

Newsletter

Autumn 2023



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Dear members,

This summer in Europe has shown once more that climate change is really underway. Some countries were drowning, others were burning, while Greece got it all, making it the biggest environmental disaster. We are aware though that other continents, like the Americas, had an even worse time. For some years, our sectors have been increasingly loudly discussing possible solutions and approaches. In the heritage and culture sector it is generally agreed that we have more power than we think.

Hardly anyone knows better than interpreters that non-formal and informal education needs different approaches in order to make a true impact on people. And so the time has come for us to show the best we can. While interpretation's traditionally pursued purpose, such as raising awareness about the significance of heritage and its protection, are still valid and noble aims, it seems like we are challenged to deliver on completely new purposes. It will not necessarily be our bosses expecting this from us, nor our clients in interpretive planning, even less likely visitors or local communities will demand from us interpretation of climate or social justice. And yet, it is the global situation that suggests our civilisation might be on the verge of existence and that everyone should act. Heritage and culture can turn a blind eye or contribute to awareness raising and fostering action, and help people to become more mindful towards our shared future. Why not employ our magic skills for higher goals?

In this edition, you can read further thoughts about these recent developments. We also look forward to discussing this extremely important subject at next year's IE conference so don't forget to check the call for papers for iecon24, Sustainability: Challenging mindsets through heritage interpretation. We expect some good contributions, such as the enlightening story from Ireland where a water management co-operative commissioned an interpretation centre to raise awareness about sustainability, climate change and water management issues, forming an active hub for community learning.

If you are an interpretive planner or involved in planning of interpretation in any way, you might want to check the introduction to IE's new planners' network. We are also looking for members with experiences of strategic planning of interpretation for areas larger than one site.

As always, you will find inspiring stories from our members, such as the importance of heritage interpretation to European Heritage Days (EHD) and an example from Ireland where town developers involved all generations of the local community in the town's spatial planning considerations. Members celebrate their local heritage in the last of the summer sunlight, and one member from Chile describes her experiences in using interpretation guiding skills in formal education settings, while our representatives in Italy are mapping the state of heritage interpretation in their museums together with ICOMOS Italy. There's a review of a new book on experiencing food, underpinned by scientific findings which lend themselves for interpretation of other heritage. Reports about important progress in interpretation promotion and capacity building come from North Macedonia, and you can read about how IE interpretive courses have helped a museum in Poland where a final project seminar recently took place.

Last but not least, join us in several activities that are announced further down, in particular in the creation of IE's strategic plan 2025-2030 and check out how you can make your voice heard.

Wishing you a fruitful harvest with your projects and activities for the rest of the year.

Helena Vičič
Managing Director

Are heritage experts challenged?

Helena Vičič (Slovenia)

About what is discussed at the European stage and what is the future role of interpretation.

These lines contain some thoughts about the questions and concerns related to the most recent developments in heritage that started occupying my head after the two most recent events I was invited to as an IE representative to give a keynote. Naturally, a keynote needs to provide some strong ideas, a vision for the sector and some positive encouragement for the listeners. However, I can well imagine that some listeners of my speeches felt puzzled or even annoyed. I catch myself too, in doubt whether our high-flying vision might be too demanding, or too abstract to be easily translated into practical solutions, too conflicting with current structures and processes, or even too conflicting with prevailing ideas around the roles of heritage or heritage experts?

On these pages we have already spilled quite some ink sharing vision and ideas about the development of the interpretive profession and value-based interpretation, however, I'd like to share some very concrete quotes for you to contemplate with me. What is it about? I will get to that soon, but I'm impatient and thrilled to first share the news about the two events that are signs of a new development.

The first event – International seminar on heritage interpretation happened in the Museum of Józef Piłsudski in Sulejówek (Poland). The interesting fact is that the event closed the Erasmus+ project in which 30 employees of the same museum were trained and most of them also gained IE certified status for interpretive guiding and writing. This makes the museum as an institution quite unique in its field. A public organisation that is implementing interpretation systematically across their structures, designing their future development around it, and even actively promoting it to the sector, is well worthy of IE's support and visibility. We're looking forward to hearing about the actual effects and visitor feedback from them in future.

The second event was the closing of a COST Action project - Underground4Value - in Brussels, led by the CRN in which partners co-developed a toolkit for community heritage valorisation. During the project they have come across various approaches, among them also with Interpret Europe and interpretation

as a discipline that can clearly complement their endeavours in future.

These are all positive developments for IE and in my speeches I shared with them some lines from the related international conventions and papers that outline the changing paradigm in culture, in which the heritage sector (not only cultural) could hopefully finally recognise an important role interpretation plays in fulfilling the international policies' agenda. The first paper is the Faro Convention (COE, 2005) according to which:

- Cultural heritage should help "...in the construction of a peaceful and democratic society, and in the process of sustainable development and in promotion of cultural diversity".
- Besides people, increasingly important is becoming the role of human values in heritage. In particular European founding values.
- What is even more important for us interpreters is clause II / 7 / d: signatory states should "integrate these approaches into all aspects of lifelong education and training". (Heritage interpretation IS a structured approach to non-formal learning, so in theory, interpretation should systematically include human values in communication and content with the goal to build peace and democracy, to promote cultural diversity.)
- Further, the Faro Convention suggests that cultural heritage should be included in all levels of education, "not necessarily as a subject of study in its own right, but as a fertile source for studies in other subjects." (We can understand this in a way that we interpret heritage not only because of heritage itself, but with an aim to open up discussions about other subjects, such as sustainability, justice, peace and other critical issues of our time.)

The heritage and cultural sector is, furthermore, called 'to a concerted action' by the European Commission (Stormy Times, 2022) towards sustainability, climate change and social justice along with all other sectors, mobilising all resources.

The Stormy Times report suggests:

- "Green deal challenges Europeans to change the way they live and think". The report Stormy Times calls for artists and cultural organisations to play a full part in this transformational cultural change.
- "...Fact based communication is obviously not enough to mobilise energies and courage for

change.”

- 7Rs: Rethink, Reduce, Repair, Reuse, Refurbish, Recycle, and Recover. (RETHINK is the first R in the row)
- “It is culture that gives man the ability to reflect upon himself”. (We couldn’t agree more, heritage interpretation should encourage reflection of people upon their lifestyles. I believe the cultural and natural sites, as non-formal learning settings, can offer food for thought by creating meaningful experiences.

Furthermore, the Climate Heritage Network, in which Interpret Europe takes part, is gearing up for the UN Conference of the Parties (COP28) that will take place in December 2023, to achieve that “mainstreaming art, culture, and heritage perspectives into international climate change policy would support local cultural-based climate action by helping to deliver policy and funding frameworks that valorise this work.”

So where are we interpreters in this story?

The general challenge I see is (as usual) in the bottleneck between policies and practice. If we want to be up to date with the current discourse in heritage, if for nothing else, to be successful in applications for European funding, we should be perceptible for new ideas. However, many European projects have questionable results on the ground and interpretation services are often remaining of a shy face somewhere in the average still predominantly following the “teaching endgame” as Sam Ham called it and the latest design practices. Are we doing enough? Where is our passion for the ‘provocation’ approach? Are we doing everything to evolve to our maximum of creativity and boldness without compromising on scientific truth? I believe heritage interpretation offers sufficient knowledge and skills to bring into practice these high-flying ideals. Nevertheless, our ongoing collaboration with UNESCO has already resulted in the acknowledgement of value-based interpretation as a valuable approach to achieving UNESCO mission at World Heritage Sites. This gives us enough wind in our backs.

