

Online
training
seminar



Presentation and interpretation of living heritage in museums



United Nations
Educational, Scientific and
Cultural Organization



Regional Centre for the
Safeguarding of Intangible
Cultural Heritage in
South-Eastern Europe under
the auspices of UNESCO



Национален фонд
КУЛТУРА



Interpretation of living heritage - practical aspects

Iva Silla

INTERPRETATION OF LIVING HERITAGE - PRACTICAL ASPECTS

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MISSION

Empowering all who inspire meaningful connections with Europe's natural and cultural heritage to shape our common future.

VISION

By 2030, heritage interpretation will be established as the generally-accepted and professional approach to creating public understanding and appreciation of natural and cultural heritage throughout Europe.

INTERPRET EUROPE

ABOUT



GOALS

1. To grow a membership that supports, and that is supported by, the association
2. To anchor heritage interpretation at European and national levels

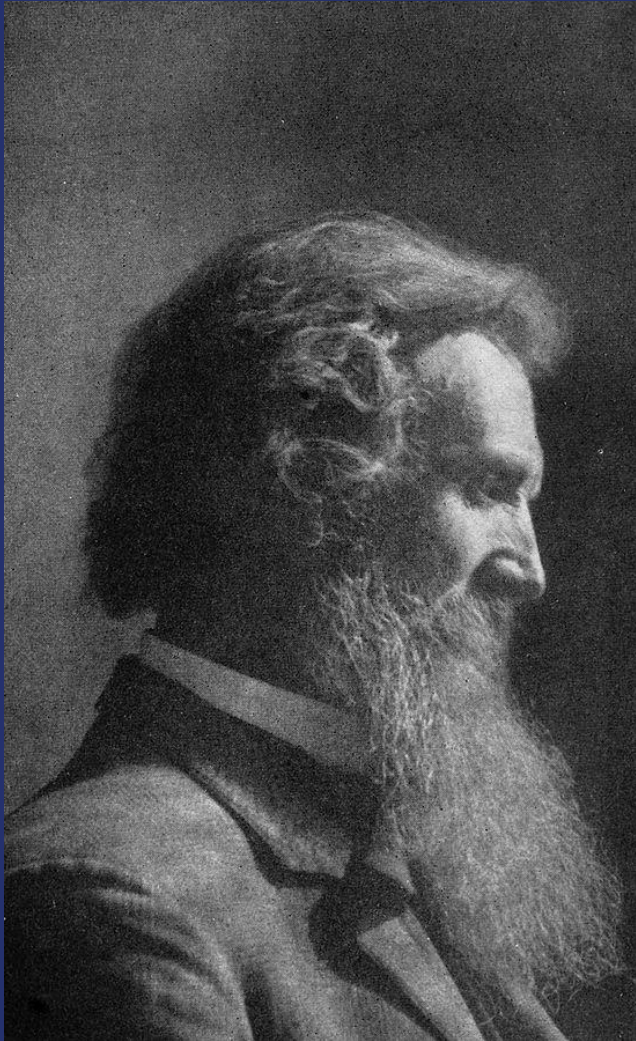
INTERPRET EUROPE TRAINING PROGRAMME

Courses for all who provide visitor experience:

- Certified interpretive guide
- Certified interpretive writer
- Certified interpretive planner
- Module on interpretive hosting
- More courses in development



