



interpret europe

European Association for  
Heritage Interpretation

# Newsletter - Spring 2018



**“What connects us makes us stronger”**

EU Commissioner Tibor Navracsics, Heritage & Identity conference  
March 2018

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## IE Management

Dear members,

We have just arrived back from our conference, 'Heritage and Identity', in Hungary, which was one of the first bigger events of the European Year of Cultural Heritage (EYCH). We were happy to welcome 158 attendees from 40 countries, and we were honoured that Tibor Navracsics, European Commissioner for Education, Culture, Youth and Sports, joined us to open the event. Special thanks go to our Hungarian member, KÖME, who took responsibility as our organising partner. You can read more about the conference in this newsletter.

During the conference we received confirmation that we won the European Commission's Altiero Spinelli Prize for our paper, 'Engaging citizens with Europe's cultural heritage'. In total, there were 279 applicants and we will receive one of six first prizes. Besides increasing our budget by €50,000, this means that Interpret Europe is acknowledged as an organisation which can really contribute to the further development of the European project. Although our network is fast growing, we are still small compared to other organisations. So, this is a remarkable recognition and encouragement for our work.

Alas, there is also less good news. At the beginning of the year, we had to cancel many memberships because members did not continue to pay their fees. We need to admit that we were not insistant enough during recent years. Since our goal is to be an independent organisation, which means we rely on the contribution of our members, we will now need to be more strict. We do not want to exclude former members from re-joining, but the General Assembly has decided to introduce a re-registration fee for anyone whose membership had to be cancelled due to non-payment in the past. This will help us to cover the administration costs for those members who do not respond to our communication regarding membership.

Please keep in mind that IE members do not need to renew their membership. It is effective for an unlimited time, and can be cancelled by the member at any time before the end of the year. Fees are due annually once an invoice is received. Invoices for 2018 will be sent soon.

Good news is that we just welcomed our 100th new member in 2018. It is a benchmark to achieve this already in early spring. Meanwhile, we have also grown our managing teams, subject teams and country teams up to 25. However, this year we will also need to further strengthen our internal structure. We will run surveys to get in closer touch with our membership, and we will finally also launch our webinar programme, which will be free for all our members.

Spring is now rushing through Europe. May it bring many fresh ideas and positive energy for you, for your organisations and for your companies.

Thorsten Ludwig and Markus Blank  
Managing Directors



Sandy Colvine  
(UK/ France)

## Home is where the heart is

**An IE/ Europarc Federation workshop, in Kőszeg, tackled the tricky issue of how nature affects our identity. It focused on our relationship with the landscape, both good and bad, and the challenges for interpretation.**

Irish comedian, Dave Allen, once said that Ireland is the best place in the world for directions. People will say, "Well, I wouldn't start from here if I were you".

The notion of home, returning home, is part of our identities. Many no doubt felt it returning from the IE Conference in Kőszeg when cresting the brow of a hill, taking that motorway exit, passing that pub, or catching the scent of a familiar salty sea breeze.

Our identity is chiefly local (e.g. we are Catalan or Scottish), then national (Spanish, British, French, German, Hungarian, etc.), but our European identity is far more diluted. Perhaps, that is because it is difficult to grasp or describe a sense of belonging compared to the familiar view from a bedroom window or the feeling you get when you sit down to your favourite home-cooked meal. I've only ever felt European in China or the parts of the United States, far from home, where cultures are so different. Of course, identity can be even more accentuated close-up, for communities in enclosed Austrian valleys, remote islands or highlands, but our environment clearly shapes our sense of identity (and where we call home).

At Kőszeg, the theme of 'heritage and identity' framed a workshop run by Thorsten Ludwig (IE Managing Director), Carol Ritchie (Director of Europarc) and Valya Stergioti (IE Training Coordinator) as part of the European Year of Cultural Heritage. It identified and discussed such issues as the merits (or not) of strong relationships with the landscape, isolation, adaptability and rapid change, urban-rural divides, 'incomers' and changing values.



Summarising relationships  
with the landscape  
(Photo: Tsekoura)



It got me thinking that, in an increasingly divisive society, we can still be proud of our local heritage. After all, it's what shapes our accents, attitudes and behaviour, whether it's ignoring queues, the heinous crime of wearing socks with sandals or automatically reaching for the salt to put on your dinner! But there's a thin line between cultural diversity and conflict. Interpretation has a key role to celebrate specifics but also to widen perspectives, relativise and improve understanding. It's the 'glue', if you like, and this thought-provoking workshop pinpointed some cases of strong ties between landscape and identity while also stressing tensions that interpretation should address to eventually tease standpoints out into, dare I say it, a European perspective.

Taking part in this discussion as a Scot living in the South of France, I'm not sure if I can yet call where I currently live 'home'. Sure, the landscape is impressive, but it doesn't 'speak' to me. However, my continued travels are helping a blueprint of 'home' take shape in my head and when I find most of those components in one place, I'll know. It might not necessarily be in Scotland or France, but feeling a sense of belonging is key, no matter where home ends up being, in Europe or not.

*Sandy Colvine is a freelance translator and interpretive guide trainer. He is Interpret Europe's Marketing Coordinator and a member of IE's Training Team while also currently studying interpretation at the University of the Highlands and Islands, in Scotland, UK. He lives near Avignon in France and can be contacted at: [sandy.colvine@interpret-europe.net](mailto:sandy.colvine@interpret-europe.net).*



Provence landscape identity  
(Photo: Colvine)

# IE activities

Marie Banks &  
Peter Seccombe  
(UK)

## The annual conference – What did you miss?

The theme of this year's annual conference was 'Heritage and identity', asking the question, 'Who are we and where do we belong?' The answers depend on what we consider our heritage and how we interpret it.

For those of you not able to make it to Hungary and for those of you so overwhelmed by the jam-packed itinerary that you can't remember, this year's annual conference was held in the beautiful town of Kőszeg, where we were treated to four keynote speeches as well as an introduction from Tibor Navracsics, the European Commissioner for Education, Culture, Youth and Sport, and a choice of 70 presentations and workshops arranged over five strands: Humanist values; Nature and us; Collective identities; Intangible expressions; European kaleidoscope, all supported by a choice of 11 study visits to really explore some of the local border-crossing heritage and meet some authentic key figures playing an active role in preserving and interpreting this heritage.

The conference proceedings can be found online together with the links to the keynote speeches and some more material at:  
[www.interpret-europe.net/top/events/past-ie-key-events/koszeg-2018/](http://www.interpret-europe.net/top/events/past-ie-key-events/koszeg-2018/)

Thanks go to our in-country host organiser, KÖME - the Hungarian Association of Cultural Heritage Managers, especially conference manager, Árpád Bőczán, and his team, and to iASK – the Institute of Advanced Studies, Kőszeg, for supporting the conference. As well as all the providers of the great study visits, dinners (who didn't enjoy having dinner with a Prince in a palace?!) and musical performances. Around 700 Euros was raised in the auction during dinner on the last night, which will go towards the scholarship fund for members on lower incomes to attend next year's conference.

I am personally hugely grateful to Peter Seccombe for stepping in and delivering the closing speech at very short notice after I became ill during the conference. A summary of his thoughts, tying the themes and messages of the conference together, follows.



A warm welcome to Kőszeg  
(Photo: KÖME)



We heard from Ferenc Miszlivetz that Europe is a troubled place and that now was a good time to re-interpret our heritage and to re-analyse our identities, to dig out the roots of our identities. Kőszeg was a microcosm of our diverse identities, in that it is a central European amalgam of peoples from many different places sharing a central European identity.

Tibor Navracsics, the EU Commissioner for Education, Culture, Youth and Sport, said it was important for all of us to re-connect with our roots and it was especially important to focus on our children and young people. Young people are more able to embrace a European identity. Freedom is a key part of this identity, allowing us to explore and celebrate our cultures and our shared values. There is much more that unites us than divides us.

In his keynote speech, Kenan Malik said that however much we may feel that our identities are fixed, they are in fact always fluid as we re-analyse ourselves. He gave as an example the DNA analysis of a skeleton of a man found in 1903 in a cave in south west England. The skeleton dates from the end of the last Ice Age and the analysis indicated that the person had dark skin. Sometimes our identities can take surprising turns. They can be both more complex, and simpler, than we think they are.

Civilisations are complex structures and our cultures reveal that the past is ever-present in the present. The great civilisations grew up not in places where our cultures were uniform but where a diversity of cultures met, for example, where Islam and Christianity overlapped and became deeply entwined. Kenan Malik gave examples of Cordoba in Spain and Istanbul in Turkey. The Cordoba mosque was a major Islamic centre which was later re-purposed as a Christian cathedral. The Hagia Sophia was built as a Christian church – one of the earliest that still exists today – and was re-purposed as an Islamic mosque. In each case the ‘invaders’ kept the character of the original building. Are their identities Christian or Islamic? There is no single set of Christian, or Islamic, or European values.

There is a trend today to put people's identities into ‘boxes’, but society is more complex than simple boxes. Diversity is at the centre of debate, and dialogue and debate are a vital part of our civilisation. Minority communities are often regarded as cohesive, yet most minority communities are complex and diverse. Too much thinking can lead to too rigid a view of ourselves – we must use the past to allow us to have a debate about our present.

Ferenc Miszlivetz showed that bringing cultures together can lead to new advances in culture and civilisation. When Buda and Pest were united in 1873, it led to an explosion of creativity. Within two decades, Budapest became the second capital of the Austro-Hungarian empire with a building style – the secession – that brought together Hungarian, western, eastern and folk art styles.