The question is whether interpreters are ready to follow international policies and conventions.

I think my concerns will not calm down until Interpret Europe mobilises examples and case studies that can serve as inspiration, and we have built enough trust that we do represent the best practice. I’d be most thrilled to proclaim that what we teach and preach, ‘our’ interpreters also practice!

Yes, changes don’t happen overnight and people also don’t change from one day to another. We need to



(Image: Michal Medek)

accept that it will take time. Both, for interpretation practice to improve its own approaches as well as for society to transform itself towards sustainability. However, it is time to act and work together. Like the Croatian and Polish partners on the Erasmus+ project.

IE is a forum, a place for exchange and mutual learning. The first step should be to share ideas and good practice examples on how you managed to engage communities on the highest level of the participation scale, how you managed to negotiate a value-based approach at your institution, what are your ideas about sustainability experience design?

We’ll also try to get financial means and pilot test some ideas, but hey, colleagues out there! If you work on an interpretation project that can really be a good example of inclusion, sustainability interpretation (not education!), climate change interpretation and social justice interpretation, please come forward!

We can give you a floor at one of our webinar sessions, or save your ammunition for next year’s conference, Sustainability: Challenging mindsets through heritage interpretation. The call for papers is out and we are ready. Don’t wait!

Helena Vicic is IE’s Managing Director. She can be contacted at: helena.vicic@interpret-europe.net.

Interpreting our museums

Barbara Gołębiowska (Poland)

A beautiful venue and warm atmosphere – perfect circumstances for talking about interpretation in the Józef Piłsudski Museum in Sulejów.

On 22-23 September, passionate interpreters and museum professionals met in Sulejów, near Warsaw, Poland, to discuss how heritage interpretation can help museums. Some of the guests joined us online, including IE's Managing Director Helena Vičič, who gave the keynote speech. Dragana Lucija Ratković Aydemir (Muses Ltd, Croatia, a consulting and management company in culture and tourism, and also former IE Country Coordinator Croatia) showed how the interpretive method can be used during creation of museum exhibitions, while Patrick Lehnies (University of Freiburg, Germany, also former IE Managing Director and current Cultural Heritage Coordinator) made us aware of the deep philosophical roots of interpretation and the important questions about its role in the face of contemporary challenges. Invited speakers talked about applications of interpretive methodology in museum education, exhibition design and public events. Participants were also able to visit the Piłsudski manor house, the permanent multimedia exhibition and take part in several interpretive walks.



Milusin manor house
(Image: Barbara Gołębiowska)



Helena gives the keynote by live link
(Image: Alicja Firynowicz)

The seminar was organised as a summary of a project that has been run for the past year in the frame of Erasmus+ programme. In collaboration with Muses from Croatia, 30 museum employees took part in IE certified courses: Certified Interpretive Guide (CIG) and Certified Interpretive Writer (CIW). The participants were from different departments of the museum, and one of the aims of the project was to create a coherent educational programme for adults, based on interpretive methodology. The trip to Croatia for the courses was preceded by preparations: an English course, a lecture on Croatia and workshops on teamwork, sustainability, accessibility and cultural openness of the museum. After returning from the courses, trainers from the Małopolska Institute of Culture helped the participants during three workshops to transfer the knowledge and experience they had gained in Croatia to the museum environment. During the seminar, our new interpretive guides and writers received certificates from trainer Iva Klarić Vujović (Muses). The great advantages of the project were not only the development of staff competences, but also the integration of the team, the increase in creativity and motivation, breaking the language barrier and learning about a new culture.

The museum in Sulejów takes care of the legacy of Józef Piłsudski – a Polish leader, commander and politician, considered the father of Polish independence, regained in 1918 after 123 years of enslavement by empires. Sulejów was where he settled with his family – his wife Aleksandra and daughters Wanda and Jadwiga – in the first half of the 1920s. The museum complex in Sulejów consists of 'two hearts': the original manor house of Piłsudski's family, Milusin, surrounded by a historical garden; and a modern building, opened in 2020, with huge underground narrative exposition. In

these two parts, two complementary narratives are built, focused around different areas of memory, and conducted by different measures – the story about father, husband and writer told through multi-sensory immersion in authenticity and a narrative about the politician and statesman created with the support of multimedia through a permanent exhibition. Conscious interpretation of this heritage is very important to the museum, and it is going to be developed by introducing interpretive walks into the museum services as well as creating a special heritage interpretation department and planning Erasmus+ Small Scale Partnership programmes on a similar field.

The recording of the first day of the seminar is available online:

<https://www.youtube.com/watch?v=Ftta0IgGDA8>

Barbara Gołębiowska works as Head of Education in the Józef Piłsudski Museum in Sulejów, Poland (www.muzeumpilsudski.pl). You can get in touch with her at: b.golebiowska@muzeumpilsudski.pl.



CIG course in Ogulin, Croatia (Image: Barbara Gołębiowska)



Course participants receive certificates (Image: Alicja Firynowicz)

Towards 21st century guidelines for the development of interpretive strategies

Thorsten Ludwig (Germany)

As we develop value-based heritage interpretation and learning landscapes, we now discuss the importance of interpretive strategies.

An interpretive strategy aims to connect different heritage sites within a city or region in terms of heritage interpretation. It may also refer to one larger protected area (biosphere reserve, historic city centre, ...) that includes several sites.

Together with UNESCO's Regional Bureau for Science and Culture in Europe, we want to find out what interpretive strategies should look like in the 21st century. Can they create synergies between those involved, and can they complement formal learning? Will they help make heritage more meaningful to people and use interpretation to make people more mindful of our shared future?

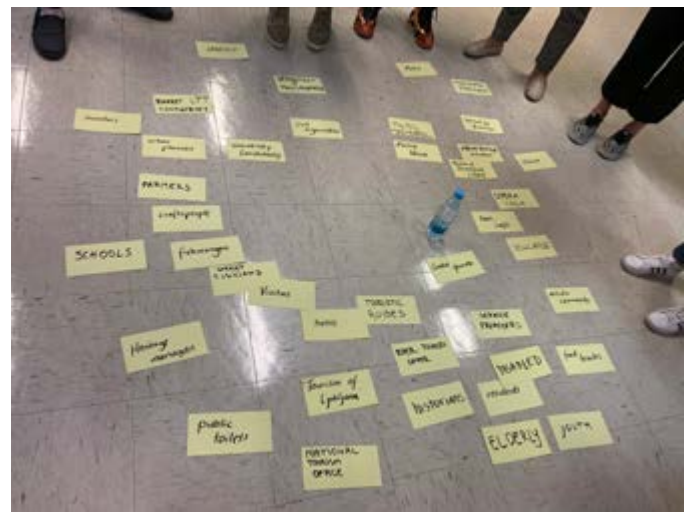
If you have your own experiences with interpretive strategies, would like to participate in the further development, or would simply like us to keep you up to date, please answer seven questions online by the end of October. You can find them at:

<https://docs.google.com/forms/d/e/1FAIpQLSft0rilWUXg7Js5Ky6nM5HuFRpzCdYgDZgSkJuJwsGIHcQ-Yg/viewform>

You can help us to develop recommendations that will be pilot tested as part of the Learning Landscapes initiative and could influence future interpretive planning in Europe.

For background information you may read the paper, 'Value-based heritage interpretation in UNESCO learning landscapes'. It is part of the proceedings of the IE conference 2023, 'Creating learning landscapes through heritage interpretation' that you can find at: www.interpret-europe.net/material.