DEFINING HERITAGE INTERPRETATION



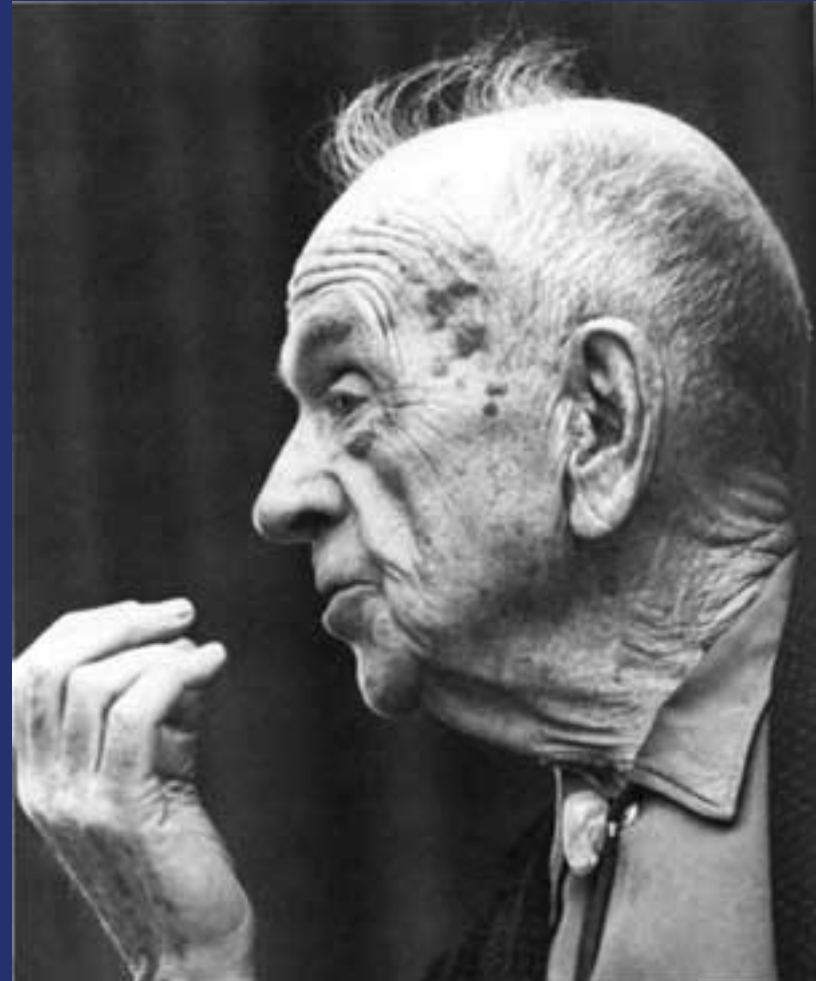
“I’ll interpret the rocks, learn the language of flood, storm, and the avalanche. I’ll acquaint myself with the glaciers and wild gardens, and get as near the heart of the world as I can.”

John Muir

DEFINING HERITAGE INTERPRETATION

Heritage interpretation is
“an educational activity which aims to reveal
meanings and relationships through the use of
original objects, by first-hand experience, and
by illustrative media, rather than simply to
communicate factual information.”

