



interpret europe

European Association for  
Heritage Interpretation



# Newsletter – Autumn 2018



*“The future will belong to the nature-smart”*

Richard Louv, keynote speaker at the 2018 Europarc Conference

# Contents

<b>Editorial</b>	3
<b>Thoughts</b>	
Can war cemeteries teach what war really means	4
<b>IE activities</b>	
Creating new interpretive maps for Europe	6
<b>Training</b>	
We've come a long way	8
Why heritage interpretation is much more than just a tool	9
Dancing with the wind – while interpreting – in Chiloé	11
Playing the past: Certified Live Interpreter pilot training course	13
Certified Interpretive Trainer course	15
Congratulations to our newly certified members	17
Upcoming courses and webinars	18
<b>IE member activities</b>	
Pedal-powered IE networking	19
MMV conference – Get thinking for 2020!	21
<b>What's going on elsewhere</b>	
Voices of the war wounded	22
<b>Research</b>	24
<b>Funding</b>	24
<b>IE announcements</b>	
Welcome to our new coordinators	25
Welcome to our new members	27
Upcoming events in Europe	28
<b>Further announcements</b>	
European Museum Awards – A guide to quality work in museums	29
<b>And finally...</b>	30

## IE Management

Dear members,

A remarkably hot summer has come to an end and now the first signs of autumn are being seen, heard and smelt in some northern regions of Europe.

This was definitely the case in the Scottish Highlands, where, once more, a large and colourful gathering took place. The Europarc Federation invited us to share our thoughts at their annual conference in the Cairngorms National Park. Together, we ran a workshop as part of our joint venture, exploring examples of how natural circumstances support cultural identities. For example, locating cultures related to heritage around sheep breeding in different parts of Europe resulted in a European map that is rather different from the more familiar political map of nation states. Such new maps might trigger new thinking about the natural and cultural treasures we share; and some of these maps seem to be more rewarding than what we hear from daily news. The workshop in the Highlands was the third step on our shared journey with Europarc, which will finally lead us to Brussels in order to discuss our findings with representatives of the European Parliament and the European Commission.

Besides our involvement in events of other stakeholder organisations all across Europe, we made some progress in distributing our approaches and especially in strengthening IE through our training programme which is now flourishing, geographically as well as content-wise. Among our many Certified Interpretive Guide (CIG) courses, two took place in South America, we launched a Certified Live Interpreter (CLI) pilot course in Hungary, we enjoyed another Certified Interpretive Trainer (CIT) course in Austria, and right now our Training Team is inviting participants for the Certified Interpretive Planner (CIP) pilot course to Croatia. Many more courses have been announced by our trainers for the next three months, which means that our membership is growing accordingly.

The last quarter of the year will be busy as usual, but we are much looking forward to it since it promises some harvest from seedlings we planted before. We hope that all of you enjoy such experiences while the days become shorter, and we are keen to share all outcomes with you the same way we shared our challenges and tasks.

Thorsten Ludwig and Markus Blank  
Managing Directors

Thorsten Ludwig  
(Germany)

## Can war cemeteries teach what war really means

**Just minutes from my home and more than the straight lines of headstones commemorating a nation's fallen soldiers, this war cemetery is different.**

Usually, strolling through the oak forests in the very heart of Germany is a real pleasure; romantic landscapes with hills and creeks, hidden villages and old castles. Nobody would expect any darker stories than those of Snow White or Cinderella, which the Brothers Grimm collected in these villages about 200 years ago.

One of these enchanting sites is Ludwigstein Castle. However, from the castle's gate, it is just about 15 kilometres to Friedland – the largest refugee camp in the years after the Second World War, it is two kilometres to the former Iron Curtain where the World was divided into East and West, and it is just 500 metres to Ludwigstein War Cemetery.

Harbouring 294 individuals from the Second World War, the cemetery is rather small; but it is remarkable considering the idea to learn from war for peace. There lies a 17-year old boy who was a soldier for just a few days, and two young men from a probation battalion who were shot, probably for desertion – and an SS man who was a Muslim enlisted in the Caucasus.

Many victims weren't soldiers at all. One suffered as a prisoner in a concentration camp before he was killed during one of the death marches in the final days of the war; and a forced labourer from Russia died from intoxication shortly before she headed home after having been offered methylated spirits by her fellow sufferers to celebrate her liberation.

Ludwigstein Castle gives all these stories an anchorage. Built in 1415, it tumbled down in the 19th century and was resurrected by youth groups about 100 years ago; as the cemetery itself had been built by youth groups together with American, Belgian and German soldiers. The castle houses a youth hostel, the State Archive of the German Youth Movement and a youth learning centre, which organises educational activities.

To tell the stories of the people from the cemetery, the centre developed a geocaching programme. School classes especially can search for original objects or their replica, deposited in the forests nearby the site. Most of these objects belonged to the victims. Striving through the forests, the groups face tasks which they can only solve by consulting each group member.

All tours start at the castle, and all tours end at the cemetery. Although this programme is not at all about knights and fairy tales, it is one of the most popular programmes the centre provides. In the beginning, students are mainly attracted by the technological challenges of their GPS; but at the end, often the focus has radically shifted.

The programme was created jointly with the Volksbund Deutsche Kriegsgräberfürsorge, an organisation in charge of more than 800 war cemeteries with learning centres in Belgium, France, the Netherlands and Germany. It is seen as a good example for learning about war on site; but the most critical prerequisite is the site itself, arranged in a way that obviously provokes thinking.



Ludwigstein War Cemetery is a peaceful place to rest, just like a little landscape park. It doesn't provide a classic story about war heroes, but rather raises questions around war and peace, and about the challenges individuals face if their leaders play with fire. Wouldn't it be great if more war cemeteries could be like this?

