766 772600). For course content details please feel free to contact John Veverka at: **jvainterp@aol.com**

NAI conference 2015
3 - 7 May
Montreal, Canada

The next International Conference on Interpretation will be a partnership between NAI and Interpretation Canada.

Every year at the International Conference, we address a specific topic of importance to the international interpretation community.

In 2015, we'll put our heads together to discuss the development of international standards for the field of interpretation. **More information**

AHI
Annual conference
21-23 October 2015

The Association for Heritage Interpretation's special 40th birthday conference will be held from 21-23 October 2015 in Wiltshire.

The conference will focus its attention on one of the UK's most iconic sites, Stonehenge, and explore the modern day visitor experience there. It will also celebrate the first winners of the new award scheme: Discover Heritage Awards 2015 – for excellence in cultural and natural heritage interpretation in Britain and Ireland.

AHI's Patron, Lloyd Grossman will present the awards at a special conference dinner. For expressions of interest to present a paper at the conference please email **conference@ahi.org.uk**



See you in Kraków!

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Do you want to share your projects, experiences, thoughts or adventures with other interpreters?

Send us a short report and two to three photos (high resolution) to **newsletter@interpret-europe.net** and we'll put it in the next newsletter.

**Deadline for contributions for our next newsletter:
Monday 30 March 2015**

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.