

# Creating learning landscapes through heritage interpretation

12 - 15 May 2023 Sighișoara [România]



#iecon23

**Creating learning landscapes  
through heritage interpretation**

-

Interpret Europe Conference  
12-15 May 2023  
Sighișoara [România]

[interpreteuropeconference.net](https://interpreteuropeconference.net)

Co-organised by:  
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# Welcome to Interpret Europe Conference 2023



Dear Colleagues

Welcome to the Interpret Europe Conference 2023. Welcome to Transylvania!

The land beyond forests, which feels like a fairy-tale land beyond beaten paths. Hence, even bigger thanks to you for coming in person. We'll make sure that your travel was worth the effort and that we'll all leave richer as individuals and as a community.

Looking from afar, the whole region seems like an artist's colour palette. The colours of houses in towns and villages are a symbol of living variety. It can be noticed in the landscape surrounded by the Carpathian mountain range and rolling hills. Diversity of fauna and flora must be among the richest here due to the array of landscapes, with dry meadows, pastures, forests - and the large carnivores at the top of the food chain. Maybe the most fascinating is the palette of cultures and languages, from Latin, Germanic and Hungarian to Roma communities. All these cultures clashed and fought in the past, but learned how to co-exist, respect and appreciate each other. That's the essence of any learning landscape that strives for a value-based life.

Surrounded by World Heritage Sites, including our conference venue, the Citadel, we'll be discussing qualities that a 'learning landscape', building on a value-based heritage interpretation, should create, nurture and exercise. We'll learn from each other and from our Romanian hosts how the World Heritage Sites in the country build communities around their heritage, let them interpret their heritage and involve them in the development. We'll re-imagine the learning and other outcomes of interpretive experiences that strive for a change for the better. Finally, at last, we have an opportunity to get into an exchange and network and share and experience and laugh together – in person! I am looking forward to this enriching experience!

**Helena Vičič**  
*IE Managing Director*

Dear guests,

We are honored to have all of you bring heritage interpretation to Romania!

As you will soon find out, people here have tried for decades to bring communities together through their heritage. Important NGOs in Transylvania have worked hard to gain trust and manpower to restore our most valuable traditions in people's hearts. During these few days, some will learn that heritage interpretation was in fact the field their actions were subscribed to.

Transylvania's dreamy hills and pastures, surrounding World Heritage Sites, make the perfect setting to ask ourselves how to involve both humans and nature in building a better future. Learning landscapes can contribute to the preservation of cultural identities, embracing diversity and acknowledging its true value.

Be ready for another IE adventure, taking place for the first time in Romania. Starting from Hațeg Country timeless Geopark, continuing with more than 60 fascinating stories to be heard in Sighișoara, and ending with the legendary Bran Castle and the must see Brașov, we are sure our programme will make heritage interpretation even more inspiring for connecting people and heritage on a learning path.

On behalf of AICI Architecture Studio and our partners, welcome to Sighișoara and #iecon23!

**Laura Time**  
*IE Conference Manager*

## Welcome to Sighișoara



## Conference team

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*IE Events Coordinator*

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### Big thanks to everyone who has helped to make #iecon23 happen:

- . UNESCO Regional Bureau for Science and Culture in Europe, Venice
- . UNESCO Chair of heritage interpretation and education for enhancing integrated heritage approaches [University of Primorska, Slovenia]
- . National Institute of Heritage, Ministry of Culture and National Identity, Romania [INP]
- . National Commission for UNESCO Romania
- . UNESCO Organizing Committee for the Historical Center of Sighisoara
- . Sighisoara Municipality
- . Mureş County Council
- . Mureş County Museum
- . Haţeg Country UNESCO Global Geopark
- . The Romanian Order of Architects
- . University of Bucharest, Faculty of Geology
- . University of Bucharest, CESI [Center for Excellence in Image Studies]
- . Transilvania University of Braşov, Faculty of Sociology and Communication
- . Mihai Eminescu Trust [MET]
- . Transylvanian Highlands, DMO
- . Mioritics Association
- . Visit Sighişoara Association
- . Rhabillage Association
- . SalvaSat Association
- . The Association of Ecotourism in Romania [AER]
- . Foundation Conservation Carpathia [FCC]
- . ADEPT Transilvania Foundation
- . Center for Local Resources, Deva

## Organisers:



## Partners:



*Asociația Turistică Visit Sighișoara*





## Foreword

To foster peace and sustainability, UNESCO recently defined requirements for value-based heritage interpretation. Participation, co-creation and inclusion have become buzz words. This has also occurred in IE's cooperation with UNESCO. But how can these three concepts be grounded in interpretive practice?

It is often asserted that people can draw on past experience when seeking solutions for contemporary challenges. Similarly, it is frequently claimed that we can learn from nature. Interpretation can make natural and cultural heritage more relevant to people's lives and engage them as whole beings. But, and this is the key question, can it also increase their mindfulness towards global concerns? Can it encourage people to translate abstract concepts such as sustainability into their own sphere of influence and empower them to take action? This conference will debate whether heritage interpretation can turn living landscapes into learning landscapes, inspiring both local people and visitors. It will also question if this can help them to cope with challenges and to achieve an ordered transition towards a more sustainable future.

. How can heritage properties play a key role in shaping learning landscapes in which locals and visitors learn from the past for the future? What good practice examples are there?

. What challenging attitudes or other obstacles around heritage sites discourage dialogue about critical subjects? How can they be overcome?

. How can human values that encourage sustainable attitudes and behavior be triggered by heritage experiences?

. How can whole interpretive experiences at heritage sites (including physical, intellectual, emotional, spiritual and social components) complement distant and formal learning?

. While heritage interpretation can help people to grow as people, reflect upon their learning experiences and remember them, can it be proven that this also has an impact on fostering more sustainable and inclusive societies?

**Louise HAXTHAUSEN**

-  
Director  
of the UNESCO Liaison  
Office in Brussels

[Belgium]



Louise HAXTHAUSEN joined UNESCO in 1993, as Associate Expert in the Human Rights Division at UNESCO Headquarters [Paris]. She has worked on conflict and crisis response at country-level in Afghanistan and in Palestine; and most recently as Director of the UNESCO Office for Iraq. At UNESCO HQ, she has acted as Focal Point for the Middle East in the Office of the Director-General; as Senior Coordinator, Crisis Response in the Arab World, Bureau of Field Coordination; and as Senior Coordinator, Crisis and Transition Response, in the Office of the UNESCO Director-General. She has an academic background in political science and international public law.

**Urs REIF**

-  
President  
of the European Ranger  
Federation

[Germany]



URS was born in 1980, studied biology and nature conservation and now works as a chief ranger for the Black Forest national park in Germany. In addition, Urs has worked in conservancy reporting and in the federal ministry for nature conservation. As a volunteer, he sits on the ranger working group for Europarc Germany and is president of the European Ranger Federation.

## Keynote speakers

## **Graham BLACK**

-  
Nottingham Trent  
University

[United Kingdom]



Graham is Emeritus Professor of Museum Development at Nottingham Trent University. He has worked in and with museums for over 40 years. His fascination lies in the changing nature of heritage audiences and their expectations – and what this should mean for the practice of interpretation. Museum developments in which he has acted as Interpretation Consultant have twice won the prestigious UK £100,000 Art Fund Prize alongside many other awards. He has published three books – The Engaging Museum [2005] Transforming Museums in the 21st Century [2012] and Museums and the Challenge of Change [2021] – as well as numerous articles.

## **Irena LAZAR**

-  
Head of the UNESCO  
Chair for Interpretation  
and Education for  
Enhancing Integrated  
Heritage Approaches

[Slovenia]



Professor Irena Lazar is a Dean of the Faculty of Humanities at the University of Primorska, Koper, Slovenia. She is an archaeologist, professor, research and museum counsellor and head of the Unesco Chair. Her research fields are Roman archaeology and history, archaeology of Roman provinces, ancient glass, Roman material culture, cultural heritage [management, interpretation, promotion].

## **Asier HILARIO ORÚS**

-  
Basque Coast UNESCO  
Global Geopark, Chair  
at IUGS International  
Commission  
on Geoheritage

[Spain]



Asier HILARIO ORÚS is a PhD Geologist with broad international expertise on geoheritage, geoparks, geoconservation and geotourism. His professional career is especially linked to the Basque Coast UNESCO Global Geopark. His main activity is related to the communication, assessment and management of geological heritage at national and international level.

Since 2012 he has been part of the Coordination Committee of the European Geoparks network and he also belongs to the Advisory Committee of the European and Global Geoparks network. He has many other roles, such as senior evaluator for UNESCO Global Geoparks' roster of evaluators, member of the Geoheritage specialist group of the International Union for Conservation of Nature (IUCN), and member of the Scientific Board of the International Geosciences Program [IGCP].



## Programme

# 1

# #iecon23

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Thursday - Tuesday  
11 - 16 May 2023

	Thursday 11 May	Friday 12 May	Saturday 13 May	Sunday 14 May	Monday 15 May	Tuesday 16 May
08:30 - 09:00			<b>Plenary session</b> Keynote: Graham BLACK [United Kingdom]	<b>Plenary session</b> Keynote: Irena LAZAR [Slovenia]	<b>Plenary session</b> Keynote: Asier HILARO [Spain]	
09:00 - 09:30		<b>Pre-conference tour</b> [continuation]				
09:30 - 10:30		. Visit to the House of the Geopark	<b>Parallel sessions</b> Workshops & presentations	<b>Parallel study visits</b>	<b>Parallel sessions</b> Workshops & presentations	<b>Guided tour</b> Braşov
10:30 - 11:00			<i>Coffee break</i>		<i>Coffee break</i>	
11:00 - 11:30			<b>Parallel sessions</b> Workshops & presentations		<b>Parallel sessions</b> Workshops & presentations	
11:30 - 12:00						
12:00 - 12:30	<b>Pre-conference tour</b> . Departure from Sibiu				<b>Wrapping up &amp; closing of the conference</b>	
12:30 - 13:00		. Arrival of the pre- conference tour to Sighişoara			<i>Lunch packs &amp; departures</i>	
13:00 - 14:00		<i>Lunch break</i>	<i>Lunch break</i>		<b>Post-conference tour</b> . Departure from Sighişoara	
14:00 - 14:30		<b>IE General Assembly</b>	<b>Parallel sessions</b> Workshops & presentations			
14:30 - 15:30	. Site visit of the Country Geopark in Hăţeg		<i>Coffee break</i>		. Visit to the Bran Castle and Braşov Music Tour	
15:30 - 16:00			<b>Parallel sessions</b> Workshops & presentations		. <i>Coffee Break</i>	
16:00 - 17:00					. Concert at the Black Church, in Braşov	
17:00 - 17:30		<b>Guided tour</b> Sighişoara	<b>Optional visit</b> The Meta Organum public-access interactive audiovisual installation - The Monastery Church			
17:30 - 18:30			<i>Dinner</i>			
18:30 - 19:00						
19:00 - 20:00	. Dinner and overnight stay in Hăţeg	<b>Opening ceremony &amp; Dinner</b>		<i>Dinner &amp; cultural programme</i>	. <i>Dinner &amp; wine tasting in Braşov</i>	
20:00 - ____		Keynotes: Louise HAXTHAUSEN [Belguim] & Urs REIF [Germany]				



## Hațeg Country UNESCO Global Geopark: A journey through time

You're welcome to the place where a journey through our Planet's Ages is on offer.

Hațeg Country Geopark is the first Global Geopark in Romania and Eastern Europe. It is a region recognised as a UNESCO site because of the creative way the unique geological, natural and cultural heritage have been enhanced from a tourism, educational and scientific point of view.

Our journey will start in Densuș village at the **House of Volcanoes**. First, we will walk on The Time Road to get into the world of volcanoes. A mascot called Andi Andesite will be our guide in an educational centre dedicated to understanding volcanic phenomena. There are no active volcanoes these days in Hațeg Country but the landscape looked completely different 70 million years ago and we'll find out how and why.

The House of Volcanoes is the starting point on the path of **Crooked Wood**. At an altitude of 500m, following a path on a level curve, we will find gnarled trees that keep us company until we reach the top of the volcano. Standing on the volcanic ash, we'll enjoy the beauty of the viewpoint which is ideal for an interpretation session.

Our journey will continue through the human age and people's ability to create landmark buildings. **Densuș Church** is one of the most important tourist attractions in the region.

It is a construction whose story has not been entirely decoded. Both the origin and date of the church's building are controversial. Some believe it was originally a Roman temple to the God Mars, transformed into a church in the 12-13th centuries. Others claim that it was, in antiquity, the mausoleum of a Roman general whose Christian wife created the first church north of the Danube river in Roman Dacia.

Today, the church has an unusual appearance, a mixture of styles and materials. Some windows

## Pre-conference tour to Hațeg Geopark

Thursday - Friday  
11 - 12 May 2023

### 11 May 2023

**12:00:** Departure from Sibiu

-  
. pick up point in Sibiu - bus station  
. followed by pick up at the airport:  
Sibiu International Airport

**14:30:** Arrival in Hațeg Country Geopark  
site visits, dinner and overnight stay

### 12 May 2023

**09:00:** Visit to the House of the Geopark

**13:00:** Arrival at Sighișoara

-  
Tour facilitator:

**Adina POPA: +40 722 786 831**

are Roman sewer connections, columns support the church's walls, the altar is a sarcophagus cover, the lions on the roof are Roman statues, and the massive stones in the walls retain their ancient carvings. Inside is another unique image: a painted icon of Jesus Christ dressed in local Romanian folk costume.