Freeman Tilden



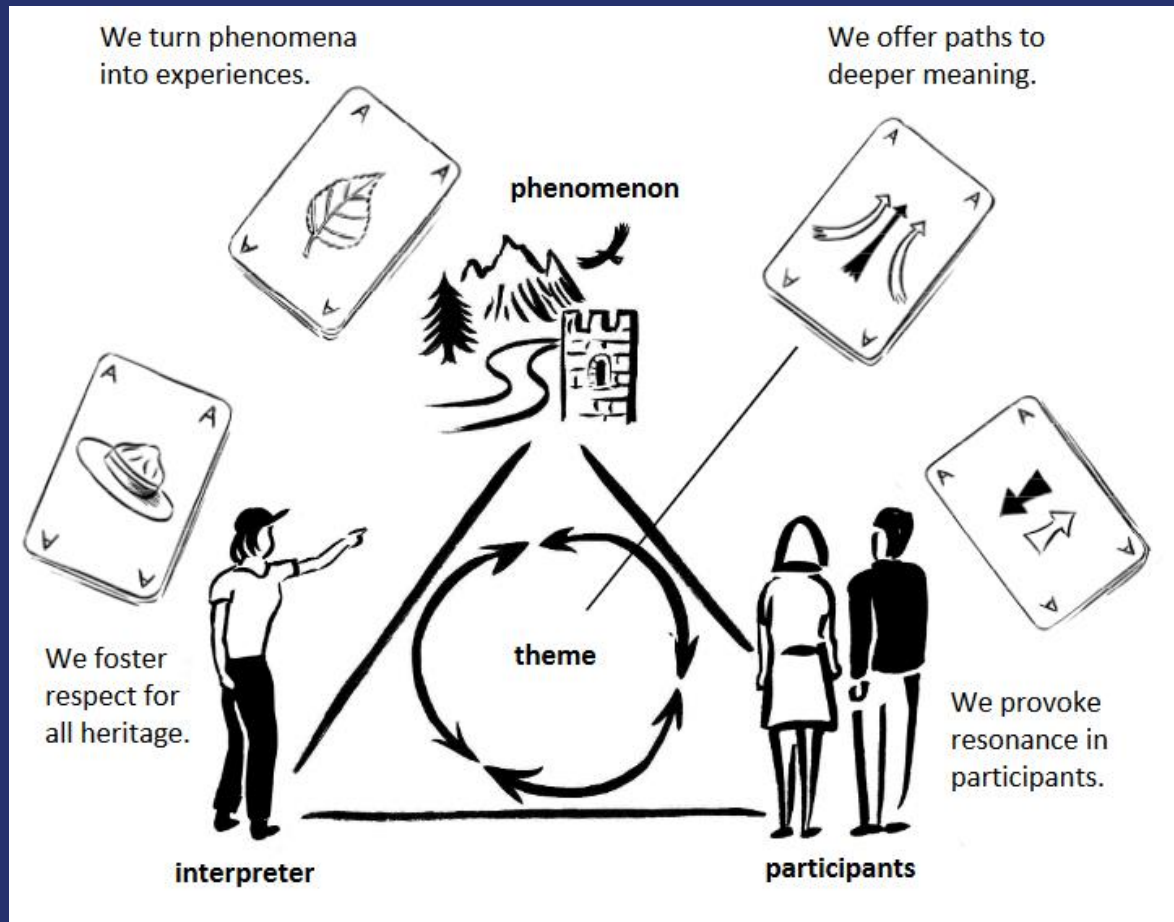
DEFINING HERITAGE INTERPRETATION

Tilden's Six Principles

1. Any interpretation that does not somehow **relate** what is being displayed or described to something within the personality or experience of the visitor will be sterile.
2. Information, as such, is not interpretation. Interpretation is **revelation** based upon information. But they are entirely different things. However, all interpretation includes information.
3. Interpretation is an art, which combines many arts, whether the materials presented are scientific, historical, or architectural. Any **art** is in some degree **teachable**.
4. The chief aim of interpretation is not instruction, but **provocation**.
5. Interpretation should aim to present **a whole** rather than a part and must address itself to the whole man rather than any phase.
6. Interpretation addressed to **children** (say up to the age of twelve) should not be a dilution of the presentation to adults but should follow a fundamentally different approach. To be at its best it will require **a separate program**.

