



Interpret Europe Conference | 31 May - 3 June 2019  
Sarajevo, Bosnia and Herzegovina

# ENGAGING WITH DIVERSITY

ORGANISED BY



#iecon19

**SARAJEVO OFFICIAL AUDIO GUIDE**  
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Guide2Sarajevo is narrated by the world-famous British actor David McAllister (the voice of National Geo, BBC, Discovery) and written by Bosnian history experts & licensed tour guides.

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AVOID TOURIST TRAPS! Read useful local tips and recommendations. Inside the App.

**DID YOU KNOW?**  
Sebilj had an employee, usually a poor local. His job was to offer water to thirsty passersby. More amazing facts inside the App.

**DID YOU KNOW?**  
Five experienced stone masons from Dubrovnik built this fortress as part of the city's defense wall over 12 years period. More amazing facts inside the App.

**DID YOU KNOW?**  
Under minare and sniper fire brave City Hall employees and people of Sarajevo rescued rare books and manuscripts from the burning building on 25th & 26th Aug '92. Listen to the whole story.

**DID YOU KNOW?**  
The time on this clock tower is in fact correct! Find out what time it actually shows and why it has to be adjusted daily!

**DID YOU KNOW?**  
Oldest church museum in Sarajevo houses icons from the 8th century and a sacred artifact. The remains of a child believed to have special powers. Find out more...

**DID YOU KNOW?**  
There is a miniature spinning wheel on the dome of this mosque! Hear the full story and find out why it's there!

**DID YOU KNOW?**  
The flame was lit on the 6th April 1946 and it never goes out! Listen to its story and find out what it represents.

**DID YOU KNOW?**  
Also known as Roses of Death are marks made by missiles that exploded on pavement killing at least 3 people! More than 50,000 tons of artillery projectiles were fired onto the city during the 44 months siege of Sarajevo!

**DID YOU KNOW?**  
Building of the Serbian Orthodox Church was partially financed by the Ottoman Sultan, Omer Pasha Latas! Hear more amazing facts inside the App.

**DID YOU KNOW?**  
Franz & Sophie were assassinated on their 44th wedding anniversary by the accidental assassin, unaffiliated post Gavrilo Princip. Hear an almost cinematic story about the event that triggered the World War there in Sarajevo!

**DID YOU KNOW?**  
Makso Despic purchased his own coffin while still alive to send a message. Hear more amazing facts inside the App.

**DID YOU KNOW?**  
Before becoming music pavilion, Alj međan used to be a place of public executions!

**DID YOU KNOW?**  
The House of Spite was moved brick-by-brick from the current location of the City Hall. Find out why! Hear the amazing story inside the App.

**DID YOU KNOW?**  
8 min ride will take to the top of Trebević mountain & the most spectacular view of the city.

**Old town Sarajevo**

**SARAJEVO FILM FESTIVAL**  
10-17 August 2018

Proudly supported by Tourism Association of Canton Sarajevo

SA VISIT SARAJEVO

www.interpreteuropeconference.net

# FRIENDS OF THE CONFERENCE

A huge thanks to our partners and friends of the conference for making this event the best possible representation of the diversity in Sarajevo.



Cantonal Public Institution for Protected Cantonal Locations



TURISTIČKA ZAJEDNICA KANTONA SARAJEVO  
TOURISM ASSOCIATION OF SARAJEVO CANTON  
Tourism Association of Sarajevo Canton



CAS Baščaršija



SARAJEVSKA ŽIČARA

Sarajevo Cabel Car



National museum of Bosnia and Herzegovina



Museum of crimes against Humanity and Genocide Sarajevo



GAZI HUSREV-BEGOVA BIBLIOTEKA

Gazi Husrev Bay Library



Gallery 11/07/95



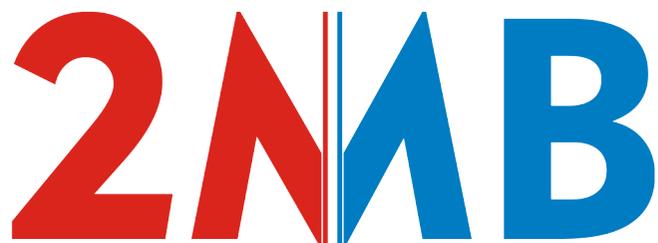
The Islamic Community of Bosnia and Herzegovina





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## WELCOME TO SARAJEVO

Dear participants of Interpret Europe Conference 2019.

On behalf of 2MB, the people of Sarajevo and Bosnia and Herzegovina, we are proud to welcome you to iecon19!

With its many layers that overlap and intertwine on every corner, the city of Sarajevo and its surrounding areas are truly on the crossroad of cultures. Settled between four Olympic mountains, the symbol of Bosnia – hills – are always in the horizon and represent an invitation to immerse oneself in culture, sports, nature and history alike. For example, hiking on the Bjelašnica mountain at an altitude of 2.000 metres, you are likely to come across a necropolis of medieval tombstones – Stećak. 22 of these necropolises in Bosnia and Herzegovina are on the UNESCO World Heritage list.

If you decide to take a walk around the city, you may witness a truly mesmerising blend of different historical periods and architectural styles within just a few hundred metres. The secret stories of Sarajevo will lead you through the old bazaars of the Ottoman times, the dwelling history connected to the Austrian-Hungarian quarter, including the Latin bridge where World War I began, the world-famous Bosnian crafts that run in the same family for hundreds of years in the small corners of Baščaršija, all the way to the symbolically renewed Sarajevo City Hall and the recent memorial heritage of Sarajevo Roses.

Sarajevo's rich and complex history makes it an excellent example to study and discuss how to best engage with diversity – not only by heritage stakeholders at local, regional and European levels but also by local communities that represent the range of multicultural perspectives of both tangible and intangible heritage. We invite you to discover, relate, engage with, and make emotional connections with, everything that Sarajevo has to offer!

*Jelena Pekić, Conference Manager and  
Jelena Močević, IE Country Coordinator for Bosnia and Herzegovina*





*Thorsten Ludwig*



## WELCOME TO INTERPRET EUROPE CONFERENCE 2019

All who approached Sarajevo during daylight by plane, by bus or by car must have seen the stunning landscape of the Dinaric Alps. Colleagues from Bosnia told us that thousands of bears still inhabit these mountains and stroll along their rivers. Those rivers that disappear every now and then to create that amazing underground world of caves for which the karst region is so famous. And those of you who have already had a chance to walk through the old town, could hardly have escaped that rich diversity of tunes and tastes which earned Sarajevo its title 'Jerusalem of Europe'. To many of us it feels exotic to taste hot, sweet tea while listening to the call of a muezzin, surrounded by mosques, churches and synagogues. There is hardly any country in Europe as diverse as Bosnia and Herzegovina, and although this is the first IE Conference taking place outside the European Union, no European town seems to be more suitable than Sarajevo to reflect upon the EU motto: United in diversity.

In Sarajevo, we are literally surrounded by heritage, and most of it is not frozen but alive. We experience that overwhelming diversity as one whole and colourful picture. But what is behind this picture? How could people keep their different identities through the centuries? When did they pull together? What conflicts arose from this mixture – and why? And what is needed to prevent such a colourful picture from turning into grey? Sarajevo can tell us many stories about this. Stories that shall help us, as thoughtful observers, in our search for answers to these questions that are relevant to all, especially in present Europe.

Let us lift the curtain to explore what diversity means for contemporary heritage interpretation and to share a couple of exciting days at our Interpret Europe conference 'Engaging with diversity'.

*Thorsten Ludwig and Markus Blank  
IE Managing Directors*

## PRACTICAL INFORMATION

We have prepared some useful information to make your stay as enjoyable and comfortable as possible.

### Venue

The central venue of the conference will be **Hotel Saraj in Sarajevo**.

Hotel Saraj is 900 metres away from Baščaršija, the heart of the old town and an ideal starting point for a tour in Sarajevo, the European Jerusalem. More information and pictures can be found here: [www.hotelsaraj.com](http://www.hotelsaraj.com)

### Address of Hotel Saraj: Nevjestina 5, 71 000 Sarajevo

Tel.: +387 33 239 510 / +387 33 237 810 / +387 33 233 500

Email: [repcija@hotelsaraj.com](mailto:repcija@hotelsaraj.com)

Please note that you can reach the hotel by foot, tram or taxi.

### Transportation

Taxis in Sarajevo are some of the cheapest in Europe with most rides up to 6 euros no matter where you go in the city. However, as explained below, please make sure that either you use a reliable taxi company or that you make sure that the taximeter is on when the ride starts. You will need to have Bosnian currency (BAM) in order to pay for the journey since most taxis do not accept credit/debit cards or payment in euros

Please check the following guidance notes in order to have the best experience:

- The price on the taximeter is always in Bosnian currency (BAM). You can divide it roughly by 2 (currently 1.95) in order to get the price in euros. If the taximeter shows 20.00 this would be a little bit more than 10 euros.
- The taximeter should always be on when you start the ride.
- There is no special fee for one large piece of luggage that will be carried in the taxi. There is no additional fee for your hand luggage.
- You may wish to ask the taxi driver for the approximate price before you get in. Usually it is between 5 and 10 euros unless there is an unusual traffic jam). If you are offered an initial price that is above this, please note that you can call another taxi company that will come and pick you up in 5 to 10 minutes.