We will close the day in the present age and in a slow manner. We will have dinner at the **gastronomic point LuciAna**. It is the place where we discover what slow food means for the Hateg Country local community. Specific tastes and flavours, combined with great art by Aunt Ana, intertwined with the stories of the place masterfully told by Uncle Luci, create an unforgettable atmosphere you will hardly want to leave.

We will spend the night in Hateg town and continue the journey through our Planet's Ages the next day.

Our stop will be at the **House of the Geopark**, located in the town of Hateg. The exhibition,

Balaurs, Dragons, Dinosaurs, will help us understand what a Geopark is and introduce us to our journey in the Late Cretaceous Age, 70 million years ago. This was the age of the dwarf dinosaurs of Transylvania who lived on the former Hateg Island.

Local legends and true stories about balaurs [the evil Romanian many-headed dragons], dinosaurs, the palaeontologists who discovered them and the paleoartists who recreated these strange creatures will whet your appetite to find out more about the Geopark.

After the visit to the exhibition, we will leave the Geopark and travel to Sighișoara.



*Remember to bring your hiking shoes or boots with you and waterproof clothes to cope with the short spring rain showers.*

# Opening of the conference

Friday  
12 May 2023

## Guided tour

The tour starts at **The Butchers' Tower** and will end with a visit to the **MetaOrganum** interactive audiovisual installation, prepared for public viewing. The installation uses the organ of the evangelical church of Biserica Dominicană in Sighișoara, Mureș, both as a material support and a sound source. It features various new media techniques such as video mapping, motion tracking, board game-like interactive interfaces, and sound design. MetaOrganum allows for a mediated and entertaining interaction between visitors and a musical instrument with a long and fascinating history. All of the sounds reproduced by the installation have been recorded from the organs functioning in fortified churches across Transylvania.

The installation was created by a multidisciplinary team – **Sillyconductor** [musician, sound artist], Cote [video artist], Ovidiu DANEȘ [art historian, curator], Paul BREAZU [music writer, producer] – following a research project on the sound of organs in evangelical churches across Romania.

## Opening ceremony

The conference will be opened by **Louise Haxthausen** - *Director of the UNESCO Liaison Office in Brussels* and **Urs REIF** - *President of the European Ranger Federation, in The Clock Tower*.

## Cultural programme

### Truverii - Time Travelling Musicians

–  
concert

A concert-show by Mihai Serghei TODOR bringing back the atmosphere of the travelling comedians and troubadours who, performing from place to place, were a collection of European cultural identity from the music and poetry of mediaeval times to Renaissance comedians and the old traditions of the 'villagers'.

The love for mediaeval sounds brought together several singers, instrumentalists, actors

**12:00:** Reception desk open

**13:00:** Arrival from the Pre-conference tour

**14:00:** IE General Assembly

**17:00:** Guided tour around Sighișoara old town

–  
*The Butchers' Tower*

**18:30:** Opening ceremony led by Louise HAXTHAUSEN [UNESCO] and Urs REIF [ERF]

–  
*The Clock Tower - Music School - ground floor*

**20:00:** Welcome dinner - *Central Park Hotel*

–  
\* *The MetaOrganum installation can be revisited during conference days.*

and performers who took the music of the Troubadours, year after year, to old fortresses in Romania and other parts of Europe.

The story of the mediaeval and traditional music group Truverii began in 2002, ten years after the leader of the group initiated the First Medieval Festival in Romania, here in Sighișoara, together with other students. Currently, the group consists of six core members, a lot of traditional instruments and a vast repertoire.

The songs are part of a universal heritage from the 13th to the 18th centuries, from Spain, France, Italy, Sweden, Norway, Hungary and Romania. All concerts are held in specific costumes. The troupers can also interact with the audience to involve them in mediaeval dances.

Facebook: TRUVERII

### 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.



-

You can find the conference proceedings on **our website**. These contain all the abstracts and any full papers submitted, and will be updated after the conference to include the keynotes.

# Main conference day

Saturday  
13 May 2023

Theme: Room	Learning for the future Tower theatre	Different perspectives Music room	Inclusive co-creation Baroque hall	Interpretive planning German Forum	Nature and us Small room	Interpretive services Omnia	Interpretive training Wedding hall
08:30 - 09:25	<b>Plenary session</b> Keynote: Graham BLACK [United Kingdom]						
09:30 - 09:55	<b>The potential of heritage and interpretation to transform societies</b> - Patrick LEHNES (Germany)	<b>Diffractive interpretation heritage and history through cinema</b> - Ruxandra GHIȚESCU [Romania] Presentation: 15 min	<b>Iron Curtain in my backyard – Collaborating with a private heritage site at the Austria-Hungary border</b> - Zsuzsa BEREZ & Árpád BŐCZÉN [Hungary] Presentation: 45 min	<b>Participatory planning processes for nature interpretation in protected areas</b> - Eva SANDBERG & Per SONNVIK [Sweden] Workshop: 55 min	<b>Nurturing a movement of environmental interpreters in Ukraine, Moldova and Georgia</b> - Chuck LENNOX & Ariadna REIDA [USA] Presentation: 45 min	<b>The unsung adventures of an ubiquitous interpreter – The audio guide</b> - Cristina LOCATELLI [Italy] Presentation: 45 min	
10:00 - 10:25	Presentation: 45 min	<b>Interpreting the heritage of national minorities in the National Museum, Prague</b> - Michaela SMIDOVÁ & Eliška PEKÁRKOVÁ [Czech Republic] Presentation: 15 min					
10:30 - 11:00	Coffee break						
11:00 - 11:25	<b>Lost and found</b> - Angus FORBES [Germany] Presentation: 15 min	<b>The culture of care and the care of culture</b> - Antonio DELLA CORTE & Antonio IACCARINO [Italy] Workshop: 1h 25 min	<b>Interpretive planning at World Heritage Sites</b> - UNESCO and IE Panel discussion: 1h 25 min	<b>Evaluation work targeting the cooperation of artists, heritage sites and IT experts – the MUSE.ar case</b> - Ágnes Erzsébet MÁCSAI [Hungary] Presentation: 15 min	<b>Interpretation of biodiversity and heritage of pile dwellings at Ljubljansko barje, Slovenia</b> - Aleš SMREKAR [Slovenia] Presentation: 15 min	<b>Interpreting the layered heritage of Călugăreni/ Mikháza</b> - Orsolya SZILÁGYI / Szilámér Péter PÁNCZÉL / Katalin SIDÓ [Romania] Presentation: 15 min	<b>Celebrating the difference with heritage interpretation</b> - Ivana JAGIĆ BOLJAT [Croatia] Workshop: 1h 25 min
11:30 - 11:55	<b>Make do and mend: How costumed live interpretation can seduce visitors into sustainability</b> - Mark WALLIS [UK] Presentation: 15 min			<b>Landscapes; interpreting the picturesque</b> - Beth MÓRAFON [UK] Presentation: 15 min	<b>Peleş Terraced Gardens: Heritage interpretation between architecture, landscape and a city</b> - Laura TIME & Raluca ZAHARIA [Romania] Presentation: 15 min	<b>Opening the borders of foreign language picturebooks in pedagogy – Their use in supporting the creation of learning landscapes through heritage interpretation</b> - Roxana TÂNASE-SAHANAGIU [Romania] Presentation: 15 min	

BUILDING:

Clock Tower:

City Hall:

German Forum:

Activity:

Presentation

Speakers' corner /  
Panel discussion:

Workshop:

**08:30:** Keynote:  
Graham BLACK [Nottingham Trent University, UK]

**09:30:** Parallel workshops and presentations

**10:30:** Coffee break

**11:00:** Parallel workshops and presentations

**13:00:** Lunch

**14:00:** Parallel workshops and presentations

**15:30:** Coffee break

**16:00:** Parallel workshops and presentations

**17:30:** [optional] visit to the *MetaOrganum* interactive audiovisual installation - *The Monastery Church*

**19:00:** Dinner at *Central Park Hotel* in Sighișoara



Theme: Room	Learning for the future Tower theatre	Different perspectives Music room	Inclusive co-creation Baroque hall	Interpretive planning German Forum	Nature and us Small room	Interpretive services Omnia	Interpretive training Wedding hall
12:00 - 12:25	<b>Young Climate Action for World Heritage (YCAWH)</b> - Claudia GRÜNBERG & Sandra NASSER [Germany] Presentation: 45 min			<b>Macro-regions as a learning landscape: The Adriatic-Ionian Region Cultural Routes Tourism Governance Model – An Opportunity for the EUSAIR area</b> - Iva ČALET A PLEŠA [Croatia] Presentation: 15 min	<b>Using thematic trails for natural heritage interpretation in ecotourism destinations: Evidence from Ţara Dornelor, Romania.</b> - Adina Nicoleta CANDREA & Florin NECHITA [Romania] Presentation: 15 min	<b>Using interpretation to reinforce site experience and marketing for De Wieden National Park</b> - Jose KOOPMAN [Netherlands] Presentation: 15 min	
12:30 - 12:55		<b>When a window is more than a window... or not. The restoration of the Water Treatment Plant in Giurgiu</b> - Loredana STASISIN [Romania] Presentation: 15 min	<b>The village council as a mechanism for heritage interpretation 'at home' in a UNESCO site</b> - Irina DOBRIŢĂ [Romania] Presentation: 15 min	<b>Visitor research and segmentation – Does it still make sense?</b> - Michal MEDEK [Czech Republic] Presentation: 15 min	<b>The Sh'tt Project – 'Number two' in nature responsibly</b> - Ondrej VITEK & Jitka KORINKOVA [Czech Republic] Presentation: 15 min	<b>Proposal for integrating digital interpretation planning into Interpret Europe's training programme</b> - Árpád BÓCZÉN [Hungary] Presentation: 15 min	
13:00 - 14:00	<i>Lunch break</i>						
14:00 - 14:25	<b>Whose Heritage? Contested sites and memory wars in the post-socialist public space</b> - Katia DIANINA [USA] Presentation: 15 min	<b>Heritage interpretation learning landscapes: A view from higher education</b> - Zrinka MILEUSNIĆ [Slovenia] Presentation: 15 min	<b>Two villages, eight houses and eight stories from Ţinutul Pădurenilor for a sustainable re-interpretation</b> - Mara VIDA & Ioan BĂRSAN [Romania] Presentation: 15 min	<b>Which interpretive strategies do learning landscapes need?</b> - Thorsten LUDWIG [Germany] & Michal MEDEK [Czech Republic] Workshop: 1h 25 min	<b>The collaborative art of weaving together heritage</b> - Eliza PĂTRAŞCU [Romania] Workshop: 1h 25 min	<b>Touch, see, hear: The Geopark's heritage explained through inclusive learning techniques</b> - Adina-Maria POPA / Loredana Adriana PĂTRAŞCOIU / Cristina TOMA [Romania] Presentation: 15 min	<b>The new you: Some basics of costumed live interpretation</b> - Mark WALLIS [UK] Workshop: 1h 25 min
14:30 - 14:55	<b>How heritage interpretation enhances formal and informal learning – the case of Szigetvár Castle</b> - Krisztina BALÁZS-BÉCSI [Hungary] Presentation: 15 min	<b>What's your interpretation centre management model?</b> - Tea ŠTIFANIĆ & Manuela HRVATIN [Croatia] Presentation: 15 min	<b>Heritage Quest – The wisdom of the past</b> - Roxana-Talida ROMAN [Romania] Presentation: 15 min			<b>Call of Brno – A creative diary for town and people</b> - Barbora DVORAKOVA [Czech Republic] Presentation: 15 min	

BUILDING:

Clock Tower:

City Hall:

German Forum:

Activity:

Presentation

Speakers' corner /  
Panel discussion:

Workshop:

Theme: Room	Learning for the future Tower theatre	Different perspectives Music room	Inclusive co-creation Baroque hall	Interpretive planning German Forum	Nature and us Small room	Interpretive services Omnia	Interpretive training Wedding hall
15:00 - 15:25	<b>Terrorscapes, leiscapes, migrantscapes? (Re)interpreting European heritage sites associated with expulsions and forced migrations in the wake of the 2015 migrant crisis</b> - Eleonora NARVELIUS [Sweden]  Presentation: 15 min		<b>Heritage interpretation through the education and engagement of community: The case of zapis</b> - Marija DRAGISIC & Ivana RANKOVIC MILADINOVIC [Serbia]  Presentation: 15 min			<b>The power of the curator: Exploring the influence of physical and interpersonal characteristics on exhibit interpretation</b> - Ivana MANEVSKA [Serbia]  Presentation: 15 min	
15:30 - 15:55	<i>Coffee break</i>						
16:00 - 16:25	<b>The 'interpretation' dilemma within the Faro Convention and its link to sustainability thinking</b> - Elena-Maria CAUTIȘ [Italy]  Presentation: 45 min	<b>Will it rain? Interpreting an old rainmaking ritual. Case Study: Contrătești, Republic of Moldova</b> - Olga ANDRANOVICI [Moldova]  Presentation: 15 min	<b>Shelving the 'expert' – Embracing the multidimensional nature of heritage landscapes</b> - Małgorzata HORDYNIEC [Poland]  Presentation: 45 min	<b>Learning Landscape Lusatia: Potentials and challenges of a model project</b> - Claudia GRÜNBERG & Sebastian ZOEPPE [Germany]  Workshop: 1h 25 min	<b>Interpretation in the secret garden</b> - Barbara GOŁĘBIEWSKA [Poland]  Workshop: 1h 25 min	<b>Creating inclusive interpretive apps</b> - Anna CHATEL [Germany]  Presentation: 15 min	<b>Interpreting the translation</b> - Vanessa VAIO [Italy]  Workshop: 1h 25 min
16:30 - 16:55		<b>When was the last time you received a letter?</b> - Penelope GKINI [Greece]  Presentation: 15 min				<b>Inclusiveness through cognitive accessible heritage interpretation on heritage sites in Israel</b> - Vered SABAG [Israel]  Presentation: 15 min	
17:00 - 17:25	<b>Ephemeral heritage: Socio-political graphics in the public realm, both interpreting and interpreted</b> - Elisa BAILEY [Spain]  Presentation: 15 min	<b>Which programme and presenter variables predict successful outcomes for personal interpretation?</b> - Glen HVENEGAARD et al [Canada]  Presentation: 15 min	<b>Locality in learning landscapes: Rural, suburban, municipal – the many aspects of a museum site</b> - Maaret LOUHELAINEN [Finland]  Presentation: 15 min			<b>Deformation and destruction of cultural and historical objects in Albania: A case study of the city of Tirana</b> - Manjola XHAFERRI [Albania]  Presentation: 15 min	
17:30 - 18:55	Free time and (optional) visit to METAORGANUM artistic installation in Church						
19:00 -	<b>Dinner</b> Central Park Hotel						

# Study visits

## day

Sunday  
14 May 2023

**08:30:** Keynote:  
Irena LAZAR [UNESCO Chair, Slovenia]

**09:30:** Departure for study visits

**20:00:** Dinner at *Hotel Imperial*,  
followed by cultural programme

## STUDY VISITS

### General notes and instructions:

If needed, 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/trainers, as well as carrying rain gear with you. The weather in May can be unpredictable, with temperatures ranging from 4 degrees all the way to 30 degrees Celsius. We recommend layers that you can easily modify to suit each of the four seasons that can be witnessed within one day.

