Sharing heritage through interpretation

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ZOSTAN MISTRZEM OPOWIEŚCI JAK CIĘKAWIE OPRAWIAĆ O SKRABACH LOkalnego CZERSTWA

17 października zapraszamy na animację kulisy, ścieżki literackie wokół obiektów, odkrywając teatry, muzea i telefoniki. Na wystawkach poznajemy historię Krakowa – miejsca, które warto poczuć w pielęgnowanych w południowej części miasta.

MALOPOLSKA TO-GO W NOWEJ ODGRÓWNIE

Zapraszamy do odwiedzenia regionu w ramach wyjazdów w południowej Polsce – najciekawsze miejsca, które warto odnaleźć w Krakowie.

WOLNO PODRÓŻOWAĆ

3. EDYCJA „BIO MALOPOLSKA”

Zapraszamy do zapoznania się z edycją „Bio Malopolska” dla zdrowego i właściwego spożywania w regionie.

WYRÓZNIENIE W LODÓŁAMACZACH 2018

Na zakończenie roku, zapraszamy do zwiedzenia regionu w ramach wyjazdów w południowej Polsce – najciekawsze miejsca, które warto odnaleźć w Krakowie.

www.mik.krakow.pl
How to attract tourists with my place or story?

How to make the heritage important for the local community?

How to justify that the heritage I look after is important?

How to make complicated processes meaningful for audiences – even for non-experts...

Everyone who wants to share their heritage is facing similar issues
• How to attract tourists with my place or story?

• How to make industrial processes meaningful for audiences?

• How to justify that the heritage I look after is important not only on a local level?

• How to make our heritage a part of local identity?

Marketing

Community development

Heritage sharing

Heritage policy
Visitors are not interested in discovering the real world.

We have to find commonly understand codes of communication.

We need more than one perspective for telling history or herstory.

For modern audiences even simple heritage facts could be difficult to understand.

Generation gap

Gender gap

Cultural diversity

Overwhelming effect of the digital world
Crisis of public trust

Ecological crisis

Spreading conspiracy theories, fake news, rise of populism...

It will soon touch us all (and it started with the first industrial revolution)
Ecological crisis

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Overwhelming effect of the digital world
Heritage interpretation
In 1916 US National Park Service was founded

Guides aim to bring people into closer contact with the heritage in order to value and to protect it.
In 1957 journalist Freeman Tilden, after a research in national parks, described the general principles and defined heritage interpretation in his book:

*Heritage interpretation is an educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information.*
How to share values of our heritage?

How to reach the audience?

How to overcome the gap?

Why is it important for us?
Why should we care about this?

Heritage Interpretation is a methodology of guiding, which answers basic questions:
Heritage

Interpretation

Audience

turning phenomena into experiences

provoking resonance in participants

offering paths to deeper meaning

relation
Through interpretation, understanding; through understanding, appreciation; through appreciation, protection.

— Freeman Tilden —
INTERPRET EUROPE AND MIK COURSES

http://mik.krakow.pl/cicerone/

Fot. www.mik.krakow.pl
Miners Route in Wieliczka Saltmine
Miners Route in Wieliczka Saltmine
The challenge was to let people discover this well known UNESCO monument from its industrial site.
Wieliczka Salt Mine is not only...
...but one of the oldest mining companies in Europe.
• To underline its industrial character we decide to use direct interpretation techniques rather than exhibition or media presentations.

• The salt mine was presented „as it is”, with only a few exhibition interventions.

• **Guide** is a front miner, audience follow him and he lets them discover the mine – he gives visitors special tasks.

• **Visitors** go underground „as miners” – they wear uniforms and they are equipped with basic tools.
Each phase of the route was carefully planned, using interpretation methodology.

The scenario determines:
- The main message for each place and phenomenon
- The way the guide interacts with audience and space, i.e.: special tasks and open-ended questions
- The story plot which connects whole route into one narration
Heritage interpretation can help to overcome the gap

- It can help people to understand processes and contexts of phenomena they experience in their lives.
- It connects heritage phenomena with things all people care about.
- It can launch public statements, It`s „polyphony” and dialogical.
- It can develop critical thinking skills, it can encourage people to ask questions.
- It focuses on first hand experiences rather than knowledge.
- It can give outstanding experiences in the real world.
Course book:
The interpretative guide.
Sharing Heritage With People
http://www.interpret-europe.net

Thank you!
Piotr Idziak
Bringing heritage to life

At its best, learning happens where people experience 'the real thing', in venues such as historic sites, nature parks, zoos or museums.

Heritage interpretation facilitates such experiences using a broad range of approaches from guided walks to sophisticated exhibitions.

Interpret Europe encourages dialogue and partnership between associations and universities, providers and professionals. More than 600 members from 48 countries share their expertise in making natural and cultural heritage more meaningful to people.

Join us and be part of this exchange.

AWARDED BY THE EUROPEAN COMMISSION WITH THE ALTIERO SPINELLI PRIZE 2017

First prize awarded for the study Engaging citizens with Europe’s cultural heritage

Through interpretation, I believe heritage can contribute to the building of communities, not just at local level, but also on national and European levels.

Tibor Navracsics
EU Commissioner for Education, Youth, Sports and Culture