*Thorsten Ludwig is the owner of Bildungswerk interpretation, a consultancy founded in 1993, dedicated to interpretive training and planning. He has been Managing Director of Interpret Europe since 2015. You can get in touch with him at: [Th.Ludwig@interp.de](mailto:Th.Ludwig@interp.de).*



Ludwigstein War Cemetery,  
Germany  
(Photos: Ludwig)



Athina Tsekoura  
(Greece)

## Creating new interpretive maps for Europe

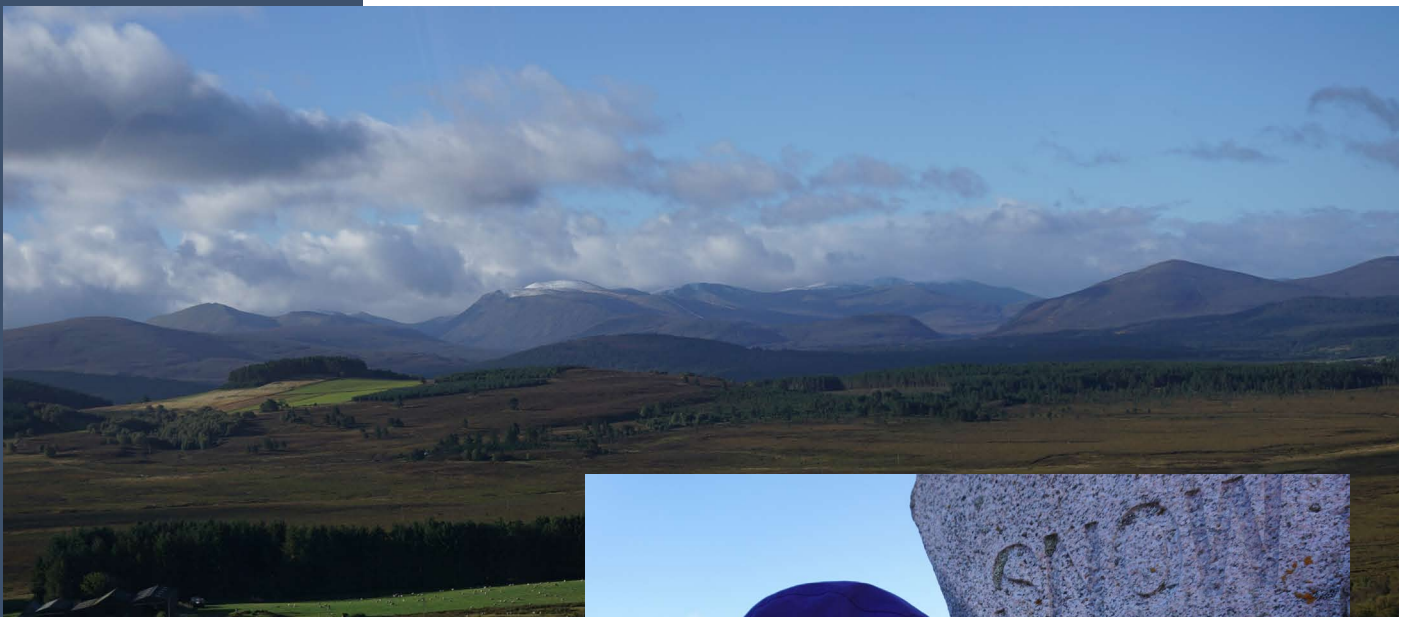
**IE and Europarc Federation presented the workshop, *Natural Heritage and cultural identity: the role of interpretation*, at the Europarc Conference.**

It was December 2017 when Interpret Europe and Europarc Federation announced their partnership for the European Year of Cultural Heritage (EYCH), focusing on the role of natural heritage to explore cultural identity.

The first two steps have already been made in spring this year and the third step was taken in the Cairngorms National Park, in Aviemore, Scotland, UK, during the 2018 Europarc Federation Conference, *Inspired by the next generation*, held from the 18-22 September.

Interpret Europe and Europarc Federation carried out a four-hour workshop titled, *Natural Heritage and cultural identity: the role of interpretation*. Participants explored the role of natural heritage in shaping people's identity, with a special focus on young people. A question was asked: How can European parks enhance the connection between natural heritage and cultural identity. Some guidance and practical tips to develop this in the field of heritage interpretation were discussed among the participants.

Directors Carol Ritchie from Europarc and Thorsten Ludwig from IE contributed. IE's Tourism Coordinator Nuria Mohedano presented the case study, *Migrant Shepherds legacy: Building capacity and shaping identity for youth development in Spain* and IE's Natural Heritage Coordinator Athina Tsekoura delivered another entitled *Revitalising connections: how young people can teach to value sea turtles in Greece*.



The first snow in the  
Highlands  
(Photo: Mohedano)

An alternative view  
(Photo: Tsekoura)



The first case study approached the territorial identity debate in Spain that is fostered within the second edition of an annual event in which shepherding heritage shapes connections between old traditions and new chances for young people. The sense of belonging, capacity building development and a supportive community can bring new opportunities through heritage interpretation for youth.

And the second was about ancient Greece, where sea turtles were respected as iconic animals but this changed significantly during the 20th century when sea turtles were perceived as competitors by the fishing industry. Did young people manage to reconnect the turtles' nesting grounds to the cultural identity of local people at Peloponnese? Did they manage to convince the older generation to reinforce their cultural roots linked to nature?

Along with the case studies, several activities and group work sessions were held, and the participants were asked to take a different look at what they already knew.

Firstly, they were asked: How can natural heritage help to connect generations? and they had to think of one example of how natural heritage can create a shared cultural identity across borders. Later, they were encouraged to share one example where natural heritage was originally part of people's cultural identity but where this deep connection had been lost and now re-established.

Many ideas and a lot of experience were exchanged, resulting from the efforts of Interpret Europe and Europarc Federation. The spirit of the workshop, in a few words was that: "We need to cross the borders of what we know, redraw the European map by giving it the colours of what connects us and rethink the strong role of the young generations we should have within our natural heritage and parks."

Leaving Scotland along with an amazing experience in Cairngorms National Park, we take with us the strong revitalising breeze of the Highlands to work further on the role of natural heritage to explore cultural identity.

The results will now be summed up by Gaia Fermanelli from Europarc and then we will prepare to present the results of our cooperation to members of the European Parliament and the European Commission in Brussels.

*Athina Tsekoura works in the environmental education field and can most often be found underwater. She is Interpret Europe's Natural Heritage Coordinator and can be reached at: [athina.tsekoura@interpret-europe.net](mailto:athina.tsekoura@interpret-europe.net).*



Workshop participants  
(Photo: Tsekoura)



# Training

Valya Stergioti  
(Greece)

## We've come a long way

**The foundations of IE's training activities took shape four years ago thanks to the HeriQ Project.**

In September 2014, a great week was spent in the Harz Mountains, northern Germany, where a group of us learned to be Heritage Interpretive Agents for the HeriQ Project. Looking back on that week, full of intense and memorable moments, is a great reminder of how far we've come since then.

In the four years since, we have expanded IE's training programme from one to five courses, increased the number of certified interpretive trainers to 19 (with many more to come in the following weeks) and now have more than 200 certified members across Europe.

We still have a long way to go, but I think we can say, "not so bad for just four years!"

Enjoy the following articles written by some of our latest course participants and trainers and we hope to see you on one of our courses soon.

