



# Newsletter No 2

18 November 2011

## Review



Interpreters from  
Canada, Croatia  
and Denmark  
engaging their  
senses



Do you feel you have missed something if you did not take part in our Freiburg conference? Yes, we are afraid you did!

At our first Interpret Europe conference, 67 delegates from 18 European countries, and also from Israel, Australia, Taiwan and Canada, celebrated 'European diversity: A treasure house to challenge heritage interpreters'.

Presentations and workshops from nearly half the delegates explored many different approaches to interpretation that helped to explain our environmental, cultural and historic heritage. We saw examples of interpretation applied to tourism products, heard case studies from different

countries and watched demonstrations about the use of new technologies. All these were complemented by site visits around Freiburg and the Black Forest.

New friendships were made and the ground prepared for future cooperation and work exchanges.

This first conference sought to strike a balance among lots of interactive in-depth workshops, a range of site visits and only a limited number of lectures and talks.

The evaluation showed that many people liked this conference format. Most participants also liked having a

single venue for the the conference and accommodation for most delegates as this offered even more opportunities for informal discussions.

Now listen to delegates:

*'It was great pleasure to spend few days with a people who do not only think and discuss heritage but are directly involved in interpreting and managing it. From several presentations I gained in depth insight into current thinking, trends and approaches concerning heritage managment and heritage interpretation. I particularly enjoyed the discussions about heritage with respect to sustainable principles and the aims of reducing environmental degradation.*

*The international character of the conference maximised the opportunities for collaboration and knowledge-sharing between the participants. The charm of the old city of Freiburg accompanied by the warm heartedness of the hosts only increased an already pleasant experience.'*



Interpreters  
in single file



*'I had many conversations about stories of conflict and tragedy. Both are part of our European heritage; we have always been so good at fighting. In some places that legacy is still hard and bitter. Interpreters need integrity and a large vision to bear witness to it. Yet when, interpreters come together, our shared sensitivity and passion for telling and hearing our stories binds us in harmony and shared purpose.'*



*'By hearing one another's stories we find out more clearly who we are and where we are at home.'*

*'The interesting mix of personalities, professions, expertise and interests made for a fascinating cocktail of interpretive excitement. I left energized and enthusiastic about the future of interpretation.'*

*'With a little bit more practice, some Schnapps and more wine, I feel I could become a very happy European indeed.'*

*'Black Forest Gateau (as we called it) was such a strong part of English fashionable dining in the 1970s, I remember it so well. But eating the real version on the balcony of the forest restaurant in the actual Schwarzwald was something else again. Authentic and tasty, experiences that are true to the place, go deep and linger in the memory.'*



*'What extraordinary, special and nice folks you were. We very much enjoyed hosting you.'*

*hotel manager*



Although the weather was a bit challenging from time to time delegates had a lot of fun



*'What I shall remember most from our first annual conference, apart from Bettina and Patrick's superb organisation, a stimulating range of presentations and workshops, and excellent companionship, was the high level of expertise, imagination and innovation which was demonstrated by every one of the 22 European and other nations represented. Heritage interpretation is alive and well across Europe and beyond, and I look forward to another dose of this excellent medicine in Tuscany next year.'*

*Michael H Glen, Chair, Interpret Europe.*

German Scottish Latvian British  
Australian Dutch connection

Italy is calling



### Come to Tuscany next year!

Interpret Europe's 2012 conference will be held in Pisa, Italy, from 19 to 22 May.

With a lot of help from our Deputy Chair, Maurilio Cipparone, we are arranging an exciting programme on the theme of

### Caring for nature and culture the role of Interpretation in heritage management.

Part of the conference will be spent in the fascinating Regional Park of Migliarino-San Rossore which encompasses - among other things - historic buildings, a huge dune system, a wildlife reserve, a horse-racing stadium and a Roman villa! We are also arranging working site visits to Pisa itself (much more than just a tower!) and to nearby places. Come to Pisa and learn more about the hidden treasures of Tuscany. Discuss with stakeholders and other professionals the vital role of interpretation in managing our cultural and natural heritage.

The [call for presentations and workshops](#) is now online and we look forward to welcoming many delegates to this wonderful area of Italy for our second annual conference.

The main accommodation will be in the beautiful former nunnery of [Santa Croce in Fossabanda](#). However, the facilities have been updated superbly since the nuns left! There are also hostels not far away.