OPTIONS Study visits	I.	II.	III.	IV.
08:30 - 09:25	<b>Plenary session</b> Keynote: Irena LAZAR [UNESCO Chair, Slovenia]			
09:30 - 20:00	<b>Saschiz &amp; Cobor Biodiversity Farm</b> - Tour facilitator: Claudia FRANGU +40 768 100 139	<b>Viscri &amp; Racoș Carpaterra Geoparc</b> - Tour facilitator: Cristina TOMA +40 729 838 427	<b>Breite Oak Forest, Biertan and Mălâncrav</b> - Tour facilitator: Diana Nasui +40 755 983 116	<b>Târgu Mureș city &amp; Călugăreni Archeological Park</b> - Tour facilitator: Szilamér Péter PÁNCZÉL +40 721 487 661
20:00 - —	<b>Dinner &amp; cultural programme</b> Hotel Imperial			

## **EVENING CULTURAL PROGRAMME**

### **‘Târnava Vânători’ Folklore Ensemble**

Established in 2009, within the Târnava-Vânători Folk Association, this is a popular dance ensemble made up of young people, aged between 8 and 22, that proudly represents the commune of Vânători in Mureş County, in the Târnava Mari valley, with a wide range of popular dances and songs. Through their love for traditions and ancient customs, they promote and present authentic folklore.

The young ensemble’s special talent is recognized in the country, by being included in various folklore festivals and appearing on various local and national television programmes, and abroad (e.g., the ‘Ohrid Sun’ International Folklore Festival, Macedonia, 2021).

The members of the ensemble are part of all the villages related to the Vânători commune and through their efforts and the support of Vânători Town Hall, led and prepared by the instructor-coordinator Nelutu Todoran, they have succeeded in meeting and discovering together the true value of Romanian folklore.

The repertoire of the ensemble is made up of a variety of dances, songs and folk customs from several ethno-folkloric areas in the country.

Currently, 28 young people are active, four of whom are vocal soloists and the others are dancers.

# Last conference day

Monday  
15 May 2023

**08:30:** Keynote:  
Asier HILARIO ORÚS [Spain]

**09:30:** Parallel workshops and presentations

**11:00:** Coffee break

**11:30:** Parallel workshops and presentations

**12:00:** Wrapping up and closing of the conference

**12:30:** Lunch packs distributed

**13:00:** Departure for the post-conference tour

You can find the conference proceedings on [our website](#). These contain all the abstracts and any full papers submitted, and will be updated after the conference to include the keynotes.

Theme: Room	Learning for the future Tower theatre	Different perspectives Music room	Inclusive co-creation Baroque hall	Interpretive planning German Forum	Nature and us Small room	Interpretive services Omnia	Interpretive training Wedding hall
08:30 - 09:25	<b>Plenary session</b> Keynote: Asier HILARIO ORÚS [Spain]						
09:30 - 09:55	<b>IE Certified Interpretive Guide [CIG]: A taste of interpretive guiding</b> - Ivana JAGIĆ BOLJAT & Samia ZITOUNI [Croatia]  Ondřej VITEK [CZ]  Workshop: 1h 25 min	<b>Interpretive plan as a key tool for EU-funded interventions</b> - Raluca GRAMA & Florentina MUREA - MATACHE [Romania]  Workshop: 1h 25 min	<b>Dragons and fires: Community driven geoheritage interpretation in post-communist societies</b> - Cristina TOMA & Cristian CIOBANU [Romania]  Presentation: 45 min	<b>IE Certified Interpretive Planner [CIP]: Interpretive planning process in 16 questions</b>  Valya STERGLOTI [Greece] & Angus FORBES [Germany]  Workshop: 1h 25 min	<b>Pleasure gardens – Making these historic gems relevant for today and the future</b> - Emma McNAMARA & Pamela SMITH [UK]  Presentation: 45 min	<b>Crafting Heritage: Board games as an instrument for interpretation</b> - Ioana DUICA [Romania]  Workshop: 55 min	<b>IE Certified Interpretive Writer (CIW): Getting to grips with meaning in a written and spoken word</b> - Zsuzsa TOLNAY [Hungary] & Sandy COLVINE [France]  Workshop: 1h 25 min
10:00 - 10:25							
10:30 - 10:55			<b>Learning landscapes as an educational tool for heritage interpretation – The case of the Kalemegdan fortress in Belgrade</b> - Ana RADOVANAC ŽIVANOV [Serbia]  Presentation: 15 min				
11:00 - 11:30	<i>Coffee break</i>						
11:30 - 11:55	<b>Speakers' corner</b> - During the conference, you can book a 10-minute time slot for a short talk that will be announced to all attendees	<b>Speakers' corner</b> - During the conference, you can book a 10-minute time slot for a short talk that will be announced to all attendees		<b>Speakers' corner</b> - During the conference, you can book a 10-minute time slot for a short talk that will be announced to all attendees			
12:00 - 12:25	<i>Wrapping up and closing of the conference</i>						
12:30 - 13:00	<i>Lunch packs collected</i>						
13:00	<b>Departure for the post-conference tour</b>						

BUILDING:

Clock Tower:

City Hall:

German Forum:

Activity:

Presentation

Speakers' corner /  
Panel discussion:

Workshop:



**Programme:**

**Bran Castle** [Romanian: Castelul Bran; German: Schloss Bran; Hungarian: Törösvári kastély] is located in the central part of Romania and in the southeast of the historical region of Transylvania, at the border with another historical region, Wallachia. The castle is well known as Dracula's Castle, because of its association with the fictional character in Bram Stoker's Dracula. The castle is now a museum dedicated to displaying art and furniture collected by Queen Marie of Romania. We will start our tour discussing how the castle became the 'must see' of Romania and how this is perceived at a local level.

After coffee and traditional tasty snacks, we will embark on two very special experiences, dedicated to music as an interpretive medium, aiming to connect the present and the urban citizens with the architectural heritage and local communities around the city of Braşov.

Musica Barcensis is a festival, organised by the **Forum Arte Foundation**, that every year

colours the cultural life in the fortified fortresses of Burzen Land/ Țara Bârsei. The concerts and events of this festival bring a breath of joy to the evangelical fortified churches in the Braşov area in the summer months. All of them become meeting places, refuges loaded with history and legend.

The first session will take place in one of the fortified churches from the Saxon [German] villages around Braşov and the second one will take place in the Black Church.

The **Black Church**, Biserica Neagră in Romanian [German: Schwarze Kirche, Hungarian: Fekete templom], stands in the city of Braşov in South-Eastern Transylvania. It was built by the Saxon community in Gothic-style between 1383-1385 and 1480. The Black Church is the most important house of worship in the region which belongs to the Evangelical Church of Augustan Confession in Romania. It has the largest bell in Romania [weighing six tones] and the richest collection of Anatolian carpets from the 15th-17th centuries outside Turkey. A Lutheran service is held each

## Post-conference tour Bran Castle & Braşov music tour

-  
Monday - Tuesday  
15 - 16 May 2023

**15 May 2023**

**13:00:** Departure from Sighișoara

**15:30–17:00:** Visit to Bran Castle and coffee break

**17:00 – 19:00:** Concert at the fortified church in Țara Bârsei

**19:00–19:45:** Concert at the Black Church, Braşov

**20.00:** Dinner with wine tasting in Braşov

*NOTE: Accommodation is not pre-arranged or included in the fee.*

-  
Tour facilitator:  
**Florin NECHITA: +40 723 693 843**



## May 16 2023

**09:30:** Departure to Sibiu airport  
[arrival at Sibiu airport at cca. 12.00; there will be no stops on the way]

**09:30 – 11:30:** Braşov guided tour  
[optional for those who depart on their own later]

Sunday for the small German community in the city and for the rest of the time the church is open to visitors as the most visited museum in the city of Braşov.

Such a special evening will end suitably with wine tasting in Braşov's charming city centre. The last part of the post-conference tour will begin on Tuesday morning with a one-hour tour of Braşov [German: Kronstadt; Hungarian: Brassó; Latin: Corona], the second most visited tourist destination in Romania. The tour will include a short stop at a small but innovative museum that uses diverse interpretation techniques, Casa Mureşenilor Museum Braşov.

The next day, if you are not in a hurry to leave for Sibiu on the organised coach, you are welcome to attend a guided walk around Braşov city centre.



## Keynotes

# 2

## Slow Interpretation in the 'Age of Participation'

-  
**Graham BLACK**  
[United Kingdom]

The 'Age of Participation' has caused a revolution in people's expectations and behaviour. Our audiences now expect to participate actively; to encounter different perspectives; to share experiences; to contribute; to decide for themselves.

It is also transforming the heritage sector, with a growing ambition to play a more active role in society, and to engage visitors with social challenges as complex as climate change and conflicting histories. This, in turn, expects more of Interpretation – most importantly, stimulating reflection.

However, reflection needs time. The longer users spend engaging with content, the more likely they are to reflect on the experience. How to influence audience behaviour by creating opportunities to slow down – from simple design to co-creation – is one of our greatest challenges. Thus 'Slow Interpretation'.

## Heritage interpretation and education – Learning by doing

-  
**Irena LAZAR**  
[Slovenia]

Deriving from the different discourses addressed by partner's research and activities, our UNESCO Chair seeks to develop approaches and skills for heritage interpretation (and education) in an integrated perspective and thus bridge the artificial divides within heritage (natural/cultural; tangible/ intangible etc).

With an innovative way of education (of the students and the general public), the Chair aims to overcome these stereotypical divisions between nature and culture, nations and ethnicities, professional sectors dealing with heritage etc, and promotes inclusion, cooperation, awareness, empathy and peace. The main goal is to develop interpretation for professionals and the general public in the context of an integrated approach to heritage.

## UNESCO Global Geoparks: Memory of the Earth, future for the people

-  
**Asier HILARIO ORÚS**  
[Spain]

The Earth is 4,600 million years old and its heritage is written in the rocks. The history of Earth is the longest and most incredible history that has been ever written. Interpreting our landscapes, rocks and fossils, as well as all the geological processes shaping our daily lives, is essential to understand the Earth system and its complex history.

The concept of Deep Time revealed by the Earth's geological record humbles us with the realisation that we have just arrived. Yet study of the current Earth processes shows that our activity is rapidly and deeply transforming the Earth's surface environments and processes.

UNESCO global geoparks celebrate and interpret the heritage of the Earth and include local communities and the creation of local development strategies for a better future.