Thorsten Ludwig, a former IE Managing Director, is an interpretive trainer, planner and consultant based in Germany. Since 1993, he has run Bildungswerk interpretation as his own company. You can get in touch with him at: Th.Ludwig@interp.de.



Planning brainstorming
(Image: UNESCO_Ye)

Interpretive planners, heads up!

Helena Vičič (Slovenia)

We follow the call of our members that want to connect, cooperate and exchange with other members dealing with interpretive planning.

For some years, various interpretive planners, consultants, architects, curators, designers, and other related experts, regardless of how their business is constituted, have been expressing the need to be connected with other members with a similar background from other parts of Europe and broader.

The time has come. IE offers a platform for members with this particular interest, which can result in limitless activities and cooperations. Following an earlier call, the initial members of this group have held the first online meeting.

If you are an IE member, working in one or another way in planning for interpretive experiences and you'd like to be kept in a loop, you are welcome to join the network through this form:

https://docs.google.com/forms/d/e/1FAIpQLScf1YKILaW9VL_r6j2-1_hoc6xJfMAYSrjDB1IPCimlmJNt2w/viewform?usp=sf_link

Having said that, much depends on the initiative of individual members and how the network will organise itself, so we can't yet talk about concrete activities. Therefore, it is even more important that you actively contribute with your own energy, ideas and willingness. We are currently actively seeking members with experience of strategic interpretive planning for more than one site.

Just get in touch with helena.vicic@interpret-europe.net and we'll get the ball rolling together.

Helena Vičič is IE's Managing Director. She can be contacted at: helena.vicic@interpret-europe.net.



Designing interpretive services is team work
(Image: Muses Ltd)

What will IE look like in 2030?

IE Supervisory Committee

IE's SC invites members to take part in looking to the future of IE and informing the next five-year strategic plan.

If this question is important to you, and you want to contribute to IE's plans for the next five years, come and dream with us and think together about how to make these dreams reality.

The IE Supervisory Committee invites you, IE members, to take part in formulating IE's strategic plan for 2025-2030.

Together, we will formulate the big ideas, key goals, related strategies for each goal and ways of action for the next five years to promote IE to new and existing heritage stakeholders and subject areas.

We plan to hold monthly meetings on Zoom from September 2023 to January 2024 with the goal of having a finished plan to present at the 2024 General Assembly in Koper, Slovenia.

We already kicked off the process with a first brainstorming session on Thursday, September 28, but if you missed it, don't worry, you can still join us for future sessions.

In addition to the strategic planning process which began with a very productive session at the Sighisoara conference in May, if you have other suggestions or points of strategic importance you'd like to raise with the Supervisory Committee, you can now join the first 30-minutes of every online Supervisory Committee meeting to share these with us.

To take up this opportunity, please email the SC Chair, Eva Sandberg - eva.sandberg@interpret-europe.net, at least ten days in advance of the meeting you want to attend together with a brief explanation of the point or suggestion you wish to discuss (or what you would like the SC to discuss).

The next SC meeting dates are: Tuesday 7 November, Wednesday 17 January and Tuesday 20 February, all starting at 11:00 CET.

We look forward to hearing from you!

Yael, Sandy, Jurn and Eva
IE Supervisory Committee



Have your thoughts heard and help form IE's direction
(Image: Muses Ltd)

Unlearn to relearn

Ximena Velásquez (Chile)

The IE CIG course provides surprising opportunities to acquire new skills, even for a seasoned guide with many years' experience.

One of the most difficult challenges for a senior tour guide is to acquire new methodologies. When you have developed a way of leading a group of tourists, interpreting a phenomenon or explaining something your clients have asked you, you – as an expert of the destination, the culture and the area – feel that if you have received very good feedback from your clients over the past ten or 20 years as a professional guide, that there cannot be a better method.

That's basically what happened to me. I spent 30 years guiding in the wilderness, in urban and rural areas, with local communities, and was always open to improvements – particularly if they came from the guests. I felt I was in a state of constant renovation and was open to making improvements.

However, something different happened when I attended the Interpret Europe Certified Interpretive Guide (CIG) course. For the first time in my career I have the sensation of a complete rewiring of my own method. A process I feel I'm still in the middle of: still discovering new ways to interact with the guests, where the interpretation process is individual, where every person, depending on their individual background, will experience a completely different analysis, and we know where it starts (on the tour) but not where (or even when) it will finish.

In addition, in my particular case as a college professor, in Duoc UC I started to implement the IE method with my students of Tourism & Hospitality in the subject Guiding & Customer Service, and I have to say that it has been very meaningful for them and for me. It was a bit shocking for my students at the beginning (which is also how I felt at the start of the CIG course) because they have had to unlearn to relearn, but being learners as they are, the process has been much easier considering that everything is new for them. And for me, because during the explanation step by step, class by class, I discover more details to implement and to consider in future excursions, and every time one of my students asks me to explain something they didn't understand, it helps it to become even more clear to me. By clarifying doubts, by creating new examples, by giving ideas of ways of elaboration of storytellings,

I've been feeling how nourishing the process is.

To sum up, for my entrepreneurship EduScience Expeditions, I did a trial tour in an urban park named San Cristóbal for a group of 9-year-old kids. It was a complete success! It's amazing to guide children because they are so open to learn, so curious about everything and so full of amazing questions that I have to say having attended the IE course is the best decision I've ever taken.

Ximena Velásquez, from Santiago, Chile, is a college professor teaching Tourism & Hospitality. Ximena also has many years' experience as a tour guide in the local area. She can be contacted at: xim.velasquez@profesor.duoc.cl.



Children's guided tour
(Image: Ximena Velásquez)

Congratulations to our newly certified members

Certified Interpretive Guides (CIG)

Katarzyna Andrzejewska, Poland
Katarzyna Antonowicz, Poland
Agata Augustynowicz, Poland
Mateusz Bartnicki, Poland
Ewa Bielecka, Poland
Kjell Brevik, Norway
Angelika Dłuska, Poland
Elżbieta Finzi, Poland
Dawid Finzi, Poland
Rebeka Gergácz, Hungary
Barbara Gołębiowska, Poland
Sabina Gvozdić, Croatia
Per Haukeland, Norway
Marta Idziak, Poland
Agnieszka Kaczmarek, Poland
Marta Kałuska, Poland
Žana Kirasić, Croatia
Dorota Koral, Poland
Ewa Łepkowska, Poland
Ana Linhares, Portugal
Roberta Medini, Italy
Milena Mičić, Serbia
Vujadin Milošević, Serbia
Ivânia Monteiro, Portugal
Monika Nethe, Germany
Armandina Pina, Portugal
Antoni Pluta, Poland
Agnieszka Pogorzelska, Poland
Magdalena Sawińska, Poland
Anna Serafin, Poland
Joanna Sieracka, Poland
Maria Silva, Portugal
Lívia Vaqueira, Portugal
Adrian Włodarczyk, Poland
Wojciech Wróblewski, Poland
Zuzanna Zasacka, Poland

Certified Interpretive Writers (CIW)

Michał Janik, Poland
Julia Janowska, Poland
Ewa Kozłowska, Poland
Izabela Lewoczewicz, Poland
Katarzyna Nowosad, Poland
Anna Postek, Poland
Paweł Przeździecki, Poland
Joanna Świczko, Poland

Upcoming courses and webinars

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

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

<https://interpret-europe.net/training/ie-courses/ie-training-courses/>

You can email training@interpret-europe.net for further information.