Constanze Itzel, from the House of European History in Brussels, told us about the creation of this museum. The aim was to present a European, not a national, history, to highlight events and movements that shaped Europe rather than individual nations. The museum chose 14 movements in history that defined the continent, from the influence of the Greek civilisation, through to totalitarianism. It expressed these movements through topics such as major events of war and negotiations, but also through traditional games and food heritage that had close connections with visitors' own experiences.

We heard in individual presentations about some of the complexities of identities, and how our identities can change over time. We can take on new identities as we re-locate but still keep the identities of our origins. We can also adopt the customs and traditions of others in our communities, sharing and enjoying our varied backgrounds.



The desire to explore and celebrate our cultures can often be spontaneous. Communities around the Great Lakes in the USA, where fishing was a traditional industry, now in decline, had come together to conserve and renovate fishing boats. The project expanded to more than just renovating boats though, with people sharing their stories of fishing and survival, creating oral histories and interpretation activities that expressed their shared culture.

In the final keynote address, we heard from Laurajane Smith's research on the reasons and motivations for people visiting museums and heritage sites. Generally, people visit not to learn or be educated but to feel an emotion. They want a reinforcement of their existing understandings and beliefs. Heritage sites do not need to transform people, yet 20% of people said that the visit had changed their views about the past and the present.

The site visits took us to places that are peaceful now but in the recent past had been borders of conflict. On one visit, participants heard from local people who had been on opposite sides of the Iron Curtain, sharing their memories of its 'demolition'. This was a powerful expression of past conflicts changing to present day cooperation.

So, what is the role of heritage interpreters to explain the complexities of these identities? We should not 'take sides' in interpreting heritage, cultures and varied identities. But we can present the stories, explaining places, people and environments, for visitors to make their own connections that are relevant to their own identities and experiences.

*Marie Banks is IE's News Coordinator. She has nearly 20 years' experience in interpretation planning and delivery and works freelance under the name Zebraproof ([www.zebraproof.uk](http://www.zebraproof.uk)). She can be contacted at: [marie.banks@interpret-europe.net](mailto:marie.banks@interpret-europe.net).*

*Peter Seccombe is Co-Director of the UK environmental consultancy, Red Kite Environment (<http://www.redkite-environment.co.uk/>). He has worked for conservation organisations and local government, managing nature reserves and protected landscapes. Since establishing Red Kite, he has prepared management, governance and interpretation plans for many organisations, environmental projects, national parks and other protected areas. Peter can be contacted at: [peter.seccombe@redkite-environment.co.uk](mailto:peter.seccombe@redkite-environment.co.uk).*



Pan-European Picnic  
memorial & Esterhazy Castle  
(Photos: KÖME)

# Training

Daša Čok  
(Slovenia)

## A crash course on interpreting the things we love

**I recently finished a five-day long CIG course. As all the impressions sink in, I am left with something I call ‘firecrackers going off in my brain’. Let me explain.**

I have wanted to sign up for the Certified Interpretive Guide (CIG) course for quite some time, but was unsure because of the cost-benefit issue. I’m a local guide in Slovenia, trying to pass on to the not-so-many visitors the love and passion I have for the area in which I grew up. Eventually, the course took place not far from where I live, so I said to myself: it’s now or never. The location alone was promising. Set in the heart of the little medieval town of Štanjel, southwest Slovenia, with picturesque stone houses and art galleries, inspiration flowing along the narrow, cobbled streets.

However, during the first couple of days, we were put to a serious test. Not by our lovely and ever patient coach, Helena Vičič, but by a freezing cold wind we call ‘burja’, blowing unforgivably and causing the temperature to drop way below zero. On several occasions, after longer exposure, we could not write or think straight anymore and had to take refuge in our cosy classroom. We managed to grasp the basics pretty quickly, but we really got a better idea of what we should be doing through extensive field work and practical tasks.

In my opinion, this really made all the difference, as I’ve attended my fair share of workshops and courses with nothing more than page after page of pretty generic PowerPoint presentations. I love how the course puts a lot of emphasis on team work and getting to know your (future) colleagues. It provoked us to sharpen our minds, to focus on our visitors and the way we present our heritage to them. We managed to fuse many great ideas into practical and entertaining presentations. Suddenly, simple and previously unnoticed objects started to draw our attention; rocks and trees, bowls and paintings, even graveyards and some more intangible subjects, like philosophy and tradition. We travelled through different approaches and on several occasions debated lively over more sensitive material.



Our playground medieval town, Štanjel  
(Photo: Komenski Kras)



All throughout this, our mentor, Helena, guided us gently but steadily. She encouraged us whenever needed and made us re-focus when we wandered too far out in our expressions. I'm sure we were not the easiest of the crowds, with our proverbial exuberance of openly Mediterranean character.

Last, but not least, I received an invitation for future collaboration out of it, which prompted me to start up my own little business venture. I cannot say if it was serendipity or just a logical conclusion but I'm really happy with the way things are turning out for me at this moment. Just being in the right place at the right time, I guess. I cannot recommend the course highly enough!

*Daša Čok is a freelance guide for the show caves and local tourist guide for the Kras (Carst) region, Slovenia. She can be contacted at: [dasa.cok@gmail.com](mailto:dasa.cok@gmail.com).*



Shhh! The tree is telling a story  
(Photo: Macarol Bogdan)



## It is not over after 40 hours of training

**An idea to maintain relationships after the training to continue our interpretive journeys together.**

It sounds a lot – 40 hours of training – but it goes by so quickly. The days of the Certified Interpretive Guide (CIG) course are so intense that they just fly by. But strong bonds are made through the training and each group that I have led so far in Slovenia has expressed a desire to keep in touch and do something more together. So, the idea of special celebrations and official presentations of the CIG certificates was born. But, since we are interpretive guides, we have to do things a bit differently. So, we celebrate by inviting the bravest of the lot to be our hosts and present their homework in practice (the final part of the certification process is the submission of an interpretive walk).

We have so far celebrated with three groups of certified interpretive guides in Slovenia. The first by visiting a geological path and discussing how to find the best solution for mass tourism in nature. With the second group we visited the wine region and thought about the heritage of wine production. And the last group visited Maribor's old centre that is becoming renowned for the oldest vine and working towards becoming the centre of wine tourism in Slovenia.

This get together after the training course has ended reinforces relationships between participants in the group and the relationship with the trainer and Interpret Europe as the organisation which provides the standards of training and their certificates. It is especially rewarding to see how proud they are of their certificates. They all agree that the training and certification process is far from easy, but that it is worth it. To make the day even more special, we also invite family and friends to join us.

**Slovene members of IE are also invited to a special event coming up soon on 22 April to meet each other, experience a workshop which was delivered recently at the Kőszeg conference, enjoy a museum visit or interpretive tour and talk to Janja about IE training courses. Details can be found in the announcements section or email Janja for further information.**

*Janja is a Legend. Well she runs NGO Legends, works as a trainer, guide and consultant. She is also an IE certified trainer and IE's Country Coordinator for Slovenia. She is hooked to everything 'e' and can be contacted at: [janja.sivec@legende.com](mailto:janja.sivec@legende.com).*



Geology interpretive walk  
(Photo: Sivec)

## From 'stuff' to phenomena in the Basque Country

**At some point, we have all recognised heritage as a collection of stuff for a very specific audience. Nonetheless, the CIG course in the Basque Country showed that it is possible to experience heritage in many unseen ways.**

Between 19-23 February, the IE Certified Interpretive Guide (CIG) course was held in Zizurkil and Alkiza, Basque Country, Spain. This course was given by Evarist March of Naturalwalks and organised by Bizibiziki, in collaboration with Hazi Fundazioa and Fraisoro Eskola. The participants came from different locations in the Basque Country and Navarre. We formed a very varied group, ranging from people with a background in the history of art to a local baserritarra (traditional Basque farmer). We all attended the course with the idea that we would learn about guiding groups properly and interpret heritage in an effective way.

At the beginning, we were all clearly dizzy with the new concepts and the way of facing heritage and the role of a guide, that is to say, to transform the phenomena into meaningful experiences. Just remember what this was like when you were a novice! On top of that, we were in such an incredible rural environment with intangibles, such as the Basque language and endless stories and legends. However, thanks to the high number of didactic activities and exercises, we quickly understood that emotions are key in the interpretation. The four axes finally made sense.

Halfway through the course, we had the opportunity to go to Alkiza, a small village on the slopes of Mount Hernio, where we worked on the preparation and materialisation of an interpretive walk. However, being a relatively large group, on a weekday, in such a small town, had his consequences; we immediately drew people's attention and unwittingly learned that unforeseen events happen more than expected and that it is very important to know how to manage them. It seems to me that it turned out to be a very realistic class for everyone.



Basque Country CIG course  
- Outdoor classroom  
(Photo: Olivares)



Finally, and after learning about the importance of sustainability in heritage interpretation, we did our final exams and conducted our very own interpretive talk. Even the most experienced guides were nervous, and with good reason. We had to apply the tricky new concepts learned in the last few days in a real interpretation experience. It was a great course and we certainly all gained some useful tools to apply in our areas. Nonetheless, the most valuable aspect of the course was that it is possible to experience heritage in many unseen ways.