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



HeriQ Interpretive Agents in 2014 (Photo: Knolle)



## Why heritage interpretation is much more than just a tool

**You may hope that heritage interpretation could be a useful tool for your work and enhancement of your interests. It certainly is.**

My experience has led me to believe that interpretation of cultural heritage is not just a tool, it is more of a lifestyle. The Interpret Europe Summer Courses for Certified Interpretive Guides/Trainers (CIG/CIT) this summer in Poland offered proof of just that. It did even more; it brought together one of the most connected groups I have ever had the chance to meet in one place. This made the biggest impact on me during the week. We started as colleagues and like-minded professionals and ended up as friends, co-workers and activists engaged around the common love for culture and cultural heritage.

Individually and together, we learned about the theory of heritage interpretation and the vast universe of concepts, such as facts and meanings, phenomena and themes, interpretive talks and walks, mind mapping and accessibility, roving and live interpretation. The theory was not given to us or implanted into our heads – each slice of knowledge was earned through practical exercises and examples. 90% of the time was spent outdoors and hands-on. There was no escape or possibility for the “I will do it later” mentality. It pushed our boundaries and made us more vulnerable – in a good way. It did exactly what good practice heritage interpretation does on site.

Having had the privilege and honour to work with 50 European States in celebrating and defining their meaning of European heritage during the last ten years, I have realised three things: 1) celebration of cultural diversity and similarities brings together the best possible people; 2) storytelling and relationship building is the future of protecting our common heritage; and 3) local communities generally do not know how valuable their local heritage is.

Heritage interpretation goes along the same lines. It truly brings together the best possible people. Relationship building and storytelling are the main pillars of the concept – you need to not just engage the community, but rather work with them to showcase their best abilities and empower them to take responsibility for telling their own story/stories. And finally, the role of heritage interpreter is to guide the community in realising the value of their unique perspective(s).

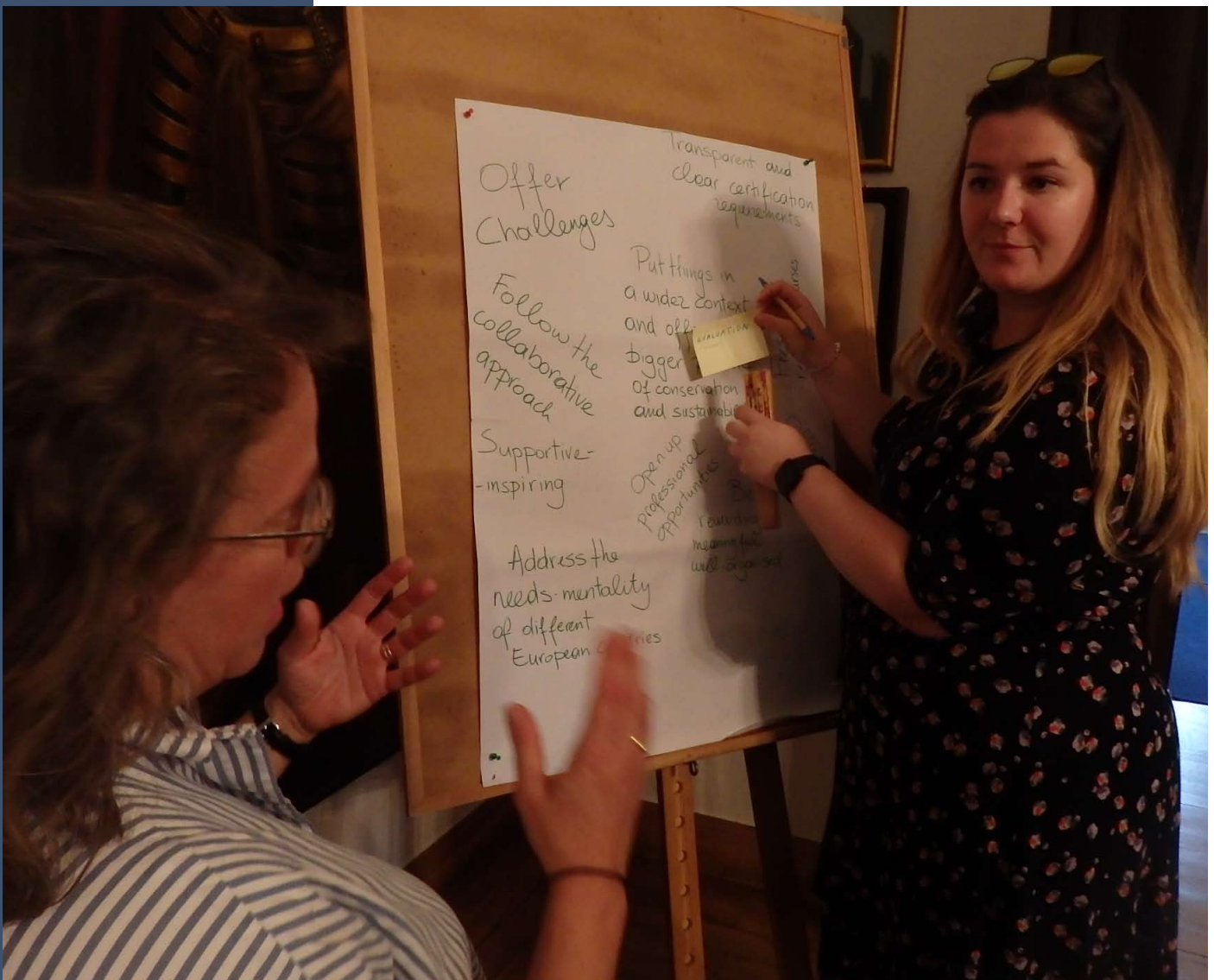


Interpretation brings people together  
(Photo: Fischer)

Once you get a grasp of what interpretation is, you will never look at the world in the same way again. A tree is never just a tree, a fact is never just a fact, a person is never just a person – it is a treasure chest full of unrevealed potential to tell a story and many stories to people around you. It is a way to create multiple narratives and open minds and, ultimately, make connections to people and phenomena that you might not otherwise encounter.

In the era where everyone claims we are more disconnected than ever, heritage interpretation gives room to empathy and compassion and universal human values and that is something that everyone should get certified in. I sure am glad I had the opportunity to do so.