## Thematic strands

3

## 3.1 Learning for the future

### Clock Tower - Tower Theatre

#### **The potential of heritage and interpretation to transform societies**

Patrick LEHNES [Germany]

Presentation: 45 min **\_Sa. 13 May | 09:30**

#### **Lost and found**

Angus FORBES [Germany]

Presentation: 15 min **\_Sa. 13 May | 11:00**

#### **Make do and mend: How costumed live interpretation can seduce visitors into sustainability**

Mark WALLIS [UK]

Presentation: 15 min **\_Sa. 13 May | 11:30**

#### **Young Climate Action for World Heritage [YCAWH]**

Claudia GRÜNBERG & Sandra NASSER [Germany]

Presentation: 45 min **\_Sa. 13 May | 12:00**

#### **Whose Heritage? Contested sites and memory wars in the post-socialist public space**

Katia DIANINA [USA]

Presentation: 15 min **\_Sa. 13 May | 14:00**

#### **How heritage interpretation enhances formal and informal learning – the case of Szigetvár Castle**

Krisztina BALÁZS-BÉCSI [Hungary]

Presentation: 15 min **\_Sa. 13 May | 14:30**

#### **Terrorscapes, leiscapes, migrantscapes? (Re)interpreting European heritage sites associated with expulsions and forced migrations in the wake of the 2015 migrant crisis**

Eleonora NARVELIUS [Sweden]

Presentation: 15 min **\_Sa. 13 May | 15:00**

#### **The ‘interpretation’ dilemma within the Faro Convention and its link to sustainability thinking**

Elena-Maria CAUTIȘ [Italy]

Presentation: 45 min **\_Sa. 13 May | 16:00**

#### **Ephemeral heritage: Socio-political graphics in the public realm, both interpreting and interpreted**

Elisa BAILEY [Spain]

Presentation: 15 min **\_Sa. 13 May | 17:00**

#### **IE Certified Interpretive Guide [CIG]: A taste of interpretive guiding**

Ivana JAGIĆ BOLJAT & Samia ZITOUNI [Croatia] & Ondřej VITEK [CZ]

Workshop: 1h 25 min **\_Mo 15 May | 09:30**

#### **Speakers' corner**

During the conference, you can book a 10-min time slot for a short talk that will be announced to all attendees **\_Mo 15 May | 11:30**



## The potential of heritage and interpretation to transform societies

-  
Patrick LEHNES  
[Germany]

In 2019, the Council of the EU referred to culture as a system of shared meanings within a community. The ministers of culture highlighted the transformative role of cultures, in their diversity and richness, as creators of sustainability. This marks a shift towards a hermeneutical paradigm which transcends the cultural sector. Meaning-systems underpin all aspects of life and society. They impact how people make sense of what they encounter, how they perceive themselves and others. Hermeneutics can inspire us to consider what interpretation and heritage may mean for complex societies. Inherited meaning-systems ('tradition') can inhibit change. But interpretive encounters at heritage sites can also provoke critical reflection of preconceived meanings. Heritage sites can become focal points of interpretive discourse aiming to make diverse societies more sustainable, inclusive and resilient. How will heritage interpretation need to transform itself to unleash its transformative potential?

-

Patrick LEHNES has worked as a researcher and freelancer in heritage interpretation since the 1990s. From 2010 to 2015 he served as director of Interpret Europe. In 2018 he was invited to the Structured Dialogue between the European Commission and the cultural sector on social inclusion. Patrick currently serves on the Expert Advisory Board of CHARTER, the European Cultural Heritage Skills Alliance.

**Sa. 13 May | 09:30**  
CLOCK TOWER  
*Tower Theatre*  
Presentation: 45 min

## Lost and found

-

Angus FORBES  
[Germany]

So-called 'lost places' hold a strange fascination for us. They seem to preserve relics and encapsulate history within a dance of decay and new growth. The Spreepark is a new public park arising from the overgrown ruins of the GDR's once famous 'Kulturpark Plänterwald' in Berlin. The city's vision is to secure this, one of the last truly anarchistic zones of Berlin, and to let it be experienced, repurposed and reinterpreted in perpetuity by visitors, artists and wildlife alike. As one of the project's senior landscape architects, I am responsible for developing experience zones based upon the relics of the funpark. An old car-ride will be transformed into a walkable artwork winding through the forest. A concrete boating canal will be reinterpreted as a dry river bed, providing food for thought on climate change and the scarcity of resources, but also providing niches for adaptive flora and fauna. Let's take a virtual walk outside our interpretive comfort zone and into the Spreepark.

-

Angus FORBES is from Scotland, UK, and has 25 years of experience as a landscape architect working in Berlin, Germany. He has been a member of Interpret Europe since 2017, is currently IE Subject Coordinator for Architecture and was author of the 2020 Interpret Europe publication 'Heritage Interpretation for Architects and Landscape Architects'.

**Sa. 13 May | 11:00**

CLOCK TOWER

*Tower Theatre*

Presentation: 15 min

In these days of cheap, ready to wear, poorly-made clothing, mass produced in sweatshops, who in the First World now bothers to darn socks or repair clothes? It's so easy to throw them out and replace them with new. But, through the use of costumed live interpretation, visitors to heritage sites and landscapes can learn how, until the recent past, most people lovingly preserved their best clothes (worn on special occasions and Sundays) whilst carefully ensuring the long life of their everyday garments. And this careful behaviour didn't just apply to clothing, but to objects as well, whether useful or ornamental. Visitors to natural or man-made heritage sites, for whatever reason they have come, can perhaps learn how to live a better, more sustainable existence by discovering some of the ways our ancestors coped with life and how they lived with nature (sometimes in harmony, sometimes in conflict). Thus a lively, well-informed, correctly dressed (for the interpreter's sex, class, region, age) costumed interpreter can involve visitors in their stories and create lasting memories that all can share.

-

Mark WALLIS is the founder of Past Pleasures and for 27 years held Europe's largest daily contract for costumed live interpretation, with Historic Royal Palaces in the UK; until Covid struck. Mark has been recognised for his work in the field by the UK's Association for Heritage Interpretation (AHI), which made him a Fellow. He continues to train site staff for various museums and heritage sites in the UK, USA, Hungary and Australia.

## Make do and mend: How costumed live interpretation can seduce visitors into sustainability

-  
Mark WALLIS  
[UK]

**Sa. 13 May | 11:30**  
CLOCK TOWER  
*Tower Theatre*  
Presentation: 15 min

## Young Climate Action for World Heritage [YCAWH]

-  
Claudia GRÜNBERG  
& Sandra NASSER  
[Germany]

Climate change is the most alarming threat to heritage and a main concern of young people. Hence, the transnational education project YCAWH addresses the threats of climate change and the potential of heritage for driving sustainable action at World Heritage Sites with young people. By combining social, individual, cognitive, emotional, reflective and practical approaches on site, 80 school students from five European countries were motivated to take responsibility: They developed tailor-suited projects, like Escape Rooms, podcasts or peer-to-peer offers, communicating to the communities the site's values and how they are threatened. Teachers, school communities and World Heritage actors actively worked together in this process, fostering a learning landscape on climate change and World Heritage. YCAWH is a suitable model project to critically reflect on how young people can practice sustainable attitudes and action at heritage sites and what structures and methods are needed for this.

-  
Claudia GRÜNBERG holds a Master's in World Heritage Studies and has eight years of experience in design and implementation of various education and interpretation projects at World Heritage Sites for a variety of stakeholders. She developed an interpretation strategy for UNESCO-designated sites in Lusatia outlining their potential for sustainable development in the transformation process.

Sandra NASSER holds a Master's in World Heritage Studies and has worked in drafting World Heritage tentative lists entries. She contributed to the publication 'Heritage Conservation Revealed' (BTU Cottbus) with an article concerning awareness-raising and communication to foster behavioural change, touching upon Bandura's Social Cognitive theory and Burnet's five steps to reaching behavioural change.

**Sa. 13 May | 12:00**  
CLOCK TOWER  
*Tower Theatre*  
Presentation: 45 min

## Whose Heritage? Contested sites and memory wars in the post-socialist public space

-  
Katia DIANINA  
[USA]

A conceptual contribution to the theory and practice of heritage interpretation, this presentation will focus on endangered and contested heritage. Using the example of today's crisis in Ukraine, the presentation will consider the plurality of heritage discourses that frame individual sites and entire cultural traditions in opposing ways to satisfy conflicting target audiences. In Ukraine, as elsewhere, heritage interpretation is essential for addressing the urgent questions of ownership, preservation, and symbolic value. The sustainability of the Kyiv-Pechersk Monastery, a UNESCO World Heritage Site in Ukraine, is threatened by the unrelenting war and escalating divisions within the church. Who owns the contested monastery, and what will happen to other important Orthodox shrines in the wake of the Russian invasion? Who gets to interpret the contested heritage? This ongoing battle over culture and tradition points to the centrality of heritage interpretation for educational and nation (re)building purposes.

-

Katia DIANINA's experience with heritage interpretation ranges from guided tours to academic publications. The topic of safeguarding and negotiating heritage has a long history, and studying how different communities in the past approached the issue provides invaluable insights into understanding our common future; it also offers pathways into practical steps that we can undertake today, when the preservation of heritage as a living, vital tradition is more urgent than ever.

**Sa. 13 May | 14:00**  
CLOCK TOWER  
*Tower Theatre*  
Presentation: 15 min

## How heritage interpretation enhances formal and informal learning – the case of Szigetvár Castle

-  
Krisztina BALÁZS-BÉCSI  
[Hungary]

The developments of the Hungarian Palace and Castle Programme between 2015 and 2023 aimed to implement a new exhibition interpretation focusing on heritage education. A team of enthusiastic professionals called on the visitor experience to help locals and visitors to embrace both tangible and intangible heritage. The most successful example is the case of the Szigetvár Castle, where the interpretation managed to break down the walls between cultures, school subjects and types of heritage, connecting the defenders of medieval castles with Baroque epic poetry and the superheroes of 21st century movies. By using the elements of the visitors' culture to experience the heritage, the past becomes comprehensible and the character and motivation of the hero understandable, while we find out that heritage is a process that continues in the present, and that are not passive observers, but active participants.

-

Krisztina BALÁZS-BÉCSI is an author, a heritage tourism expert and researcher in heritage education, working for the Hungarian National Heritage Protection and Development Non Profit Ltd. in Hungary.

**Sa. 13 May | 14:30**  
CLOCK TOWER  
*Tower Theatre*  
Presentation: 15 min



Although iconography of contemporary global migrations is quite well-established, it is not an easy task to interpret European heritage sites and landscapes associated with historical forced displacements for the newcomers (global migrants, refugees and persons under the Temporary Protection Directive, among others). The presentation will focus on three heritage sites and the surrounding landscapes associated with memories about the expulsions and forced displacements of the 20th century: the historical park of Monte Sole (Italy), Museu Memorial de l'Exili (Spain) and Museum of the resettled and expellees in Pławna Górna (Poland). The argument runs that complexity of their characteristics, owing to their often ethically contrasting but in practice not mutually exclusive functionality (being a terrandscape does not exclude the opportunity of being simultaneously a leiscapes), paves the way for new interpretations. In the long run, the ambition should be to open these narratives for participation and engagement of newly arrived migrant groups.

-

Eleonora NARVELIUS is a university lecturer in Applied Cultural Studies at Lund University where she has studied the heritage of forced migrations and vanished European populations since 2012. Critical Heritage Studies is one of her key research interests. She has regularly visited ACHS conferences and published on the subject of Europeanisation of cultural heritage in Ukraine, Poland and Sweden.

## **Terrascapes, leiscapes, migrantscapes? [Re] interpreting European heritage sites associated with expulsions and forced migrations in the wake of the 2015 migrant crisis**

-

Eleonora NARVELIUS  
[Sweden]

**Sa. 13 May | 15:00**  
CLOCK TOWER  
*Tower Theatre*  
Presentation: 15 min

## The 'interpretation' dilemma within the Faro Convention and its link to sustainability thinking

-  
Elena-Maria CAUTIȘ  
[Italy]

The Faro Convention emphasises the responsibility of public authorities to engage communities in the process of interpreting heritage and respect the diversity of such interpretations. It recognises this as an asset for strengthening both democracy and sustainable development. The link between cultural representation in terms of heritage and sustainable development (in all its forms) has been endorsed numerous times in recent research. Despite this, there is little discussion at the European level with regards to interpretation as a heritage process of self-identification of values in the landscape and the implications this could have for shaping sustainability thinking. I argue this gap could be filled by a holistic approach to heritage management which takes an ontological position rooted in environmental hermeneutics, while employing a transdisciplinary theory of integration of new knowledge and methods of cultural mapping for unearthing marginalised narratives of the landscape.

-

Elena-Maria CAUTIȘ is a PhD student at the University of Ferrara, Italy, working on a research project focusing on the interpretation of cultural landscapes as an asset for sustainable development. Within this context, part of her fieldwork requires the planning and implementation of participatory cultural mapping experiments and interpretation of cultural landscapes in Rome, Italy and in the village of Mălâncrav, Romania.

**Sa. 13 May | 16:00**  
CLOCK TOWER  
*Tower Theatre*  
Presentation: 45 min

Popular socio-political visual culture and messaging in the public realm might be considered both a form of interpretation in themselves as well as elements to be interpreted. For how they translate abstract concepts into their own sphere of influence, empowering others to take action, can the creators of stickers, posters, stencils, graffiti and murals also be seen as interpreters? Site-specific examples from across Europe explore how city streets and infrastructure are translated into learning landscapes. Transit spaces are thus converted into sites of interpretation as much as visitable destinations, although the very nature and locations of these interventions also means that – fittingly – their interpretation, documentation and preservation can rarely be overseen by a formal guardian, meaning methods and perspectives are also varied or conflicting, with re-interpretations sometimes even coming from passers-by.

-

Elisa BAILEY is a multilingual curator, interpreter, heritage travel consultant with the motto 'Curating is Caring'. Elisa has lived in nine countries for work with the V&A Museum in London, the British Film Institute (BFI), Dubai Expo 2020, Guggenheim, Oman Across Ages Museum, Carabinieri Cultural Heritage Tutelary, Sotheby's, universities, media and cinema. She founded Rise-Rosa-Rage Socio-Political Graphics Archive, researches and publishes on memorials, solidarity, protest and the artist's role in fighting oppression. She studied at the University of Cambridge, Courtauld Institute of Art, and Harvard University Centre for Hellenic Studies.