DEFINING HERITAGE INTERPRETATION

Interpret Europe's Four Aces of Interpretation

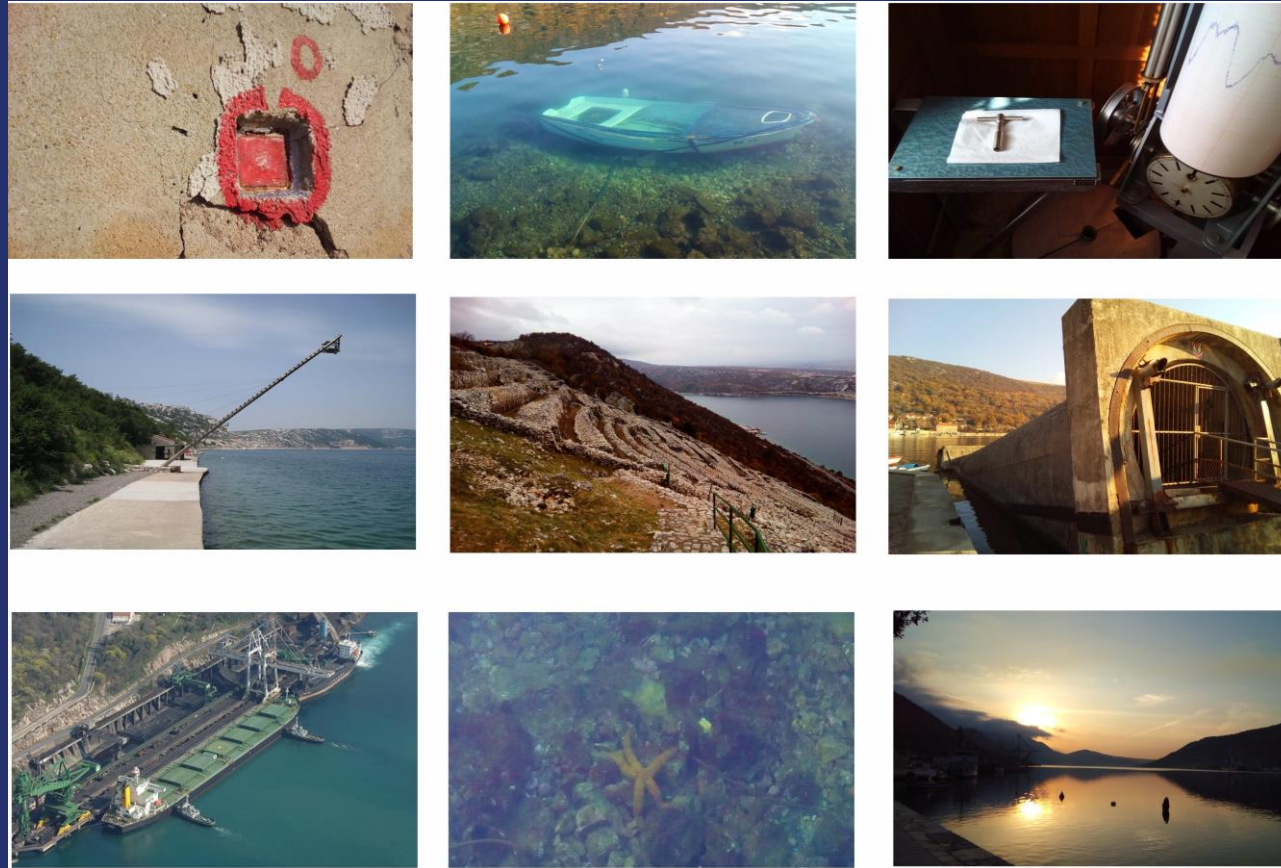


- Offering paths to deeper meaning
- Turning phenomena into experiences
- Provoking resonance and participation
- Fostering stewardship for all heritage

Illustration from [The Interpretive Guide](#)
by Thorsten Ludwig

DEFINING HERITAGE INTERPRETATION

What do you see?