*Angel is an environmental scientist and is creating a local nature guiding project in Zumaia, Spain ([www.basquenomads.com](http://www.basquenomads.com)). You can get in touch with him at: [olivares.angelp@gmail.com](mailto:olivares.angelp@gmail.com) or [info@basquenomads.com](mailto:info@basquenomads.com).*



Interpreting heritage  
(Photo: Olivares)



Getting hands on with local  
heritage  
(Photo: Olivares)



Valya Stergioti  
(Greece) &  
Ivana Jagic  
(Croatia)

## Planning makes perfect – A heads-up on IE's brand new Certified Interpretive Planner Course!

Interpret Europe members have been busying themselves with the latest addition to the fast-expanding IE training programme, a Certified Interpretive Planner (CIP) course, with plans to hold a pilot course in autumn 2018.

A special team has been set up to develop the CIP module, including Peter Seccombe (UK), Michal Medek (Czech Republic), Helena Vičič (Slovenia), Dragana Lucija Ratković Aydemir (Croatia) and Ivana Jagić (Croatia) and if you attended this year's Interpret Europe Conference, in Kőszeg, you may have seen them prepare and run a 'taster' workshop for the course.

To get an insight into the taster workshop and what's in store for the full CIP course, we asked one of the development team, Ivana Jagić, to share her impressions. Here's what she said:

"When we were planning the workshop, our goal was to promote the CIP course and introduce an interpretation planning approach by showing participants that different contexts lead to different outcomes. After a short introduction, participants were split into working groups and each got two cards: one with a list of resources about Kőszeg Castle (the conference venue) giving participants information about its history, architecture and famous people, etc. and a second presenting the audience types (families, retired people, keen historians, etc.)."

Participants had to use a given interpretive planning approach and information on cards to develop an interpretive plan for the site, geared to a specific audience, with appropriate media.



One of the groups (and one in the background) plans their interpretation (Photo: MUSES)

“During the workshop, I found participants were really excited to get to grips with an interpretive planning process. The groups set out around the castle to research and complete their brief interpretation plans. They worked as a team, considering different components of the interpretation plan and ways of telling their stories. In the end, each group presented the results of their planning process. They shared the reasons for their approach to interpreting this castle, who would they interpret it to, their overall message and how they would tell the stories to their audiences. Finally, they also had to consider evaluating their plan to know if their interpretation was working.

What I hope the participants got from the workshop (and what all future CIP participants will get from the course) is that planning heritage interpretation in an appropriate way is a highly effective tool to support heritage management in achieving goals such as heritage preservation, protection and promotion. Using interpretive planning approaches to develop heritage interpretation projects has the power to engage audiences, promote European citizenship and create unique, extraordinary visitor experiences. It also influences visitors' behaviour and feelings about what they see while boosting their knowledge and awareness about our heritage.”

Stay tuned for more information about our CIP pilot course and we hope to see you there!

*Valya Stergioti is IE's Training Coordinator. She works as a freelance Interpretive trainer and planner. She can be contacted at: [valya.stergioti@interpret-europe.net](mailto:valya.stergioti@interpret-europe.net)*

*Ivana Jagić is museologist and heritage manager from Zagreb, Croatia. Since 2013, she has been working in Muses Ltd - Consulting and Management in Culture and Tourism, as a museologist and tourism manager. She has been a member of Interpret Europe since 2016 and is the Association Secretary for Interpret Croatia. Ivana can be contacted at: [ivana.jagic@muze.hr](mailto:ivana.jagic@muze.hr).*



Ivana sums up in front of the planning process flow chart (Photo: MUSES)



## Three, two, one, action! Interpretation goes live!

Interpret Europe, in conjunction with UK-based, Past Pleasures Ltd, is holding its very first Certified Live Interpretation (CLI) course, in Hungary, from 1-7 September 2018.

Those of you who attended the recent IE annual conference in Kőszeg may have witnessed Past Pleasures Ltd Managing Director, Mark Wallis, bursting in to the gala dinner playing Elizabeth the First's Ambassador to the Sublime Porte, Sir Edward Barton. This was an exciting taste of things to come in IE's new live interpretation course. We catch up with Mark to find out more.

**IE: Mark, what makes this course a 'must' in equipping people to organise or perform live interpretation?**

MW: This live interpretation course will be unique, as far as I am aware, so there is currently nothing with which to compare it! It will induct applicants into the philosophy and practicality of working in reproduction costume.

**IE: Who are the 'perfect' candidates in terms of basic experience or skills?**

MW: The 'perfect' candidate (and hence 'perfect' costumed Interpreter) is someone with a passion for history, energy, charm, intelligence, ability to communicate and empathy. Frankly, in basic terms, they have to be a nice person, one whom people want to spend time with! No one with too much (or too little) ego will ever become successful in this field.

**IE: Is what they learn wholly transferable or does the course make allowances for different national contexts?**

MW: Rest assured, the skills taught on the course are readily transferable and cut across languages and cultures, since the 'tool kit' is a universal fit for human beings.

**IE: What have previous participants of other Past Pleasures training events gone on to do?**

MW: Previous recipients of our award-winning training have (after working for me in costume for some time) gone on to such jobs in heritage as Live Interpretation Manager for Historic Royal Palaces, UK, or the Education Office, Events Manager or worked at the Royal Armouries, etc. In a nutshell, managing, organising and performing!



Mark Wallis centre stage in HRP Charles II honeymoon (Photo: Past Pleasures Ltd)



Live interpretation courses don't come up very often, so this really is a unique and, most importantly, affordable opportunity for all those who want to learn from a leading company in the profession. The programme is packed with workshops, exercises and presentations, in the inspiring venue of Eger Castle in Hungary, to captivate your audiences and maximise the time and investment of costumed interpretation for truly memorable and remarkable experiences.

The course delivers an Interpret Europe Certified Live Interpreter (CLI) certificate and is split into three days of workshops, two days of study, culminating in final presentations, preparation and assessment. As with all IE courses, the learning method is progressive, moving beyond simple objects and functions to unveil the wider human story behind them. It nurtures confidence and creativity to encourage participants to unearth talents they never knew they had!

Contact [kate.howard@pastpleasures.co.uk](mailto:kate.howard@pastpleasures.co.uk), Past Pleasures Creative Director, for a full course outline and to book your place on this highly recommended course.

Mark Wallis is founder and Managing Director of Past Pleasures, the UK's largest freelance provider of costumed historical interpretation, working in such prestigious venues as the Tower of London and Hampton Court Palace, UK. You can contact Mark at [mark.wallis@pastpleasures.co.uk](mailto:mark.wallis@pastpleasures.co.uk), or go to: [www.pastpleasures.co.uk](http://www.pastpleasures.co.uk).

*Sandy Colvine is IE's Marketing Coordinator and a member of the Training Team while also currently studying interpretation at the University of the Highlands and Islands, in Scotland. He lives near Avignon, France, and can be contacted at: [sandy.colvine@interpret-europe.net](mailto:sandy.colvine@interpret-europe.net).*



## Cicerone – Interpret Europe Summer courses in Kraków

**These courses are for people who are looking for additional skills in guiding. If you want to learn innovative techniques of heritage interpretation, or become a trainer of such skills, join us in June in Poland.**

We believe that cultural and natural heritage is a great treasure. However, it is not enough to protect it. We should also share it, making it available in a thoughtful, interesting and engaging way, making it easier for recipients to understand and appreciate its values. We perceive heritage institutions as guides, whose task is to pay attention, give thought, catch sight, arouse emotions, infect with passion, provoke dialogue. Therefore, we chose the Italian, Cicerone, as the patron of our meetings – an entertaining storyteller who, with commitment and a gleam in his eye, guides people through monuments and museums.

Within the project, we organise workshops and courses devoted to heritage interpretation, which are run by internationally recognised experts. Participants have the opportunity to develop competencies in the field of communication with visitors, as well as to learn practical techniques of sharing and working with heritage.

The Malopolska Institute of Culture (MIK), in cooperation with Interpret Europe, would like to offer you Certified Interpretive Guide (CIG) and Interpretive Guide Trainer (CIGT) courses. The programme of the courses is based on the Interpret Europe methodology, which includes presentations, practical exercises, peer evaluation, and teamwork, offering you the possibility to join the network of professionals in the field of natural and cultural heritage and meet inspiring people.

Details of upcoming CIG and CIGT courses (conducted in English):

- June 2018 in beautiful Kraków – a city full of monuments, bustling with cultural life
- Villa Decius – a marvellous Renaissance palace surrounded by an extensive park
- Experienced trainers – Thorsten Ludwig and Valya Stergioti
- International group of participants, providing new, exciting contacts
- Prices vary according to the average income levels in different countries, so it should be affordable for you

**Application deadline: 14 May 2018**

More information: [www.mik.krakow.pl/cicerone/2018](http://www.mik.krakow.pl/cicerone/2018)

Let's meet in Kraków in June!

*Katarzyna Barańska is the Cicerone project coordinator, working in the Malopolska Institute of Culture in Kraków. You can get in touch with her at: [cicerone@mik.krakow.pl](mailto:cicerone@mik.krakow.pl).*

**cicerone**  
INTERPRET EUROPE SUMMER COURSES

• CERTIFIED INTERPRETIVE  
GUIDE (CIG)

• CERTIFIED INTERPRETIVE  
GUIDE TRAINER (CIGT)

## Congratulations to our newly certified members

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Sissel V. Lillebjerka, Norway  
Elin Rydje, Norway  
Ole Wold, Sweden

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Newly Certified Guides  
(Photo: Ludwig)



## Research Team

### Cross-cultural heritage demands new thinking

**A summary of Laia Colomer's article, *Heritage on the move*, in the *International Journal of Heritage Studies*. The article looks at the cross-cultural heritage of global nomads and its implications for heritage studies.**

Colomer examines the uses and meaning of cultural heritage among global nomads, focusing on 'Third Culture Kids' (TCKs), i.e. people who experienced several international relocations during their childhood. The study is relevant to interpretation in that it argues that such 'serial migration' results in a heritage that is not fixed geographically or culturally, making such heritage concepts restrictive to the increasing number of global nomads. From this, we may infer also that heritage management practices based on fixed concepts of heritage are no longer adequate to capture the heritage experience of increasing numbers of people in our societies.