Date	Language	Location	Trainer
Certified Interpretive Guide (CIG)			
09-11/10/2023	Czech	Závažná Poruba, Slovakia	Michal Medek
09-13/10/2023	Croatian	Knin, Croatia	Ivana Jagić Boljat
16-20/10/2023	Portuguese	Angra do Heroísmo, Terceira, Azores, Portugal	Pedro Morais
18-20/10/2023 (part 2)	English	Geiranger, Norway	Sandy Colvine
Certified Interpretive Writer (CIW)			
None currently planned	Keep an eye on the website		
Certified Interpretive Planner (CIP)			
23-28/10/2023	English	Pombal, Portugal	Valya Stergioti
Certified Interpretive Trainer (CIT)			
20-22/11/2023	English	Arnoga, Italy	Valya Stergioti

Upcoming IE webinars

26/10/2023 at 18.00 CET

Visitor research and segmentation - Does it still make sense?

Presented by Michal Medek (Czech Republic)

06/11/2023 at 18.00 CET

Interpretation and regenerative tourism

Presented by Gerard Costa (Spain)

IE webinars are free for members and are conducted in English. Keep an eye on the website for further details of upcoming webinars and how to register:

<https://interpret-europe.net/training/webinars/>

Email webinar@interpret-europe.net for more information.

Don't forget that IE members can catch up on previous webinars if you missed them – the recordings are available in the members' area of the website.

Unlocking Europe's heritage: European Heritage Days & HAEMUS initiatives

Vasilka Dimitrovska (North Macedonia)

European Heritage Days (EHD) showcased the evolving landscape of heritage interpretation, highlighting its significance for our sustainable future.

In Skopje, North Macedonia, a series of events underscored this pivotal role during the European Heritage Days (EHD) and signaled a new era of accessibility for both professionals and the general public.

On September 10, 2023, HAEMUS, in collaboration with Europe House Skopje, hosted the event, Mythical Adventure – Skopje's Forest Creatures and How to Find Them. This interactive, gamified experience captivated children and youths, offering insights into traditional Macedonian mythology, customs, and beliefs. Participants embarked on a journey armed with a Mythical Map, a Magical Handbook, and a plethora of specially crafted cards, tokens, puzzles, and challenges. Their mission: piece together these elements like a puzzle to unveil the secrets behind magical storytelling.

Continuing the momentum, on September 16, 2023, HAEMUS, once again in partnership with Europe House Skopje, conducted a highly successful one-day educational training event on heritage interpretation. This event empowered participants to enhance their creative visualisation and communication skills within the realm of heritage interpretation. The goal was clear: to create cultural-tourism products that would contribute to the sustainable development of local communities. The training garnered significant interest from tourism professionals, museum institutions, and enthusiastic young attendees.

Pare Zareska, museum curator at the City Museum of Prilep, shared her profound gratitude for the training. She emphasised the importance of a user-friendly approach to interpretation in their profession, underscoring its role in promoting a sustainable approach to heritage protection and preservation.

This training aimed to redefine heritage interpretation within the context of sustainable tourism. It fostered interactive learning and collaboration between

tourism stakeholders and local communities, offering a fresh perspective on the future of sustainable heritage. I am very proud to have hosted both of these events as part of the EHDs.

Vasilka Dimitrovska is Interpret Europe's Country Coordinator North Macedonia. She is the director of HAEMUS – Center for Scientific Research and promotion of Culture (www.haemus.org.mk) and the owner of Storytelling Skopje (www.storytelling-skopje.com). She can be contacted at: dimitrovska@haemus.org.mk.



Mythical Adventure - Skopje's Forest Creatures and How to Find Them (Image: Maja Argakijeva)



Interpretive training (Images: Vasilka Dimitrovska)

Examining the Future

Abby McSherry (Ireland)

Looking at the building blocks of the past, present and future of an Irish town through Lego – inviting input from children and adults alike.

In September, I attended a truly inspiring event in the town of Drogheda in Co Louth, Ireland, as part of Irish Heritage Week. Set in the fine Georgian residence of Barlow House, even the event's location spoke to me, as neighbouring this beautiful five-bay, three-storey townhouse is the first of many, derelict or underused buildings that blight the town.

We were invited to join Jessica Farrell, Ireland's leading professional LEGO® Brick Artist, and the Museum of Childhood Ireland for a family workshop to explore Drogheda's built heritage and its future in a truly imaginative way.

This public consultation with an interpretive twist really attracted interaction. It enabled the views of the people that matter in any town, its children, to be gathered in a fun and interactive way. Instead of being met with impenetrable presentations and architects' drawings peopled by impossibly happy images of future folk walking in the sunshine, as usually occurs at public consultations, we were welcomed with an interactive, hands-on, microscale model of West Street, an area of Drogheda town centre, built entirely from LEGO Bricks. In this model, the stark reminder of dereliction and under-use was clear to see; all abandoned or under-utilised buildings were shown in dark grey with black windows, like sad gaps in a smile.

The idea of the event was to let young people and families make representations of their hopes and desires for the town's Built Heritage and its future. The model functioned as a colourful, 3D map, beside which the 'wish lists' and other contributions are added. In a section of the event called My Wish, My Town, different zones of the town were identified, and people were invited to make symbolic models to vote for different uses or provisions in each familiar area; participants were asked what they wanted to see more of in the town and to choose their top three from features such as trees and flowers, benches and tables, recycling bins, street art, bus shelters, and the like.

The children then built their chosen three following simple instructions – this appealed to adult Lego-ers as well, and many grown-up attendees had old passions relit, me included – these models were then displayed as a kind of physical bar chart.



Building and street models showing the current state of the high street with disused buildings represented in grey (Images: Abby McSherry)



Voting buildings and the resulting physical bar chart (Images: Abby McSherry)

People were invited by play workers to respond to the blacked-out buildings by creating different coloured mini models for their top two choices selected from a range, including necessary shops (food, clothes, and tools), community buildings (youth clubs, learning, arts), and homes (houses, apartments, and shelters) etc. And again, the models were displayed as a visible record of the people's vote.

This project aimed to give a voice to the people of the town through collaboration on visions for the town's future while initiating inter-generational conversations through the language of LEGO bricks. This was one of the best town planning events I have ever been involved in. The interpretive tools of play and face-to-face communication were superb. Sadly, it wasn't organised by the council that is responsible for decisions to reverse the dereliction, but by a local theatre company, Upstate Theatre. Hopefully the results will be heeded, and the sad decline of this beautiful town can be halted.

Abby McSherry works for Newry Mourne & Downe County Council as AONB and Geopark Officer. She has worked on various projects including outreach for ancient cultural sites and AONBs, the CANN Project, wetland conservation for wildlife and people, and was instrumental in obtaining the Global Geopark status for Mourne Gullion Strangford Geopark (www.mournegullionstrangfordgeopark.com) where she is now responsible for the Ring of Gullion. Abby has also committed many years to her local Scout group in Ireland. She can be contacted at: abby.mcsherry@nmandd.org.



All generations involved in having their say by choosing to build mini Lego structures
(Image: Abby McSherry)

Interpreting Italy

Carmen Granito (Italy)

A pilot project exploring strengths and challenges of heritage interpretation practice in the country.

Heritage interpretation is being increasingly recognised worldwide as a crucial practice for effective heritage management, sustainability and impact. However, in some countries, heritage management systems still struggle to fully integrate interpretation in the heritage work practice. An example is the Italian system, which shows a lack of national standards for interpretation, fragmentation of practices, and low awareness of interpretation.