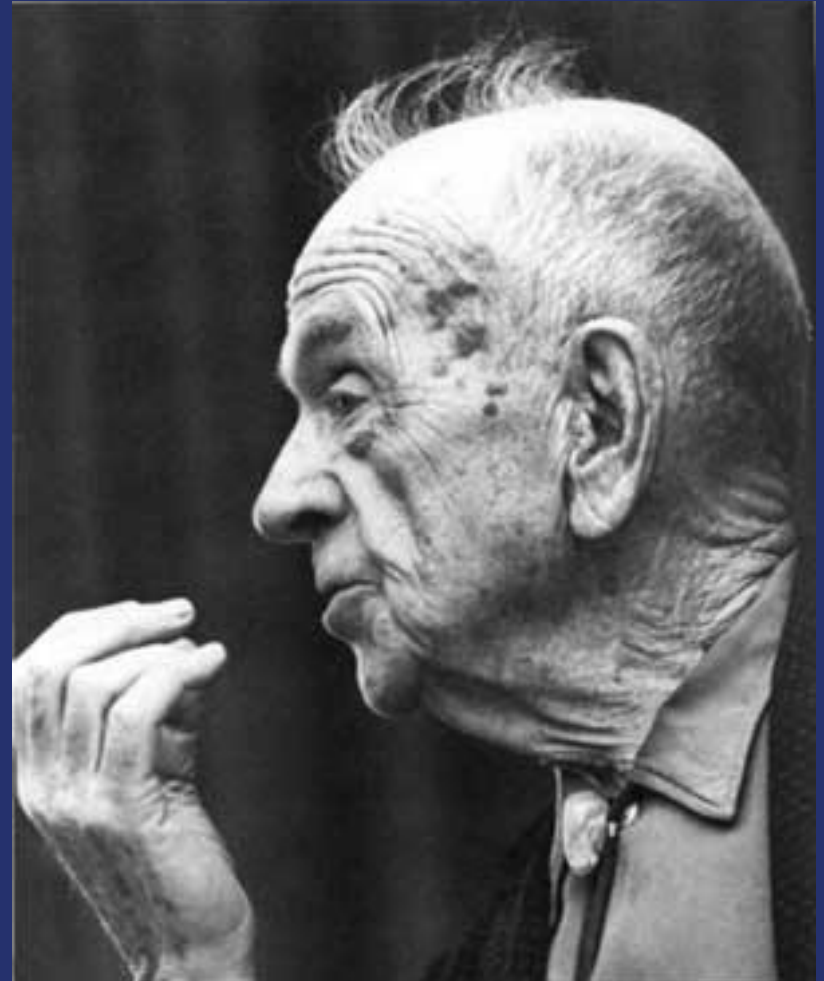


How does it make you feel?

*DEFINING HERITAGE
INTERPRETATION*