Colomer used online questionnaires sent via social media forums and to known TCKs between June and September 2016. The questionnaires included open-ended and range questions. This survey resulted in 146 returns. The survey was followed up by ten in-depth online interviews with TCKs in autumn 2016 and winter 2017.

The analysis found that TCKs considered 'global mobility' and 'multiculturalism' more important (74% and 69% respectively) for their identity than religion, sexual orientation, birthplace, passport, gender, school, socioeconomic condition, or current place of residence. 61.4% agreed that local/national heritage helps them establish their cultural identity as global nomads; 46.6% agreed that only national heritage is relevant for that purpose.

Respondents built their identity on 'the mix of different cultural heritages' (67%), 'the cultural heritages around the world' (47%) and 'the natural landscape' (47%). The collective memories of TCKs identified in the survey were, for example, multiculturalism (82%), multiple moves (80%), mobility (78%), globalism (78%), restlessness (65%), rootlessness (55%), and cosmopolitanism (54%).



Standing alone in Istanbul

Colomer concludes that the current focus in heritage studies on elements of the past, framed in terms of national geographies and cultures, is no longer sufficient. She contrasts 'moored communities' to global nomads and suggests that the latter are what the Council of Europe's Faro Convention on the Value of Cultural Heritage for Society calls a 'heritage community'. Their heritage is 'cross-cultural' and created and maintained not by geographical proximity but through networks. To understand this heritage, Colomer argues, we must shift away from "essentialist forms of cultures and heritages" and adopt the concept of a 'more open process' of heritage creation and meaning that places people at the centre. Colomer also suggests that cross-cultural heritage requires that non-traditional places and objects be considered heritage.

Colomer, L., 2017. Heritage on the move. Cross-cultural heritage as a response to globalisation, mobilities and multiple migrations. *International Journal of Heritage Studies* 23 (10), pp. 913 – 927

*The Research Team is currently seeking a new Coordinator. In the meantime, please address any queries or suggestions for book reviews to Helena Vičič at [helena.vicic@interpret-europe.net](mailto:helena.vicic@interpret-europe.net).*



# IE member activities

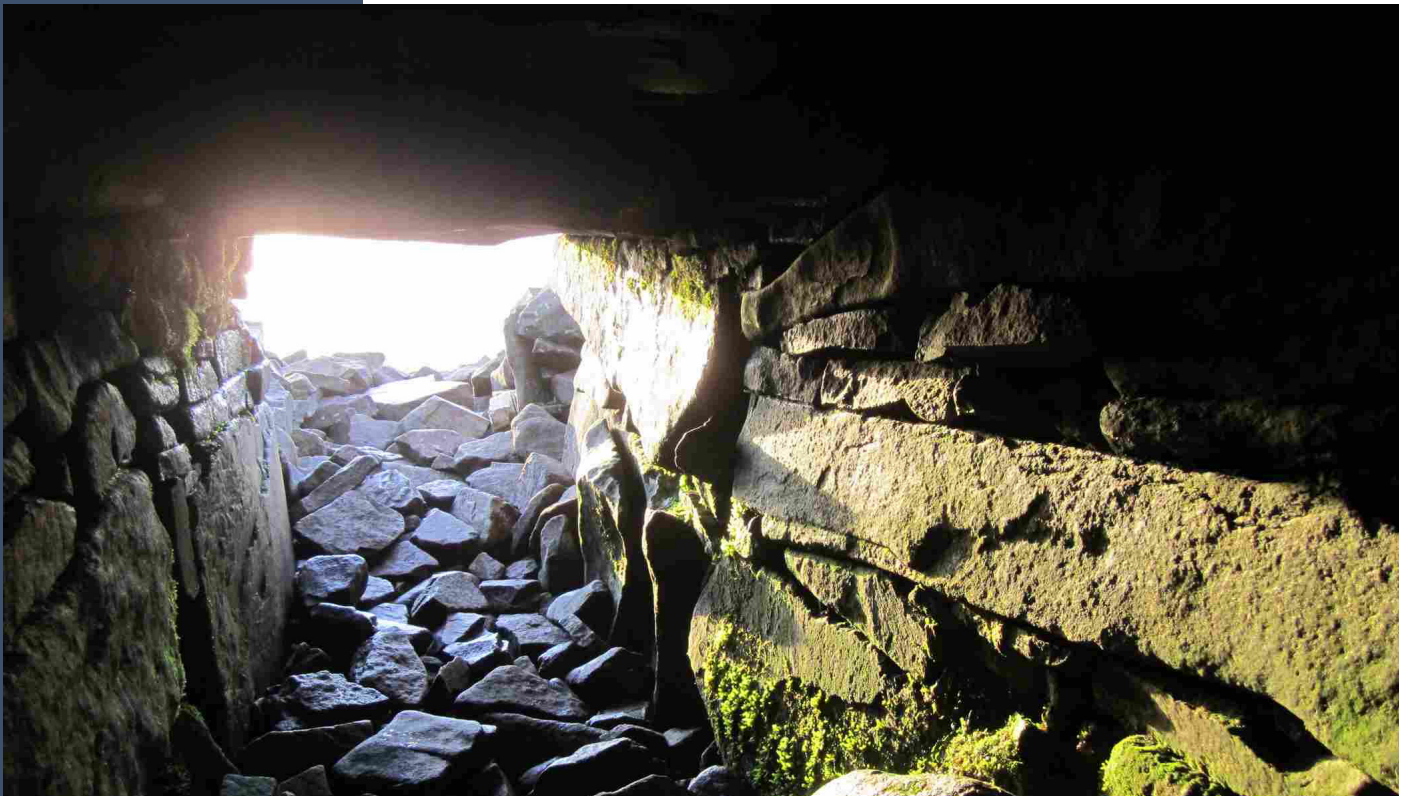
Abby McSherry  
(Ireland)

## Facing the Sun – Expanding the solstice

**Few can visit the solar aligned passage tomb on Slieve Gullion as it is high, small and inaccessible. So a month-long pre-solstice festival celebrates and interprets the solstice to a broad audience.**

In the run-up to Christmas, attention in Ireland focuses on the orientation of the Newgrange burial tomb in County Meath, which faces towards the sunrise on the day of the winter solstice. For many people, this prehistoric phenomenon dating back over 5,000 years has become linked with the celebration of Christmas and the turning of the year, and there is massive interest in attending this event with over 30,000 names entered into a lottery for the few dozen places. However, Newgrange is not the only place where this spectacle occurs. Deliberate solar orientation is a recurring element of the passage tomb tradition elsewhere in Ireland, including our mountain of Slieve Gullion in County Armagh, and as far afield as Orkney, Brittany and Spain, so there are many other places where people can go.

The increased interest in this seasonal marvel has become its own enemy in the Ring of Gullion Area of Outstanding Natural Beauty where the solstice sunset illuminates the back of the highest passage tomb in the whole of the United Kingdom of Great Britain and Northern Ireland. The problem of more people wanting access to the tomb than can practically gain access, combined with a stiff climb to 573m in possibly poor weather conditions, means that many who would like to mark the solstice, cannot do so. In an effort to celebrate the solstice with the wider public while still allowing the hardy few to undertake the climb, the Ring of Gullion Landscape Partnership developed a solstice festival.



Perfectly aligned for the  
Solstice  
(Photo: McSherry)

The festival of events, workshops and walks focussed on the twin themes of light and flames along with historical heritage and a little bit of good old-fashioned Christmas sparkle. We ran 16 events between the period of the ancient festival of Samhain (Halloween), which focuses on the darkness, and the celebration of the solstice itself which looks towards longer, brighter days and focuses on light. The events ranged from a solstice mindfulness retreat to a geological exploration of the volcanic and glacial origins of the Ring of Gullion. We also organised fire-linked craft workshops as diverse as candle making, pottery, glass fusing and straw-crafts. People were fascinated by a lecture on cultural astronomy, and the interactive celebrations of two very different local heroes, Hugh O'Neill from the 15th Century and the Iron Age Cú Chullainn, were hugely popular. Our project also helped fund two community plays based on historical reenactments. Each event attracted a different audience with diverse interests, but all shared an awareness of the movement of the earth around the sun and the continuity of this over the millennia.

The culmination of the festival was, of course, the five Cairn Illumination Hikes (one lead in the Irish language) over the solstice itself, allowing 20 people at a time to experience the phenomenon. Despite the notoriously bad Irish weather, two of the walks revealed stunning sunsets which illuminated the entire chamber of the passage tomb and even on the days when the sun did not shine the atmosphere was electric. The hikes held a particular resonance with people seeking a link with prehistoric monuments as expressions of nature-based religious systems, but the interpretive leaders took care not to confuse ancient and largely unconfirmed cosmological beliefs grounded in a particular and complex worldview during the Neolithic with our beliefs and knowledge today.

Over 700 people took part in the festival events and the festival will be repeated next year if we can find sufficient funding to do so.