Pisa's Aeroporto Galileo Galilei is served by many budget airlines and is only a few minutes by bus from the city; the city's Central Station is on main rail routes.

Come and enjoy a delightful diet of heritage interpretation with pasta, pesce, pizza, pomodori and plenty of wine!

Training course in Liechtenstein:  
Heritage interpretation for  
multicultural audiences

### A challenge for non formal adult education in protected areas, historic sites, museums and other tourism destinations

Training course at Hotel Kulm, Triesenberg, Liechtenstein  
New course session 29. June to 3 July 2012  
Organisers: Interpret Europe & CIPRA international

Do the stories you tell about your heritage site get lost in translation?  
Do you welcome visitors from different countries and cultural backgrounds?  
Do you want to make sure that they understand and appreciate Europe's shared but diverse heritage?



A three-sided interpretive panel allows for three languages while keeping an attractive lay-out

This course is intended for all those who play a part in providing non-formal education for domestic and international visitors at natural and cultural heritage sites, museums and other tourist attractions. Exhibits and texts are often designed with only domestic visitors in mind, and then translated to other languages. But literal translation is not usually enough to communicate ideas and insights that are more relevant to people with different cultural backgrounds.

The skills of heritage interpretation can bring such text alive and ensure it relates to visitors' own educational and cultural context; it encourages them to discover more about the host community. Working with the participants – curators, park managers, translators, heritage interpreters and exhibition designers – this course will explore how to achieve this.

This course is acknowledged as In Service Training by the Grundtvig programme and listed in its [IST course database](#). Participants can apply for financial support by Grundtvig. [For more information visit our website.](#)

#### Membership fees

Some of you have been wondering why we haven't yet charged the membership fee – for a few individuals not even for 2010.

The answer is simple: When we founded Interpret Europe, the EU - together with the banks - had just introduced a direct-debiting service for the SEPA area – the Single Euro Payment Area - which covers all euro countries as well as many non-euro countries. It is supposed to make money transfers in euros much easier and cheaper, within the eurozone and free of bank charges when using an appropriate banking software. However our client banking software has taken a long time to become available.

We should be able to use direct debiting in the first week of December. If a problem still exists, we will send you an invoice by PayPal – even in the euro countries. Of course, those of you who have already paid by invoice or PayPal are not affected! Merging and facilitating different administrative and payment systems across the continent sometimes poses quite a challenge. Nevertheless SEPA will be a big step forward.

#### Publication series: help needed!

We plan to establish an online publication series for heritage interpretation in cooperation with the University of Freiburg.

It aims to link research with practice. We feel a need to offer an opportunity to publish peer-reviewed scientific papers dealing with interpretation and related disciplines, as well as lively reports from interesting applied work. In addition, the series will serve as a means of publishing papers and reports from our annual conference.

Papers from our 2011 conference can be submitted by 15 January 2012. In order to start, we need an initial editorial board. If you would like to serve on such a board or if you wish to recommend somebody else for this task, please get in touch with Patrick Lehnes: [mail@interpret-europe.net](mailto:mail@interpret-europe.net)

Change within the committee

Nicole Deufel, a founding member of Interpret Europe, left the IE Supervisory Committee in July. We are very grateful for all her support in setting up the association and for her contribution to many committee debates! The General Assembly in Freiburg agreed that the Supervisory Committee should follow the constitution and co-opt a replacement. As a result, it invited Steven Richards Price to join the committee. He is also a member of the UK's AHI Committee and we are looking forward to fruitful collaboration on the future of heritage interpretation in Europe.