## Ephemeral heritage: Socio-political graphics in the public realm, both interpreting and interpreted

-  
Elisa BAILEY  
[Spain]

**Sa. 13 May | 17:00**  
CLOCK TOWER  
*Tower Theatre*  
Presentation: 15 min

## IE Certified Interpretive Guide [CIG]: A taste of interpretive guiding

-  
Ivana JAGIĆ BOLJAT  
& Samia ZITOUNI  
[Croatia]  
&  
Ondřej VITEK  
[CZ]

**Mo. 15 May | 09:30**  
**CLOCK TOWER**  
*Tower Theatre*  
Workshop: 1h 25 min

Welcome to Interpret Europe's Certified Interpretive Guide (CIG) Taster Workshop, where we invite you to discover the world of interpretive guiding! This interactive session is designed to provide you with a sneak peek into a certification programme that empowers guides and other professionals who present heritage with the interpretive skills and knowledge of creating meaningful connections with natural and cultural heritage. We are excited to share with you the fundamentals of interpretive guiding, including the examples of some practical activities and some theory behind, as well as the organisational aspects of the course.

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Samia ZITOUNI is an IE Certified Interpretive Guide and Trainer. She is also a passionate heritage interpreter and explorer from Zagreb, Croatia. Samia is IE's Webinar Officer for our webinars IE Croatia, delivering webinars in Croatian language. She has worked in tourism for more than 20 years and enjoys building bridges between cultures. She is the creator of Best of Zagreb Walks and owner of a small company, Netragom obrt. She is passionate about exploring sustainable and more conscious travel experiences.

Ondřej VITEK is a long-term member of Interpret Europe as well as the Czech Alliance for Local Heritage Interpretation. He has been an IE Certified Interpretive Guide since 2016 and a Certified Interpretive Trainer since 2018. Ondřej uses his interpretation skills not only in his visitor monitoring and management position in the Nature Conservation Agency of the Czech Republic, but also in his private activities focused on sustainable tourism.

Ivana JAGIĆ BOLJAT lives and works in Croatia. She holds a Master's degree in Tourism, and in Museology and Heritage Management. She is an IE Certified Interpretive Trainer for guides and a Certified Interpretive Writer. Ivana is the owner of Visitor Friendly, a small business for sustainable development and education. Within her previous employment at Muses Ltd, she gained a vast experience in the development of heritage interpretation projects for more than 20 municipalities, cities and protected nature areas, where she worked on interpretive planning of award winning interactive exhibitions, thematic trails, programmes and other interpretive strategies.

### **Diffractional interpretation heritage and history through cinema**

Ruxandra GHIȚESCU [Romania]

Presentation: 15 min **\_Sa. 13 May | 09:30**

### **Interpreting the heritage of national minorities in the National Museum, Prague**

Michaela SMIDOVÁ & Eliška PEKÁRKOVÁ [Czech Republic]

Presentation: 15 min **\_Sa. 13 May | 10:00**

### **The culture of care and the care of culture**

Antonio DELLA CORTE & Antonio IACCARINO [Italy]

Workshop: 1h 25 min **\_Sa. 13 May | 11:00**

### **When a window is more than a window... or not. The restoration of the Water Treatment Plant in Giurgiu**

Loredana STASISIN [Romania]

Presentation: 15 min **\_Sa. 13 May | 12:30**

### **Heritage interpretation learning landscapes: A view from higher education**

Zrinka MILEUSNIĆ [Slovenia]

Presentation: 15 min **\_Sa. 13 May | 14:00**

### **What's your interpretation centre management model?**

Tea ŠTIFANIĆ & Manuela HRVATIN [Croatia]

Presentation: 15 min **\_Sa. 13 May | 14:30**

### **Will it rain? Interpreting an old rainmaking ritual. Case Study: Contrătești, Republic of Moldova**

Olga ANDRANOVICI [Moldova]

Presentation: 15 min **\_Sa. 13 May | 16:00**

### **When was the last time you received a letter?**

Penelope Gkini [Greece]

Presentation: 15 min **\_Sa. 13 May | 16:30**

## **3.2 Different perspectives**

### **Clock Tower - Music room**

### **Which programme and presenter variables predict successful outcomes for personal interpretation?**

Glen HVENEGAARD et al [Canada]

Presentation: 15 min **\_Sa. 13 May | 17:00**

### **Interpretive plan as a key tool for EU-funded interventions**

Raluca GRAMA & Florentina MUREA - MATACHE [Romania]

Workshop: 1h 25 min **\_Mo. 15 May | 09:30**

### **Speakers' corner**

During the conference, you can book a 10-min time slot for a short talk that will be announced to all attendees **\_Mo. 15 May | 11:30**

## Diffractive interpretation heritage and history through cinema

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Ruxandra GHIȚESCU  
[Romania]

Reframing films that challenge our main ideologies within the spaces of heritage sites opens possibilities for dialogue about the individual agency in creating, preserving and re-interpreting heritage. Through film projections and open discussions, heritage and history become a fluid material that one can re-edit and re-mix, gaining agency over heritage and integrating marginalised perspectives. Radu Jude makes a purpose in re-visiting and re-telling history, shifting the perspective to the marginalised. Examples of this are *Dead Nation* (2017), which incorporates the photo collection of Costică Acsinte, and *The Exit of the Trains* (2020) co-directed with historian Adrian Cioflâncă, composed entirely of archive documents. Montage films can be personalised by visitors by adding commentaries, memories or family stories, enhancing history by personal touch. The intersection of grand and micro-narratives, as well as a diffractive approach, open up possibilities of meaning and enable imaginative disruption of otherwise orderly environments.

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Ruxandra GHIȚESCU is a Romanian filmmaker and researcher, a graduate student of the Media Art School, in Karlsruhe, Germany. She is currently a PhD student at the University of Bucharest, "Space, Image, Text, Territory" Doctoral School, Center of Excellence in Image Studies and she works as an associate lecturer at the Ovidius University, Constanța, for the Art of Film Acting Master's programme. Her debut feature, *Otto the Barbarian*, premiered in 2020 and received several awards.

**Sa. 13 May | 09:30**

CLOCK TOWER

*Music room*

Presentation: 45 min



The presentation introduces two educational programmes that have been offered by the National Museum, Prague, Czech Republic. The programmes, aimed at the target audience of school children, take place in the permanent exhibition, History of the 20th Century, and offer a different perspective than the mainstream one presented by the exhibition. The programmes focus on the history, language, culture and experience of Slovaks in the time of Czechoslovakia, a state where both Czechs and Slovaks lived together, as well as after the country's dissolution as a significant national minority in the Czech republic. We present the realisation of the programmes, their evaluation from the participants, the fulfillment of the programmes' objectives (encouraging multicultural dialogue, flourishing the values of tolerance, empathy and intercultural cooperation) and the further possibilities of using its interpretative methods for similar activities.

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Michaela SMIDOVÁ is a historian, a former History teacher and a current Acting Head of the Centre for Presentation of Cultural Heritage, a department of the National Museum of the Czech Republic that focuses on museum and cultural heritage presentation, interpretation and communication. Her research focuses on the heritage of national minorities and its presentation and interpretation, as well as various topics related to the social responsibility of museum institutions.

Eliška PEKÁRKOVÁ is a historian and a museum educator at the Department of Education and Cultural Activities of the National Museum of the Czech Republic. She creates educational programmes for the historical permanent and temporary exhibitions. Her research focuses on the Jewish history, history of national minorities and didactics of History.

## Interpreting the heritage of national minorities in the National Museum, Prague

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Michaela SMIDOVÁ  
& Eliška PEKÁRKOVÁ  
[Czech Republic]

**Sa. 13 May | 10:00**  
CLOCK TOWER  
*Music room*  
Presentation: 15 min

## The culture of care and the care of culture

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Antonio DELLA CORTE &  
Antonio IACCARINO  
[Italy]

The story of a neighborhood on the 'margins' of the city of Naples that is reborn thanks to the idea of a priest and a group of boys who in 2006 started a bottom-up process: the reopening of the Catacombs of San Gaudioso and the dream of an economy based on tourism and legality. But it was the reopening of the Catacombs of San Gennaro in 2008 that triggered a real change that led to the reuse of historical places for cultural and social activities. Orchestras, theatres and educational centres were born in monumental complexes to support the children. The participation of youth, the involvement of the community and the support of private institutions stimulated a social, cultural and economic growth by healing this suburb in the centre of Naples. The Rione Sanità, once avoided, has become a tangible example of how, through cooperation and active involvement, it is possible to recover people and communities by promoting innovative forms of social cohesion and territorial regeneration.

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Antonio DELLA CORTE studied Cultural Heritage Management. His papers are in: Catacombe di Napoli, spettacolo underground (Archeologia Viva, May-June 2018), Il Rione Sanità ancora da scoprire (Intra Moenia 2016), Catacombe di San Gennaro – guida storico artistica (Ed. San Gennaro 2019), Basilica di Santa Maria della Sanità e Catacombe di San Gaudioso – Guida storico artistica (Ed. San Gennaro 2019).

Antonio IACCARINO, along with Antonio Della Corte, is responsible for the formation and planning of the social cooperative la Paranza Onlus. The field of work includes the implementation of national and international projects and competitions and the training of new human resources.

**Sa. 13 May | 11:00**  
CLOCK TOWER  
*Music room*  
Workshop: 1h 25 min

The Water Treatment Plant in Giurgiu, was built in 1910 as a response to an acute sanitary local crisis and after long debates and financial struggle. Still in operation, the actual historical monument preserves, in-situ, equipment and installations dating back to 1928-29, such as the Swiss Sülzer pumps, as well as the single-girder overhead travelling crane installed prior to WWI, which is still in use. The built structure reveals today the extended shape from the late 1920s and the exterior decorations, bearing significant traces of the arguable interventions from the early 2000s. In 2022, Apa Service Giurgiu was granted a fund by the National Institute of Heritage to develop a complex restoration solution aiming not only to preserve the architectural, technical and historical structures, but to activate the space as a cultural and educational local landmark. During the first development phase of the project, one particular aspect found its way to the centre of the debate among the multitude of stakeholders involved: the windows. In an attempt to extrapolate this particular case study from Giurgiu to the systemic complexity of the dynamics involved in the negotiation process, the presentation taps into the socio-economic, cultural and political interdependencies that influence the construction of a foundational philosophy of intervention.

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Loredana STASISIN is a Romanian architect based in Amsterdam. She is specialised in the architectural heritage of the 20th century, following a post-master training in France, at ENSA Paris-Belleville. Since 2016, she has been a member of the Association of Critical Heritage Studies. In 2017, she was awarded the best paper on the topic 'Authenticity and Built Heritage' at the REHAB International Conference in Portugal for a bottom-up comparative urban analysis methodology meant to identify local specificities. She is the president of the Rhabillage Association, an NGO focused on the integration of cultural heritage in the urban development process.

## When a window is more than a window... or not. The restoration of the Water Treatment Plant in Giurgiu

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Loredana STASISIN  
[Romania]

**Sa. 13 May | 12:30**  
CLOCK TOWER  
*Music room*  
Presentation: 15 min

# Heritage interpretation learning landscapes: A view from higher education

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Zrinka MILEUSNIĆ  
[Slovenia]

Universities are mainly viewed as formal institutions with a closed and academic approach to teaching about heritage and a minor impact on heritage interpretation for the general public. This presentation will show an example of a strategic system of teaching heritage in formal and informal activities that include different types of learners. By adapting the teaching for each learning group, we are implementing various levels of heritage interpretation. We will look at the way of teaching that has led to the establishment of the UNESCO Chair of Interpretation and Education for Enhancing Integrated Heritage Approaches, along with its activities on establishing complex and integrated learning landscapes by intertwining formal and informal teaching for different types of learners. This includes considering the environment from the aspect of cultural and natural heritage and fostering the transfer of knowledge from the public to the formal teaching environments and vice versa.

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Zrinka MILEUSNIĆ is the head of the Department of Archaeology and Heritage at the Faculty of Humanities of the University of Primorska in Slovenia. She is also an active member and one of the founders of the UNESCO Chair of Interpretation and Education for Enhancing Integrated Heritage Approaches. She has been involved in different projects and activities of heritage promotion and heritage education for different types of learners. She also organises the International summer schools of museology. She teaches different heritage courses and integrates interactive types of learning and teaching, including students and local public and local heritage.

**Sa. 13 May | 14:00**

CLOCK TOWER

*Music room*

Presentation: 15 min

## What's your interpretation centre management model?

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Tea ŠTIFANIĆ &  
Manuela HRVATIN  
[Croatia]

In the past years, Croatia has seen a fruitful development of visitor and interpretation centres fostered by the Ministry of Tourism that financed the construction or renovation of interpretation centres focused on presenting heritage, especially through multimedia experience. But, what happens within the interpretation centre after the ribbon-cutting ceremony? What are the business models in use and to what level are they sustainable? One of the largest pieces of research on management of visitor or interpretation centres in Croatia has been conducted in the frame of the EU project Interreg ADRLINK. A questionnaire sent to 84 interpretation centres in Croatia received a response rate of 55%. The research investigated whether the interpretation centres are managed systematically and strategically with the aim of their sustainability, i.e. whether there are certain models of good management that could be transferred as an example of good practice to other territories.

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Tea Štifanić has been managing projects for the Vrsar Tourist Board on heritage interpretation, community development, participatory decision-making processes and development of events fostering non-economic relations between locals and visitors. She is currently the advisor for visitor and interpretation centers for Vrsar municipality.

Manuela HRVATIN is an IE certified interpretive guide and IE's former Country Coordinator Croatia. She leads the Practice for Interpretation of Cultural Heritage on the Culture and Tourism studies at the University of Juraj Dobrila in Pula and teaches at the postgraduate specialist study Adapting to the European Union at the Faculty of Political Science of the University of Zagreb.