*Abby McSherry is the IE Country Coordinator for Ireland. She works as the project officer on the Ring of Gullion Landscape Partnership funded by the Heritage Lottery Fund and Newry Mourne and Down District Council. She can be contacted at [abby.mcsherry@nmandd.org](mailto:abby.mcsherry@nmandd.org).*



Solstice and mist combine to form a prehistoric landscape  
(Photo: McSherry)



## Andros Routes: Walking for heritage on a Greek island

**A grass-roots project on Andros island to revive a key landscape element, the ancient walkways. An independent, passionate, self-funded effort to conserve by raising awareness and benefits for the local community.**

It all started with beauty, over 20 years ago... the younger me was lying at the open boot of my father's van, returning from a weekend on Andros island. I looked up at the clear sky, the uninterrupted horizon, the sunset colours. I inhaled the clear wind and felt immensely alive. A strong wish flooded from within. I want to live here...

Unavoidably, this is a personal story, but depersonalising it could be the story of any urbanist seeking connection to nature, a meaningful quest, a sense of real life. It could also be the story of locals rediscovering their neglected heritage; areas of breath taking beauty handcrafted by their ancestors.

Andros Routes, initially a fluid idea of interpreting the landscape of Andros, became a project to revive the ancient walkways and make them useful again for the community.



Walking towards the beach of Lefka (Photo: Karayianni)



A typical 'steni' path - walled, narrow (Photo: Karayianni)



The story in snapshots:

- 2005 First touch: My permanent move to Andros. I walk along the old footpaths. Beauty inspires me deeply.
- 2009 Vision: 'Andros Research Centre' is born, to host research and creative conservation activities. By recording oral history, we understand the landscape - an effort christened, Andros Routes.
- 2010 Earthly involvement: Launching a voluntary scheme of footpath clearing. Delivering the first interpretive walks.
- 2011-12 Roots on routes: Footpath clearing.
- 2013 Fundraising & learning: We write a book and issue a map and hikers tools, generating income for maintenance. We get training from the European Ramblers Association (ERA) on developing quality trails.
- 2014 Setting social goals: We communicate the idea of a quality certification and fundraise, achieving private local support.
- 2015 Accomplishment & recognition: After two years of intensive work, we complete the maintenance of 160km. We receive the quality certification Leading Quality Trails -Best of Europe from ERA. Strong publicity of the achievement boosts local pride.
- 2016 Results: The footpaths become a local theme, travel organisations and individuals visit Andros for hiking, extending the tourist season. Important European publications renounce Andros a "top hiking destination".
- 2018 A conservation social net: 20 volunteers hold good knowledge on path maintenance, recording, communicating and working on problems with locals. Five volunteers coordinate, support hikers, pursue local involvement, cooperate with tourism organisations, create earnings for the paths and work with authorities to improve policies.



West coast view of the ancient bay of Andros - 8th Century BC  
(Photo: Karayianni)



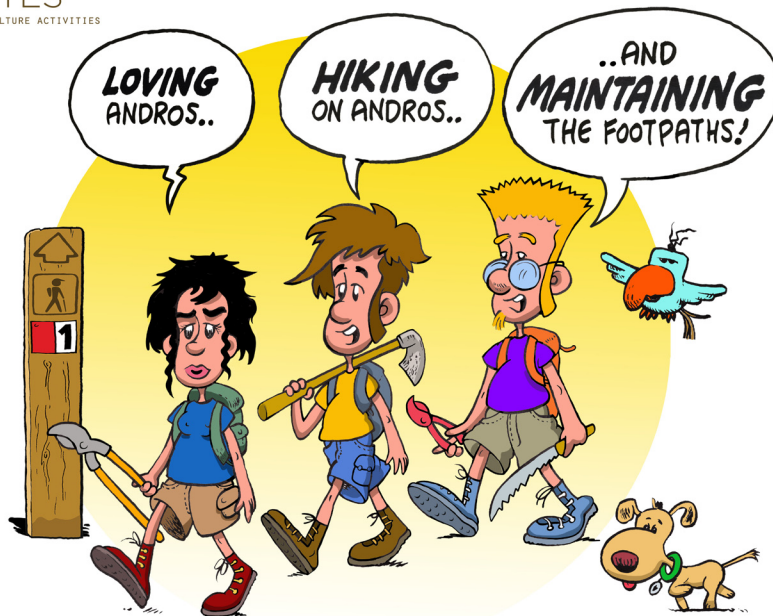
Our project has been a creative attempt at rural heritage interpretation: oral history interviews, footpath maintenance, guided tours, articles written, public presentations - all together an interesting mosaic of interpretation. The ancient walkways have been our gate to understanding.

It was only recently that I had the chance to join Interpret Europe's invaluable course for Certified Interpretive Guides (CIG), at Syros island, taught by the gifted trainer, Valya Stergioti. What an amazing feeling when you see your field experience through a structured methodology! It has been a diamond. My hopes fly to the day this will be embodied to the Greek education system.

Why walk? Well, walking on ancient steps may be a way to reconnect to our agricultural past, to reach parts of rare beauty and cultural wealth, where all 'progress' has sprouted from.

*Olga Karayianni is the coordinator of Andros Routes Project [www.androsroutes.gr](http://www.androsroutes.gr). She recently finished her PhD in sustainable tourism, being carried away by the mystical footpaths of Andros and – hopefully - the non-futile battle to save them. She can be contacted at: [info@androsroutes.gr](mailto:info@androsroutes.gr).*

**ANDROS  
ROUTES**  
RESEARCH NATURE CULTURE ACTIVITIES



## Introducing Visitor Studies to Hungary

**A team of Hungarian and German expertise will work across three sites in Budapest.**

The Hungarian Association of Cultural Heritage Managers ([www.heritagemanager.hu](http://www.heritagemanager.hu)) has once again teamed up with the German company, KON-TIKI – Interpretive Planning, Training and Evaluation ([www.kon-tiki.eu](http://www.kon-tiki.eu)) to deliver a 17-month-long project, sponsored by the Deutsche Bundesstiftung Umwelt (DBU) ([www.dbu.de](http://www.dbu.de)). This was the result of two previous projects in the field of interpretation.

Three large interpretive sites in the area of Budapest will be trained to:

- professionally conduct visitor studies;
- work on evaluation strategies for each particular site; and
- apply the results of the evaluation.

One result will be the development of a new offer along the conceptual ideas of Education for Sustainable Development (ESD), the Sustainable Development Goals (SDG) and/or Planetary Boundaries (PB). During a front-end evaluation, pre-knowledge, naive notions and expectations of potential visitors will be checked and used as a base to develop the new offer.

A successful kick-off meeting was conducted in January in the Hungarian Museum of Tourism and Trade. A one-week workshop in February included a two-day introductory workshop to visitor studies in interpretive sites. Afterwards, during a one-day session in each of the three cooperating sites, evaluation strategies will be developed. The sites are the Museum of Tourism and Trade, Skanzen open-air museum and the Wildlife Park of Budakeszi.

The summer of 2018 will be used by each site to conduct representative visitor studies. At the beginning of 2019 there will be a closing conference during which the project results will be presented.

Those interested in visitor studies or the evaluation of interpretive sites in general can reach the project coordinator, Dr. Lars Wohlers, at [lars.wohlers@kon-tiki.eu](mailto:lars.wohlers@kon-tiki.eu) or the Hungarian coordinator, Árpád Bőczén, at [arpad@heritagemanager.hu](mailto:arpad@heritagemanager.hu).

A practice-oriented mini-evaluation workshop was held during the Interpret Europe conference in Kőszeg in March. As part of this workshop there was a short analysis of two of the guided tours that had been offered during the conference. Approximately 15-20 conference participants joined the workshop.

*Dr. Lars Wohlers is an experiential interpreter who has worked for 12 years at the Leuphana University, Germany, in the field of Informal Education. Since 2006 he has been running his own interpretation consultancy company, KON-TIKI ([www.kon-tiki.eu](http://www.kon-tiki.eu)). You can reach Lars at: [lars.wohlers@kon-tiki.eu](mailto:lars.wohlers@kon-tiki.eu).*



Participants of the kick off meeting (Photo: Wohlers)



## EYCH 2018 discussions in Ukraine

### Ukrainian members of Interpret Europe initiated a multisectoral discussion about the implementation of the European Year of Cultural Heritage (EYCH)

A Ukrainian community of heritage professionals, experts and NGOs will present the Road Map on the implementation of EYCH 2018 in Ukraine to the governmental bodies and public agencies, focusing on the need for a multidisciplinary approach and inter-agency cooperation. The Road Map was drafted during the multisectoral round table, organised by the Ukrainian members of Interpret Europe (Nataliya Gudkova, Tetyana Oliynyk, Tetiana Karpiuk), in cooperation with the Ukrainian bureau of the Creative Europe programme and with the support of the Goethe Institute in Ukraine, on 29 January, 2018.

More than 100 people took part in the round table, including representatives of the public, ministries and departments (including the Ministry of Culture, the Ministry of Foreign Affairs (MFA), the Ministry of Ecology, the National Geographical Inventory, the Ministry of Youth and Sport), as well as international institutions, think tanks, and research centers (EU Delegation to Ukraine, the Ukrainian Center of Cultural Research, the National Science Academy, Kennan Institute).

IE members in Ukraine thought it was important to discuss how the EYCH could be related to our work in our country. Catherine Magnant, Head the European Year of Cultural Heritage 2018 Task Force, addressed the participants via Skype from Brussels. Tetyana Oliynyk, IE member, presented her research of the transformation of the concept of heritage in the European international conventions, declarations and treaties; in particular, the interdisciplinary and integrated approach, which now prevails in understanding and managing heritage. The representatives of the Ministry of Culture, MFA, Creative Europe and EU Delegation to Ukraine presented the programmes and initiatives of the respective agencies, planned in relation to EYCH 2018. The presentations were well received and everyone agreed to work together to maximise the impact of EYCH for Ukraine.