*Jelena Močević is a storyteller and relationship builder in charge of the European Heritage Days Programme at the Council of Europe. She is a heritage enthusiast and believer in the human approach to development of local communities. You may reach her at: [jelena.mocevic@interpret-europe.net](mailto:jelena.mocevic@interpret-europe.net).*



Interpretation offers challenges  
(Photo: Fischer)



## Dancing with the wind – while interpreting – in Chiloé

**On an island in southern Chile, in a bay where penguins nest, a group of South American guides gathered to learn the tricks of interpretation.**

On a mid-August Sunday afternoon, late winter in the southern hemisphere, we set out from Puerto Varas to Chiloé. A small group of nature lovers, happy to be out of urban areas where the landscape is shaped by cement.

Chiloé Island is located 1,100km south of Santiago de Chile, in the Los Lagos region, and it is the fifth largest island in South America, the largest being Tierra del Fuego at the tip of the continent, another 3,300km further south. Here, the Andes Mountains and the Humboldt Current create the weather, which challenged his group of naturalist guides who were happy to be outdoors and, for a change, to be students rather than leaders. Evarist March Sarlat, our IE trainer and captain for a week, was about to shake up our guiding skills and make us re-think the way we share knowledge and nature with our clients.

We arrived at the Caleta de Puñihuil during the late afternoon, each of us settling down in our assigned wood-cabin, as per the instructions of Raffaele Di Biase, the organiser of the training. He owns Birds Chile, a bird-watching and naturalist tour operator working out of Puerto Varas in the Los Lagos region. Together with Evarist, he developed this event that aimed to improve the local guiding skills and overall quality of travellers' experiences in the region.

The week-long training was one of discovery. Our assumptions on how to convey a message were uprooted as we needed to re-think our communication techniques. Do not narrate, do not give a conference and much less a monologue...instead engage the audience and make them feel, wonder, explore, seek, be curious and dive into nature to learn from within.

By mid-week we were diving into new ways of engaging our audience. We sat in a classroom drinking hot tea and huddled by the fire. Winter winds rocked the wooden building to a point we thought it might fly off carrying our group of 20 guides inside it! Despite the weather, we went outside, walked on rocky beaches and on trails full of moss and ferns and the road to self-improvement twisted ahead of us, still out of our grasp.



Classroom with a view  
(Photo: March)

On one day, a group of guides led an exercise where we had to visualise the way the small animals that live in the Valdivian Temperate Forest use the foliage as protection, and increasingly have to deal with encroaching environmental devastation. None of us will ever forget the animals that live in this place; we were one with them, at least for a while.

Another guide showed the fascinating nalca or pangue (*Gunnera tinctoria*) – a plant as old as life and that, in spite of its unfriendly looks, how crucial it is to the Chilote culture. Its huge, spiky leaves are used to cook the curanto, a typical Chilote food prepared with seafood and meats, and the stems of the plant produce a dye for wool.

We also talked with mushrooms, stood strong like the trees, understood the feelings of a migrating bird, and felt in our hearts how this beautiful and extreme land formed the untamed soul of the Huilliche people, the original inhabitants of Chiloé.

After two stormy days, with Pacific winds so strong that all vegetation growing on exposed areas was moulded into an eternal arch, we finally saw the light. The sun came out and our minds realised that, from now on, our guiding will be entwined forever with the subtle tricks of interpretation.

*Ana Ines Figueroa owns an active travel company operating in the north of Argentina and the Andes Mountains. She is a trainer in the adventure travel industry, specialising in product development for local communities blending conservation and social responsibility tools. She can be contacted at: [ana@adventure-landscape.com](mailto:ana@adventure-landscape.com).*



Nature guiding on a windswept beach  
(Photos: March)



## Playing the past: Certified Live Interpreter pilot training course

**In the first week of September, a group of people interested in bringing history to life met in Budapest, Hungary, for a new training programme.**

Interpret Europe's new Certified Live Interpreter (CLI) course was tested in collaboration with the UK company, Past Pleasures, otherwise in charge of training staff at the British Royal Palaces. The setting for the course was more than suitable, as the lectures and practicals took place in the Hungarian Museum of Trade and Tourism. If I had to name just one thing that everyone present had in common, it would be their love of interpreting history. According to studies, people only remember 20% of what they hear, but 80% of what they experience. If the experience is through interpretation of a specific person from the past and this is done in the right and authentic way, then the whole experience becomes even more memorable.

The programme for certification lasted one week, during which there was some time to prepare for the final exam. The course covered many different subjects, including what a costume is and what is expected from a person wearing one. What kind of theoretical 'hats' there are and which ones the person doing the interpretation must wear to get the right message across to the guests. Various difficult situations were also presented to the participants, and everyone was able to learn from each other.

A very important part of live interpretation is a thorough preparation of the character. Once the life circle of that person is set, one can start going into details, and thus learn the various customs from the past up to the present, including how to behave authentically and to practice the correct form of curtsy upon greeting people.



In character as a lady  
(Photo: Hudnik)

A specially designed toolkit is needed for delivering live interpretation and thus the various techniques were also presented and practised. All the theory was supported by real cases, when live interpretation was presented in first, second and third person and that helped greatly with the development of the final assessment.

The pilot Certified Live Interpreter training course was completed when each of the attendees chose, prepared and presented a character according to strict standards that included ten different categories of evaluation. The end of course exam was also useful in that the valuable feedback can be implemented to improve our future work. During the course, we also had some great time learning about 17th century fencing and sword fighting. But that was just a moment of inspiration.

As Penny Wilkinson said: "It is impossible to re-enact the past, but we can research and interpret as we can." I think we have managed to learn and master the art of live interpretation and shall be happy to share the newly gained knowledge with others as well.

*Tina Hudnik is a co-founder of G-Guides, a school for responsible tourist guides, and is also the main organiser of the Green Microphone Award – the voice of responsible tourism, which is an international award for tourist guides. You can get in touch with her at: [tina.hudnik@gmail.com](mailto:tina.hudnik@gmail.com).*



In character as a merchant  
(Photo: Hudnik)



## Certified Interpretive Trainer course

**Summer was still with us in mid-September in the Gesäuse National Park, Austria, for IE's two-day Certified Interpretive Trainer (CIT) course.**

Aimed at existing and developing trainers, the course was designed to improve trainers' skills and provide a space to share their experiences. We were led by Valya Stergioti, IE's Training Coordinator, and Thorsten Ludwig, IE Managing Director, and hosted by Markus Blank, IE Managing Director who works at the National Park. The participants were trainers for the Certified Interpretive Guide (CIG) and Certified Interpretive Host (CIH) courses and for the developing Certified Interpretive Planner (CIP) course.

In the beautiful setting of the park's campground, surrounded by limestone and dolomite mountains and the burbling river Enns, we reviewed the meaning and purposes of heritage interpretation and sharpened our skills in training others to deliver engaging and exciting interpretation programmes.