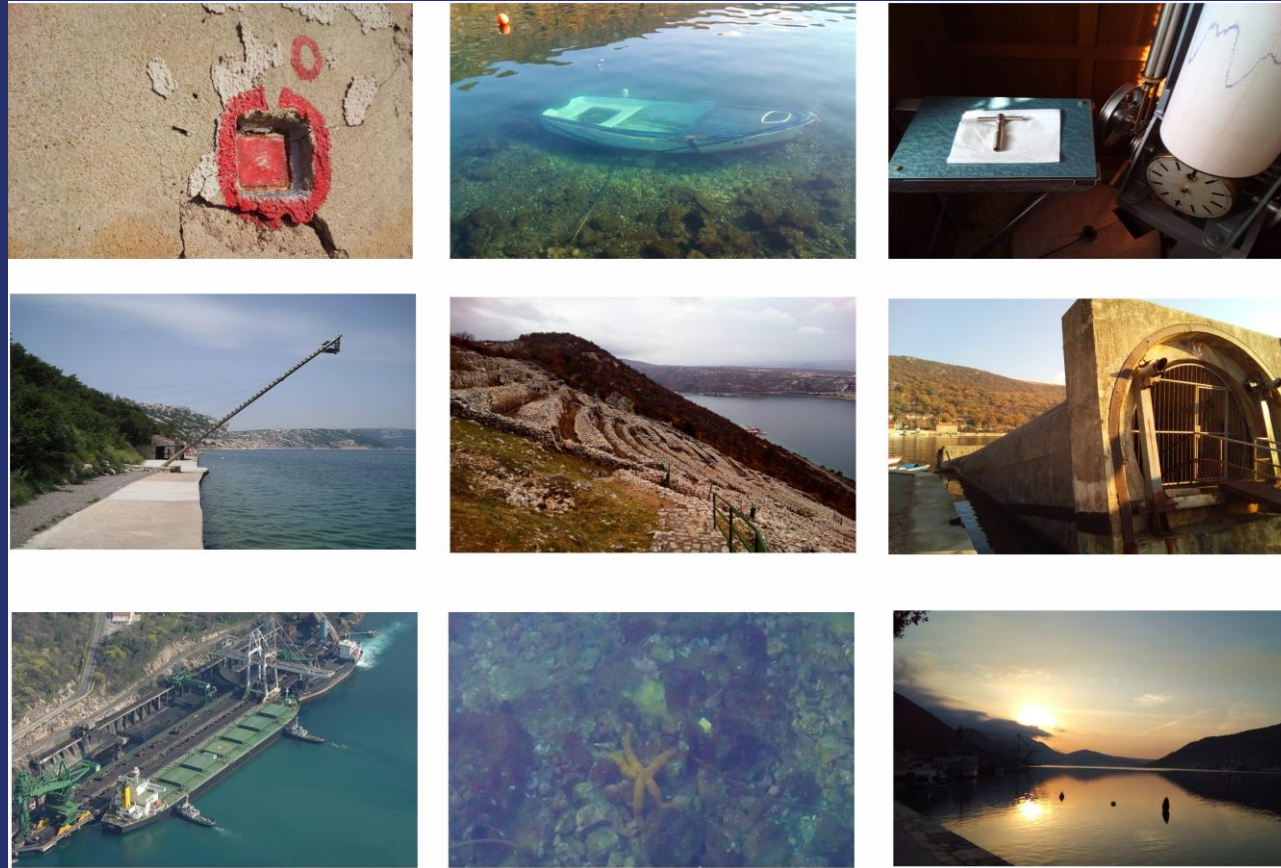
“Interpretation should reveal
the larger truth behind any
topic or fact.”