*Tetyana Oliynyk is a Director of the travel agency, Karpaty Travel (Lviv, Ukraine). You can get in touch with her at: [tetyana.olinyk@gmail.com](mailto:tetyana.olinyk@gmail.com).*

*Nataliia Gudkova is an Associate Professor of the State Ecological Academy of Postgraduate Education and Management (Kyiv, Ukraine). She is also the IE Country Coordinator for Ukraine. You can get in touch with her at: [ngudkova@gmail.com](mailto:ngudkova@gmail.com).*



Lena Malmström  
(Sweden)

## Swedish Centre for Nature Interpretation – Ten years!

The Swedish Centre for Nature Interpretation celebrates its 10th anniversary with the conference, 'Nature Interpretation for the Future'.

It has been ten years since the SCNI was established by the Swedish Environmental Protection Agency and the Swedish University of Agricultural Sciences and our office opened in Uppsala. Since then, our aim has been to serve as a meeting place, a centre for professional development and a competence resource for all nature interpreters in Sweden. What better way to celebrate an anniversary, than with a conference about heritage interpretation?!

On 8-9 October 2018, heritage interpreters are welcome to Uppsala to meet and interact with colleagues and inspiring speakers, such as storytelling activist Mary Alice Arthur (USA), Carol Ritchie, Director of EUROPARC Federation (UK), and Claes Svedlindh, Head of Nature Department at the Swedish Environmental Protection Agency. The conference will (mainly) be held in Swedish. For more information, please visit: [www.scni.se](http://www.scni.se).

*Lena Malmström is one of four staff making up the SCNI. You can get in touch with her and her colleagues at: [scni@slu.se](mailto:scni@slu.se).*



Lena Malmström, Anders Arnell, Per Sonnvik and Director Eva Sandberg  
(Photo: SCNI)





Paul Hibberd  
(UK)

## Delivering better wildlife viewing experiences

**A new guidance document, based on wildlife viewing sites across Scotland's national forest estate, is now available to download.**

Wildlife is unpredictable, which makes good interpretation all the more important.

But, interpretation is usually part of a wider visitor experience, and all of that experience needs to be good if visitors are going to enjoy their time on your site.

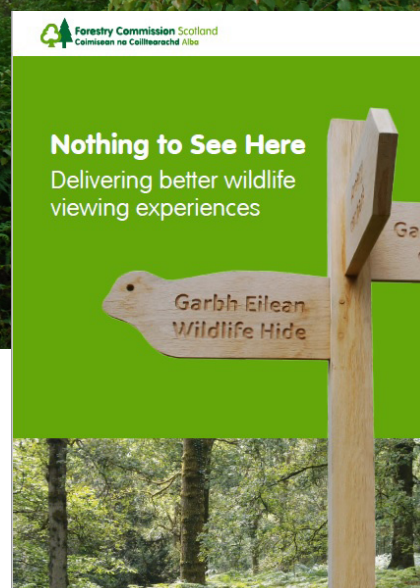
The new guidance document, *Nothing to See Here: Delivering better wildlife viewing experiences*, includes a section on interpretation, and features a wide variety of wildlife viewing sites across Scotland's national forest estate.

We hope this new document will be a useful addition to the relatively small amount of guidance available on this subject. It can be downloaded as a PDF [here](#).

*Paul Hibberd is the Interpretation Officer for Forestry Commission Scotland, and has a particular interest in watching and interpreting wildlife. He can be contacted at: [paul.hibberd@forestry.gsi.gov.uk](mailto:paul.hibberd@forestry.gsi.gov.uk)*



Wildlife direction  
(Photo: Hibberd)  
and the cover of the  
guidance document  
(Forestry Commission  
Scotland)



## New international blog on interpretation

Check out this new, free service collating news and views on interpretation, particularly Experiential Interpretive Design (EID).

*This is an invitation to check out a new thought-provoking blog on Experience Design in Interpretation.*

*The blog, developed by IE-member Dr. Lars Wohlers together with colleagues from North America, is a free service for everyone interested in interpretation in aquariums and zoos, parks and reserves, museums and monuments, gardens and galleries, historic sites, nature centres and outdoor learning centres.*

*This blog aims to help design holistic journeys where our natural and cultural heritage delights people of all ages while serving their unmet and evolving needs.*

We want to promote this specific form of Experiential Interpretive Design (EID) through networking, workshops, coaching, and exchanging ideas. Check out our blog posts along with the rest of the EID site that outlines our mission, goals and principles: [www.eidcoaching.com](http://www.eidcoaching.com).

*Dr. Lars Wohlers is an experiential interpreter who has worked for 12 years at the Leuphana University/Germany in the fields of Informal Education. Since 2006 he has been running his own interpretation consultancy company, KON-TIKI ([www.kon-tiki.eu](http://www.kon-tiki.eu)). You can reach Lars at: [lars.wohlers@kon-tiki.eu](mailto:lars.wohlers@kon-tiki.eu).*





# What's going on elsewhere

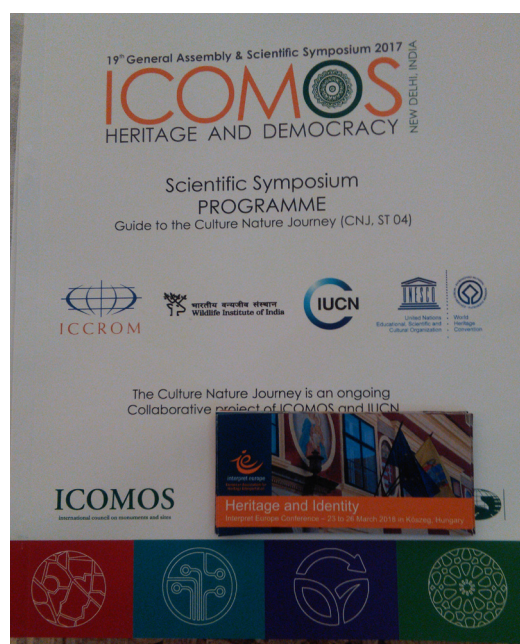
Zsuzsa Tolnay  
(Hungary)

## Striking a common chord – Some thoughts on the ICOMOS General Assembly and Symposium

**Right after the 2018 Interpret Europe Conference and well into this year, why talk about a 2017 event held in Delhi, India? The answer is manifold, as there are several links between the ICOMOS and IE conferences.**

First of all, the 2008 ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites is a milestone document for the very fact that such an international scientific organisation as ICOMOS (International Council on Monument and Sites) is among the first few to recognise the importance and potential of heritage interpretation. Interpretation principles have been adopted in its policy, thus providing some guidelines for professionals managing monuments, buildings and sites. The sessions of the 2017 ICOMOS symposium sub-theme 'Protecting and Interpreting Cultural Heritage in the Age of Digital Empowerment' were indeed among the most popular ones.

As Interpret Europe has joined the European Year of Cultural Heritage, with some more accent on cultural heritage, the link with the main field of interest for ICOMOS is obvious. While the mission statement of ICOMOS stresses the physical aspects of heritage sites more, in fact, it was a unanimously shared view during the symposium that intangible cultural heritage is part and parcel of heritage management. Without doubt, it is yet another common understanding. But, more importantly, a special approach to heritage and its relationship with identity on various levels was the focus during the recent IE conference. And this approach was quite obvious throughout the ICOMOS symposium as the subtitle of the event was 'Heritage and Democracy' with subthemes like 'Integrating Heritage and Sustainable Urban Development by Engaging Diverse Communities for Heritage Management' and 'The Role of Cultural Heritage in building Peace & Reconciliation'. In fact, the Delhi Declaration on Heritage and Democracy should be food for thought for all heritage managers and interpreters.



Interpretation was a topic and the IE conference was advertised (Photos: Tolnay)

Also, following up on the pilot project of Connecting Practice, run jointly by ICOMOS and IUCN, the two organisations presented the subtheme of 'The Culture-Nature Journey'. While heritage interpretation tends to be more holistic, not to separate nature and culture, strange as it might sound, the two key advisory bodies to UNESCO on World Heritage - ICOMOS and IUCN - have only recently initiated a more concerted practice on how to approach World Heritage Sites, particularly mixed sites and cultural landscapes, as these properties have their outstanding universal value rooted in both nature and culture. For this reason, the CNJ Yatra Statement is much-recommended reading, and also a path to follow in the future. In fact, this holistic approach was echoed during the IE conference, too, particularly during the study visits to the Fertő-Hanság National Park and the 'Nature and Us' thematic strand. But this is also a message to most sites if they are to communicate the full sense and story of a place.

The synchronicity of the two conferences is fascinating, but without surprise, as both events addressed pressing and globally relevant issues. The ICOMOS GA 2017 website is still available and well worth browsing at: <http://icomosga2017.org/>.

*Zsuzsa Tolnay holds MSc degrees in Biology, English (UNIDEB) and World Heritage Management (UCD) and a Postgraduate Diploma in Interpretation: Management and Practice (UHI). She has worked at national parks and World Heritage Sites in Hungary since 1998, currently at the Hortobágy National Park. She was on the conference organising team for KÖME for the recent IE conference in Kőszeg. She can be contacted at: [tolnayzs@yahoo.com](mailto:tolnayzs@yahoo.com).*



A heritage walk to the Humayun's Tombs World Heritage Site  
(Photo: Tolnay)



## Sustainable tourism awards

**You have until 1st July to submit an entry or nomination for the 'Destinations of sustainable tourism' awards, being held as part of EYCH 2018. Read on to find out more!**

A special initiative has been developed by the European Cultural Tourism Network (ECTN), European Travel Commission (ETC) and Europa Nostra under the frame of the European Year of Cultural Heritage (EYCH) 2018.