Training in Gesäuse  
National Park  
(Photo: Ludwig)

We began by reviewing the many 'triangle' models where people, place and the interpreter can engage to make their own connections with places and develop greater meaning about its stories and features. We discussed how meaning can be developed by using frames and values, where frames can help provide contexts and values help to develop perceptions. We checked out how we can provide better quality for IE training, thought about different paradigms for education and discussed how the brain works (or doesn't work!) in different situations.

We then spent valuable time analysing how we can make IE courses more effective in delivering IE's core values and goals, and understanding the many steps that can be taken to deliver a great course. We also considered the many challenges that can be encountered during courses and how we can deal with them.

Altogether, a great time was had by all and by the end, we were more confident with our trainer roles and felt we could deliver better courses.

And if that wasn't exciting enough, we then had two more days of thought-provoking activity – a day upgrading the CIG course and reviewing the CIH course, and a more informal day of sharing trainers' thoughts and experiences. The CIG trainer upgrade is the last stage for IE trainers that are Certified Interpretive Guides. The CIH review assessed the details of the course and considered how these could be improved. After a long day of throwing ideas around the room we ended up with a course plan that we felt could really help tourism businesses, accommodation providers and tour operators provide heritage interpretation in exciting ways.

The final day was a bit more informal – sharing thoughts and experiences in training, and revelling in the delights of the National Park. We were expertly guided by Markus Blank. We saw some of the management challenges in the Park, including tackling the effects of die-back disease in ash trees (*Fraxinus excelsior*), and also some of the great things the Park provides to help people develop meaning about this fantastic place.

*Peter Seccombe is Co-Director of Red Kite Environment, a UK consultancy specialising in heritage interpretation. He can be contacted at: [peter.seccombe@redkite-environment.co.uk](mailto:peter.seccombe@redkite-environment.co.uk).*



CIT course participants & training materials  
(Photos: Ludwig)





## Congratulations to our newly certified members

### Certified Interpretive Guides (CIG):

Miquel Comas Moliné, Spain  
Vitoria Cortiana de Oliveira, Spain  
Katja Dürst, Switzerland  
Anna Flórez Raymond, Spain  
Ursula Gfeller, Switzerland  
Alberto Guijarro Pérez, Spain  
Martin Heini, Switzerland  
Antonia Iglesias Regueiro, Spain  
Christa Jäger, Switzerland  
Dubravka Kranjčević, Croatia  
Diamantoula Mavrommati, Greece  
Lorenzo Panella, Spain  
Maria Mercé Pérez Gaspa, Spain  
Katherine Petrole, USA  
Jorge Prats San Román, Spain  
Ariadna Ribau Cabedo, Spain  
Thomas Roth, Switzerland  
Silvia Ella Severio Ripke, Spain  
Dimitra Sidiropoulou, Greece  
Tea Štifančić, Croatia  
Christian Suter, Switzerland  
Martin Tschirky, Switzerland  
Meinrad Tuor, Switzerland

**Would you enjoy an enriching course with like-minded people and to gain an IE certification?**

**See below and keep an eye on the training pages of the IE website for up to date information on the next courses available near you:**

<http://www.interpret-europe.net/top/events/ie-training-courses.html>

## Upcoming courses and webinars

### Upcoming courses

See <http://www.interpret-europe.net/top/events/ie-training-courses/> for more details or email [training@interpret-europe.net](mailto:training@interpret-europe.net).

DATE	LANGUAGE	LOCATION	TRAINER
<b>IE Certified Interpretive Guide (CIG) courses</b>			
13-14/10/2018 19-21/10/2018	French, English	Provence, France	Sandy Colvine
18-20/10/2018 25-26/10/2018	Slovenian	Ljubljana, Slovenia	Helena Vičič
19-21/10/2018 10-11/11/2018	Croatian	Bakar, Croatia	Iva Silla
5-9/11/2018	Slovenian	Ljubljana, Slovenia	Janja Sivec
5-7/10/2018 10-11/11/2018	German	Freiburg, Germany	Thorsten Ludwig
<b>IE Certified Interpretive Writer (CIW) course</b>			
03/11- 07/11/2018	English	Elefsina, Greece	Steven Richards-Price
<b>IE Certified Interpretive Planner (CIP) pilot course</b>			
12-16/11/2018	English	Rijeka, Croatia	Ivana Jagić

### Upcoming webinars

IE webinars are free for IE members and are conducted in English. Make a note of our next webinar:

18 December: *How to embrace cultural diversity while fostering social cohesion*, by Patrick Lehnies (Germany)

Email [helena.vicic@interpret-europe.net](mailto:helena.vicic@interpret-europe.net) for more information.



# IE member activities

Sandy Colvine  
(France)

## Pedal-powered IE networking

**My Balkan summer cycling tour from Trieste to Athens took on a decidedly IE-influenced dimension as I took my outreach duties quite literally.**

What's your ultimate bucket-list challenge? As a geographer, mine was to cycle from Cabo da Roca in Portugal, the most westerly point of the European continent, to Istanbul, the gateway to Asia. Having completed that quest last summer, my next goal was to cross the Western Balkans, from Trieste to Athens; a 2,000 km tour of eight countries in three weeks.

Think about it. There are few places in Europe you can traverse so many countries by bike in so little time. I crossed eight riding from Vienna to Istanbul but Trieste to Athens equals that. Yet, most of all, the Balkans have always intrigued me, from those dusty atlases we all have featuring Yugoslavia, to the bloody break-up in the '90s and the new face of the Western Balkan countries. Now I had the chance to finally see them at a human speed.

Coupled with these hankerings for the road, it hadn't escaped me that Interpret Europe has a particularly strong network of active members in this region and so a plan hatched in my mind to bike through the Balkans combining some pedal-powered outreach networking.

So, first stop, and I found myself lunching in lycra with IE Management Assistant, Helena Vičič, near Ljubljana. Faultlessly polite and hiding her understandable shock when faced with a MAMIL (middle-aged man in lycra), we discussed the live interpretation course she was about to attend and some soon-to-be-revealed changes to IE's training webpages.

On to Zagreb and a rendezvous with IE guide trainer and live interpreter, Iva Silla and IE Outreach team member and promotion and PR specialist, Silvija Jacić. Iva gave us a privileged gas-light guided tour of the old town, peeking into historic courtyards adjoining former coaching inns and fine mansions. The three of us exchanged thoughts over a craft beer (and Silvija's favourite ice cream) about a key Outreach task of retaining new members and encouraging them to be active network partners. Subsequent ideas for a 'follow-up' communication campaign will be progressed this autumn.