If you decide to call another taxi company, we recommend the following:

Samir & Emir taxi: 0038733 15 16

Paja taxi: 0038733 15 22

Boss taxi: 0038733 531 200

Crveni taxi: 0038733 760 600

Kale taxi: 0038733 570 900

### Departure

Those leaving **directly from Sarajevo** without taking part in the post-conference tour can book a return ticket and use the same transport options as upon arrival.

Those joining the **post-conference tour**, which consists of two days at several locations, starting in Sarajevo and including Mostar, Radimlja, Pocitelj and Hutovo blato, ending in Split, there are two options for returning from Split:

**Transport from Split back to Sarajevo** is arranged and included in the post-conference tour fee. Please note that the bus leaves from Split late in the evening on 4 June and arrives in Sarajevo in the early morning of 5 June. You would need to arrange your own accommodation in Sarajevo for the night of 5 June and plan your return flight from Sarajevo (or other nearby airports) on or after 5 June.

**Take a plane back from Split** (there are options for flights to Zagreb, Dubrovnik, Stuttgart, Frankfurt, Rijeka, Cologne, Rome, Munich, Dusseldorf and Frankfurt and Glasgow). Please note that you would need to arrange your own accommodation in Split for the night of 4 June. For more information, please check: <http://www.split-airport.hr/index.php?lang=en>

### Currency

The official currency in Bosnia and Herzegovina is the Bosnian Convertible Mark (abbreviated as BAM or KM) and you should be prepared to have some marks since card payment is not accepted everywhere. Payment in euros is not allowed in Bosnia and Herzegovina. We recommend exchanging the money in official banks rather than exchange offices as banks are required by law to have fixed exchange rates and only charge a small transaction fee. The exchange rate at the moment is about 1.95 BAM to 1 euro. Please note that the exchange offices are allowed to set their own rates and these can vary significantly.

**IMPORTANT:** *The staff of the conference cannot exchange currencies. However, there are some exchange offices in town and ATMs are available in many places around the conference venue, so we would recommend that you do not carry too much cash with you.*

## USEFUL INFORMATION

### Conference registration and Information desk

Please note that the Registration desk will be available in Hotel Saraj as of Friday, 31 May 2019. (09:00h)

Representatives from our organising team will welcome you with your accreditation and all the relevant materials necessary during the conference.

During the entire conference, you may find the conference Info Desk with representatives from our organising team that will be available before the start of each day and during all the breaks. We are at your disposal for all additional questions and assistance.

### Workshop registration

For some workshops the number of participants is limited. Please sign on the lists in the registration area.

### Internet

Most places will offer free WiFi, but you can also buy BH telecom tourist SIM card (valid for 10 days, 5 GB of data). There is free WiFi in the conference venue.

### Weather and time zone

In May and June, temperatures in Sarajevo range between a minimum 4 degrees Celsius during the night and a maximum of 30 degrees Celsius during the day. There is a high chance of rain during the conference, so make sure to come prepared. The time zone in Sarajevo is GMT+2.

### Other information

- The voltage in Sarajevo is 220-240V, 50 Hertz, with type C Europlug wall outlets.
- The official languages are Bosnian, Croatian and Serbian, but most people, especially the young, speak English.
- Tap water in Sarajevo is safe to drink. The majority of locals drink the tap water exclusively.
- All the food served during the conference is provided by our local partners and catering service companies. The food may contain allergens and we are unable to accept liability for any reaction customers might have resulting from food allergies.
- If you have stated your food allergy, we have made an official request to the catering services to accommodate your needs, but we are unable to check every part of the food preparation or delivery processes.

### Important phone numbers

- 122 – Police
- 123 – Firefighters
- 124 – Emergency Ambulance

### Emergency contact number for #iecon19 participants:

- Jelena Močević +387 66 316 146
- Jelena Pekić +387 66 140 444



# KEYNOTE SPEAKERS





### BORIS ERG

Boris Erg is the Director of IUCN's Regional Office for Eastern Europe and Central Asia (IUCN ECARO). He is an expert in nature conservation, protected area management, transboundary conservation and multi-stakeholder processes.



### MATTEO ROSATI

Matteo Rosati is assigned to the Culture Unit of the UNESCO Regional Bureau for Science and Culture in Europe. He collaborates on issues ranging from safeguarding cultural heritage to the diversity of cultural expression.



### TAJA VOVK VAN GAAL

Taja Vovk van Gaal is the Creative Director of the House of European History, Historian and Sociologist and a museum advisor. Most of her working life has been spent as a curator of contemporary history, a museum curator and a manager in culture. She has been an author/curator of many exhibitions and articles, an author/manager of different projects and a member of the board of many professional organisations, both national and international. Working from 2011 till 2017 as the Academic Project Leader responsible for the content and management for the creation of the House of European History, a newly opened history museum in Brussels, remains the biggest challenge in her career – so far. After the successful opening of the museum in May 2017, she has taken a position as the Creative Director of the House of European History.



## PROGRAMME OUTLINE

PROGRAMME



### Interpret Europe Conference 2019 31 May to 3 June 2019 in Sarajevo, Bosnia and Herzegovina

#### Thursday – 30 May

- 18:00 Arrival of IE coordinators and teams
- 19:00 Team meetings. First gathering at Pansion River

#### Friday – 31 May

- 08:30 Meeting of IE coordinators and teams
- 09:00 Opening of the reception desk
- 10:00 Exploring Sarajevo: Guided tours
- 12:00 Lunch on your own
- 14:00 IE General Assembly
- 18:00 Opening of the conference (with traditional music and dancing performance)
- Thorsten Ludwig, IE Managing Director
- Jelena Močević, IE Country Coordinator for Bosnia and Herzegovina
- Irfan Čengić, MP, Parliament FBiH
- 19:30 Dinner

#### Saturday – 1 June

- 08:30 Interpreting the interface between natural and cultural heritage
- Keynote address by Boris Erg, Director of IUCN ECARO
- 09:30 Parallel workshops and presentations
- 10:30 Coffee break
- 11:00 Parallel workshops and presentations
- 12:30 Lunch
- 13:30 Parallel study visits including coffee break
- 19:00 Shared dinner at the Sarajevo brewery

**The female vocal ensemble, Dunje**, was founded in 2002 and is related to the cultural society Bascarsija. The group in its repertoire has about one hundred songs produced and recorded from different periods and various sources (archives, literature and research). The repertoire of the Dunje ensemble is based on songs by all three constituent nations and minority group from all areas of Bosnia and Herzegovina, which are mostly of a rural nature, both older and newer forms of singing. One of the special features of Dunje is performing and restoring old, forgotten songs as well as forms that we can rarely hear in live folk performance. The opening will also be enriched by a unique performance by Bascarsija dance group, a true representative of authentic Bosnian and Herzegovinian cultural heritage, folklore, dances, song and costumes. The great richness of this institution is the authenticity, originality and artistic value of the Bosnian and Herzegovinian and ex-Yugoslavian repertoire of choreography and stage settings.

#### Exploring Sarajevo: guided tours

Before the conference, you will have a unique opportunity to get to know Sarajevo through the 'Explore Sarajevo' tour organised in cooperation with the Tourism Association of Sarajevo Canton. You will see why Sarajevo is at the cross-roads of cultures and how it is possible to witness different periods and architectural styles within just a few hundred metres. You'll explore the unique stories of Sarajevo including the Ottoman period, the Austrian-Hungarian quarter, the world-famous Bosnian crafts and Bascarsija, as well as Latin Bridge, the place where World War I began, Sarajevo City Hall and the recent memorial heritage of Sarajevo Roses.

The tour will be organised on 31 May 2019 at 10.00. The meeting place for the tour is the famous Sarajevo Sebilj fountain in the centre of Bascarsija Square (not far away from the City Hall).

**Sunday – 2 June**

08:30 Interpreting heritage at UNESCO designated sites: challenges and specificities

Keynote address by Matteo Rosati, Culture Unit of the UNESCO Regional Bureau for Science and Culture in Europe

09:30 Parallel workshops and presentations

10:30 Coffee break

11:00 Parallel workshops and presentations

12:30 Lunch

13:30 Speakers' corner and Market of ideas

15:00 Parallel study visits including coffee break

19:00 Dinner followed by entertainment and fundraising event

**Monday – 3 June**

08:30 Do we really talk about the same event? House of European History in multiperspective views

Keynote address by Taja Vovk van Gaal, Creative Director of the House of European History, European Parliament

09:30 Parallel workshops and presentations

10:30 Coffee break

11:00 Parallel workshops and presentations

12:00 Wrapping up, introducing the next events and closing of the conference

13:00 Lunch

15:00 Departure for post-conference tours



**Speakers' corner and Market of ideas:**

Do you want to share ideas and initiatives with others? Do you want to find partners for international cooperation? Are you just interested in what is going on in interpretation? Then take part in this open-space session which aims to bring together potential partners or give you the floor for short announcements.

**Sarajevo brewery (Distance from Hotel Saraj: 1,1 km)**

**Address: Franjevačka 15**

**Web: <http://pivnicahs.com/?lang=en>**

History, tradition and quality all in one place – this is the best description for this unique restaurant and brewery. The wide selection of both traditional Bosnian and international dishes is sure to please the most enthusiastic gourmets. Sarajevsko Pivo was the imperial beer for the Austro-Hungarian Monarchy and the Kingdom of Serbs, Croats and Slovenes.