Instead of analysing risks or studying mutual advantages, we are launching a special edition of ECTN's existing award for 'Destinations of sustainable tourism', which will contribute in an original way to one of the ten European initiatives of the EYCH; 'Tourism and heritage: promoting sustainable and responsible tourism'.

The awards will be given for achievements by cultural tourist destinations which have produced significant results related to enhancing visitor experience while respecting traditions and involving local communities.

The awards will cover the following heritage-related aspects of cultural tourism:

1. Religious and Pilgrimage
2. Coastal and Maritime
3. Cultural Landscapes
4. Industrial and Military
5. Historic Houses, Villages and Cities
6. Transnational Thematic Products
7. Contributions by Cultural and Creative Industries (CCI's)

The awards are open to all tourist destinations across Europe, local and regional authorities, tourism boards and associations, destination management organisations, cultural NGOs.

This is a unique opportunity to apply for an award that addresses specifically your mission or core business. Please take a look at the further information and spread the message!

Further information, the award criteria and the application form can be found here: <http://www.culturaltourism-network.eu/award-2018.html>

The deadline is 1 July, 2018. We look forward to receiving many applications!

*Piet Jaspaert is the Vice-President of Europa Nostra ([www.europanostra.org](http://www.europanostra.org)), a member of the European Heritage Alliance 3.3*



## András Román summer university course on monument protection

'European heritage and 'heritage tourism' – Tasks and challenges' will be the title of the accredited international further education course organised by the Hungarian National Committee of ICOMOS in June 2018.

**Date: 21-27 June 2018**

**Location: Noszvaj-Sikfőkút (Nomád Hotel - Noszvaj, Hungary)**

The theme of our annual summer course is different each year and always reflects current days. This year we are going to join the European Union campaign about cultural heritage. 'Heritage tourism' is an important economic and employment factor besides the cultural meanings we have in European, regional and local characteristics. It can strengthen the local identity, but needs well educated co-operating professionals. The programme of the summer university course will provide theory-based information and practical advice for the participants.

More details about the planned programme and application process can soon be found on the website of ICOMOS Hungarian National Committee:  
<http://www.icomos.hu>

We especially invite applications from professionals who are concerned with, or those who would like to be specialised in, the field of restoration.

The summer course has been named in honour of the founder, András Román, in 2005 (and has replaced the previous name, 'Eger Summer University Course on Monument Protection'). The summer courses have been offered for almost five decades and we continue the tested tradition of changing the theme each year. The current themes are always worked out by excellent local and foreign lecturers with the active contribution of participants.

The official languages of the course are Hungarian and English. We will provide simultaneous translation during the whole length of the course.

Please save the date and consider joining us for this substantial professional programme in inspiring, relaxing circumstances!

*Erzsébet Kovács is an architect, specialising in conservation. She represents the Hungarian national committee of ICOMOS. She can be contacted at: [erzsebet.kovacs@icomos.hu](mailto:erzsebet.kovacs@icomos.hu).*



Previous course participants  
(Photo: Ramnye)



# Funding

Jana Paratz  
(Brussels)  
[Ed. Marie Banks  
(UK)]

## Public consultations on EU funding post-2020

**A series of public consultations on the priorities for future EU funding and an online survey on the future European agenda for culture have just closed. We now await the results.**

Public consultations covering the entire spectrum of EU future funding, as well as on EU funding specifically in the areas of values and mobility and of cohesion, were open for a short period and closed in early March.

The European Commission also launched an online survey seeking views on options for advancing the European Agenda for Culture, ten years after its adoption in 2007. The survey aimed to take stock of activities so far under the European Agenda, including the structured dialogue with cultural and creative sectors, the European Culture Forum, and policy collaboration with Member States. IE's Cultural Heritage Coordinator, Patrick Lehnes, represented Interpret Europe at a meeting in Brussels in February to feed into this process. You can find out more about the EU Commission's role in culture [here](#).

Europa Nostra responded to these consultations and we hope that many of you managed to input your opinions despite the short time frame. Heritage Alliance member, NEMO (the Network of European Museum Organisations), gives a good summary on their website [here](#).

We hope the results will be published soon and provide positive news for future funding for cultural heritage interpretation projects.

*Jana Paratz is the European Policy Officer for Europa Nostra. This information has been taken from a Heritage Alliance 3.3 email bulletin. Interpret Europe is a Heritage Alliance member and is also involved in the European Agenda for Culture process.*



# IE announcements

## IE Management



## Welcome to our new coordinators and management assistant

**As we said earlier, we are very grateful to have grown our voluntary support teams recently to a total of 25 coordinators plus teams working behind them. We would like to formally welcome our newest coordinators.**

### **Management Assistant – Helena Vičič (Slovenia)**

As you probably already know, we are also very pleased to announce our first paid position since 2015 – a Management Assistant. We are now able to support some funding towards the work that Helena Vičič from Slovenia does for us to support the management and our voluntary teams. Helena has been volunteering with IE since 2016 and is a CIG and CIH course trainer whilst also conducting her MSc in Interpretation: Management and Practice part-time at the University of the Highlands and Islands (UK) and implementing many international projects. She can be contacted at: [helena.vicic@interpret-europe.net](mailto:helena.vicic@interpret-europe.net).

### **Marketing Coordinator – Alexander (Sandy) Colvine (UK/France)**

Sandy, from the UK but living in France, has taken on the role of Marketing Coordinator to assist all teams and the management in promoting IE and its activities to as wide an audience as possible. Having marketed and delivered CIG training courses first-hand, he knows that IE's training offer works. It can benefit many organisations and help IE's development, but our great trainers need help to reach the right organisations with the right products, using the right messages to convince potential beneficiaries of the merits of an IE training course. So, his initial focus will be to support IE's training offer, but, in time, this will expand to include other IE services. Sandy can be contacted at: [alexander.colvine@interpret-europe.net](mailto:alexander.colvine@interpret-europe.net).

### **Country Coordinator Ireland – Abby McSherry**

Abby is a geographer who has worked in the charity and government sectors in Ireland and the UK and has experience of cross-border projects, using interpretation to engage people. She is now settled in the eastern border area near the ancient Gap of the North, where she currently works on a landscape scale project in the Ring of Gullion. Having volunteered in the IE News Team for some time, she will now take on the mantle of raising the profile of IE across Ireland. She can be contacted at: [abby.mcsherry@interpret-europe.net](mailto:abby.mcsherry@interpret-europe.net).

### **Country Coordinator Italy – Maurilio Cipparone**

Maurilio sees a big challenge for heritage interpretation in Italy, a nation which has the highest number of UNESCO WHS and the richest biodiversity in Europe. A country where heritage interpretation should be 'business as usual', but it isn't. He has vowed to try and overcome the existing barriers between interpretation and universities; between interpretation and museums, archaeology, history, traditions, UNESCO sites; between interpretation and parks and other landmarks, with their nature and their local, ancient, cultures. He hopes to help to create many 'heritage stewards' and also to promote new job opportunities. If you would like to join his team in Italy, he can be contacted at: [maurilio.cipparone@interpret-europe.net](mailto:maurilio.cipparone@interpret-europe.net).

### **Country Coordinator Malta – Chantal Avellino**

Chantal is a warranted psychologist specialising in the field of forensics. She has extended this role to focus on the application of organisational psychology



to include designing training material as well as delivering training programmes. She holds the position of Management Skills Trainer and Training Organiser at AMC, where they are now expanding into Continuing Professional Development (CPD) for the Tourism and Culture Industries as there is a market for interpretation and heritage management training in both the private and public sector. Chantal can be contacted at: [chantal.avellino@interpret-europe.net](mailto:chantal.avellino@interpret-europe.net).



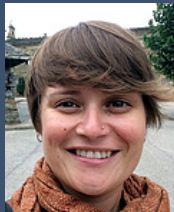
#### **Country Coordinator Poland – Magdalena Kuś**

Magdalena works as a mountain guide, specialising in nature tourism and outdoor education. She is also an IE trainer for the Certified Interpretive Guide (CIG) and Certified Interpretive Host (CIH) courses. She is involved in spreading this approach in Poland and convinced that people can benefit from the heritage interpretation experience. Heritage builds our identity and, as a result, strengthens our sense of responsibility for it. It would be a great success if more people in my country needed to ask themselves, “why should I care?” - heritage interpretation is a great tool for achieving this. Magdalena can be contacted at: [magdalena.kus@interpret-europe.net](mailto:magdalena.kus@interpret-europe.net).



#### **Country Coordinator Serbia – Gordana Milanović**

Gordana has degrees in art history and practical experience through internships at the National Museum of Serbia, the Central Institute for Conservation, the Ministry of Culture and Information (Desk Creative Europe) and the Pavle Beljanski Memorial Collection. She is co-founder of the NGO Center for Research and Promotion of Cultural Heritage, HeriTag, where she is dedicated to the research, protection and interpretation of local heritage. She is also a member of the ICOM Serbia Commission for the organisation of seminars and museum counseling. She can be contacted at: [gordana.milanovic@interpret-europe.net](mailto:gordana.milanovic@interpret-europe.net).