Meeting Croatian IE  
members in Zagreb  
(Photo: Colvine)

I tied up all these leads and thoughts with Training Coordinator, Valya Stergioti, when I reached Greece and, with the boarding gate in sight, met Natural Heritage Coordinator, Athina Tsekoura, at Athens airport. Five friendly faces linked by pedal power wasn't bad going!

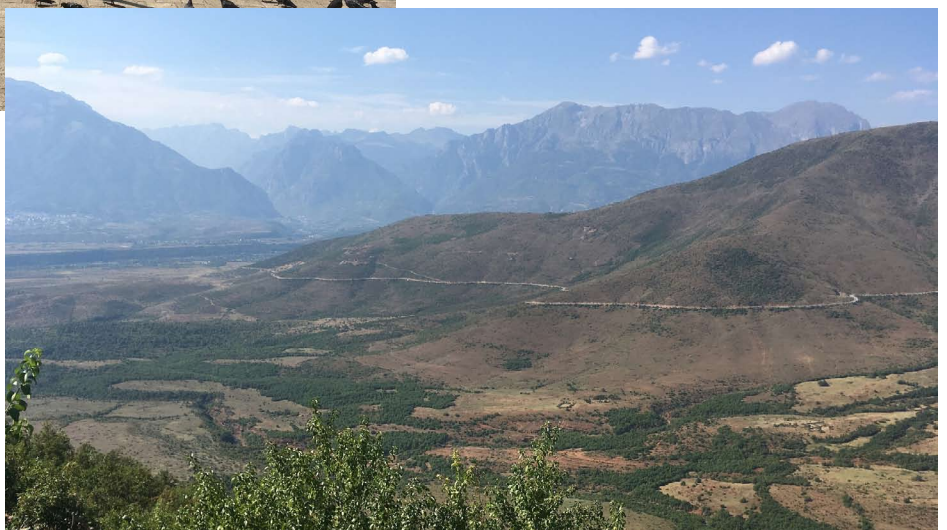
But it wasn't all business, thank goodness. I was lucky enough to visit a handful of museums on the road, including the outstanding War Childhood Museum in Sarajevo. It skilfully showcases powerful phenomena, donated by children of the war, accompanied by compelling 100-word texts that convey deeply attaching human stories. A first-rate example of heritage interpretation, it was one of the best museum experiences I can remember and I thoroughly recommend a visit if you go to Sarajevo. Another highlight was the remarkable Bay of Bones Museum on Lake Ohrid, a high-quality reconstruction of a Bronze and Iron-age pile-settlement sitting on the water. A lovely human insight from the exhibition sticks in my mind, an observation by Herodotus who noted that the lake inhabitants had the sense to tie string to their baby children's feet to stop them rolling into the water! Both establishments would be valuable additions to our network and I'll follow up initial contacts with more formal letters inviting them to join IE.

Now, I'm thinking about my next trip and visiting the expanding IE community. The EuroVelo Pilgrim's Route and the Iron Curtain Route are looking good right now, but any suggestions will be gratefully received!

*Sandy Colvine is an interpretive guide trainer and freelance translator. He is Interpret Europe's Outreach 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).*



Sarajevo &  
the Albanian mountains  
(Photos: Colvine)





## MMV conference – Get thinking for 2020!

**The 9th conference on Monitoring and Management of Visitors (MMV) in Protected and Recreational Areas took place this August in Bordeaux, France.**

Participants of the conference and their oral or poster contributions dealt with various aspects of visitor management, including heritage interpretation among other topics.

One of the parallel sessions was Interpretation as a tool for connecting visitors to and managing visitors in protected areas. And one of the posters was prepared by Interpret Europe and presented at the conference by our member Ondřej Vítek from Czechia.

Would you like to represent IE at the next MMV conference in Lillehammer, Norway, August 25-28, 2020? Why not start thinking now about what you could prepare an oral presentation about and let us know!  
Contact: [helena.vicic@interpret-europe.net](mailto:helena.vicic@interpret-europe.net).

You can find all of the conference abstracts from this year's conference here:  
[https://mmv9.sciencesconf.org/data/pages/last\\_version\\_abstract\\_book\\_1.pdf](https://mmv9.sciencesconf.org/data/pages/last_version_abstract_book_1.pdf)



Ondřej Vítek at the IE stand  
(Photo: Vítek)

# What's going on elsewhere

Marie Banks  
(UK)

## Voices of the war wounded

**In Southampton, on England's south coast, ghostly voices ring out across the site of what was once one of the largest military hospitals.**

At a soldier's marching pace, it took four minutes to walk the 400m long corridors of the longest building in the world – the Royal Victoria Military Hospital, or Netley Hospital as it was known.

Built in 1856 at the request of Britain's Queen Victoria after the Crimean War, it was the British Army's first purpose-built military hospital, with a capacity for 1,000 patients. It was used extensively during WW1 during which around 50,000 patients were treated and the bed capacity was increased to 2,000 by building temporary Red Cross huts in the grounds. It then became a US General military hospital after mainland Europe was invaded in WW2.

The hospital design was heavily criticised by Florence Nightingale - England's founder of modern nursing, who had trained nurses and organised the care of sick soldiers during the Crimean War in the 1850s - but ultimately it housed and cared for many wounded and dying service personnel who arrived by boat up the River Solent and had an easy short transfer to the wards.



Royal Victoria Hospital in its former glory  
(Photo: The Illustrated Times)

The huge cemetery in the grounds of Royal Victoria Park is a stark and poignant reminder of the loss of life. Graves of German and Allied forces soldiers can be found there among the British, and it is also apparent that many children of the staff at the hospital fell victim to the conditions of the time and infectious diseases. The building itself was demolished in the 1960s and the central chapel is all that remains to tell the tale of the war wounded.

I visited recently and, so close to the centenary of the end of WW1, felt particularly moved by the interpretation of the space, which was delivered with Heritage Lottery Funding and opened last year. The chapel (with tea room – it's always good to know where there is a good tea room!) and cemetery can be found within the 200 acres of Royal Victoria Country Park, managed by Hampshire County Council with open access to explore.