**Sa. 13 May | 14:30**  
CLOCK TOWER  
*Music room*  
Presentation: 15 min

## Will it rain? Interpreting an old rainmaking ritual. Case Study: Contrătești, Republic of Moldova

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Olga ANDRANOVICI  
[Moldova]

Condrătești is a small village in the Republic of Moldova. It lies between the green hills of the Moldovan landscape, along the Cula River. As an old rural village, cultural inheritance is a big part of its identity. Even so, its villagers are not acquainted with the concept of cultural heritage. The natural circumstances of the summer of 2020 became fertile soil to initiate the process of interpreting an old tradition of a rainmaking ritual. It was decided to present that part of the heritage with the help of ethnographic research, re-enactment, and ultimately heritage interpretation. Thus, together with the older villagers and local teachers, it was possible to bring the intangible heritage closer to younger generations and other villages. The small project of bringing back the rainmaking 'Caloian' ritual became a catalyzer of community acts for sustainability and left a long-term impact on local awareness of its heritage.

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Olga ANDRANOVICI is a museographer at the National History Museum of Moldova in Chisinau and is taking a Master's degree in Cultural Heritage Management at the State University of Moldova. This year Olga finished a Bachelor's Degree in Cultural Heritage Studies at the 'Lucian Blaga' University of Sibiu, the only bachelor's programme in cultural heritage in Romania.

**Sa. 13 May | 16:00**

CLOCK TOWER

*Music room*

Presentation: 15 min



## When was the last time you received a letter?

Penelope GKINI  
[Greece]

The postman's road: Connecting gorges. This is about a project whose goals are to valorise the cultural landscape of the region of Sfakia in the south west part of Crete through the ancient road of the rural postman that stopped walking on it in 1984. South west Crete is known for its deep canyons and wild landscapes. Isolated with no vehicle access, the mountain range of the Lefka Ori – with more than 30 peaks above 2,000 metres – isn't just a postcard but a precious resource of water, food, culture and wildlife. This trail gives you the chance to dive into rocky mountains, a pine forest, a sandy coast and enjoy incredible views of the infinite blue of the Libyan sea. Stop wherever you want, take time to make friends, to create habits, to share, to taste, to live. The postman brought good news and bad news, local news and global news, newspapers, medicine, letters from young soldiers and from immigrants to the USA and Australia.

Penelope GKINI took the first interpretive course in Greece in 2015. She has been a mountain leader in Greece since 2007. Her first Master's degree was in communication and cultural studies and her second was on alternative psychopedagogy. She has worked for the project of the Greek Ministry of Culture on agricultural landscapes and participated in the Delphi EU project. Penelope designed the 'Postman's road' in Sfakia, a project with elements of interpretation.

**Sa. 13 May | 16:30**  
CLOCK TOWER  
*Music room*  
Presentation: 15 min

## Which programme and presenter variables predict successful outcomes for personal interpretation?

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Glen HVENEGAARD et al  
[Canada]

Many park agencies do not effectively evaluate progress toward goals of personal interpretation programmes. This study identified characteristics of the programmes, interpreters, and audiences affecting the outcomes of personal interpretation. In 2018-19, we attended 135 programmes in Alberta's provincial parks (evaluating programme and interpreter characteristics), interviewed interpreters, and surveyed 763 attendees about six potential interpretive outcomes. We followed Stern and Powell's [2013] approach to create predictor indices. Programme connections and organisation were positively correlated with learning outcomes. Programme connections and group size were positively correlated with satisfaction and some park-friendly behaviours. Programme length was inversely correlated with positive memories. Interpreter characteristics had few correlations with interpretive outcomes. These results can help interpretive planners and frontline staff manage and improve target outcomes.

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Glen HVENEGAARD currently teaches interpretation, park management, and physical geography in the University of Alberta's Environmental Science programme. He is a member of the World Commission on Protected Areas. He and his colleagues have published extensively on interpretation effectiveness, park management, bird conservation, and nature-based tourism. Currently, he conducts research on the effectiveness of interpretation programmes, and was an interpreter with Alberta Parks.

Elizabeth HALPENNY [Professor] and Clara-Jane BLYE [PhD student] are in the Faculty of Kinesiology, Sport, and Recreation at the University of Alberta in Edmonton. Julie OSTREM is an interpreter with Parks Canada at Elk Island National Park, Alberta.

**Sa. 13 May | 17:00**

CLOCK TOWER

*Music room*

Presentation: 15 min

## Interpretive plan as a key tool for EU-funded interventions

The workshop, dedicated to the inclusion of the interpretive plan as a key tool for EU-funded interventions with potential impact upon cultural heritage will take the form of a lively discussion to underline how this tool could be applied in Romania. Based on a specific template proposed by the National Institute of Heritage, the debate will focus on the further development of this document and on the framework for its implementation in the new Regional Operational Programs [ROP]. The main aims of EU-funded interventions with impact upon cultural heritage are to improve the economic competitiveness and living conditions for local and regional communities in Romania. The practice has shown that the EU programmes funding guides could be improved in order to better correlate with the heritage conservation domain and the current issues found in this field, as immovable heritage can only be properly conserved when considered in relation to its context, which often includes natural, movable and immaterial heritage. As such, through its projects and initiatives, the National Institute of Heritage has proposed different actions in order to improve the framework for EU-funded heritage interventions [mainly the ROP], one of them being the elaboration and implementation of interpretive plans based on intrinsic values – tangible and intangible – of historic monuments.

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Raluca GRAMA is an architect and the Head of the World Heritage Department within the National Institute of Heritage in Romania. With more than ten years' experience in cultural heritage, in both governmental and non-governmental organisations, she is the alumni of Raymond Lemaire International Center for Conservation, K.U.Leuven, Belgium and 'Ion Mincu' University of Architecture and Urbanism, Bucharest, Romania.

Florentina MUREA-MATACHE is an architect and a specialist on built heritage of the Ministry of Culture from Romania. Since 2010, she has been involved in numerous research and heritage value recognition projects. In 2016, she started working at the National Institute of Heritage, the main public institution in Romania dealing with the research, documentation and protection of cultural heritage.

The National Institute of Heritage is the main central body, under the authority of the Ministry of Culture, responsible for implementing public policies in the field of cultural heritage in Romania. NIH is charged with activities of research, inventory, protection and enhancement of all categories of cultural heritage – immovable, movable, intangible and digital.

Raluca GRAMA

&

Florentina MUREA - MATACHE  
[Romania]

**Mo. 15 May | 09:30**

CLOCK TOWER

*Music room*

Workshop: 1h 25 min

## 3.3 Inclusive co-creation

### City Hall - Baroque hall

#### **Iron Curtain in my backyard – Collaborating with a private heritage site at the Austria-Hungary border**

Zsuzsa BEREZ & Árpád BŐCZÉN [Hungary]  
Presentation: 45 min **\_SA 13 May | 09:30**

#### **Interpretive planning at World Heritage Sites**

UNESCO and IE  
Panel discussion: 1h 25 min **\_SA 13 May | 11:00**

#### **The village council as a mechanism for heritage interpretation ‘at home’ in a UNESCO site**

Irina DOBRIȚĂ [Romania]  
Presentation: 15 min **\_SA 13 May | 12:30**

#### **Two villages, eight houses and eight stories from Ținutul Pădurenilor for a sustainable re-interpretation**

Mara VIDA & Ioan BÂRSAN [Romania]  
Presentation: 15 min **\_SA 13 May | 14:00**

#### **Heritage Quest – The wisdom of the past**

Roxana-Talida ROMAN [Romania]  
Presentation: 15 min **\_SA 13 May | 14:30**

#### **Heritage interpretation through the education and engagement of community: The case of zapis**

Marija DRAGISIC & Ivana RANKOVIC MILADINOVIC [Serbia]  
Presentation: 15 min **\_SA 13 May | 15:00**

#### **Shelving the ‘expert’ – Embracing the multidimensional nature of heritage landscapes**

Małgorzata HORDYNIEC [Poland]  
Presentation: 45 min **\_SA 13 May | 16:00**

#### **Locality in learning landscapes: Rural, suburban, municipal – the many aspects of a museum site**

Maaret LOUHELAINEN [Finland]  
Presentation: 15 min **\_SA 13 May | 17:00**

#### **Dragons and fires: Community driven geoheritage interpretation in post-communist societies**

Cristina TOMA & Cristian CIOBANU [Romania]  
Presentation: 45 min **\_MO 15 May | 09:30**

#### **Learning landscapes as an educational tool for heritage interpretation – The case of the Kalemegdan fortress in Belgrade**

Ana RADOVANAC ŽIVANOV [Serbia]  
Presentation: 15 min **\_MO 15 May | 10:30**

## Iron Curtain in my backyard – Collaborating with a private heritage site at the Austria- Hungary border

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Zsuzsa BERECH & Árpád BŐCZÉN  
[Hungary]

We will guide our audience through our collaboration with the Iron Curtain Museum, a small private collection at the Austria-Hungary border. Despite its name, the museum is really a non-institutional entity, situated in the vineyard of a former conscript border guard from the 1960s. Our organisation, KÖME the Hungarian Association of Cultural Heritage Managers, launched a development at the site in 2018 in order to make sure it survives. We will give you an overview of the work done so far, focusing on the challenges of developing the place into a sustainable and (more) interpretive learning environment. Some of our questions are: How to think of ownership in the case of heritage on private property? What can be the institutional alternatives for such a personal site? What can be the alternatives that complement and not reduce such a personal interpretation? What if interpretation is paired with artistic creation? We dive into successes and conflicts in order to discover lessons that can become common ones for us, interpreters.

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Zsuzsa BERECH is an expert in the study of drama and is a curator in various socio-cultural and artistic contexts, based in Budapest. Her work revolves around transversal knowledge-production and art as a social activity. Zsuzsa is an IE certified interpretive writer, vice-president of the Hungarian Association of Cultural Heritage Managers (KÖME), and active in the field of interpretation, enriching it through her artistic experience.

Árpád BŐCZÉN is the president of the Hungarian Association of Cultural Heritage Managers (KÖME). He graduated as an architect and as a cultural heritage expert. The interpretive approach is the basis of his practical and theoretical work. He is an IE certified trainer and is IE Country Coordinator Hungary.

**Sa. 13 May | 09:30**  
CITY HALL:  
*Baroque hall*  
Presentation: 45 min

## The village council as a mechanism for heritage interpretation 'at home' in a UNESCO site

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Irina DOBRIȚĂ  
[Romania]

An emergent critical heritage scholarship, as well as relevant organisations, increasingly press for the acknowledgement of contested views on preservation and a more aware and inclusive process of heritage-making. In such a context, heritage interpretation is called to mitigate both 'classical threats' (over-development, mass-tourism) and the ones of the actual production of heritage, in times where society is challenging 'the monumental'. The paper focuses on one particular citizen participation mechanism devised by a minority of custodians in order to broaden acceptance and safeguarding of their heritage among the current majority: an informal village council. An analysis of its merits in mitigating a potentially disruptive conflict – around a road infrastructure modernisation project affecting the UNESCO site – serves as a basis for evaluating the further potential of such mechanisms for both successful heritage interpretation 'at home' and cultural mediation.

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Irina DOBRIȚĂ has over a decade's experience in communication and has until very recently coordinated the activity of Romania's Center for Cultural Heritage Promotion [set up by the National Institute of Heritage]. Interpretation has been at the core of the programming of activities in 2022. As an anthropologist, Irina found it especially interesting to study sites with contested heritage and where grass-root perceptions and practices challenge the official narratives or the most influential marketing ones.

**Sa. 13 May | 12:30**

CITY HALL:

*Baroque hall*

Presentation: 15 min

## Two villages, eight houses and eight stories from Ținutul Pădurenilor for a sustainable re-interpretation

Mara VIDA & Ioan BÂRSAN  
[Romania]

Romanian villages have preserved an ancient character. This is because the magical and religious activities dominate the soul of the Romanian peasant to the most intimate, colouring all other activities, all expressions of the village life community. Bunila is a township located in the west of the county of Hunedoara, part of Ținutul Pădurenilor (The Foresters Land) – pinnacle villages settled around large, round surfaces that form terraced hills. In the past, most of its inhabitants were employed at the Alun marble quarry, whose history began in the 19th century. Bunila stands out for its unique marble road and the particularity of the local marble in the construction of traditional houses. These villages are now uninhabited and in danger of being modernised. To protect this heritage, we must help people understand it [be it natural environment or anthropogenic], thus giving them the opportunity to collectively reinvent and reinterpret the surrounding space.

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Mara VIDA discovered heritage interpretation in 2022 when she joined an IE Certified Interpretive Planner [CIP] course. In her PhD thesis, she is studying the sustainable development of a Metropolitan area from Romania.

Ioan BÂRSAN is an engineer from Sighisoara and is a founding member of the SalvaSat Association whose main objective is to preserve the traditional village and its regional characteristics. We want to achieve the revival of this typical Romanian village, with unchanged customs, with hardworking people and happy in their simplicity: a village like a huge open-air museum.

**Sa. 13 May | 14:00**  
CITY HALL:  
*Baroque hall*  
Presentation: 45 min

# Heritage Quest – The wisdom of the past

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Roxana-Talida ROMAN  
[Romania]

When we talk about future sustainable developments we tend to forget that in the past most traditional communities used to be sustainable, their livelihoods became unsustainable just around the time local communities were cut out of heritage. Cultural heritage as inheritance of past worlds narrates a story not just about a certain type of anthropogenic interventions but also about socio-political contexts, cultural identity and ways of living, belonging and resilience. Heritage interpretation has the potential to bring widely forgotten features of the past to life and make them actively matter in the present. By engaging the UNESCO serial, 'The Wooden Churches of Maramureş', the concept of creating learning landscapes through heritage interpretation can be probed. Approaching heritage from a value-based interpretation perspective fosters an understanding of how the past can empower the present by opposing time validated good practice scenarios to seemingly lofty global challenges.