## STUDY VISITS

### General notes and instructions:

- Each study visit will include some level of translation either by the official site guides or assisted by someone from the organising team.
- Some programmes are more sensitive to the weather. You can enhance your experience by wearing comfortable clothing and boots/strong shoes, as well as by carrying rain gear. Weather in Sarajevo can be tricky at this time with temperatures ranging from 4 degrees right up to 30 degrees Celsius. We recommend layers that you can easily modify to suit each of the four seasons that can be experienced within a single day.
- Some programmes contain sensitive content. Images and exhibits that are related to the topics of war and human suffering can be visually and emotionally disturbing. They are an important part of the history of Sarajevo and Bosnia and Herzegovina.
- Some programmes kindly request specific clothing and behaviour. Please note that, if you have selected a study visit to any of the religious sites, you would need appropriate clothes: no shorts for men, sleeveless or short dresses for women. We have been asked by our generous hosts to advise you to carry a scarf with you so that you can cover your head out of respect when and where needed. Please note that we are currently in the holy month of Ramadan, when Muslims observe their fast, which will be a special treat to witness during a visit to the mosques. However, there are also special restrictions due to daily prayers and traditions.

### STUDY VISITS 1 JUNE 2019

#### Specific notes on the daily visits:

- Departure from the hotel at 13.30h sharp.
- Study visit 1, 2 and 3 are within walking distance.
- Participants opting for Study visit 4 will travel by bus to their destination.
- The study visits will last approximately 4.5 hours (including one coffee break).
- Next to each visit, you may find the name and number of the group leader that will assist you during the tour (part of the organising committee).



### Option 1: Museum of Crimes against Humanity and Genocide 1992-1995 and Galleria 11/07/95

Leader of the group: Jelena Močević (mobile: +387 66 316-146)

The study visit will showcase two interpretation approaches to the topic of the 92-95 war in Bosnia and Herzegovina. Participants will be invited not just to explore the exhibition spaces, but also to have meaningful discussion with the founders of these institutions.

*The Museum of Crimes Against Humanity and Genocide 1992–1995* was founded in July 2016 as an initiative to sustain the memory of all the victims of the war that lasted from 1992-1995. The founders of the museum are themselves victims who survived the war. They created the museum together with young people and operate without governmental support. The exhibition contains a variety of photos, documentaries, testimonies and personal items that hold the stories of the war and genocide victims. The museum staff has given their best to transfer those stories into written pieces that proudly stand next to every item. In order to make the visit more authentic and realistic, the museum presents simulations of a mass grave and solitary confinement.

All parts of the exhibition are based on one of the verdicts in the war crime cases that were brought before domestic or international court. Each room in the exhibition explores its own topic to which the exhibited items match, including genocide in Srebrenica, crime against children, concentration camps, the siege of Sarajevo, mass graves and victims of sexual violence.

*Gallery 11/07/95* is the first memorial gallery in Bosnia and Herzegovina – an exhibition space aiming to preserve the memory of the Srebrenica tragedy and the 8,372 people who perished in the massacres.

Through a wide range of multimedia content – images, maps, audio and video materials – the Gallery offers documentary and artistic interpretation of the events that took place in this small town in Eastern Bosnia during the month of July 1995. The concept is a museum-gallery hybrid: this blend of artistic and documentary forms counteracts the homogenous and ideological interpretative strategies. What makes it special is that it does not deal with history in its final, recorded form: it also intervenes into the historical moment that is not only recent past but belongs to the present as well. The overall aim of this museum is to be a strong and decisive voice against all forms of violence in the world. The gallery employs mixed media – photography, video, and interactive documentary motivating the spectator to reflect on the particular politics of memory and forgetting, that have come to characterise not only the event itself, but also how the event has been (re) presented.



### Option 2: Despic's House and Svrzo's House

Leader of the group: *Aida Vežić* (mobile: +387 61 214 229)

Witness the traces of everyday living of different families living in Bosnia and Herzegovina and how their lifestyle incorporated the diversity of religions and worldviews.

*Despic's House* is an old merchant house in Sarajevo that was established in 1881 by one of the wealthiest and most prominent Serb families. The progenitor of the family was Risto Sljepčević, who is believed to have moved to Sarajevo in the mid-18th century from the Herzegovinian village of Sambor. Here he learned his ćurčijski (leather making) trade and married Despa, who is said to have been the daughter of a handžija (the owner of a han, or inn). Since Despa was from Sarajevo, they referred to their descendants as Despići, or Despa's sons.

This dependency of the Sarajevo Museum, the oldest part of which dates from the 17th century, was built in several stages at three different periods. The house is noted as the venue for the city's first theatre performances, so that it may be regarded as the precursor of modern theatre.

*Svrzo's House* represents the lifestyle of an urban Muslim family in the late 18th and throughout the 19th century. The house was built by a prominent Sarajevo family, the Glođos, a member of which was kadi – Islamic judge-administrator – Munib effendi Glođo, famous for his involvement in Bosnia's struggle for autonomy within the Ottoman Empire.



### Option 3: Little Jerusalem tour – Churches, Mosque and Synagogue

Leader of the group: *Selma Karačević-Kapić* (mobile: +387 61 358 572)

Sarajevo is very proud of its centuries-old multiculturalism, which is due to the fact that Christians (Orthodox and Catholics), Muslims and Jews have been living here with one another for ages. This well-established coexistence in Sarajevo has led to a unique, rich and enchanting mix of cultures which acts very much like a powerful magnet, attracting visitors from all corners of the globe.

During this study visit, you'll see Orthodox and Catholic churches, mosques and synagogues, and you'll discover first-hand why many call Sarajevo a European Jerusalem and why this city serves as a model of coexistence for Europe. The tour will feature the *Old Orthodox Church* in Sarajevo, which is dedicated to Archangels Michael and Gabriel, as one of Sarajevo's oldest houses of worship. It is presumed that the structure was built in the middle of the 16th century and that an even older church once stood on the same spot. The church houses its own museum, which was founded in 1889. Given the value of the icons in its collection, it is considered one of the most important Orthodox museums in the world.

*The Emperor's Mosque* is Sarajevo's oldest mosque and one of the oldest in Bosnia and Herzegovina. It is presumed that Isa Bey Ishaković, the founder of Sarajevo, had this place of worship built soon after the city's founding in 1462 in honor of Sultan Mehmed II "the Conqueror". There is a cemetery behind the mosque where prominent Sarajevans were buried, such as Sheikh Ibrahim Bistrigija; Mula Muhamed Emin and the Bosnian muhafiz, Abdulah Pasha. It is believed that it also contains the grave of Isa Bey Ishaković.

*The Cathedral of Jesus' Sacred Heart* was built in 1889 in the Neo-Gothic style and is the seat of the Archdiocese of Vrhbosna. Josip Vancaš, a Hungarian architect, took his inspiration for the design of Sarajevo's cathedral from the Notre Dame Cathedral in Dijon, France and St. Teyn Cathedral in Prague. The interior of the church is richly decorated and it was the famous Italian-German painter, Alexander Maximilian Seitz, who painted the frescos.

*The Askenazi Synagogue* was built in 1902 for Sarajevo's Jews, who began to arrive in greater numbers once Bosnia and Herzegovina was occupied by the Austro-Hungarian Empire. The temple was designed by the famous architect, Karl Paržik. This was the first religious building in the Pseudo-Moorish style for Sarajevo. It is believed that Paržik's designs for this Sarajevo synagogue (at that time, the third largest temple in Europe) were based on the synagogue in Budapest. Construction was entrusted to Ludwig Jungwirth and the work and painting on the interior was carried out by master painter, Ludwig Oisner.



#### Option 4: Biodiversity tour on the Visočica Mountain

Leader of the group: Hamza Pecar (mobile: +387 61 872 077)

Visočica constitutes a natural border between central Bosnia and Upper Herzegovina. Mount Visočica represents a complex of ridges and peaks with a view towards the mountains of Bjelašnica, Igman and Treskavica. The highest peak is Mosque (1967 m/nv), and the mountain is adorned with forests, pastures, seasonal lakes, springs and necropolises of stećak tombstones. In the early spring and late autumn, a small lake is created due to precipitation and snow melting.

There are numerous specific ecosystems in the area that are abundant in plant and animal species. Endemic, endangered and susceptible plant species and numerous species that have traditionally been used in medicinal purposes. The mountain Visočica is under increasing negative anthropogenic impacts and raising awareness of the need for its protection is of great importance. Visočica is part of the proposed national park that consists of four mountain massifs (Igman, Bjelašnica, Treskavica, Visočica) formed mainly from Triassic limestone with dolomites to the west. The whole area is a large plateau, with widely spread karst characteristics and numerous limestone phenomena. It is limited and cut by deep-seated river canyons, including those made by the rivers Rakitnica and Neretva. The specific conditions governing the canyons, which are true refugiums, have led to the development of stenocytic and relict plant and animal species.

The basic types of vegetation recorded here are forests of beech, beech and fir, and dark coniferous forests. For the Igman area, smelter forests are particularly interesting, characterised by the appearance of temperature inversions.

Ecosystems of mountain meadows, rock cracks, snow systems are particularly important. The region of Igman-Bjelašnica-Treskavica-Visočica has a special role in providing regulatory services, supply services and cultural services such as: recreation, mental and physical health, tourism, aesthetic experiences, spiritual values and others. However, these services are today largely endangered and degraded due to climate change and extreme temperature variations, habitat conversion, and excessive resource exposures.

#### STUDY VISITS 2 JUNE 2019

Specific notes on the daily visits:

- Departure from the hotel at 15:00h sharp.
- Study visit 1 and 2 are within walking distance.
- Participants opting for Study visit 3 and 4 will travel by bus to their destinations.
- The study visits will last approximately 3 hours (including one coffee break).
- Next to each visit, you may find the name and number of the group leader that will assist you during the tour (part of the organising committee).