To tackle this issue, ICIP Italy (ICOMOS' International Committee on Interpretation and Presentation) has joined forces with Interpret Europe's Research Team and the Italian country team in this collaborative pilot research project, Interpreting Italy. The aim is to explore the complexity of heritage interpretation practices in Italy focusing on what types of interpretation activities are mainly carried out, what competences are involved, as well as the main challenges and needs of heritage interpretation in the country. To this purpose, the collaborative team has been running structured questionnaires targeting site managers in Italy from a varied sample of cultural and natural heritage sites. The goal is to capture both strengths and criticalities of interpretation in Italy, open a debate on the needs of interpretation in the country, and support policy-makers and institutions in developing strategies for the future.

ICOMOS Italy ICIP Coordinator Sarah Court, IE Research Coordinator Carmen Granito and researcher Caterina De Vivo presented the preliminary results at the recent ICOMOS-ICIP Symposium on 'Hot Topics in Heritage Interpretation' (31 August 2023), a one-day conference dedicated to heritage interpretation as part of the ICOMOS General Assembly in Sydney.

The project is currently at a pilot stage, but in the long term it ultimately aims to develop an agile research format applicable to other European countries. Thanks to the recent presentation, the team is making contact with others who have approached this challenge and would welcome any exchange with others who have carried out a similar national audit.



(Image: Chris Montgomery (unspash))

Team and contributions:

- Sarah Court, ICOMOS-ICIP coordinator for Italy: initiator of the project; coordinator
- Vanessa Vaio, IE Country Coordinator Italy: initiator of the project; data collection
- Carmen Granito, IE Research Coordinator: research method design, data collection and analysis
- Caterina De Vivo, independent researcher: research method design, data collection and analysis
- Antonio Cangelosi, independent researcher and IE Italian country team member: data collection

Carmen Granito is IE's Research Coordinator. She can be contacted at: carmen.granito@interpret-europe.net.

Former school transformed into climate and environment hub

Marie Banks (UK)

An Irish Group Water Scheme is challenging and supporting the next generation: Can interpretation change attitudes and inspire positive action?

This story started back in 2005 when the forward-thinking management of the Tydavnet Group Water Scheme in County Monaghan, Ireland hatched a plan to invest in the next generation to build a robust response to the climate crisis and loss of biodiversity, and the importance of these for protecting water sources.

Fast-forward to March 2022 and I find myself being shown around a former school in rural Ireland, near the border with Northern Ireland, and developing a feasibility study for transforming the site into an environmental centre for cross-border schools and the local communities. It had taken some time, false-starts and perseverance to secure the premises but it was now 'full steam ahead'.

A local steering committee was quickly formed, bringing together teachers, environmental experts and staff of the National Federation of Group Water Schemes. Within eight months and after some brainstorm workshops coupled with research and led by my 20+ years' experience of interpretive planning, we had a concept scheme proposal for testing.

The key aim for the centre is to inspire positive action in the next generation and to help start to shift attitudes towards sustainability to secure our future, whether just on a local scale or more global. Everything has to start somewhere and even the biggest journeys start with the smallest steps.

By January 2023, following a period of development and refinement of the plans, and with funding in place for fabrication, we had final designs approved and Nick and I moved into over-drive to ensure that we could deliver the majority of the scheme for a soft-opening in May. This was a pretty tall order and would not have been possible without huge support from the client team, steering committee and local artists and trades joining us to develop the best project possible.

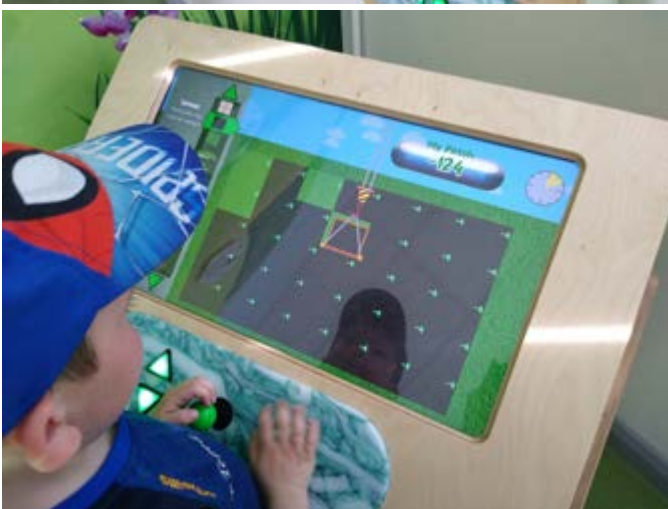
Between May and July 2023, locals and school groups have been exploring and evaluating the exhibits and outdoor spaces, providing feedback for further developments. The content of the centre is delivered

through two main topics: Water management and Water in the environment, with obvious cross-linking themes between them. The former classrooms of the old school provide an engaging mix of interpretive media, from graphics and hands-on games to immersive AV experiences and digital exhibits. There is also a research library area, an updateable 'What's on/ Find out more' section and the outside space is zoned with a more formal courtyard giving way to a meandering woodland walk, wildflower meadows, ponds and mini orchard, all of which provide the perfect first-hand setting for environmental activities to support the exhibition content.

The Group Water Scheme also takes classes up to the natural water source in the nearby Slieve Beagh mountain range to look first-hand at water catchment issues. This school, which received significant upgrades to the building in a programme of adaptive re-use to meet sustainable development goals – including insulation, solar panels, heat exchange system, rainwater harvesting – is still providing educational experiences but in a new way, and now under the name The Knocknagrave Environmental Centre, or 'The KC' for short.

So, back to the original question, can interpretation change attitudes and inspire positive action? We believe so and the feedback from schools so far really supports this initiative, which is so important in light of global environmental news reports getting more and more stark by the day. The centre includes two pledge panels which allow visitors to publicly celebrate what they have learned from the exhibition and share with each other their best tips for taking positive action towards our planet. Today's children and youths have a lot of pressure on their small shoulders to succeed where other generations have failed. If we can help to inspire them in a fun and meaningful way, without leading to despair, then we have used our interpretive skill to create a happier story for people, wildlife and our planet.

Marie Banks is Interpret Europe's News Coordinator. Having spent many years in science communication and visitor centre planning, she has been working freelance since 2016, trading as www.zebraproof.uk and with her husband's exhibition design and build company www.w19-design.co.uk. She can be contacted at: hello@zebraproof.uk.



Some of the ways to interact with content about water, biodiversity, climate change and sustainability include: digital games, hands-on games, outdoor activities, immersive AV experiences - all providing prompts to investigate further, work together and help people come to their own conclusions in a community learning hub (Images: Marie Banks)

Taking time for local cultural heritage

Edo Mešić (Bosnia & Herzegovina)

It's nice to travel and explore new places, but equally good to remind ourselves sometimes what is already under our own feet.

Summer is often a good time to explore, with some spare time and usually nice weather. Before autumn took a hold of the land, I took time to visit and appreciate some of my local cultural history and reflect on its significance.

The bridge, which can be found in Plandište, near Ilidža, is an old Ottoman bridge, called Rimski most, which means The Roman Bridge. It was built in the 16th century by the Ottomans, and the reason why it is called Roman is quite simple. It was built using actual Roman stones from Roman villas from Ilidža, about 1km away from the bridge. Until the 1960s, you could even see Roman inscriptions on the bridge, but rain and weather has now washed these marks from our sight. Today, this bridge is a national monument of Bosnia and Herzegovina.

Velika Aleja is an attractive walking area which runs from the thermal bath complexes in Ilidža to Vrelo Bosne, one of the most popular picnic spots in Sarajevo. The lane is 3.5km long, built by Austria-Hungary, and it is lined with around 3,000 chestnut and plane trees that are over 100 years old. Aleja is located at the foot of Mount Igman and the temperature is always just a bit lower than it is in town, which makes it a very comfortable spot to enjoy hot summer days whilst reflecting on our country's history.