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Roxana-Talida ROMAN's areas of expertise include research of the human past, heritage assessment, and interpretation of material culture through hands-on research. Being characterised by an interdisciplinary approach to research, she sees cultural heritage as an antidote to violence, conflicts and social development issues due to its capacity to advance the promotion of knowledge, mutual celebration of diversity and cultural pluralism.

**Sa. 13 May | 14:30**

CITY HALL:

*Baroque hall*

Presentation: 15 min



In the past, every Serbian village had the zavis in its centre; a consecrated tree with a carved cross, around which the community gathered, prayed and ate, thus confirming their unity. Although the consecrated trees are still preserved today, the knowledge about them is modest, and their interpretation is important on several levels. The interpretation plan for the zavis begins with educational workshops that inspire the memory of the former importance of the zavis for the local community and revitalise its gathering. Such workshops were organised a few years ago in the village of Sepci, when the European Heritage Days were celebrated near the zavis, with discussion from local residents and heritage conservationists. This is followed by an interpretive walk that is developed for visitors being delivered to local communities. It leads from the zavis, alongside the log church, to the brick church, in the same order in which they appear chronologically in religious practice. Other interpretive services, such as panels or interactive screens, are planned for the site to independently inform visitors about the zavis as a cultural and natural phenomenon.

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Marija DRAGISIC is an ethnologist, anthropologist and licensed conservator. She has been working at the Institute for the Protection of Cultural Monuments of Serbia since 2008 in the research and documentation department as a research conservator. For a long time, she has been engaged in educational work with teachers and children on the topic of preserving cultural heritage. Marija also participated in several workshops on earthen architecture and sustainable heritage.

Ivana RANKOVIC MILADINOVIC is an art historian and licensed conservator. She has been working at the Institute for the Protection of Cultural Monuments of Serbia since 2006 in the research and documentation department as a research conservator. For a long time, she has been engaged in educational work with teachers and children on the topic of preserving cultural heritage.

## Heritage interpretation through the education and engagement of community: The case of zavis

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Marija DRAGISIC & Ivana RANKOVIC  
MILADINOVIC  
[Serbia]

**Sa. 13 May | 15:00**  
CITY HALL:  
*Baroque hall*  
Presentation: 15 min

## Shelving the ‘expert’ – Embracing the multidimensional nature of heritage landscapes

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Małgorzata HORDYNIEC  
[Poland]

As a cultural institution, involved in heritage interpretation, we interpret and share the stories of our region. But whose stories do we tell? What language do we use? And how do these stories affect the local identity? Being an ‘expert’ undeniably gives one the necessary tools to interpret local heritage landscapes. But what if we shelve the role of an expert and embrace the local perspective? Flip the power structure and pass the agency to local people? Through 25 years of organising the Malopolska Days of Cultural Heritage we learnt to connect with local communities and evoke the stories that do not fit our interpretive frames but are meaningful to people. The need for capturing those stories gave life to a new project: Evoked Stories. Instead of using the local perspective on heritage as a support for our stories, we wanted to become a support for the local heritage communities to tell their story. Thus embracing the multidimensional nature of heritage landscapes.

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Małgorzata HORDYNIEC is a social anthropologist by education (University of Warsaw, Poland) and avocation. She is an active member of the Interpret Europe network, a certified interpretive guide, and a certified interpretive writer. At Malopolska Institute of Culture in Krakow, she acts as a ‘field worker’, cooperating with local communities and cultural institutions on heritage interpretation.

**SA 13 May | 16:00**

CITY HALL:

*Baroque hall*

Presentation: 45 min

Lagstad school was built as the first public primary education school in Espoo in 1873. Located in the school teacher's house, the aim is to develop a new museum concept, which would enable independent use, attract new audiences reflecting the multicultural neighbourhood and act as a platform for participation and promotion of equal access to education. The surroundings of Lagstad school consist of rich heritage with two nationally significant cultural landscapes: The Great Coastal Route and medieval Espoo Cathedral. The area has still rural traces of old farmhouses yet it is situated in the middle of modern suburbia, thus telling a story of a developing city and society. Key points of a workshop held for local residents will also be shared in the presentation: What are the elements that makes the local community's vicinity important? What could add to the sense of belonging to the local area? and What kind of cooperation is needed to foster their locality?

-

Maaret LOUHELAINEN is a heritage professional in cultural landscapes and the built environment working in the museum field for over 15 years. Currently working as a curator of cultural environments in Espoo City Museum, they hold a degree in landscape studies, museology and cultural history and restoration of historic buildings.

## Locality in learning landscapes: Rural, suburban, municipal – the many aspects of a museum site

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Maaret LOUHELAINEN  
[Finland]

**SA 13 May | 17:00**  
CITY HALL:  
*Baroque hall*  
Presentation: 15 min

## Dragons and fires: Community driven geoheritage interpretation in post- communist societies

-  
Cristina TOMA  
& Cristian CIOBANU  
[Romania]

In communism, the theory shows an ideal community where the goods, the values and space are shared equally by the citizens. However, forcing people to be part of a community by giving up their valuables (resources, property, freedom) and often even depriving them of their means of survival, is far from an ideal. The result is that the citizens do not see the newly formed community as their own, but as the State's. The special situation of post-communist Romania makes any attempt of heritage conservation, interpretation and development a difficult challenge. We will present how the concept of UNESCO Global Geoparks is used to tackle these difficulties and to transform problematic rural areas into model territories of development. We will show some of the practical techniques used and illustrate them with case studies from the Hateg Country UNESCO Global Geopark and Buzau Land UNESCO Global Geopark.

-  
Cristina TOMA is doing a PhD in Geoheritage Interpretation at the Faculty of Geography, University of Bucharest, and is an interpretation expert for Hațeg Country UNESCO Global Geopark. She has been a member of Interpret Europe since 2020 and is IE subject coordinator for Geological Heritage.

Cristian CIOBANU works at the Hațeg Country UNESCO Global Geopark, University of Bucharest. His scientific preoccupations include heritage interpretation using space perception, the sacred geography of the Hațeg region, and a whole series of the geographies of perception.

**Mo. 13 May | 09:30**

CITY HALL:

*Baroque hall*

Presentation: 45 min

Learning landscapes allow us to generate personalised learning environments. They can also respond to visitors' needs by providing an audiovisual, intuitive, and functional environment that allows us to capture visitor attention, making the content more attractive, achieving greater retention of concepts, and enhancing their digital competence. The presentation will showcase a project of the civil society in Belgrade around the Fin de siècle and during the first decades of the 20th century. More than any other part of today's Belgrade, the walls of Kalemegdan fortress witnessed many important historical events and preserves the largest part of the cultural heritage of our country. Apart from all the historical layers that we can trace, the development of civil society can also be linked to the life of the fortress and the grandiose park that surrounds it. Several phenomena are encountered, all supported by a dozen interpretive services. We will look at some evaluation results and recognise the fundamental elements that characterise learning landscapes, which could be used for future planning as well as for benchmarking.

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Ana RADOVANAC ŽIVANOV is an Art Historian and licensed conservator, and has worked at the Institute for the protection of Cultural Monuments of Serbia since 2011. She is an associate in the Research Department and also a PhD candidate in History of Art, Museology and Seminar of Heritage studies, in the Faculty of Philosophy, Belgrade University. Ana primarily deals with the protection of immovable cultural assets, but also has contact with heritage revitalisation, which includes interpretation.

## Learning landscapes as an educational tool for heritage interpretation – The case of the Kalemegdan fortress in Belgrade

Ana RADOVANAC ŽIVANOV  
[Serbia]

**Mo. 13 May | 17:00**  
CITY HALL:  
*Baroque hall*  
Presentation: 15 min

## 3.4 Interpretive planning

### German Forum

#### **Participatory planning processes for nature interpretation in protected areas**

Eva SANDBERG & Per SONNVIK [Sweden]

Workshop: 55 min      **\_Sa. 13 May | 09:30**

#### **Evaluation work targeting the cooperation of artists, heritage sites and IT experts – the MUSE.ar case**

Ágnes Erzsébet MÁCSAI [Hungary]

Presentation: 15 min      **\_Sa. 13 May | 11:00**

#### **Landscapes; interpreting the picturesque**

Beth MÔRAFON [UK]

Presentation: 15 min      **\_Sa. 13 May | 11:30**

#### **Macro-regions as a learning landscape: The Adriatic-Ionian Region Cultural Routes Tourism Governance Model – An Opportunity for the EUSAIR area**

Iva Čaleta PLEŠA [Croatia]

Presentation: 15 min      **\_Sa. 13 May | 12:00**

#### **Visitor research and segmentation – Does it still make sense?**

Michal MEDEK [Czech Republic]

Presentation: 15 min      **\_Sa. 13 May | 12:30**

#### **Which interpretive strategies do learning landscapes need?**

Thorsten LUDWIG [Germany] & Michal MEDEK [Czech Republic]

Workshop: 1h 25 min      **\_Sa. 13 May | 14:00**

#### **Learning Landscape Lusatia: Potentials and challenges of a model project**

Claudia GRÜNBERG & Sebastian Zoepp [Germany]

Workshop: 1h 25 min      **\_Sa. 13 May | 16:00**

#### **IE Certified Interpretive Planner [CIP]: Interpretive planning process in 16 questions**

Valya STERGIOTI [Greece] & Angus FORBES [Germany]

Workshop: 1h 25 min      **\_Mo. 15 May | 09:30**

#### **Speakers' corner**

During the conference, you can book a 10-min time slot for a short talk that will be announced to all attendees      **\_Mo. 15 May | 11:30**

Welcome to a workshop on how to integrate participatory interpretive planning processes in protected area management. Starting from ongoing processes and examples from the Swedish Centre for Nature Interpretation and our experiences as facilitators, we will exchange experiences and ideas.

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Eva SANDBERG is Director of the Swedish Centre for Nature Interpretation. She is an IE certified interpretive guide and trainer and is a member of the Supervisory Committee.

Per SONNVIK is a project manager for the Swedish Centre for Nature Interpretation. He is an IE certified interpretive guide and trainer.

## Participatory planning processes for nature interpretation in protected areas

-

Eva SANDBERG & Per SONNVIK  
[Sweden]

**Sa. 13 May | 09:30**  
GERMAN FORUM  
Workshop: 55 min



## Evaluation work targeting the cooperation of artists, heritage sites and IT experts – the MUSE.ar case

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Ágnes Erzsébet MÁCSAI  
[Hungary]

MUSE.ar was an international project bringing artists, museum collections and digital developers closer to each other. During the two year process an online platform was developed, which serves as a tool for heritage sites and artists from different backgrounds to build their own digital narratives in an easy and cost-effective way. In the framework of the project, we experimented with a new kind of interpretation based on the co-creation model, which was accompanied by a systematic evaluation process. How can artists, sites, IT and other professionals work together in the development of digital programmes so that they go beyond the classic client-service provider roles and create a new kind of knowledge sharing and decision making process resulting in a more balanced operating model? The results can help the planning and implementation of other interpretation developments with the best possible use of resources.

-  
Ágnes Erzsébet MÁCSAI is an evaluator and audience researcher based in Budapest, Hungary. She participates in Hungarian and international museum interpretation and other cultural projects as an external expert. She was a member of the evaluation team of the MUSE.ar international project. She is also a lecturer at the Moholy-Nagy University of Art and Design Budapest [MOME].

**Sa. 13 May | 11:00**  
GERMAN FORUM  
Presentation: 15 min

## Landscapes; interpreting the picturesque

Beth MÔRAFON  
[UK]

Discover how VisitMôr interpreted 11 miles of navigable UNESCO World Heritage Site (WHS) through the Clwydian Range and Dee Valley AONB, Wales, UK. Steeped in historic significance, Pontcysyllte Aqueduct, 'the waterway in the sky', opened in 1805 with 8,000 spectators watching a procession of boats, music and gunfire. Exploring themes of the picturesque, feats of engineering and design, plus travel and tourism, the interpretation tells the story of the people that shaped the valley. Pioneering engineers, artists, influencers, entrepreneurs, and canal labouring navigators are some of the historic characters to make their mark. The presentation will compare the Interpretation Action Plan, which helped secure £1.4 million from the National Heritage Lottery Fund for the 5-year wider Landscape Partnership Scheme, with the final interpretation for eight spectacular WHS destinations. On behalf of the client, further local digital and community engagement conceived in the plan will be featured.

Beth MÔRAFON is the Director of VisitMôr consultancy, creating magical ways for people to reconnect with natural and cultural heritage. She is also Chair of the UK's Association for Heritage Interpretation [AHI]. Formerly, she dedicated 20 years to designing and planning interpretation with the Wildfowl & Wetlands Trust and WWT Consulting for councils, NGOs, and highly designated sites across the UK and overseas.

**Sa. 13 May | 11:30**  
GERMAN FORUM  
Presentation: 15 min

## Macro-regions as a learning landscape: The Adriatic–Ionian Region Cultural Routes Tourism Governance Model – An Opportunity for the EUSAIR area

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Iva Čaleta PLEŠA  
[Croatia]

Macro-regions are closely connected areas with common needs and challenges. The European Union established macro-regional strategies as a policy framework which allows countries located in the same region to jointly tackle and find solutions to problems or to better use the potential they have in common. So far, four macro-regional strategies have been adopted by the EU: the EU Strategy for the Baltic Sea Region [2009], the Danube Region [2010], the Adriatic and Ionian Region [2014], and the Alpine Region [2015]. As connected areas they share culture, tradition, cuisine and landscape. The European Strategy for the Adriatic and Ionian region [EUSAIR] promotes sustainable economic and social prosperity by improving its attractiveness, competitiveness and connectivity, while preserving the environment and ensuring healthy balanced ecosystems. The EUSAIR strategic project tackling cultural routes governance will be presented to encourage discussion on thinking of heritage interpretation in reaching the goals of EUSAIR and other macro-regional strategies.