#### **Country Coordinator Spain – Verónica Álvarez**

Verónica is a geology graduate specialising in environmental protection, with experience in Spain and Central America. She is a member of Travindy Spain - a multidisciplinary organisation focused on communicating responsible tourism worldwide – and, for the last five years, has been leading a business project of heritage interpretation focused on sustainable tourism, environment and rural development. She has also worked on a project that used heritage interpretation and sustainable tourism to achieve women's empowerment in rural areas and, as a geologist, has promoted the enhancement of Spain's geological heritage. She can be contacted at: [veronica.alvarez@interpret-europe.net](mailto:veronica.alvarez@interpret-europe.net).



#### **Architects Coordinator – Claudiu Silvestru (Austria)**

Claudiu, who was previously acting as the Country Coordinator for Austria, has taken on the new role of Architects Coordinator and held his first meeting during the conference in Kőszeg. If you are an architect or have experience working with interpretation of built heritage and would like to join the group, contact Claudiu at: [claudiu.silvestru@interpret-europe.net](mailto:claudiu.silvestru@interpret-europe.net).



#### **Children's Interpretation Coordinator – Johanna Eisank (Austria)**

Johanna works as an assistant in environmental education in the Gesaeuse National Park in Austria and is passionate about showing our future generation the fascinating and perfect imperfection of nature. She had a great response to her recent request for team members (thank you!) and is currently busy forming a team and a development plan for this area of our work. She can be contacted at: [johanna.eisank@interpret-europe.net](mailto:johanna.eisank@interpret-europe.net).

**You can read more about all of our coordinators and management team at:**  
<http://www.interpret-europe.net/feet/home/interpret-europe/our-structure/executive-management/>

## Welcome to our new members

### Organisation members

Tyresta Forest Foundation / Stiftelsen Tyrestaskogen, Sweden  
Kosovo Council for the Cultural Heritage, Kosovo  
The National Trust of Slovakia, Slovakia

### Corporate members

Agamai srl, Italy  
Bildungswerk interpretation, Germany

### Professional members

Annamaria Csiszer, Hungary  
Andrea Hiller, Austria  
Katarina Kogoj, Slovenia  
Jasna Lovrec, Croatia  
Sofia Kostadinova-Ilkova, Bulgaria  
Robert Martin, Ireland  
Vesna Miholić, Croatia  
Lenka Mrázová, Czech Republic  
Emanuele Pantone, Italy  
Shelley-Anne Peleg, Israel  
Anna Veeder, Israel

### Individual members

Tony Abbott, USA	Anka Kolenc, Slovenia
Nada Andonovska, Macedonia	Margit-Mariann Koppel, Estonia
Roland Bäck, Austria	Dubravka Kranjcevic, Croatia
Sara Baša, Slovenia	Salome Laussedat, France
Brigitte Berreiter, Germany	Tom Ločniškar, Slovenia
Sarah Bevc, Slovenia	Bogdan Macarol, Slovenia
Giorgio Biddittu, Italy	Frederick Manck, Germany
Rhys Bonney, Spain	Maruša Markočič, Slovenia
Petra Bralić, Croatia	Vlasta Markočič, Slovenia
Albert Canal Pujol, Spain	Marija Mesarić, Croatia
Sedina Cerovac, Croatia	Nadja Mislej Božič, Slovenia
Ariadna Coll Buch, Spain	Florin Nechita, Romania
Helena Coll Buch, Spain	Mario Noschese, Spain
Daša Čok, Slovenia	Athanasía Ntávla, Greece
Matthew Damigos, Greece	Janez Ohnjec, Slovenia
Sonya Darrow, Czech Republic	Jenny Anghelike Papasotiriou, Greece
Aurélie Dayse, Spain	Laura Peham, Austria
Raimon Dura Gonzalez, Spain	Anna Pollin, Austria
Morena Elja Elle, Croatia	Edita Povilaityte-Leliugiene, Lithuania
Şevket Erşan, Turkey	Juan Mari Saiz Etxabeguren, Spain
Helena Estella Escobar, Spain	Vanessa Sancho, Spain
Torgal Hermann Floden, Norway	Xana Sandoval, Spain
Aleksander Furek, Slovenia	Uroš Simčič, Slovenia
Rosana Giusti, Croatia	Juraj Svajda, Slovakia
Sofia Granato, Spain	Klara Szita, Hungary
Urban Grmek Masič, Slovenia	Tea Štifanić, Croatia
Martina Guštin, Croatia	Marija Jera Švagelj, Slovenia
Francisco Javier Hernando Caro, Spain	Katarzyna Śnigórska, Poland
Abigail Hirsch, Israel	Jozef Tercon, Slovenia
Dijana Hršak, Croatia	Sasa Tkalec, Croatia
Manuela Hrvatin, Croatia	Narcis Torrent Oliva, Spain
Karlo Ivančić, Croatia	Irena Tratnik Dosso, Slovenia
Tanja Ivek, Croatia	Marko Trupković, Croatia
Lovorka Jakopiec, Croatia	Edit Újvári, Hungary
Josip Klanfar, Croatia	Yasmina Vera, Spain



Maura Verástegui, Spain  
Alejandra Cristina Vereau Álvarez  
Calderón, Spain  
Aida Vezic, Bosnia and Herzegovina

Sílvia Vidal Martí, Spain  
Sana Vitas, Croatia  
Zinzi Wits, Switzerland  
Alba Zurita Mateu, Spain

**We currently have no members from the following countries: Cyprus, Iceland, Luxembourg, Moldova, and Montenegro.**

**Do you have any personal contacts in these countries who would benefit from being a part of IE? If so, introduce them!**



Sir Edward Barton, aka Mark Wallis of Past Pleasures Ltd, giving some interpretive context to the dinner at Esterhazy Castle in Hungary (Photo: KÖME)

## Upcoming events in Europe

16.04.-20.04.2018: NAI/AMBC International Conference  
Reims (France)

21.04.-26.04.2018: Euroclio Conference – Mediterranean Dialogues  
Marseille (France)

03.05.-06.05.18: EMF European Museum of the Year Award  
Warsaw (Poland)

10.05.-11.05.18: Conference Resilient Cultural Heritage and Communities in Europe  
Budapest (Hungary)

24.05.-26.05.18: Conference Walking with Saints  
Ronse (Belgium)

18.06.-24.06.18: European Cultural Heritage Summit  
Berlin (Germany)

03.09.-07.09.18: Conference Urban Jewish Heritage - Presence and Absence  
Kraków (Poland)

18.09.-21.09.18: Europarc Conference European Parks: Inspired by the Next Generation  
Aviemore (UK)

03.10.-05.10.18: AHI conference Provoking Conversations  
Chester (UK)

11.10.-13.10.18: Conference Religious Heritage: Europe's Legacy for the Future  
Paris (France)

12.11.-15.11.18: Conference on Cultural Heritage and New Technologies  
Vienna (Austria)

## Upcoming events outside Europe

01.09.-06.09.18: ACHS Conference Heritage Across Borders  
Hangzhou (China)



Werner Kreisel  
(Germany)

## Call for papers – ‘Landscape Interpretation and Tourism’

**The ZELTForum - Göttinger Schriften zu Landschaftsinterpretation und Tourismus, vol. 10, will publish examples of creative ideas and successful practical examples on the issue of heritage interpretation and tourism.**

The Zentrum für Landschaftsinterpretation und Tourismus (ZELT) (center for landscape interpretation and tourism) at the Department of Geography, University of Göttingen, Germany ([www.zelt-goettingen.de](http://www.zelt-goettingen.de)) aims to show the many possibilities for a successful landscape and heritage interpretation and its importance for tourism. The intention is to create mutual understanding for the various forms of interpretation, to outline best practices, and to increase the quality of applied interpretation and tourism concepts. A closer cooperation between research and praxis is of particular importance, as is a broad exchange between all interested parties and everyone involved.

Papers are invited and can be submitted in German, English, French, or Spanish.

Please send a brief letter of interest and complete text (10-15 pages) by 30 June 2018 to: [wkreise@gwdg.de](mailto:wkreise@gwdg.de).



Snow Roads interpretive  
sculpture, Cairngorms  
National Park, Scotland (UK)  
(Photo: Banks)

# And finally...

## News Team

Thank you for your contributions.

Warm Spring wishes from your IE News Team:

Marie Banks (UK) – News Coordinator

Anna Carlemalm (Sweden), Dijana Pita da Costa (Slovenia), Elena Kragulj (Spain), Abby McSherry (Ireland), Verena Perko (Slovenia), Sarah Wendl (Austria) and Katja Winter (Germany).

Any news, projects, invitations, thoughts or adventures in interpretation that you want to share? Send a report and some photos to: [news@interpret-europe.net](mailto:news@interpret-europe.net). Please follow the [guidelines for newsletter authors](#).

If you would like to contribute an idea for a book review for future issues, please send it to: [helena.vicic@interpret-europe.net](mailto:helena.vicic@interpret-europe.net).

Deadline for all contributions: Thursday 31 May 2018.

Are you following us on social media? Please also engage with us on Facebook and LinkedIn.



<https://www.facebook.com/interpreteurope/>



<https://www.linkedin.com/company/1227939/>

As a member you can also join our closed Facebook group for more regular, informal interpretation chat.

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.

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**interpret europe**

European Association for  
Heritage Interpretation

Interpret Europe  
European Association for Heritage Interpretation  
Am Rasen 23  
D-37214 Witzenhausen

+49 (0)5542 505873  
[mail@interpret-europe.net](mailto:mail@interpret-europe.net)  
[www.interpret-europe.net](http://www.interpret-europe.net)

**Serving all who use first-hand experiences  
to give natural and cultural heritage deeper meaning**