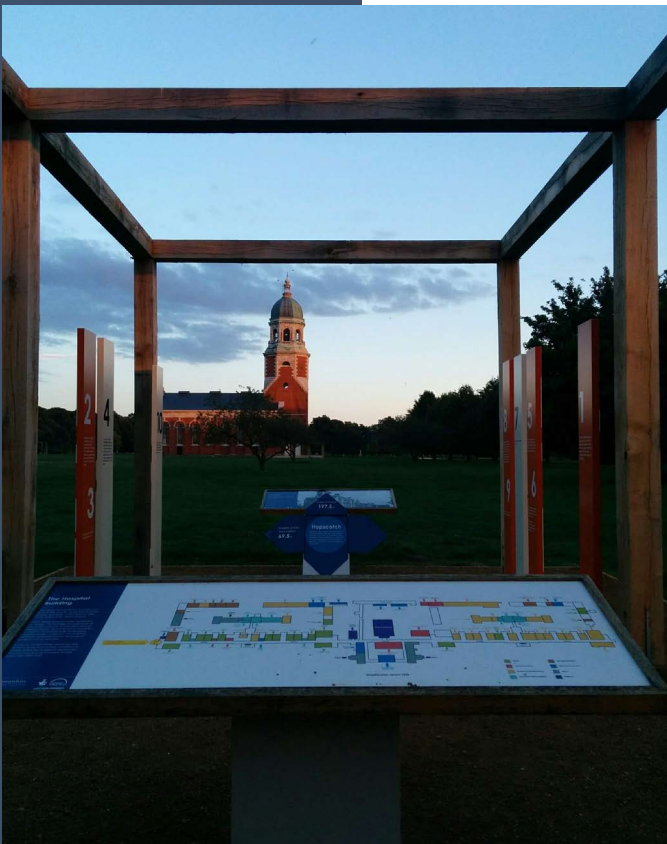


The dry ground - after an unusual British summer of no rain - reveals hints of the extent of the previous structure as the foundations of the missing walls appear in the parched brown grass. Now, a more permanent representation has been made as the corners of the once vast building have been subtly marked with open oak structures, providing a more visible cue and an aid to draw the eye along the sightline to the far end of the corridors. Each of the corners also houses a chapter in an interpretive story, revealing more about the soldiers, surgeons, nurses and families affected by the wars.

Translucent photographs provide an easy view into the past whilst still allowing you to see today's landscape and the viewing tower provides great views over Southampton Water, one of the UK's busiest shipping lanes, where you can imagine the wounded soldiers arriving by boat (although they later laid a railway line for improved access because the pier wasn't long enough to cope with the tidal change in water level). But the interactive exhibition gallery inside the chapel is the most haunting where, with eyes closed, the ghostly voices transport you to the horrors of early 20th century medical care and the reality of war.

Particularly now, 100 years since the end of WW1, the story of this hospital - interpreted so sensitively and focussed on the human stories - spoke to me, and I hope will also speak to future generations of visitors.

*Marie Banks is IE's News Coordinator. She works as an interpretation consultant and copy writer/ editor and can be contacted at: [marie@zebraproof.uk](mailto:marie@zebraproof.uk). [She has no relationship with Potter Associates who designed the interpretation and just thought it was a nice story to share.]*



Interpretation at the original corners of the building - soldiers and postmen used jeeps and bicycles to travel the length of the corridors (Photos: Banks)





# Research

The Research Team is currently undergoing a restructure with some volunteers already enlisted. If you would like to join or if you have suggestions for book reviews, please contact Helena Vičič at: [helena.vicic@interpret-europe.net](mailto:helena.vicic@interpret-europe.net).



# Funding

News of any relevant funding opportunities will be included in this section when we are aware of any.



# IE announcements

## IE Management



### Welcome to our new coordinators

#### Country Coordinator Kosovo – Kaltrina Thaci

I am a cultural heritage expert with an architectural conservation background gained in London. I also have a diverse experience in various projects of conservation, restoration, adaption, management and interpretation of archaeological sites, listed buildings and historic houses. In addition, I am experienced in preparing conservation plans for historic areas as well as for museums. My attention to providing physical and content access to disabled people, and fire and health safety provision for the community, ensures that every project I work on is done to the highest possible standard.

I have been working with the organisation, Cultural Heritage without Borders (CHwB) Kosovo, since January 2012. I have drafted the conservation, interpretation and management plans for the Castle and the Hammam in Vushtrri as well as for Prizren Fortress. In addition, I have coordinated the conservation plan for Vushtrri Historic Center, Prince Claus Fund emergency intervention projects and the emergency programme implemented in 50 buildings in Kosovo. I have worked on the interpretation of the Museum in Gjilan and Dragash, the regeneration of a historic street in Prishtina and I am currently managing the research and publications platform at CHwB Kosovo. I also work as a cultural heritage guide for a Catun tour operator.

Prior to working at CHwB Kosovo, I was a freelance architect with nine years of experience in architectural design and I also worked at the Ministry of Environment and Spatial Planning in the permits sector. I am a PhD candidate at the Technical University of Vienna as well as an active member of the International Council on Monuments and Sites (ICOMOS).

I can be contacted at: [kaltrina.thaci@interpret-europe.net](mailto:kaltrina.thaci@interpret-europe.net).



#### Country Coordinator Portugal – Carla Susana Goulart Martins da Silva

I was born in Lisbon, Portugal, where I lived with a father from an inland rural village in mainland Portugal and a mother from an island of the Azores, in the middle of the Atlantic Ocean. I spent all my childhood incredible vacations going back and forward between father's village and mother's island.

I studied Applied Biology at Lisbon University and finished my degree working at the Oceanography Department of the Azores University in 1999, when I chose Faial Island to live. In 2000 I switched willingly from marine research to tourism and worked in whale watching companies on Pico and Faial islands for a couple of years. At that time, I decided to pursue the field of education, and went for the degree of Teaching in Biology and Geology, which I finished in 2005.

By September 2005, I started working on Pico Island with the regional environmental NGO, Os Montanheiros, which is dedicated to the management of caves and natural heritage awareness. There I coordinated the services for environmental education on Pico Island (named Ecoteca do Pico), working on several international projects and more local ones, such as the awareness of local schools about the 2004 World Heritage designation by UNESCO of the Vineyard Culture Landscape of Pico Island.

In 2008 I obtained a Post-Graduate certificate in Nature Conservation Management from the Azores University and then in 2011 I was invited to be the



Coordinator of the Environmental Education Department of the newly created public company for Nature Conservation Management of the nine Island Natural Parks of the Azores, where I worked until 2014. I started working directly for the Azores Government, in the Services for Nature Conservation and Environmental Awareness, based on Pico Island. Here I became even more interested in heritage interpretation, since I started being a trainer for the courses of Azores Natural Parks Guides, which I did since their first introduction, in 2015.

Since 2012 I have been a volunteer member of the educational staff of the Azores Geopark, a UNESCO Global Geopark and also of the NGO, Os Montanheiros, where I have been the president of the Pico group since 2017. In both I focus on geoeducation for schools and for tourist companies.