### Option 1: War childhood museum and Museum of Literature & Performing Arts

Leader of the group: Aida Vežić (mobile: +387 61 214 229)

The collection at the *War Childhood Museum* is comprised of items that tell the touching stories of how children grew up during the war that shook Bosnia and Herzegovina from 1992 to 1996. The museum's collection is made up of items that have been collected since 2010. The book of the war childhood testimonies under the name of "War Childhood: Sarajevo 1992-1995" has awoken a great interest in what children experienced during the war in BiH and created the need to establish a museum that provides permanent exhibits of keepsakes used by children who grew up under war time conditions.

Items on display include ballet shoes that were received as a gift during the war, a half-burned book that was salvaged from Sarajevo's Vijećnica (City Hall), canned and packaged foods, lead stoves, dolls, a swing used by a little girl in a basement and many more.

Every item is accompanied by its own story and the items are rotated so that 50 different pieces are on display at any given time.

*Museum of Literature & Performing Arts* deals with the collection, preservation and presentation of items which tell the story of the development of the history of literature and the performing arts in Bosnia and Herzegovina. It is located in the heart of Sarajevo in an old family house that was built in the middle of the 19th century, making it also a cultural-historical monument. The house was originally owned by the Skarić family and then the Despić family, whose members bequeathed both this object and Despić House to the city of Sarajevo.

The museum's holdings comprise 67 literary and 17 theater-related collections which contain more than 20,000 items. The jewel of the collection is the original manuscript of the Nobel prize winner Ivo Andrić's "The bridge on the Drina".



### Option 2: Gazi Husrev-bey Museum, Library and Mosque

Leader of the group: Jelena Močević (mobile: +387 66 316 146)

*Gazi Husrev Bey's Mosque*, or *Bey's Mosque*, as it is known locally, was built in the centre of Baščaršija in 1530. Bey's Mosque was designed by Adžem-Esir Ali, a Persian from Tabriz, who was the chief architect in the Ottoman Empire at that time. The mosque was built as part of a vakuf (endowment) established by the Ottoman Governor, Gazi Husrev Bey, who governed Bosnia, more or less continuously, from 1521 until his death in 1541. Today, this mosque is rightly seen as the most important architectural monument from the time of Ottoman rule in Bosnia and Herzegovina.

*Gazi Husrev Bey's Museum* is dedicated to Gazi Husrev Bey as the Governor of Bosnia and Sarajevo's greatest benefactor. The museum is located in Kuršumli Medresa, one of the many objects built in the city by Gazi Husrev Bey.

The atrium of the museum houses a collection of engraved stones that represent a document of the time in which they were created, of people who commissioned them, and of the people who produced such works of art. Visitors can see items that adorn Islamic tradition as they originate from various environments – home, mosque, tekke and trade. The museum collection is divided into several thematic units according to the types of objects, their purpose, and the way they were used, including: Islamic calligraphy (khattu al-yadd) and its attributive ornamentation - the arabesque; Mosque and tekke since the time when Islam came to Bosnia and Herzegovina; and how the everyday life of past Muslims took place behind closed courtyard gates and house doors.

*Gazi Husrev Bey's Library* was established as a special cultural and research institution for the fields of Islamic sciences, Islamic cultural heritage and other similar scientific disciplines. The library's collection includes approximately 100,000 manuscripts, books, journals and various documents written in Arabic, Turkish, Farsi, Bosnian and other European languages.

The library also has a museum with more than 1,200 items on display, all of which testify to the rich cultural and religious traditions of Muslims in Bosnia and Herzegovina.



### Option 3: National museum of Bosnia and Herzegovina

Leader of the group: *Selma Karačević-Kapic* (mobile: +387 61 358 572)

Founded in 1888, the *National Museum of Bosnia and Herzegovina* is the oldest western-style cultural and scientific institution in the country. Discover the history of the museum itself and its importance during war times as well as exploring its diverse collections.

The permanent exhibit, *Bosnia and Herzegovina in the Middle Ages*, fills three separate halls which contain archaeological pieces dating from the Middle Ages (6th c. to 15th c.). Among the 11,500 items on display, are some that even adorned the interior of the palace where the royal Kotromanić family resided.

The natural history section hosts a rich collection covering both living and non-living worlds, including a skeleton of a bearded vulture, a bird with a giant wingspan which used to fly in the skies above Bosnia and Herzegovina not that long ago. There is a botanical garden in the central part of the complex, home to more than 3,000 types of plants, including some endemic varieties. Some of the most representative examples of Bosnian *stećci* can also be found among the greenery.



### Option 4: Trebević and the Olympics past of Sarajevo

Leader of the group: *Hamza Pecar* (mobile: +387 61 872 077)

Trebević is one of the four mountains surrounding Sarajevo and home to the Sarajevo Olympic Bobsleigh and Luge Track. The famous Sarajevo cable car was devastated during the war and has been recently renewed in the spirit of true reconciliation. The opening of the Sarajevo cable car represented a symbolic victory over the legacy of the war and is highly used by the locals, as well as by tourists.

When Sarajevo was awarded the 1984 Winter Olympics in 1977, a bobsleigh and luge track was proposed. The track design was approved in 1981 and construction was completed on 30 September 1982. After the Winter Olympics, the track was used for World Cup competitions until the start of the war, during which the track was damaged. During the war, the track was used as an artillery position and it remains mostly intact with some war wounds of defensive fighting holes. Over 30 years later, and nature is reclaiming a hold over the man-made constructions and the tracks are used for graffiti street art and bicycling, representing an example of urban culture and the reuse of cultural heritage by the new generation amidst natural regeneration.



# PARALLEL SESSIONS: PRESENTATIONS AND WORKSHOPS



Parallel sessions, Saturday 1 June 2019

PARALLEL SESSIONS: PRESENTATIONS AND WORKSHOPS

8:30 – 9:25	Conference hall				Key note by Boris Erg Interpreting the interface between natural and cultural heritage			
	<b>Room 1</b>	<b>Room 2</b>	<b>Room 3</b>	<b>Room 4</b>				
09:30 – 9:55	Embracing change, acknowledging fear: Interpreting heritage in flux in an age of migration <i>Nicole Deufel (Germany)</i>	Whose heritage is in this white cube? Travelling with Baš-Čelik to Gulliver and back <i>Selma Harrington (UK)</i>	Western Balkans cultural routes – The awakening of heritage <i>Milena Filipovic (Bosnia and Herzegovina)</i>	Festival of Walks and Maribor is the Future: Good practices of local tourism <i>Katja Beck Kos, Jure Golež, Barbara Izlakar (Slovenia)</i>				
10:00 – 10:25		"... I feel conflicted." Public perceptions of the British Museum <i>Stuart Frost (UK)</i>	A survey of cultural monuments in Albania: (Post)socialism's effects on religious material diversity <i>Inesa Sula (Albania), Kailey Rocker (USA)</i>					
10:30 -10:55	Coffee break							
11:00 – 11:25	How can heritage interpretation foster social cohesion in diverse societies? <i>Patrick Lehnes (Germany), Peter Seccombe (UK)</i>	You can engage with diversity, but does diversity engage with you? <i>Michael H Glen (UK)</i>	Engaging citizens through heritage – Case studies from the Western Balkan region <i>Jelena Mocević (Bosnia and Herzegovina), Bojana Sekulić (Montenegro)</i>	Karst heritage in Slovenia and Croatia: Development of sustainable tourism in the karst landscape <i>Mirna Draženić (Croatia), Aleš Smrekar (Slovenia)</i>				
11:30 – 11:55		The Roman Frontier today and yesterday – the Living Wall, Roman Frontier Gallery in Carlisle, UK <i>Nigel Mills (UK)</i>		Norman Sicily, the Cappella Palatina, and the Palimpsest: Interpreting transculturality over time <i>Emily Hyatt (Germany)</i>				
12:00 – 12:25				Multicultural policies and heritage in the Ottoman Empire and Turkish Republic: The case of Mardin <i>Ipek Karaoglu Koksalan, Ufuk Serin (Turkey)</i>				
12:30	Lunch							
13:30	Departure for study visits							
	25 min presentation		55 min presentation		85 min workshop			

**Embracing change, acknowledging fear: Interpreting heritage in flux in an age of migration**

Nicole Deufel (Germany)

55 min presentation

We are said to live in an age of migration (MeLa Project 2015): in a globalised world, concepts of heritage, identity and belonging as one-dimensional and static are no longer considered valid and have been replaced by notions of flux. This presentation argues that current theoretical framings of interpretation do not yet go far enough to accommodate this flux. Practices that flow from current theory, particularly those aimed at single interpretive messages, must be superseded by practices that acknowledge multidimensionality and reflect polyvocality. The very purpose of interpretation must be reconsidered: not the conservation of heritage but rather facilitation of its collaborative production must be the aim. Drawing on insights from a cross-sectoral, international project on inclusion of migrants through cultural practices, this presentation proposes a new foundation for interpretation and associated practices, for example to address conflict and fears in light of cultural change.

*Nicole is the Head of Museums, Collections and Galleries for the City of Oldenburg.*

**Whose heritage is in this white cube? Travelling with Baš-Čelik to Gulliver and back**

Selma Harrington (UK)

25 min presentation

The paper discusses the Museum of Revolution, today the History Museum of Bosnia and Herzegovina in Sarajevo, as a case of modernist heritage and a national monument since 2012. Rooted in the early period of renewal and construction after World War 2, like many similar institutions in Socialist Yugoslavia, it sought to embody the aspirations of people who had reclaimed the space for a shared future.