Another pleasant picnic place not far away and with links to this area is on the lake at Stojčevac, on the periphery of Sarajevo Field, not far from Velika Aleja and Vrelo Bosne. Before the war (1992-1996), Stojčevac served as a holiday destination for the communist elite, and it's here that Josip Broz Tito had his villa. The villa's underground tunnel provided a connection to Mount Igman. You never know what lies beneath your feet!

Have you been inspired to explore your local cultural heritage? I would like to hear about it!

Edo Mešić is IE's Country Coordinator Bosnia and Herzegovina. He works as a freelance archaeologist. He can be contacted at: edo.mesic@interpret-europe.net.



Roman Bridge, Velika Aleja and the lake at Stojčevac
(Images: Edo Mešić)

New publication: The Art and Science of Food Experience

Marta Šveb Dragija (Croatia)

This new book (in Croatian: Znanost i umjetnost doživljaja hrane) satisfies a hunger to highlight gastronomic heritage interpretation techniques.

This new book will surely pique your interest and ignite your passion for the science of food! It is with great pleasure that we announce the release of a cutting-edge book that promises to revolutionise the way we approach food. The Art and Science of Food Experience is published in Croatian (Znanost i umjetnost doživljaja hrane) and is intended to support those working in the catering and hospitality sector, culture and tourism, but will also be useful for artists, heritage interpreters, gourmet connoisseurs and foodies. It will be of great use to students of culture, arts and tourism fields, marketing, and through some topics to students of psychology, ethnology, and political science. Its content is also applicable in everyday life and suitable for anyone who wants to live a more beautiful and pleasant life.

The goal of the book is to explain the principles of gastronomy experience design by involving all five senses: sight, hearing, smell, taste, touch. The book is based on the experience economy techniques as a modern approach to gastronomy audience building that enables designing experiences that psychologically satisfy consumers. In addition to the introduction, the book contains five chapters with subchapters. In the first chapter, entitled Food in the Experience Economy, the author explains the basic principles of experience design. In the second chapter, Brain-Food Connection, all five senses and their connections with the brain are described. You may be surprised by the complexity of those connections. The third chapter, entitled Designing a Gastronomic Experience, provides specific instructions for creating experiences through multisensory stimuli. The fourth chapter, Food and Identity, emphasises strong connections between food and identity, which is elaborated through the following sub-themes: food as a brand, gastrodiploacy, and food and tourism. The final, fifth chapter, presents the topic of Food and Art, through a double prism: food in art and food as a work of art.

The principles explained in the book can be easily applied in heritage interpretation; the connection of the brain with the use of colour, form, symmetry rhythm, melody etc. as subliminal tools are indispensable elements of food but also heritage interpretation. Thus, whether one will use orange

colour instead of green, steady rhythm and major key for the background music instead of syncopated rhythm and minor key melody can make a whole lot of difference! Your consumers/visitors may have totally different experiences as well as perceived or induced emotions due to such stimuli. Therefore, do not underestimate these subliminal tools as the brain reacts to them, even though our consumers/visitors may not be consciously aware of them.

The author practices what she preaches, because the book itself is designed as an experience product that engages all the senses. Although sight is the primary sense used when consuming this book (through pictures and aesthetic design of the book), other senses are close to follow. The sense of touch is activated starting from the cover of the book that engages the reader with tactile design and symbolic association of walnuts as good food for the brain; sense of smell and taste are engaged through the attached recipes; while hearing is activated by music and videos accessible through QR codes that enable the download of music and video clips.

The pages of this book are brimming with actions, creative ideas, and profound insights that will revolutionise your approach to gastronomy and elevate the experiences you create for your consumers or yourself.

Title: Znanost i umjetnost doživljaja hrane/ The Art and Science of Food Experience

Author: Daniela Angelina Jelinčić

Publisher: Jesenski i Turk, Zagreb, Croatia

At the moment, the book is only available in Croatian. You can order your copy here:

<https://www.superknjizara.hr/hr/znanost-i-umjetnost-doživljaja-hrane-2023-daniela-angelina-jelincic>



Marta Šveb Dragija is a research assistant from the Institute for Development and International Relations (IRMO), Zagreb, Croatia. Her main research interest is focused on an interdisciplinary, socio-psychological approach to the study of experience design in cultural tourism. Marta can be contacted at: marta.sveb@irmo.hr.

Erasmus+ and Creative Europe

Start planning now for opportunities starting in the spring.

Erasmus+ is the EU's programme to support education, training, youth and sport in Europe, with an estimated budget of €26.2 billion.

The 2021-2027 programme places a strong focus on social inclusion, the green and digital transitions, and promoting young people's participation in democratic life.

New Erasmus+ calls are due out in the spring and so now is a good time to start getting ready to apply - either mobilising your individual projects or building strategic partnerships for innovations.

Keep an eye on the website:

<https://erasmus-plus.ec.europa.eu/funding>

<https://erasmus-plus.ec.europa.eu/opportunities/opportunities-for-organisations>



Erasmus+

There are some changes announced in the Creative Europe funding programme for 2024. You can look for what is going to be financed in 2024 here:

<https://culture.ec.europa.eu/news/what-to-expect-from-creative-europe-in-2024>

The focus of the programme is still the support of the sectors after the COVID-19 crisis and the repercussions of the war in Ukraine. Transitioning the sectors towards sustainability and inclusiveness is also a priority.

Horizon Europe Framework Programme

The window is open 4 October until 7 February 2024 for Research and innovation on cultural heritage and CCIs.

The European Union should endeavour to use its cultural and creative assets to better assert its influence around the world. The arts can play an important role on building the contemporary image of the EU by increasing the visibility of the European identity, cultural heritage and the promotion of its values. In addition to the cultural benefits, the increased visibility of European arts and culture abroad can foster a sustainable and inclusive local, regional and national development and growth, including the growth of the cultural and creative industries (CCIs), while influencing countries outside the EU on important societal issues, such as the protection of the environment, peace and security, migration, gender equality, justice, or freedom of expression.

Funding is available for projects contributing to the following expected outcomes:

- Further increase the visibility of and access to European arts and culture internationally.
- Develop and test pilot solutions based on a model that will allow cooperation between local, national and European level and establish strategic alliances between art and cultural sectors and with other sectors.
- Assess the effectiveness of good practices, programmes and policies that promote the EU priorities, culture and fundamental values abroad.
- Strengthen the CCIs presence worldwide by promoting the European arts internationally.

Find out more here:

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-search?tenders=false&callIdentifier=HORIZON-CL2-2024-HERITAGE-01>

IE announcements

iecon24: Call for papers

Bettina Lehnies (Germany)

We are ready for your abstracts for presentations at IE's next conference, Sustainability: Challenging mindsets through heritage interpretation

We hope you are ready to join us in Slovenia in March next year for an inspirational and resourceful conference with thought provoking keynote speeches, workshops, presentations and study visits. If you want to contribute and share your thoughts, research results, experience and ideas with others please check below what sorts of papers are sought this time.

Theme

There is hardly any layer in society that is not concerned by the serious situation that we are currently facing. Most politicians still advocate for more, albeit sustainable, growth, assuming that any other solution is unrealistic. Others suspect that an economic mindset, driven by the pursuit of maximal profit and intensified competition, lies at the heart of the crises. They believe that more radical shifts in our way of life are needed. Similarly, many people generally agree on the urgency for humanity to abandon unsustainable ways of life – but nevertheless carry on with their own unsustainable activities.