I love communicating, teaching and helping people to create connections between nature and local culture. I am even the co-author of the book, A história do Zeca Garro, a children's book where the main character is a Cory's Shearwater, a migratory protected marine bird species. I am always looking to improve myself and learn new tools, and this was how I found Interpret Europe. As an IE Country Coordinator I am very excited to find new members for our network and help spread the message of this great approach on first-hand experiences for visitors and finding deeper meanings in heritage.

I can be contacted at: [carla.silva@interpret-europe.net](mailto:carla.silva@interpret-europe.net).

**Find 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

### Professional members

Silvestro Carrieri, Italy  
 Jitka Fialová, Czech Republic  
 Domina Lujak Tot, Croatia  
 Martina Mladenovic, Croatia  
 Varvara Evangelia Pischou, Greece  
 Kaltrina Thaci, Kosovo

### Individual members

Beat Aemissegger, Switzerland	Danae López, Chile
Antonia Danae Aguayo Guinao, Chile	Sergio López Barrera, Spain
Peter Alasztics, Hungary	Roswitha, Lüer, Germany
Juan Benedicto Altamirano Caucaman, Chile	Pablo Maldonado, Chile
Xenia Camila Altamirano Nauto, Chile	Florence Marguier, Germany
Juan Carlos Alvarado Barria, Chile	Markus Marti, Switzerland
Cristian Asun, Chile	Carlo Montalbetti, Chile
Raffaele Di Biase Cuomo, Chile	Adam Nemeth, Hungary
Éva Birkás, Hungary	Josep Oriol Borrut Fontanals, Spain
Pau Bonachela Polo, Spain	Cristina Oriol Zerbe, Spain
Paula Bozzolo, Chile	Luz Maria Oyarzo Cardenas, Chile
Maria Jose Cabezas Martinez, Chile	Sebastian Parada, Chile
Nuria Chacón, Spain	Pau Urgell Plaza, Spain
Camila Paz Chamorro Del Pedregal, Chile	Beáta Pravetz, Hungary
Tadej Curk, Slovenia	Jesenska Rici, Croatia
Alejandra Diaz, Chile	Thomas Roth, Switzerland
Luis Felipe Diez, Chile	Gemma Rovira Soler, Spain
Zvezdana Domladovac, Croatia	Edgardo Alexis Sandoval Sanhueza, Chile
Guido Dudle, Switzerland	Katja Ina Siemund, Chile
Katja Duerst, Switzerland	Héctor Sierra, Chile
Cristina Abian Esteban, Spain	Claudia Spasiano, Germany
Ana Ines Figueroa, Argentina	Eszter Suba, Hungary
Gustavo Andres Forero Delgado, Spain	Christian Suter, Switzerland
Miguel Angel De La Fuente, Chile	Nora Szekely, Hungary
Miguel Angel Fuentes Rosúa, Spain	Xavier Torrebellla, Spain
Mireia Garcia Gonzalez, Spain	Natalia Torné, Spain
Kim Sabine Gantzhorn, Germany	Laura Torrent Alsina, Spain
Ursula Gfeller, Switzerland	Anand Torrents, Spain
Esther González Navarro, Spain	Jaume Torres Lacruz, Spain
Fritz Graber, Switzerland	Martin Tschirky, Switzerland
Martin Heini, Switzerland	Meinrad Tuor, Switzerland
Jelena Holenko Pirc, Croatia	Alvar Uya Garsot, Spain
Tina Hudnik, Slovenia	Anett Vég, Hungary
Marcela Ibieta, Chile	Gabriella Veresne Tar, Hungary
Christa Jäger, Switzerland	Sixto Mario Venegas Vargas, Chile
Christian von Johnn, Chile	María Isabel Vergara Florez, Chile
Sondre Laxaa, Norway	Sabine Wedemeyer, Germany
Erika Levai, Hungary	Carolina Yañez, Chile
Noel Laurent, Switzerland	Christian Zaar, Spain
	Ivana Zrilic, Croatia

**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!**



## Upcoming events in Europe

03-05/10/18: [AHI conference Provoking Conversations](#),  
Chester (UK)

04-05/10/18: [Taste of City Conference: Food and Place Marketing](#)  
Antalya (Turkey)

11-13/10/18: [Conference Religious Heritage: Europe's Legacy for the Future](#),  
Paris (France)

23-25/10/2018: [Conference Critical Issues in Heritage Interpretation and Sustainable Tourism](#), Florence (Italy)

25-27/10/2018: [ECTN Conference for Cultural Tourism in Europe](#),  
Pafos (Cyprus)

07-09/11/18: [Heritage in progress conference](#)  
Tanum World Heritage (Sweden)

12-15/11/18: [Conference on Cultural Heritage and New Technologies](#),  
Vienna (Austria)

15-18/11/2018: [NEMO Conference Museums Out of the Box!](#),  
Valletta (Malta)

17-18/05/19: [Conference on Cities and Change: Three decades of Post-Socialist Transition](#), Darmstadt (Germany)

# Further announcements

NEMO  
(Germany)

## European Museum Awards – A guide to quality work in museums

**NEMO is thrilled to present a new publication with an overview of award schemes and easily accessible information of how museums can apply.**

The aim of the publication is to encourage museums to become acquainted with some of the most important award schemes in Europe and to consider the idea of competing for one of them. As a museum applying for an award, it has to scrutinise itself and reflect over their past years' achievements as well as where it is heading in the future. After all, assessing the quality of museum work also means assessing how the role of museums and the meaning of the word 'museum' itself have changed over time. NEMO hopes that the publication will support museums in their work of delivering quality work for their communities and society at large.

You can download the pdf version of European Museum Awards – A guide to quality work in museums here: [https://www.ne-mo.org/fileadmin/Dateien/public/NEMo\\_documents/NEMO\\_2018\\_European\\_Museum\\_Awards.pdf](https://www.ne-mo.org/fileadmin/Dateien/public/NEMo_documents/NEMO_2018_European_Museum_Awards.pdf)

*NEMO is the Network of European Museum Organisations. Find out more at: [www.ne-mo.org](http://www.ne-mo.org). The NEMO annual conference, Museums out of the box!, will be held in Malta from 15-18 November 2018 (see the Upcoming Events listing).*



Network of European  
Museum Organisations



# And finally...

## News Team

Thank you for your contributions.

Warm autumnal greetings from your IE News Team:

Marie Banks (UK) – News Coordinator

Anna Carlemalm (Sweden), Iva Klarić Vujović (Croatia), 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: **Friday 30 November 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.

All photos are under CC0 license or credited to the authors unless specified.



**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**