Tracing the symbiotic relationship between public history and an urban and architectural context, the paper examines the appropriation of the Museum's contextual modernism in dialogue with the international Modernist and critical heritage discourse and its revisions. Mimicking the 'like for like' principle in conservation, the relevant international public history precedents are examined, among the museums from Ireland, Scotland, Northern Ireland, Belgium and Croatia.

*Selma is an architect and PhD candidate (Architecture) at the University of Strathclyde.*

**Western Balkans cultural routes – The awakening of heritage**

Milena Filipovic (Bosnia and Herzegovina)

25 min presentation

The Regional Cooperation Council's Triple P project aims at regional tourism development and promotion embarking upon creation of three cultural heritage trails.

The Balkan Monumental Trail is dedicated to the art and design of World War II monuments. Set in dramatic landscapes, visually stunning, abstract, modernist, and sophisticated, these works of art are both unique and universal in their other-worldly designs.

The Western Balkans Crossroads of Civilisations has a regional umbrella identity – the diversity of civilisations that left their mark and mixed with the region's culture and traditions, and the empires that influenced each other. The Roman Emperors and Danube Wine Route – Illyricum Trail – uncovers the Roman period, which marked one of the longest periods of cultural dominance over the Western Balkans. Scattered across the region, archaeological sites tell the tale of ancient warriors, military doctrines, tactics, and the rhythm of communal life, arts, crafts, and the foundations of European development.

*Milena is a cultural tourism expert for the Regional Cooperation Council.*

**Festival of Walks and Maribor is the Future: Good practices of local tourism**

Katja Beck Kos (Slovenia) with Jure Golež, Barbara Izlakar

55 min presentation

Maribor, the second biggest city of Slovenia, has difficulties competing with Ljubljana. Not to wait for the local tourist bureau, an NGO powered programme, Rajzefiber, organised the first Festival of Walks, where local stories are presented by locals to the public. The walks present different, mostly forgotten, cultural heritage. It started in 2018 and was an instant hit with locals, but also presented a good invitation to Maribor for Slovene incoming agencies and other stakeholders. Lots of the walks developed and became a well-known local tourist offer. Furthermore, it triggered the next step: six NGOs are now developing a sustainable local ecosystem of creative tourism, where we want to build a stabile local network, at least ten new local creative tourism products and a new platform for promotion.

*Katja is the producer/ programme leader for Maribor is the Future / Rajzefiber / House! Society for people and spaces.*

**How can Heritage Interpretation foster social cohesion in diverse societies?**

Patrick Lehnés (Germany) with Peter Seccombe (UK)

1h 25 min interactive workshop

Heritage Interpretation for Migrant Inclusion in Schools (HIMIS) was an exciting and ambitious Erasmus+ project to help young people from diverse backgrounds become more integrated and included in their schools and communities. Its core idea was to use heritage interpretation (HI) to:

- foster a sense of belonging beyond socio-cultural differences.
- actively involve students as co-creators in the planning of HI.
- provoke reflection on the historical roots of values, such as non-discrimination, equality and tolerance towards minorities and migrants.

After an introduction to HIMIS, this workshop will investigate how to transfer the HIMIS approach to participatory planning at museums, sites and protected areas. You will be active in role-plays, group discussions and exercises. The results of this workshop will be relevant for the DELPHI project which aims to integrate the value dimension of heritage interpretation into training of interpretive planners.

*Patrick is a researcher at the University of Freiburg.*

**You can engage with diversity, but does diversity engage with you?**

Michael H Glen (UK)

25 min presentation

The conference theme refers to, among other topics, engaging with the diversity of people visiting heritage sites bringing 'different knowledge, experiences, beliefs, values systems, world views and identities'. It is a challenge to interpret our heritage - natural or cultural - to a diverse audience; the bigger challenge is to ensure they engage with this heritage. We so often fall into the trap of using 'tethers' from history or landscape that we, as host communities, relate to subconsciously or, at least, consciously. But these 'pegs' on which we hang our interpretation are often meaningless to visitors from other cultural backgrounds. This presentation will take some generic and specific examples and seek the views of delegates on how best to avoid the trap of insufficient references or explanations of the seemingly obvious. Referring to 'our king' or 'our mountain' may resonate at high volume with us, but do our visitors even catch an echo?

*Michael is a wordsmith.*

**The Roman Frontier today and yesterday – the Living Wall, Roman Frontier Gallery in Carlisle, UK**

Nigel Mills (UK)

55 min presentation

This presentation explores the contemporary resonance of the Frontiers of the Roman Empire World Heritage Site as an example of contentious diversity and of Freeman Tilden's principle that "The chief aim of interpretation is not instruction, but provocation." The Outstanding Universal Value of the Frontiers of the Roman Empire World Heritage Site (FRE WHS) reflects issues such as diversity, conflict, identity, the imposition of Imperial power, cultural exchange, movement of peoples, economic stability and disparity. Symbolic of occupation, conflict, migration and division, the FRE WHS provides an ideal context through which to explore issues of diversity, understanding, toleration, co-operation and respect in modern Europe.

The Living Wall exhibit in the Roman Frontier Gallery at the Tullie House Museum sets modern frontiers alongside the Roman frontier of Hadrian's Wall. The exhibit encourages visitors to explore the impact of frontiers on people and their diverse perspectives – the builders, the divided, the protected, the excluded. Visitors are invited to leave comments on their thoughts and experiences. It is clear from analysis of over 600 comments that the interpretive device of juxtaposing modern and ancient frontiers is a powerful stimulus to reflection and emotion.

*Nigel is a heritage interpretation consultant at Nigel Mills Heritage.*

**Engaging citizens through heritage – Case studies from the Western Balkans region**

Jelena Močević (Bosnia and Herzegovina), Bojana Sekulić (Montenegro)

90 minutes workshop

What is the unique perspective on cultural and natural heritage in the region of Western Balkans? Is there a way of engaging citizens and communities into creating a platform of multiple narratives around heritage? How can this be achieved when heritage is often contested and in the framework of low sustainability, both in financial and management areas?

In this interactive workshop, you will have the opportunity to see some of the inspiring examples of heritage interpretation in the Western Balkans region, exchange views on how do they encourage first-hand experience, if they actively involve visitors and local stakeholders and does heritage really touches people.

The diversity and richness of not only heritage, but perspectives on almost every item of said heritage is something that is specifically related to the region. Working in smaller groups/pairs with national coordinators from the region, you will have the opportunity to contribute to the vision of how can these engagement efforts be improved and what is missing when it comes to perspective that the Western Balkans is providing to the external world. *Jelena is the first Creativity Advisor in the region, CEO of Creative Consulting Balkans and founder of Creative Balkans platform.*

### **Karst heritage in Slovenia and Croatia: Development of sustainable tourism in the karst landscape**

Mirna Draženović (Croatia) with Aleš Smrekar  
25 min presentation

The Krasn'krš project is funded by the Interreg Slovenia-Croatia programme, runs from 2017-2020 and has seven partners. With the knowledge of geology, biology, tourism and heritage interpretation, they are developing new cultural and tourist products with karst heritage as an umbrella theme. The karst stones, which make up the main part of the Dinarides, were created by stone remains of marine animals from the ancient ocean, witnessing geological changes over millions of years and creating specific karst forms, such as caves and sinkholes. Karst phenomena has enabled the shaping of rich cultural heritage in human lifestyles, customs, construction of drystone walls and houses. This project aims to preserve and evaluate natural and cultural karst heritage by creating a new visitor infrastructure: interpretive centres and thematic trails where visitors can learn about the phenomenon and significance of karst in four locations in Slovenia and Croatia. *Mirna is a museologist and Cultural Manager for Muses Ltd.*

### **Norman Sicily, the Cappella Palatina, and the Palimpsest: Interpreting transculturality over time**

Emily Hyatt (Germany)  
25 min presentation

Under Norman rule, medieval Sicily was a land of dynamic syncretism. Latin was spoken alongside Arabic and Greek, and King Roger II commissioned his Cappella Palatina, or 'Royal Chapel', as a glimmering jewel-box of Byzantine mosaics and distinctly Islamic, painted muquarnas ceilings. In 2015, Palermo's Arab-Norman architecture was listed as UNESCO World Heritage, a testament to the flourishing creativity of the period. The diversity of medieval Sicily is justifiably celebrated.