We believe that heritage sites offer an ideal space for provoking reflection and to strengthen key competences for sustainability.

At our conference, we will strive to find out how museums, monuments, parks and other heritage sites can help people to interpret heritage in a way that challenges mindsets and makes them more mindful towards our common future.

Find the call with all requirements here and submit yours by 20 December 2023:

<https://www.interpreteuropeconference.net/call-for-papers/>

Venue

Koper (Capodistria) is a tourist town in Slovenian Istria, overlooking the blue waters of the northern Adriatic. With a unique ecology and biodiversity, Koper is considered an important natural resource and, because of its long and diverse history, a city with a multicultural heritage.

Study visits

Study visits will take us to interesting heritage sites in and around Koper and from Croatia to Italy. Let's discover the richness of natural, cultural and intangible heritage in the area and exchange ideas among colleagues.

Host

Our conference will be organised by the University of Primorska, Faculty of Humanities and a UNESCO Chair for interpretation and education for enhancing integrated heritage approaches that was inaugurated in 2021.



 **interpret europe**
European Association for Heritage Interpretation

Interpret Europe conference 2024

Sustainability: Challenging mindsets through heritage interpretation
21-24 March 2024 in Koper, Slovenia

#iecon24

Important Dates

- 5 November 2023 Registration opens
- 20 December 2023: Deadline for the submission of abstracts
- 9 February 2024: Early bird registration close
- 9 February 2024: Delivery of full papers
- 15 March 2024: Regular registration close
- 21 March 2024: Online proceedings available

Contact

If you have any questions, please contact our conference team at:
management@interpreteuroconference.net.

Find more details here:

www.interpreteuroconference.net

Looking forward to seeing many of you next March in Koper!

Bettina Lehnies is IE's Event Coordinator. She can be contacted at: Bettina.lehnies@interpret-europe.net.



Koper, Slovenia



Engaging study visits



University of Primorska

Welcome to our new members

Institutional members

Rita Astridsdotter Brudalen, Fredrikstad kommune, Norway
Roxana-Talida Roman, Maramures County Council, Romania
Sander Van Dijk, Sealcentre Pieterburen, Netherlands

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

Individual members (entry level)

Felipe Abarca, Chile
Luuk Bosma, Netherlands
Rita Astridsdotter Brudalen, Norway
Hector Bustamante, Chile
Ambar Caceres, Chile
María José Catalán, Chile
Daniela Cid, Chile
Robin Eriksson, Sweden
Dragana Franjković, Croatia
Jose Luis Fuentes, Chile
Carlos Gómez, Chile
Marcela Hernandez, Chile
Mariel Wictoria Holmen, Norway
Kirsti Pernille Indreeide, Norway
Denis Ithurriotz, Chile
Lunna Iturra, Chile
Aline Joustra, Netherlands
Renske Kalsbeek, Netherlands
Štefan Koreň, Slovakia
Jelena Kucan, Croatia
Belén Manriquez, Chile
Patricio Morales Zamora, Chile
Gabriela Muñoz, Chile
Marie Odenbring Widmark, Sweden
Henrik Olsson, Sweden
Sendy Osmičević, Croatia
Son Ostermann, Chile
Son Ien Ai Ostermann, Chile
Danijela Poturica Stanković, Croatia
Renate Prins, Netherlands
Fernando Retamal, Chile
Francisca Reyes, Chile
Carlos Sierra, Chile
Lennart Spetz, Sweden
Stein Temmerman, Belgium
Veerle Van Der Kelen, Belgium
Sander Van Dijk, Netherlands
Ximena Velasquez, Chile
Juraj Žiačik, Slovakia
Vladimír Žuffa, Slovakia

Welcome to our new coordinators

Managing coordinators

IE's first ever training coordinator, Valya Stergioti, has been instrumental in setting up the IE training programme, keeping the trainers and team members motivated and connected, and delivering training courses herself. At the end of this year, after more than six years in the post, she will finally hand over the reins to Iva and Michal to continue the good work. We say a huge thank you to Valya for her service to IE and the amount of time she has dedicated to elevating the IE training programme standards.

Iva Caleta Plesa – Training Coordinator

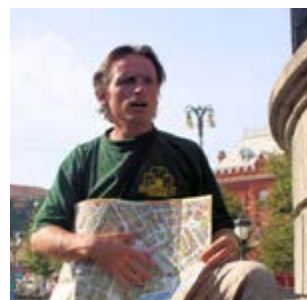


I discovered heritage interpretation through tourism and felt immediately in love with it. Love for people, interest in different cultures, curiosity and wondering about life led me to study foreign languages. Wanting to know more about the European project, I did European studies. I enjoyed working as a tourist guide in Dubrovnik region, touring Croatia and making theme tours of Zagreb as a local guide. I also enjoyed working as a French language teacher believing that education is a key instrument for changing the world. Teaching and learning from others, sharing knowledge and experiences make me who I am. I believe that heritage interpretation can be the way to create a better society, more tolerant, more inclusive and more comprehensive. I live in Zagreb in a family house with my husband and two daughters where we love to meet, greet and host people in small creative studio called Doremiza. I am very proud of my last academic achievement: getting a diploma from the University of Zagreb in Museology and Heritage management.

I am an active member of Interpret Europe and currently act as a vice president of the Croatian Association for Heritage Interpretation – Interpret Croatia. I have participated in interesting projects and initiatives in both associations.

Heritage is about people, patience, listening to each other, working together and finding solutions. This is what I will try to do as training coordinator, together with my colleague Michal. I love to train, truly enjoying it, and I am looking forward to working with Interpret Europe trainers.

Michal Medek – Training Coordinator



The IE training programme is constant teamwork in progress that evolves based on the needs of members/ HI professionals, experience of trainers and course participants and also state-of-the-art knowledge in the relevant fields. Trainers wish to partner with Interpret Europe, because it is mutually beneficial on many levels.

The above is my vision for the Interpret Europe training programme. I came to heritage interpretation from the field of environmental education, which I was practicing both at formal level (excursions to nature for schools, residential programmes) and non-formal (leading a youth club). I founded and led two environmental education centres, each for eight years, developed scores of programmes and helped to formulate policies for the field both in the Czech Republic and for the World Organization of the Scout Movement. I still teach environmental education at two faculties of Masaryk University and do training for advanced lecturers of environmental education on programme development. I hold an MSc. in geography, biology and geology with qualification of a secondary school teacher, an MA in environmental humanities, and a Postgraduate Certificate in Interpretation: Management and Practice (UHI, UK).

My serious involvement in the HI field started in 2009 when I was invited to the board overseeing a project of building visitor centres in protected areas in the Czech Republic. This led me to distant learning of interpretation at the UK's University of Highlands and Islands. Along with other colleagues pioneering the field we started the Czech Association for Heritage Interpretation in 2011. Five years later the association founded the Czech Institute for Heritage Interpretation in order to take over the business part of its operation: training, interpretive planning, exhibitions development, etc. From its beginning I have served as a director of the Institute. Since 2014 I have been teaching a university course on heritage interpretation. I have also contributed to several books on HI.

I have been a member of Interpret Europe since 2014 and am a certified trainer for IE's CIG, CIW and CIP courses. I helped to organise one of the first CIGs and a mini-conference in Prague (2017).

I love the Moravian karst – a small area I am exploring to its depths, and the Carpathians – a large area I am exploring to its width.