Freeman Tilden



DEFINING HERITAGE INTERPRETATION

What does it mean?

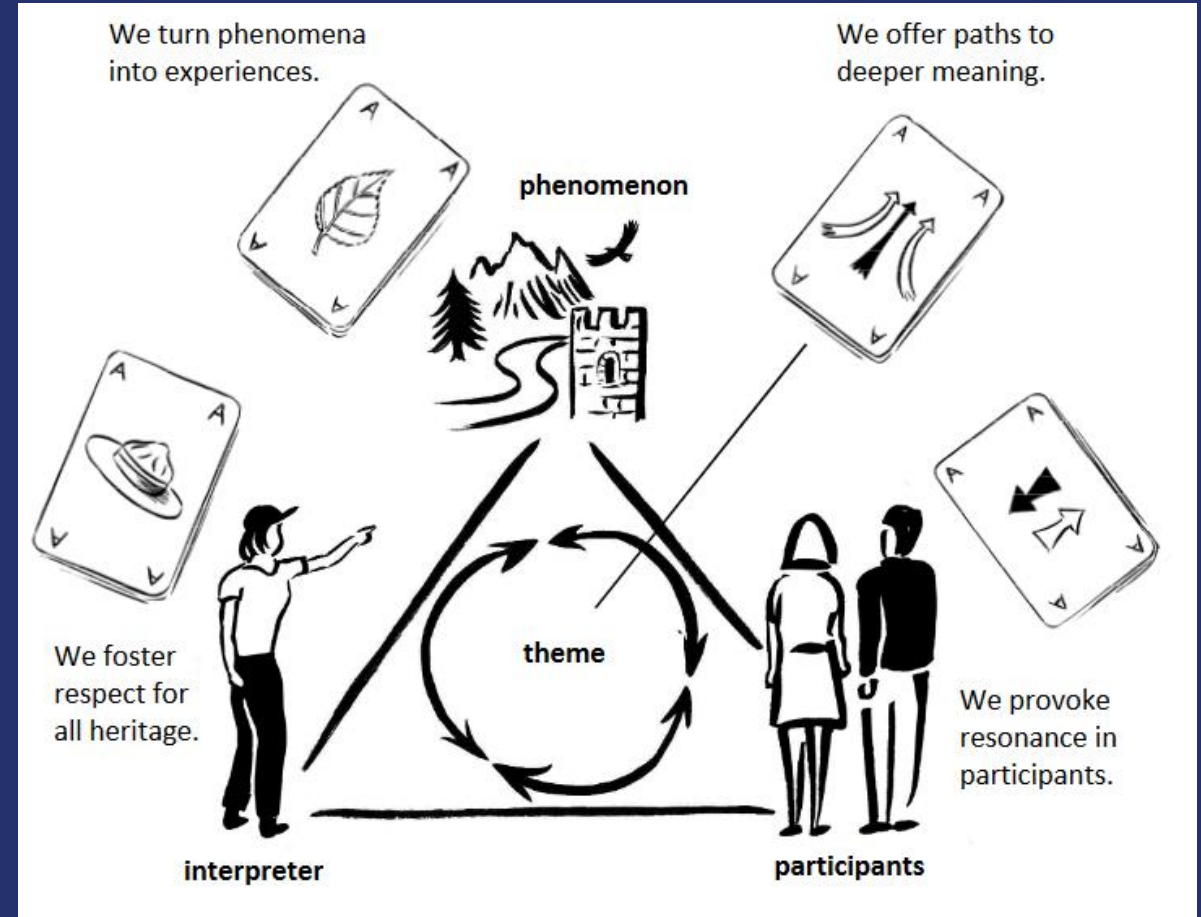


How does it make you feel?

INTERPRETIVE TOOLS AND METHODS

THEME

- single powerful sentence
- our guideline
- contains a larger truth/deeper meaning
- relies on universal concepts



INTERPRETIVE TOOLS AND METHODS



EASY TO LEARN TRICKS

- Uniqueness
- Hands-on
- Engage all senses
- Change position
- Change perspective
- Literary figures
- Open-ended questions

COMMUNITY INVOLVEMENT

“The participation and the involvement of the residents are essential for the success of the conservation programme and should be encouraged.”

ICOMOS, Washington Charter, 1987.

“Responsibility for cultural heritage and the management of it belongs, in the first place, to the cultural community that has generated it, and subsequently to that which cares for it.”

UNESCO's Operational Guidelines for the Implementation of the World Heritage Convention

“The principles of heritage interpretation are used within local communities but even more to involve visitors at protected areas, monuments, museums, zoos, botanical gardens, and many other places where heritage can be experienced.”

Interpret Europe

COMMUNITY INVOLVEMENT

GET INSPIRED

UNESCO'S REGISTER OF GOOD SAFEGUARDING PRACTICES

The School of Living Traditions,
Philippines, selected in 2021



*Photo by National Commission for Culture
and the Arts, Philippines*

Land-of-Legends,
Sweden, selected in 2018



*Photo by Land of Legends/Bjorn and the Arts,
Gullander*

COMMUNITY INVOLVEMENT

REACH OUT

- Who makes the community?
- What matters to the community?
- What does the community want?
- What doesn't it want?
- Clear communication and trust
- Community management and decision-making



COMMUNITY INVOLVEMENT

STEP OUT

OUTINGS, Julien de Casabianca
Supported by Modern Gallery, Croatia



Photo by Moderna Galerija/Goran Vranić

Zagreb Before It Was Museums of
Archaeology and Natural History, Croatia



INSPIRING EXAMPLES

Licitari Šćurić, Croatia



INSPIRATION

Perunfest by Museum of Turoplje, Croatia



INSPIRATION

Perunfest by Museum of Turoplje, Croatia

Past Pleasures historical performers
At Historic Royal Palaces, UK



Photo by Past Pleasures Ltd.