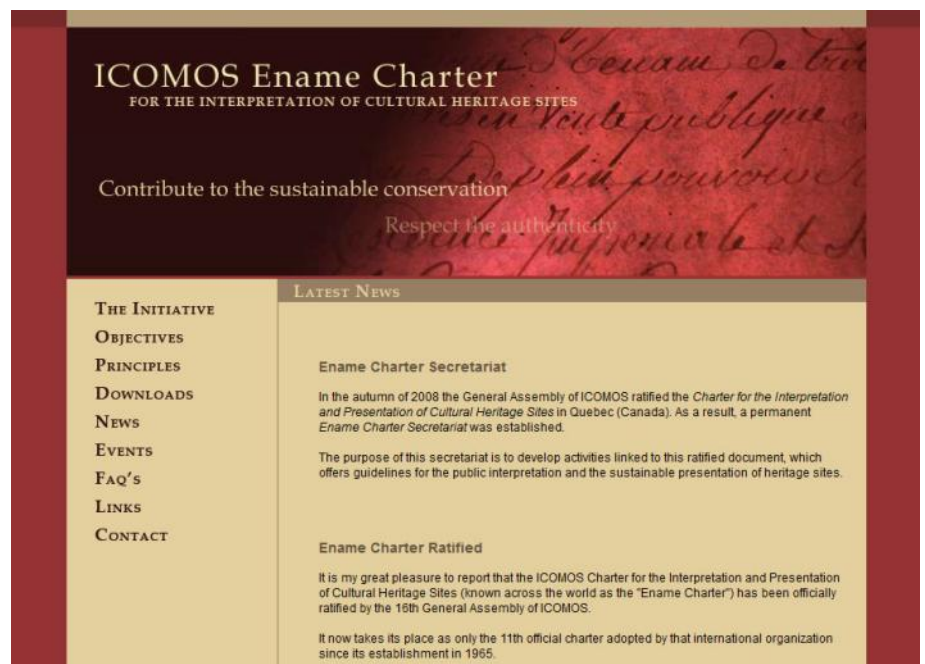
Do you want to show you are a member?



If you wish to demonstrate that you, or your organisation, are a member of Interpret Europe you are now able to do so. The Committee has agreed that you can include a special version of the logo - see the illustration - on your websites, publicity material and stationery. Please contact Bettina Lehnés so that we can authorise your use of the symbol. It will help to publicise IE as well as showing that you are 'well connected'.

## Interpreters at work

The Ename Center for Public Archaeology and Heritage Presentation: exploring the frontiers of heritage interpretation



Home page of the Ename Charter website

What began as a rescue excavation in the early 1980s of the previous century in the small village of Ename in Flanders, Belgium, developed into an ongoing adventure in the field of heritage interpretation on a world scale. The Ename Center for Public Archaeology and Heritage Presentation, which was established as a not-for-profit organisation in the late 1990s, became world famous for its pioneering use of Virtual Reality in the presentation of archaeological sites.

Long before the mainstream use of technological devices in the presentation of monuments, sites and landscapes, Ename's TimeScope technology set a new standard in making archaeology understandable to the public by the



TimeScope at the archaeological site of Ename, Belgium.

combination of 3D models, realtime images and historical information, and in this way brought long forgotten history back to life. The technological solutions, however, were only a means of making the importance of an archaeological site understandable to visitors.

What really mattered was the impact that the archaeological excavations, the restoration of the church, the discovery of its status as an Ottonian 'reichskirche' dating back to the 10th century, and the setting up of a provincial archaeological museum had on the local

village community. The village of Ename could now be seen and experienced as a place with a rich and long history that originated in the wake of the political upheavals of the crumbling Carolingian empire.

This was the kind of story that was important for the local community and led to the many experiments in involving the public in the world of heritage from information lectures to the performance of theatre plays at the archaeological site.

Because guidelines for the interpretation of sites were nonexistent, the Ename Center began the process of writing the draft version of a text on how to deal with issues of presenting and interpreting heritage in contemporary society. Under the auspices of the International Council of Monuments and Sites [ICOMOS], a long process of discussion and editing the text began until it was ratified as the official Charter for the Interpretation and Presentation of Cultural Heritage Sites at the ICOMOS General Assembly of 2008 in Quebec, Canada (see <http://www.enamecharter.org>).

The value of this charter, amongst other things, is that it brings to the attention of heritage professionals the need for an inclusive approach by facilitating the involvement of stakeholders and associated communities in the development and implementation of interpretive programmes. In other words, it forces us to think about the value of heritage in contemporary society from a communal perspective and to take this perspective into account when setting up

programmes of heritage interpretation. The consequences of such an approach, however, are far reaching and might force us to rethink what heritage is all about.

This was brought home very clearly when the Ename Center started to work in 2008 in Xi'an, world famous for the discovery of the terra cotta army of the first Chinese emperor. The way in which monuments are treated, integrated or reintegrated in the urban fabric of modern China and the way in which, thereby, urban heritage space is moulded in relation to social interaction is not only unseen in Europe, it is also badly understood.