Country coordinators

Vasilka Dimitrovska – Country Coordinator North Macedonia



My dedicated team are forging a robust and innovative network that encompasses stakeholders from diverse industries. Our aim is to inspire and guide them in bringing both natural and cultural heritage to life through the art of heritage interpretation. We take pride in our mission to enable our members and network to embark on a journey of continuous learning, personal development and the nurturing of their fervour for interpretation. This is achieved through an array of meticulously designed workshops, seminars, webinars and practical study trips.

I hold an MSci in archaeology and I am working as a heritage consultant, cultural manager, storyteller, content writer and creative director at HAEMUS. My academic journey led me to engage in enriching hands-on experiences and educational initiatives, primarily live interpretation, at the highly esteemed Archaeological Park Viminacium in Serbia. These experiences gave me invaluable insights into effective methods of interpretation management, laying the foundation for my subsequent ventures.

My background encompasses education, youth services and community engagement. I have orchestrated scientific conferences, curated exhibitions, and provided expert consultations and training in heritage management and promotion. My dedication to interpretation is evident through my publication of over 30 books and monographs aimed at bringing heritage closer to people. Through collaboration with individuals, institutions and businesses spanning multiple sectors, I work to ensure that heritage becomes universally accessible.

As a longstanding member of Interpret Europe, and now serving as a country coordinator, I am eager to contribute to the organization's goals and accomplishments. I'm dedicated to empowering the

network and inspiring people to breathe new life into heritage, securing its sustainable future.

Barbara Gołębiewska – Country Coordinator Poland



With my team we work on promoting and establishing heritage interpretation on a national level. I live in Warsaw and work for the Józef Piłsudski Museum in Sulejówek as Head of Education as well as Director's Representative for innovative projects. I am an art historian (I graduated from the University of Warsaw), an educator and a museum professional with 20 years' experience.

My adventure with heritage interpretation began thanks to my dad, who would take me on rambles through museums, towns, mountains, lakes and rivers when I was a child. No matter if it was an old village church or a post-glacial valley in the Tatra Mountains, he could talk about them in such a way that the world became a fascinating book, full of extraordinary stories.

Years later, as an adult and an educator, I was lucky to take part in an interpretation workshop in 2011 and to meet friends from the Malopolski Institute of Culture in Krakow. I became fascinated by Freeman Tilden's ideas, which years later let me acquire my IE CIG and CIP certificates. In 2022 and 2023, I applied and was accepted for Erasmus+ funds and coordinated the project which allowed 30 of my museum colleagues to take part in CIG and CIW courses in Croatia.

Throughout my life, I have had a constant need to keep learning. It has led me to complete postgraduate studies in the field of cultural heritage protection at the Warsaw University of Technology and – in the pandemic year 2020-21 – the Women's Leadership Academy LiderShe at the Kozminski University. As a scholarship holder from the Ministry of Culture and National Heritage, I have created a biographical website of the Polish painter Maria Ewa Łunkiewicz-Rogoyska (www.mewalunkiewicz.pl). I enjoy sharing my knowledge and passion as a lecturer in postgraduate museum studies at the University of Warsaw. I am also a proud member of the Association of Museum Educators in Poland

and trainer of Echocast, a practice-oriented training programme for customer service in heritage institutions.

Privately, I am an engineer's wife and mum to three wonderful kids. In our free time we like to explore the world together by bike, ski, kayak, sailboat or on foot. I really enjoy swimming in wild waters, getting lost in the woods, lying in the grass and looking up at the sky; at least when I'm not walking through museums...

Subject coordinators

Patrick Lehnes – Cultural Heritage Coordinator



Cultural heritage is a manifestation of past people's constantly evolving values, beliefs, knowledge and traditions. Its interpretations shape contemporary views of the past and present and conceptions of the future. In light of current challenges, our team explores how enhanced interpretation can contribute to make our societies more sustainable, resilient and 'united in diversity'.

During and after my studies of geography and biology at Freiburg University I focused on environmental planning and evaluation methods in Environmental Impact Analysis. But then in 1996, while on vacation in Wales, I had my first encounter with 'heritage interpretation'. This changed my life.

At that time, hardly anybody in Germany had ever heard of the interpretive approach. But we found EU funding for pilot projects at Freiburg university on heritage interpretation aiming to enhance sustainable hiking tourism and subsequently for transnational research and development projects on quality criteria for interpretive services.

In 2002 I founded a spin-off on the university campus offering services from interpretive master planning to implementation as well as training and mentoring. At that time, I took part in NAI's training in interpretive planning and as a trainer for interpretive guides (CIT) and interpretive hosts (CIH). Besides projects 'at home', I found it exciting to collaborate with project teams in different cultural

contexts between the Mediterranean and Poland, Scotland and the South Caucasus.

These experiences motivated me, my wife and international colleagues to establish Interpret Europe as a formal association and to serve as its director during its first five years. Questions related to interpretation of sensitive and controversial heritage roused my research interest in the philosophies that underlie heritage interpretation practice. This involves critically reflecting upon our role and responsibility as interpretation experts within plural democracies.

You can find out more about all of IE's coordinators and teams on the website:

<https://interpret-europe.net/our-structure-and-bodies/managing-coordinators/>

Further announcements

Upcoming events

Keep an eye on the IE website for details of international heritage interpretation events that we are aware of: <https://interpret-europe.net/ie-events-calendar/category/other-events/>

AHI annual conference: ReBalance/Exploring Balance, equity and the environment - changing the climate of natural and cultural interpretation

11-13 October 2023

Lincoln, UK

<https://ahi.org.uk/events/>

ENCATC Annual Congress

11-13 October 2023

Helsinki, Finland

<https://www.eventbrite.co.uk/e/2023-encatc-congress-on-cultural-management-and-policy-tickets-652080760107>

16th ECTN International Conference for Cultural Tourism in Europe: 'Smart Tourism - Smart Destinations: Cultural heritage & creativity, digitalisation, sustainability'

18-21 October 2023

Pafos, Cyprus

<https://www.culturaltourism-network.eu/conference-2023.html>

NAI 2023 conference: Building Bridges

7-11 November 2023

Little Rock, Arkansas, USA

<https://www.interpnet.com/NAI/NAIConference/Home/NAIConference/Home>

NEMO European Museum Conference 2023: 'and... ACTION! Museums in the climate crisis'

19-21 November 2023

Lahti, Finland

<https://www.ne-mo.org/about-us/european-museum-conference.html>

Transforming through co-creation: participatory heritage practices tackling urban challenges

29 January - 2 February 2024

Porto, Portugal

<https://www.fcic24.com/registration>

International Conference: Taboo in Cultural Heritage

1 - 2 February 2024

Amsterdam, Netherlands

<https://www.ou.nl/international-conference-taboo-in-cultural-heritage>

IE conference 2024 - Sustainability: Challenging mindsets through heritage interpretation

21-24 March 2024

Koper, Slovenia

<https://www.interpreteuropeconference.net/>

And finally...

Thank you for your contributions.

Warm greetings from your IE News Team.
Marie Banks (UK) – News Coordinator, supported by
Anna Carlemalm (Sweden), Abby McSherry (Ireland),
Elisabeth Nübel-Reidbach (Germany), and Ivana
Zrilić (Croatia).

Any news, projects, thoughts or adventures in interpretation that you want to share?

Send a report and some photos to:
news@interpret-europe.net.

Please consider that we like to promote best practice
examples in the field of heritage interpretation and
follow the guidelines for newsletter authors:

<https://interpret-europe.net/news/guidelines-for-authors/>

**Deadline for contributions for the winter 2023
edition: Thursday 30 November 2023**

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As a member you can also join our [closed Facebook group](#) or our Facebook country groups for more regular, informal interpretation chat.

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Empowering all who inspire meaningful connections
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