However, a closer examination of its extant tangible heritage offers a more nuanced interpretation. Over the centuries, Siculo-Norman art and architecture have been alternately repainted, effaced, and restored, processes that reveal complex negotiations of power and identity. This presentation considers the value of the palimpsestic qualities of the Cappella Palatina. It seeks to establish the palimpsest as an interpretive tool that reveals the finer details of transcultural exchange and contact over time. *Emily has an MA in Transcultural Studies from Heidelberg University.*

### **Multicultural policies and heritage in the Ottoman Empire and Turkish Republic: The case of Mardin**

Ipek Karaoglu Koksalan (Turkey) with Assoc. Prof. Dr. Ufuk Serin  
25 min presentation

Even though the Ottoman Empire's multicultural government policies were somewhat discriminatory, the autonomic structure allowed diversification. The collapse of the Ottoman Empire and the establishment of the Turkish Republic corresponded to the rise of the nationalist ideology. With the consequences of the Lausanne Treaty and the Republic identifying itself as a nation-state, minorities living in Turkey were started to be seen as 'subsidiary elements' added to the state through a treaty. The governmental policies regarding minorities have thus affected the production and conservation of architectural heritage of these groups. This presentation will evaluate the ways in which the 'national heritage' is challenged by multicultural heritage through the example of Mardin, with its multicultural attributes conserved since the early years of the Ottoman Empire. *Ipek is a conservation architect at the Middle East Technical University.*

Parallel sessions, Sunday 2 June 2019

PARALLEL SESSIONS: PRESENTATIONS AND WORKSHOPS

08:30 – 9:25	Conference hall				Key note by Matteo Rosati Interpreting heritage at UNESCO designated sites: challenges and specificities
	<b>Room 1</b>	<b>Room 2</b>	<b>Room 3</b>	<b>Room 4</b>	
09:30 – 9:55	The four truths of reconciliation through interpretation <i>Anne Ketz (USA)</i>	The border triangle of the Alps-Adriatic region – where natural and cultural heritage collide <i>Lisa Schmied, Lisa Wolf, Anna Kovarovics (Austria)</i>	Sharing Stories: Increasing ethnic minority participation in European Heritage Days <i>Jennifer Novotny (UK)</i>	Interpretive apps for diversity <i>Anna Chatel-Messer (Germany)</i>	
10:00 – 10:25	Improving interpretive messaging and planning for diversity <i>David Ketz (USA)</i>	Engaging biodiversity with rural production – Integrating rural production in biodiversity <i>Evangelos Pappas, Eleni Vretzaki, Evi Alexandropoulou, Andreas Panitsas (Greece)</i>	The role of storytelling: What should a Transylvanian destination count on? <i>Florin Nechita, Alin Puiu, Adina Nicoleta Candrea (Romania)</i>	Journey to the Beginnings: Moving forward while reaching the past <i>Bama Petrányi, Árpád Bóczén (Hungary)</i>	
10:30 -10:55	Coffee break				
11:00 – 11:25	It's complicated: Negotiating the diverse needs of stakeholders at living religious heritage sites <i>Katelyn Williams, Clara Rellensmann (Germany)</i>	Interpreting diversity of nature – how can heritage interpretation inspire people to become stewards of diversity? <i>Athina Tsekoura (Greece)</i>	Once upon a time – universal concepts and diversity in storytelling <i>Janja Sivec (Slovenia)</i>	Disability and the exhibitionary complex: The sight of difference <i>Jenny Anghelikié Papisotiriou (Greece)</i>	
11:30 – 11:55					
12:00 – 12:25					
12:30	Lunch				
13:30 – 14:30	Speakers corner and market of ideas				
15:00	Departure for study visits				

25 min presentation

55 min presentation

85 min workshop

**The four truths of reconciliation through interpretation**

Anne Ketz (USA)

25 min presentation

The Truth and Reconciliation Commission that emerged during the dismantling of South Africa's apartheid system in 1998 developed four notions of truth as part of a societal healing process: factual truth, personal truth, social truth, and healing truth. These truths should form the fibre of our efforts as heritage professionals. To interpret heritage places appropriately, we must cultivate an understanding of the interests, concerns, and experiences – i.e. the truths – held by the communities with whom we work. But what is truth, and whose truth are we talking about? Accounting for these multiple truths through dialogue and healing, can lead to valuable outcomes for heritage management, including management plans, interpretive exhibits, and visitor experiences.

*Anne is the CEO and Services Director for 106 Group.*

**The border triangle of the Alps-Adriatic region – where natural and cultural heritage collide**

Lisa Schmied (Austria) with Lisa Wolf, Anna Kovarovics

25 min presentation

Borders are often interpreted as a symbol for barriers, separation, a clash of attitudes and ideologies. The EU and its residents show that borders are also a chance for mutual benefit and expansion of cultural and social diversity, particularly noticeable in border triangles within the EU. The EU also spreads the idea of its motto, United in Diversity, through its Interreg projects, which aim to overcome the interpretation of borders as a limiting factor. One example which shows the impact of Interreg and deals with borders as a positive influence is the Interreg-SI-AT-project, Alps-Adria Karawanks. It covers the extraordinary border triangle of Austria-Slovenia-Italy, where the three largest Indo-European language families meet. The aim of the showcase is to visualise different perspectives to the idea of borders. A theme trail reflects on natural, historical and national borders, points out how they apply to plants or animals and that cultural and linguistic borders become indistinct.

*Lisa is a landscape architect at E.C.O. the Institute of Ecology.*

**Sharing Stories: Increasing ethnic minority participation in European Heritage Days**

Jennifer Novotny (UK)

25 min presentation

This paper reports the results of a four-month pilot scheme funded by the Council of Europe and European Heritage Days. Sharing Stories worked in partnership with community groups in Scotland and England with the aim of better understanding levers / barriers / enablers to ethnic minority participation in local heritage. The project included an initial survey to gauge awareness of and subjective experiences with local cultural heritage, followed by focus group consultations and workshops with community groups, including Action for Children's Heritage & Inclusion project, The Glendale Women's Café, and LGBT Health & Wellbeing's Queer Transgender Intersex People of Colour group. This paper also describes how these groups moved beyond passive consumption of cultural heritage to active creation of new content and interpretation of their own by making a video, organising a banner march, and drawing a community map.

*Jennifer is the Project Officer - Diverse Heritage for the Scottish Civic Trust.*

**Interpretive apps for diversity**

Anna Chatel-Messer (Germany)

25 min presentation

They are omnipresent in our everyday lives and, apart from communication and information, smartphones provide enormous resources for learning about our local environment and the diversity around us. We can see phenomena from different perspectives and analyse them with diverse methods. Integrating GPS tools, they even link interpretation with spatial patterns and allow us to understand relations and locations in the context of spaces and places. We have initiated some empirical research projects to learn about how effective the implementation of smartphone-apps is in the teaching and learning process and how it can contribute to multiperspective thinking. Students have developed innovative outdoor interpretation apps for the general public. Evaluation has shown clearly that exploring and interpreting your environment and communicating the findings to other target groups can contribute to seeing phenomena from different perspectives and lead to appreciation of diversity.

*Anna is an academic lecturer and researcher at the University of Education, Freiburg.*

**Improving interpretive messaging and planning for diversity**

David Ketz (USA)

25 min presentation

The tourism industry is one of the fastest growing industries in the world. It is estimated that 2 billion travellers will reach international destinations by 2030. The sheer volume of tourists will have both positive and negative impacts on the culture, environment, and economies of host communities. The economic viability of the travel industry is dependent on the quality of the visitor's experience. If a destination loses its attraction to the traveller, there will be significant impacts for all. A global tourist will expect quality interpretation and infrastructure that meet the needs of diverse cultures, ages, and physical abilities. This provides an opportunity to improve interpretive messaging, translations, and approaches to preservation, management, and funding. The presentation will provide examples and discuss a collaborative planning process that engages stakeholders to develop management plans to protect communities, preserve heritage sites, and enhance the visitor's experience.

*David is the CFO and General Manager for 106 Group.*

**Engaging biodiversity with rural production – Integrating rural production in biodiversity**

Evangelos Pappas (Greece) with Eleni Vretzaki, Evi Alexandropoulou, Andreas Panitsas

25 min presentation

In a remote mountainous area in Crete, there is a unique natural and cultural landscape creating intense and contradictory feelings and logic. From the cultural and mythological view, this place is where the richness of nature was embodied in a goat, Amalthea, an emblem of production and livestocking culture. The goat is also the face of overgrazing, the biodiversity devil. For a conservationist, it is an overgrazed degraded ecosystem resulting from human interaction with nature. It is evolution over the years leading to the ecological and cultural landscape of today and a culture that leads to future production and development. The questions arising for this area are: Can we imagine this landscape differently? How can we interpret this natural and cultural potential in favour of the people today? These questions have led to a project which employs interpretation as a tool for development and sustainability aiming to bring together biodiversity, culture and production for the benefit of all.

*Evangelos is a biologist, working in environmental management, and is the director and main shareholder of OikoM Ltd.*

**The role of storytelling: What should a Transylvanian destination count on?**

Florin Nechita (Romania) with Alin Puiu, Adina Nicoleta Candrea

25 min presentation

Storytelling is a strategic destination branding technique, and a tool that local guides may use in order to enhance tourists' experiences. The present study investigates the attributes associated with the image of a Romanian city, and the stories which had the biggest impact on foreign tourists' perceptions of the destination. The methodology includes a content analysis of reviews on Romanian travel networking sites, as well as research based on self-administered questionnaires among foreign tourists who visited the destination. The findings have practical implications on how the historical facts have to be correlated with stories disputed by historians, such as the controversial link between Dracula and Vlad the Impaler, due to their strong impact on visitors' perceptions. As storytelling has an indirect long-term impact on destination brand, destination managers have to continuously evaluate the impact of different stories told by local guides.

*Florin is a PhD lecturer at the Transilvania University of Brasov.*

**Journey to the Beginnings: Moving forward while reaching the past**

Bama Petrányi (Hungary) with Árpád Bóczén

25 min presentation

Journey to the Beginnings is a collaborative project involving four key pre-historic heritage sites as sources of inspiration. Contemporary artists create digital interpretation tools and playful live performances with common elements for Lepensky Vir (Serbia), Gârla Mare (Romania), Vučedol (Croatia) and Százhalombatta (Hungary). Archaeologists, IT experts, museum professionals and heritage managers collaborate with them to make the final products an integrated part of the local offers. The presentation will briefly introduce the diverse characteristics of the concerned sites and the approach which makes a partly unified interpretation concept possible. The audience will have the opportunity to try out elements of the digital tool and to learn the methodologies which are used to establish a mutual understanding of the cooperating professions with different terminologies and mindsets.