Witch Mare's House,
interpretation center, Croatia



INSPIRATION

Perunfest by Museum of Turoplje, Croatia

QUICK IDEAS:

- Workshops
- Storytelling events
- Publishing
- Live interpretation
- Gamification
- Content creation



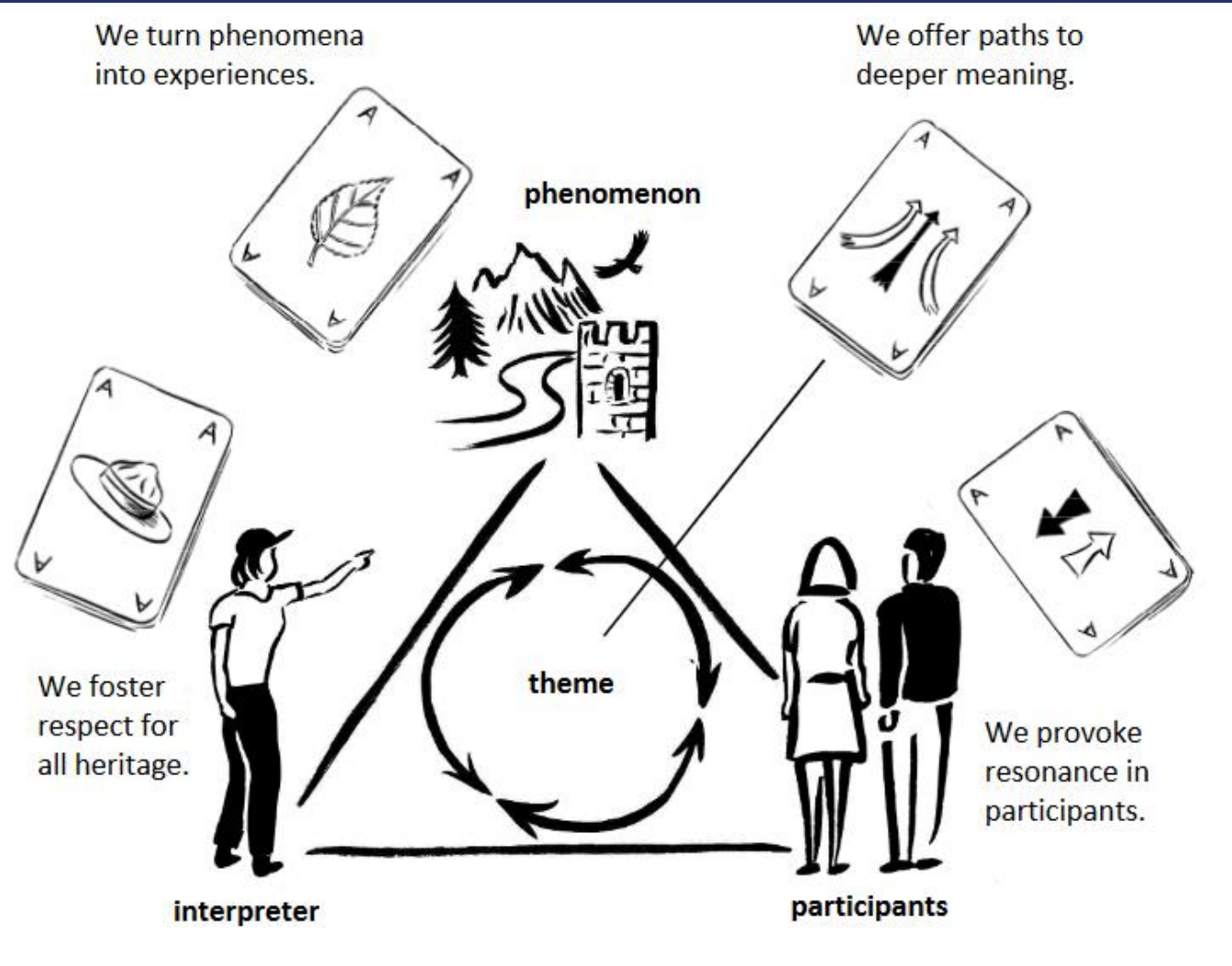
ONLINE COMMUNITY

QUICK IDEAS:

- Publishing
- E-publishing
- Instagram account with a twist
- TikTok
- Blog
- Podcast
- Interactive quests

WRAP UP

SECRET OF INTERPRETATION



WRAP UP

SECRET OF INTERPRETATION



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