Tang Dynasty Park, Xi'an, China, is a newly created heritage park dedicated to the period when Xi'an was the capital of the Tang dynasty which lasted until 907 CE. This does not prevent visitors from turning it into a place of worship.

Therefore, it is clear that the future of heritage interpretation is in confronting different ways of dealing with monuments and sites throughout the world and thinking through the consequences of this confrontation for our notions about heritage as such.

Indeed, little did we know that the start of an excavation in a little village in Flanders, Belgium, would bring the Ename Center to this stage in the development of its thinking about and dealing with the issue of interpreting and presenting cultural heritage. For more information see:

- [www.enamecharter.org](http://www.enamecharter.org)

- [www.enamecenter.org](http://www.enamecenter.org)

*Willem Derde*

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AHI conference 2011

## Interpretation Today: A Survival Guide

The annual conference of Britain's Association for Heritage Interpretation was held in York from 19th to 21st October. The theme of the conference was about how we can still provide high quality interpretation when budgets are shrinking. We heard from leading professionals in interpretation on how to develop innovative and high quality interpretation on small budgets and saw examples of how to manage attractions and generate funding.

Highlights of the conference included:

- Top ten tips for making audiotrails – to make them sound professional and interesting! Keep them simple, varied and fun.
- Guidance and advice for making Apps and using other digital technologies
- Visits to Castle Howard – a magnificent English country estate with magnificent gardens, using mostly personal interpretation – and Ryedale Folk Museum, run largely by volunteers from a small village community
- Using low cost, locally sourced and re-cyclable materials for interpretation panels and signs
- Using interpretation as part of a process to generate business
- Developing the 'brand' for a place as a key part of the interpretation process
- Keeping the messages simple – expressing an interesting idea simply, that connects with people's experiences
- The importance of not doing things 'cheaply', but with 'good value'.

*Peter Seccombe*

## Heritage Interpretation worldwide

New interpretation website

There is a new resource for interpreters from around the world! The International Interpretation website is free to all interpreters who belong to a recognised interpretive organisation.

It can be found at [www.internationalinterpretation.org](http://www.internationalinterpretation.org).

This website is allied to all interpretation groups in the world rather any particular country or organisation such as Interpret Europe. It promotes international cooperation, understanding and assistance for fellow interpreters.

Now interpreters have an opportunity to share knowledge, expertise and information internationally. They can get help and give help, promote their events and keep informed on the latest news. But it needs everybody's help. Please go online and share some of your knowledge with the rest of world. It won't work without you!

All you have to do as Interpret Europe member, is to sign up at



*Duane Fast*

What's going on in Canada

## Interpretation Canada's third National Online Conference! Theme: Making an Impact

Tuesday to Thursday Nov. 29 – Dec. 1, 2011

To register and for more info: [www.interpcan.ca](http://www.interpcan.ca)

Connecting you with experts from across North America, this conference will help you deepen and enrich the impact of your programs on participants, from one-time visitors to members and residents. For example, keynote speaker Dr. David Anderson will discuss his fascinating research into visitors' long term memories and how to influence them. Previous years' online conferences have seen over two hundred interpreters from seven different countries come together to share ideas, become recharged, and develop further as professionals.

You can attend the six live interactive sessions and AGM, or watch the recordings at a later date.

New group rates allow multiple people at a site to gather around a single computer or projection screen.

We understand how rare and costly professional development opportunities are for interpreters. Why not let our conference inspire you with cutting edge topics – delivered right to your computer? No matter how remote your museum, park, or site, you will be connected to a thriving community of practice with no travel. WHAT A COST SAVER! Access to emerging research and techniques can contribute so much to your organization's interpretation and education programs.

So grab a coffee, pull up a chair, and join us for this exciting event!



IC is a not-for-profit association of contributing members with one staff person. Canadian interpreters first gathered in 1973 to establish the organization that would become IC. We keep membership costs low so all interpreters can belong if they choose to join. This online training event is only one of our wonderful member programs.

Check out the growing list of resources, entry forms and more at our website as we continue to boost our accessibility and innovative professional development offerings.

*Sue Ellen Fast*

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What comes into an interpreter's mind when attending a conference...



Do you want to share your projects, experiences, thoughts or adventures with other interpreters? Send us a short report and some photos and we'll put it in the next newsletter.

**Deadline for contributions for our next newsletter:**

**31 January 2012**

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