*Bama is a cultural manager.*

### It's complicated: Negotiating the diverse needs of stakeholders at living religious heritage sites

Katelyn Williams (Germany) with Clara Rellensmann

1h 25 min interactive workshop

Participants will work together to challenge some of their conceptual assumptions related to religious heritage. They will then use these new understandings to build a working vocabulary for the session and explore the complicated issue of interpreting living religious heritage sites, where the interests of a diverse array of stakeholders often compete with those of the core user communities. The Living Heritage Approach developed by ICROM will be introduced as a potential lens through which to handle these particular cases.

Using real examples and a role-playing activity, we will explore the following questions:

- Who are the possible stakeholders for sites of living religious heritage?
- What are their different needs and interests, and how might they conflict with each other?
- Should there be a hierarchy of stakeholder interests and needs?
- How do we negotiate the rights and needs of the various stakeholders so that they don't negatively impact those of the core user communities?

*Katelyn is a PhD student at Brandenburg University of Technology Cottbus-Senftenberg.*

### Interpreting diversity of nature - how can heritage interpretation inspire people to become stewards of diversity?

*Athina Tsekoura is IE's Natural Heritage coordinator. She is working with NGOs or as a freelancer, and organises environmental education projects for a large variety of groups, working mostly in sensitive or protected areas, with endangered species.*

### Once upon a time – universal concepts and diversity in storytelling

Janja Sivec (Slovenia)

1h 25 min interactive workshop

It feels like storytelling is the ultimate tool in the market at the moment. The tourism sector is talking about it, marketing is using it brilliantly (just think about that commercial that touched you or made you laugh), we raise children based on it and it is the basis of heritage interpretation. So why are stories so powerful and storytelling such a popular tool? Are stories universals and if so why do we find such a variety of the same stories? In this workshop we will explore universal concepts behind stories and their diversity in plot, meanings and usage. We will share stories, condense them to basic facts and meanings and analyse our favourite stories for the hidden meanings. We will explore universal concepts and try to find them in the folk stories. We will talk about Joseph Campbell – hero of a thousand faces – and try to use his principles in storytelling.

*Janja is a freelancer.*

### Disability and the exhibitionary complex: The sight of difference

Jenny Anghelie Papasotiriou (Greece)

1h 25 min interactive workshop

If "the fundamental event of the modern age is the conquest of the world as picture" (Heidegger), how does that work for visually impaired people? Treating heritage interpretation as the space where thinking subjects encounter talking objects, we will create tools that enable this encounter for visually impaired participants, discussing and working through ethical, aesthetic and practical considerations in the delivery of audio-description resources and guided tours. We will try to transfer the mechanisms of perception, observation and intuition into verbal content and choices that lend eyes to individual participants without depriving them of their own individuality and freedom of choice. Drawing on ordinary language philosophy, we will examine the blurred borderlines dividing description, interpretation and investigation, triggering mechanisms of investigative description, that treat artworks, landscapes, buildings or museum objects as open questions.

*Jenny is an education curator.*

Parallel sessions, Monday, 3 June 2019

PARALLEL SESSIONS: PRESENTATIONS AND WORKSHOPS

08:30 – 9:25	Conference hall				Key note by Taja Vovk van Gaal Do we really talk about the same event? House of European History in multiperspective views			
	<b>Room 1</b>		<b>Room 2</b>		<b>Room 3</b>		<b>Room 4</b>	
09:30 – 9:55	Value your visitor! <i>Árpád Böczén (Hungary)</i>		Live interpretation as a tool for presenting heritage from diverse aspects <i>Évá Birkás (Hungary)</i>		Heritage literacy through alternative education and public archaeology: A Philippine perspective <i>Andrea Natasha Kintanar (Philippines)</i>			
10:00 – 10:25	Personal interpretive guiding techniques – an IE training programme taster <i>Janja Sivec (Slovenia)</i> <i>Sandy Colvine (France)</i> <i>Piotr Idziak (Poland)</i>		Belarussian 'Miastechka' as a multicultural melting pot <i>Valeria Klitsounova (Belarus)</i>		Overlapping spaces: Interpreting Jewish tradition in Budapest <i>Andrea Hübner (Hungary)</i>			
10:30 -10:55	Coffee break							
11:00 – 11:25			Building a heritage interpretive network across diverse cultures – Bringing interpretation to Siberia <i>Chuck Lennox (USA)</i> <i>Svetlana Kuklina, Elena Weber (Russia)</i>		Interpreting industrial heritage: The case of Pappas' Mill Wheat & Flour Museum <i>Evgenia Stavraki (Greece)</i>			
11:30 – 11:55					One rock can tell more than a geological map: Geodiversity and interpretation in Geopark Karavanke <i>Mojca Bedjanič, Lenka Stermecki, Darja Komar, Gerald Hartmann, Martin Vernik, Aljoša Šafran, Simona Kaligarič (Slovenia)</i>			
12:00	Closing of the conference and introducing the next events							
13:00	Lunch							
15:00	Departure for post conference tours							
	25 min presentation		55 min presentation		85 min workshop			

**Value your visitor!**

Árpád Bóczén (Hungary)

25 min presentation

Everyone involved in planning heritage interpretation knows that target group orientation is one of the key aspects of a successful programme. But there are also other reasons which make it necessary to know more about our audience and visitor research is becoming more and more important for different cultural and natural heritage sites around the world year after year. This presentation introduces a Hungarian initiative with the aim of promoting the need for evaluation and also the appreciation of the visitors in cultural and natural heritage sites. You will learn the conclusions of a small research project carried out in three interpretive locations and the results of a professional forum with 164 participants. There will be an opportunity to get to know a mobile application prototype as well, which was developed to make visitor observations more easily.

*Árpád is a heritage expert for KÖME, the Hungarian Association of Cultural Heritage Managers.*

**Live interpretation as a tool for presenting heritage from diverse aspects**

Éva Birkás (Hungary)

25 min presentation

In the Museum of Fine Arts, Budapest, we have been doing first person interpretation in the Classical Antiquities Gallery since 2008. Characters from the ancient Greek and Roman world tell about their everyday lives, pleasures and troubles, circumstances and relationships, linking artifacts on display within their speech. The dramatic structure of these performances are elaborately composed, making it possible to present classical culture in its complexity. Our artisan-characters show how people, characteristically of slave and foreign origins and thus outsiders to citizenry, formed the artistic image of ancient times we now identify as ancient Greek and Roman culture. In performances with two well-chosen characters we can present issues from diverse points of view at the same time.

*Éva is a museum educator at the Museum of Fine Arts, Budapest.*

**Heritage literacy through alternative education and public archaeology: A Philippine perspective**

Andrea Natasha Kintanar (Philippines)

25 min presentation

Tuklas Pilipinas Society is a non-profit organisation that aims to spread awareness of archaeological heritage in the Philippines through alternative education and public archaeology. This presentation discusses various examples of archaeological heritage education initiatives conducted by Tuklas in the Philippines that have been effective in engaging local communities in heritage management and preservation of their archaeological sites. Involvement of local and national government is reviewed, and the importance of close interaction between the local community, archaeologists, and heritage practitioners is emphasised.

*Andrea is the Executive Director of Tuklas Pilipinas Society, Inc.*

**Belarussian 'Miastechka' as a multicultural melting pot**

Valeria Klitsounova (Belarus)

25 min presentation

The Belarussian 'Miastechka' is an old term roughly meaning 'market town'; it used to be a special kind of 'free economic zone' located within the Pale of Settlement in the Russian Empire with predominantly Jewish population (shtetl). For centuries it attracted traders, craftsmen, peasants who worked together for mutual prosperity. Jews were responsible for trading and blacksmithing, Belarusians and Polish for agriculture and weaving, Tatars for vegetable growing. Miastechkas were also an excellent example of religious tolerance. This phenomenon used to be a melting pot of different cultures which influenced languages, cuisine, folklore, craft, habits and the mentality of locals. Nowadays, Miastechkas are rather an abstract issue with sentimental flavour. Local communities try to find their identity and tell the story of their past by organising festivals, developing thematic programmes, interactive museums, etc. There is an initiative to develop a cross-border shtetl route together with Poland, Ukraine and Lithuania.

*Valeria is Chair of the Board of Country Escape, the Belarussian Association of Agro- and Ecotourism.*

**Overlapping spaces: Interpreting Jewish tradition in Budapest**

Andrea Hübner (Hungary)

25 min presentation

What is the visitor impression of a small surviving old city nucleus in Budapest themed around a renowned Hungarian writer? The commerce and hospitality permanent exhibitions of the little museum housed in the writer's former home was one of three sites of our research in a 1.5-year-long visitor study project conducted by DBU-KÖME (Hungarian Association of Heritage Managers)-Kont-Tiki Büro-Budapest Business School. In September, a small temporary exhibition on Jewish merchants and businessmen between the so-called emancipation act of 1867 and 1918 was opened in this museum. We investigated visitors' experiences and the nature of the information where they were left alone with the densely packed and text-heavy little interior compared to the situation of a narrated guided interpretation tour. The research was extended and the focus moved to the neighbouring synagogue, which is the oldest one in Budapest, marking the centre of a once densely populated Jewish quarter of the city.

*Andrea works for KÖME (the Hungarian Association of Heritage Managers).*

**Building a heritage interpretive network across diverse cultures – Bringing interpretation to Siberia**

Chuck Lennox (USA) with Svetlana Kuklina &amp; Elena Weber

55 min presentation

Lake Baikal, a UNESCO World Heritage Site, and Irkutsk, the capital of Eastern Siberia, nicknamed the 'Paris of Siberia', attract thousands of tourists within Russia and from around the world. How could this region tell its story to international and national visitors in a way that was respectful and engaging? Heritage interpretation was a potential strategy but was previously unknown in Russia. Introduced to Siberia over the last ten years through the support of a series of international grants that organised exchange programmes and training courses with experts from the USA's National Association for Interpretation (NAI), heritage interpretation is a tool that has been embraced by Russians in Siberia. A dedicated group of Russians have formed a vibrant network by establishing the Siberian Association for Interpretation (SAI) that now provides training courses, professional development and university courses across Siberia, the Russian Far East and, increasingly, across Russia.

*Chuck is the Principal/Owner of Lennox Insites.*

**Intrepreting industrial heritage: The case of Pappas' Mill Wheat & Flour Museum**

Evgenia Stavradi (Greece)

25 min presentation

On the foot of Mount Olympus – on top of which, Demeter, the goddess of agriculture and earth fertility, used to reside – lies Thessaly, the greatest wheat production plain of Greece. In the centre of Larissa, the capital of Thessaly, Pappas' Mill is located. It was founded in 1892 and through its course of operation it incorporated the great technical advances that took place in the flour milling industry of Europe and USA. Since 1998, the factory has been the property of the City of Larissa, which intended to turn it into a cultural centre. Having an economy largely based on agriculture and an agricultural tradition traced back to ancient Greece, the city decided to create a museum of wheat and flour. Our team was appointed to deliver the interpretive plan, the architectural design and the visual identity of the new museum. This presentation will take you through the process of developing a unique and dynamic industrial flour-mill museum at the heart of Thessaly.

*Evgenia is a museologist.*

**One rock can tell more than a geological map: Geodiversity and interpretation in Geopark Karavanke**

Mojca Bedjanič (Slovenia) with Lenka Stermecki, Darja Komar, Gerald Hartmann, Martin Vernik, Aljoša Šafran, Simona Kaligarič

25 min presentation

Karavanke UNESCO Global Geopark territory lies in the alpine region. Free time and touristic activities are mainly connected with mountains (mountaineering, mountain biking). Hence geodiversity is a key topic of this region, although it was previously left out from the touristic, free time and educational offers of the region before the Geopark was established. Hiking and alpine guides usually focused on the mountain flora and fauna, but often avoided the most important story teller of the mountain – the rocks. The reason is that these stories demand knowledge and very good interpretational skills. Geodiversity interpretation is a hard skill for geologists and interpreters. Therefore, it is important to keep in mind that one rock can tell more than a geological map. In the presentation we will present practical examples of the geodiversity interpretation at the emerging new long-distance geo-hiking path around the Geopark, as well as present the training plan for geopark-guides.

*Mojca is a nature conservation counsellor at the Institute of the Republic of Slovenia for Nature Conservation (project NaKult).*



# POST CONFERENCE TOURS



*Please bring comfortable clothes, particularly for the field trips when we will stay outdoors for hours. Comfortable trekking boots and rain gear are important, too. If the weight limit of your luggage allows it, bring your own binoculars and of course your camera.*



### Option 1: "The Beauty of Herzegovina" 3-4 June 2019

Tour itinerary: Mostar – Radimlja stećci – Hutovo blato – Počitelj – Split

Departure from Sarajevo: 15.00h / 3 June

Arrival in Mostar: 18.00h

Arrival in Split: approx. 18:00h / 4 June

Dinner in Split 20:00h / 4 June

Return to Sarajevo: 22.00h / 4 June

Arrival in Sarajevo: 03.30h / 5 June

#### Mostar

The city of Mostar is a jewel of the Herzegovina region and a must-see destination in the country. The Old Bridge - a 16th century, Ottoman-style bridge that spans the Neretva River - connects the two sides of the city and has been a symbol of the city for over 400 years. The city takes its name from the bridge keepers, the Mostari, who guarded it. The streets surrounding the bridge exhibit a mix of pre-Ottoman, eastern Ottoman, Mediterranean and western European architecture.

Enjoy Mostar with a 2-hour walk around the city, and see different periods of our history:

- Partisan cemetery
- Boulevard (which was a dividing line during the '90s war)
- Gymnasium (Austro-Hungarian period)
- Clear insight into the history of Mostar, its present and its potential future from a local's perspective
- Koski-Mehmed Pasha mosque near the Old Bridge
- Old bazaar
- Old Bridge
- Old town
- Crooked bridge
- Traditional rose juice at Kajtas house

The visit to Mostar will conclude with a traditional dinner to end the day.

On 4 June, travel through the cultural, natural and historic heritage of the Herzegovina region, after a perfect start to the day – a Bosnian coffee presentation/workshop.

Did you know that the ritual of coffee making and drinking is one of the most meaningful rituals in Bosnia and Herzegovina? You will learn how to prepare traditional Bosnian coffee, the difference between Turkish, Greek and Bosnian coffee, and discover some different interpretations of when the coffee is served and the meanings attached to the time of day or the way it has been served. You will also have the opportunity to see how locals drink their coffee and experience the wonderful taste on the spot.

With your energising Bosnian coffee shot, you will then encounter archaeological sites and cultural heritage from various prehistoric periods; 11,500 BC Paleolithic rock carvings, remnants of the megalithic Illyrian city walls, old Roman ruins, medieval castles and tombstones of the old Bosnian kingdoms. All of these unforgettable sites are located off the beaten track and are surrounded by beautiful nature.

#### Radimlja necropolis:

Stećak is the name for the richly decorated medieval tombstones found mainly in Bosnia and Herzegovina – one of the most significant examples of the country's cultural heritage. These monumental stones first appeared in the second part of the 12th century and reached their peak in the 14th and 15th centuries. Radimlja necropolis is one of the largest collections of these magnificent tombstones.

**Hutovo blato:**

'Hut's Mud' – A unique submediterranean wetland in typical Karst surroundings by the Neretva river. Known since ancient times as a green oasis, abundant water supports a large number of plant and animal species, and it is one of the largest bird breeding sites in Europe. The biological diversity is influenced by the Adriatic Sea and surrounding karst and hilly terrain and is extremely valuable. There are few places in the world that have so many species in such a small area.

**Počitelj:**

Počitelj is a medieval trading city built in the style of Ottoman - Mediterranean heritage, making it one of the most beautiful cultural and historic settlements in Bosnia and Herzegovina, and one of the most picturesque towns in Europe. It is nestled in the arid rockface – built into a natural karst amphitheatre – overlooking the emerald green river of Neretva. A warren of steep stairways, pomegranate bushes and ancient stone houses, it is made for aimless wandering and happenstance.

Herzegovina is a region famous for its wine production and is part of the Wine Routes in the Balkans. On our way to Split (Croatia), we will make a short stop and taste some of the traditional wine, prosciutto, cheese and olives.

Our tour ends in Split, one of the most beautiful cities alongside the Adriatic sea, with a special dinner offering fresh seafood made in the Dalmatian tradition.

Please note that you can book an onward ticket for many destinations directly from Split (budget airlines). If you decide to stay in Split, please arrange your accommodation and transport to the local airport in time. However, if you have booked a return trip from Sarajevo or some other airport, the bus will return back to Sarajevo after dinner. The arrival to Sarajevo is scheduled for early morning (around 4am) so please make sure that you have accommodation option available.

**Option 2: "Archaeological park: Bosnian Pyramids Visoko" 3 June 2019**

Departure: 15.00

Arrival Visoko: 16:00

Estimated duration of the tour: 4 hours

Departure for Sarajevo: 21.30

Arrival Sarajevo: 22.30

The town of Visoko is home to the so-called 'Bosnian Pyramids', which are thought to have been built in the period 12,000 to 500 BC. It is believed that the three hills are representations of pyramids that were named by the Foundation of the Archaeological Park as the Pyramid of the Sun, Pyramid of the Moon and Pyramid of the Bosnian Dragon. A complex network of passages, intersections, rooms and underground water reservoirs has been built under the Valley of the Pyramids.

Despite compelling evidence that the pyramidal structures are indeed man-made, archaeological academia have declared the findings a hoax, declaring them to be a "pseudo-archaeological explanation for natural formations" by the European Association of Archaeology.

At the same time, Bosnia and Herzegovina citizens have embraced the newly-imagined pyramids as national treasures. As reported in Smithsonian Magazine, "Bosnian officials - including a prime minister and two presidents - have embraced them. [The] Sarajevo-based news media and hundreds of thousands of ordinary Bosnians [are] drawn to the promise of a glorious past and more prosperous future for their battered country."

The interpretation and adoption of this newly found heritage has been a point of global debate in the last decade. Over 500,000 visitors have since visited the area to make their own judgement on the controversial topic of pyramids in Bosnia and Herzegovina. During the tour, you will see the Pyramid of the Sun, explore the underground tunnels and engage with the locals that protect and preserve the site. The tour will end with a traditional Bosnian dinner in one of the small local taverns.

# CONFERENCE TEAM



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