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Iva Čaleta PLEŠA works as a Senior Expert Advisor in the Division for European Affairs and Policies at the Ministry of Tourism and Sport of Republic of Croatia. She holds Master's degrees in French and Russian language and literature, European studies, and Museology and Heritage Management. She is an IE certified interpretive guide and trainer for guides, vice-president of the Croatian Association for Heritage Interpretation, and a tourist guide for Zagreb. With an interest in heritage interpretation for children, she is a member of the working group for developing the IE training module, 'Interpretation for children' which will be launched this year.

**Sa. 13 May | 12:00**  
GERMAN FORUM  
Presentation: 15 min

## Visitor research and segmentation – Does it still make sense?

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Michal MEDEK  
[Czech Republic]

The presentation will challenge the mechanical approach to visitor segmentation and broaden perspectives on visitor research. It will also discuss several examples of good and bad practice in visitor research and thus foster reflection on the theory and practice of heritage interpretation as a discipline.

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Michal MEDEK has been pioneering the field of heritage interpretation in the Czech Republic for 15 years. He studied HI at UHI, UK, receiving PgCert apart from having MSc. in Geography, Biology and Geology [combined] and MA in Environmental Humanities. Michal works on various interpretation projects in his role as director of the Czech Institute for Heritage Interpretation and he also lectures in HI at Masaryk University, Brno. Michal is an IE certified interpretive trainer for guides, writers and planners.

**Sa. 13 May | 12:30**  
GERMAN FORUM  
Presentation: 15 min

## Which interpretive strategies do learning landscapes need?

-

Thorsten LUDWIG  
[Germany]  
& Michal MEDEK  
[Czech Republic]

In 2019, UNESCO defined value-based heritage interpretation as the core mandate for UNESCO designated sites. Stakeholders shall act as co-creators with themes encouraging individual interpretation and reflection on different perspectives. Complementing formal learning, sites shall help to turn regions into learning landscapes for sustainability. IE has aligned its training programme with this approach. So far, courses relate to programme/exhibit planning (Certified Interpretive Guide/ Certified Interpretive Writer courses) and to planning for specific sites (Certified Interpretive Planner course) – but connecting multiple sites under one interpretive strategy seems to require different formats. What knowledge and skills would employees need to act as interpretive agents? And would it make sense to develop a separate training event for this?

After a 25-minute introduction to value-based heritage interpretation and learning landscapes, we will deal with these questions in an open-ended workshop. Attendees interested only in the introduction may leave for parallel sessions afterwards.

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Thorsten LUDWIG holds an MSc in Interpretation. He studied archaeology and worked at a German national park until 1993, when he founded Bildungswerk interpretation. For 12 years, he was on the Board of the German Association for Natural and Environmental Education [ANU]. He also chaired the Board of a foundation running a medieval castle for some years and was Director of Interpret Europe from 2015-2021.

Michal MEDEK has been pioneering the field of heritage interpretation in the Czech Republic for 15 years. He studied HI at UHI, UK, receiving PgCert apart from having MSc. in Geography, Biology and Geology [combined] and MA in Environmental Humanities. Michal works on various interpretation projects in his role as director of the Czech Institute for Heritage Interpretation and he also lectures in HI at Masaryk University, Brno. Michal is an IE certified interpretive trainer for guides, writers and planners.

**Sa. 13 May | 14:00**  
GERMAN FORUM  
Workshop: 1h 25 min

## Learning Landscape Lusatia: Potentials and challenges of a model project

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Claudia GRÜNBERG &  
Sebastian ZOEPP  
[Germany]

The region of Lusatia is rich in cultural and natural landscapes. Four have been designated by UNESCO: World Heritage Muskauer Park, Geopark Muskau Arch and the Biosphere Reserves Spreewald and Upper Lusatia Heath and Pond Landscape. These sites have now agreed to foster and realise the sites' potential to support the sustainable transformation of the region and to use heritage interpretation as a tool. Standing at the beginning of making Lusatia a learning landscape and a role model for heritage interpretation applied at varied UNESCO-sites, we want to map the central benefits and challenges, share strategies and already achieved results, but also debate the challenges and questions: What values and meanings should the sites have in the transformation process? How to motivate local stakeholders for heritage interpretation? How to institutionalise responsibilities and who takes the lead? What actions and training must be implemented?

-  
Claudia GRÜNBERG holds a Master's in World Heritage Studies and has eight years of experience in design and implementation of various education and interpretation projects at World Heritage Sites for a variety of stakeholders. She developed an interpretation strategy for UNESCO-designated sites in Lusatia outlining their potential for sustainable development in the transformation process.

Sebastian ZOEPP started using heritage interpretation for designing and implementing guided tours in the UNESCO Biosphere Reserve Spreewald more than 20 years ago. As an IE certified interpretive trainer he is now passing on his practical experience to various target groups, such as park rangers and tour guides.

**Sa. 13 May | 16:00**  
GERMAN FORUM  
Workshop: 1h 25 min

## IE Certified Interpretive Planner [CIP]: Interpretive planning process in 16 questions

-

Valya STERGIOTI

[Greece]

&

Angus FORBES

[Germany]

Interpret Europe's Certified Interpretive Planning (CIP) course was developed by IE members with a collective long experience in interpretive planning, as well as training. Though initially intended for planners and architects who wish to integrate value-based heritage interpretation in their work, the CIP course was also used as the basis for the WH-Interp course that IE implemented twice for UNESCO's Regional Bureau for Science and Education, for people working at World Heritage Sites.

In this workshop we will present a small taster of the updated CIP course. Participants will get the chance to familiarise themselves with IE's framework for interpretive planning and experiment on how to use it at different heritage sites, in order to develop new learning landscapes.

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Valya STERGIOTI is a freelance interpretive trainer and planner, collaborating with a broad spectrum of European NGOs, public and private institutions. In 2012 she founded Alli Meria, to promote heritage interpretation in Greece and the Balkans. She has been Interpret Europe's Training Coordinator since 2016.

Angus FORBES is from Scotland, UK, and has 25 years of experience as a landscape architect working in Berlin, Germany. He has been a member of Interpret Europe since 2017, is currently IE Subject Coordinator for Architecture and was author of the 2020 Interpret Europe publication 'Heritage Interpretation for Architects and Landscape Architects'.

**Mo. 15 May | 09:30**

GERMAN FORUM

Workshop: 1h 25 min



## 3.5 Nature and us

City Hall - Small room

### **Nurturing a movement of environmental interpreters in Ukraine, Moldova and Georgia**

Chuck LENNOX & Ariadna REIDA [USA]

Presentation: 45 min **\_Sa. 13 May | 09:30**

### **Interpretation of biodiversity and heritage of pile dwellings at Ljubljansko barje, Slovenia**

Aleš SMREKAR [Slovenia]

Presentation: 15 min **\_Sa. 13 May | 11:00**

### **Peleş Terraced Gardens: Heritage interpretation between architecture, landscape and a city**

Laura TIME & Raluca ZAHARIA [Romania]

Presentation: 15 min **\_Sa. 13 May | 11:30**

### **Using thematic trails for natural heritage interpretation in ecotourism destinations: Evidence from Țara Dornelor, Romania**

Adina Nicoleta CANDREA & Florin NECHITA [Romania]

Presentation: 15 min **\_Sa. 13 May | 12:00**

### **The Sh\*t Project – ‘Number two’ in nature responsibly**

Ondrej VITEK & Jitka KORINKOVA [Czech Republic]

Presentation: 15 min **\_Sa. 13 May | 12:30**

### **The collaborative art of weaving together heritage**

Eliza PĂTRAȘCU [Romania]

Workshop: 1h 25 min **\_Sa. 13 May | 14:00**

### **Interpretation in the secret garden**

Barbara GOŁĘBIEWSKA [Poland]

Workshop: 1h 25 min **\_Sa. 13 May | 16:00**

### **Pleasure gardens – Making these historic gems relevant for today and the future**

Emma McNAMARA & Pamela SMITH [UK]

Presentation: 45 min **\_Mo. 15 May | 09:30**

## Nurturing a movement of environmental interpreters in Ukraine, Moldova and Georgia

-  
Chuck LENNOX & Ariadna REIDA  
[USA]

Work has been underway over the last few years in the three countries of Ukraine, Moldova and Georgia adjacent to the Black Sea to support the development of interpretive networks through virtual training, on-site workshops and collaboration with a US-based NGO: Earth Island Institute. Educators at botanical gardens, in schools, outdoor programmes, a zoo and a monastery have been introduced to the basics of environmental interpretation and how it applies to their audiences. And in addition, how interpretation can be used as a tool to increase awareness of audiences for taking action on local issues. The opportunities and challenges of working with these groups will be identified and discussed especially in a cross-cultural context.

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Chuck LENNOX is the owner at Lennox Insites (US), a consultancy focused on the visitor experience. Chuck works with clients to design and develop extraordinary visitor experiences through planning, training and media development. He is a Lead Trainer and a Certified Interpretive Planner for the US National Association for Interpretation (NAI).

Ariadna REIDA works for the International Programs for Environmental Education and Interpretation at the Earth Island Institute (US). Ariadna is an interpretive trainer specially versed in interpretive planning. She holds a Master's degree in environmental studies. Having co-founded the Siberian Association for Interpretation, she currently helps clients explore the use of interpretation as a tool to solve environmental problems.

**Sa. 13 May | 09:30**

CITY HALL:

*Small room*

Presentation: 45 min

## Interpretation of biodiversity and heritage of pile dwellings at Ljubljansko barje, Slovenia

The presentation will focus on the interpretation of the biodiversity and natural and cultural heritage of pile dwellings in the area of UNESCO World Heritage Sites of Prehistoric Pile Dwellings around the Alps. The aim is to illustrate the organic link between the conservation of biodiversity and cultural heritage [i.e. pile dwellings] at the Ljubljansko barje using a combination of classic and modern methods and interpretation tools. For this purpose, the interpretation centre, the connecting educational trail and the reconstructed pile dwelling settlement were built and equipped with interpretation tools.

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Aleš SMREKAR holds a PhD in Geography and is Head of the Institute's Department of Environmental Protection. He is also an IE certified interpretive guide and IE certified interpretive writer. He mainly deals with nature conservation, but also works on interpretation of natural and cultural heritage. He is the co-author of the content presented, responsible for nature interpretation.

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Aleš SMREKAR  
[Slovenia]

**Sa. 13 May | 11:00**  
CITY HALL:  
*Small room*  
Presentation: 15 min

## Peleş Terraced Gardens: Heritage interpretation between architecture, landscape and a city

-  
Laura TIME &  
Raluca ZAHARIA  
[Romania]

Peleş Castle in Sinaia, the summer residence of the Romanian monarchy, is famous world-wide. However, little is known about its terraced gardens and historical park. Nowadays the typical visitor experiences half of what was once the gardens of King Carol I, the visit being focused on the history, the building and the impressive collection of cultural heritage on display in the museum. At the same time, the site fails to present its undeniable importance in Sinaia's stories and development. Limited knowledge and lack of heritage interpretation adds to the complicated site management situation (private property historical domain, two castles housing the National Peleş Museum, little maintenance being made). The National Institute of Heritage (INP) has enlisted the Peleş Terraced Gardens Project in the National Restoration Programme, its objective being to preserve, restore and interpret that particular heritage through surveys, field and historical studies.

-  
Laura TIME is from Sinaia and has started working on her PhD thesis after discovering heritage interpretation in 2020. The experience spurred on even more passion in developing a detailed analysis of the town's exceptional setting and ways of raising awareness about our heritage's capacity for building communities and enriching their wellbeing.

Raluca ZAHARIA, as a certified heritage specialist and former member of ARCHÉ Association, has given private cultural heritage tours as part of different projects, e.g. The Constanța Casino, part of the Art Nouveau Project (2018), and Cișmigiu Gardens.

**Sa. 13 May | 11:30**

CITY HALL:

*Small room*

Presentation: 15 min

Interpretation trails facilitate environmental education in ecotourism destinations as they enhance tourists' learning experiences and may influence pro-environmental behavior onsite. Ecotourism in Romania has evolved from the existence of isolated ecotourism programmes proposed by local or national tour operators, to integrated ecotourism destinations developed and promoted by the Association of Ecotourism in Romania in partnership with national authorities. Several thematic trails were created as valuable tools for environmental education, outdoor lessons and interactive experiences. This presentation provides a case-study approach regarding the use of interpretative trails in a Romanian ecotourism destination, Țara Dornelor, which benefits from four interpretation trails revealing: the local traditional cultural landscape, the unique world of the peat bog, as well as the genesis of Călimani Mountains and the mysterious anthropomorphic rocks located on the 12 Apostles Geologic Reserve.

-

Adina Nicoleta CANDREA is currently an associate professor at the Faculty of Economics Science and Business Administration, at the Transilvania University of Brasov. Her research interests are oriented towards: sustainable development, tourism marketing, cultural heritage interpretation, and destination management.

Florin NECHITA is currently an associate professor at the Faculty of Sociology and Communication, at the Transilvania University of Brasov. His research interests are oriented towards: destination marketing and branding, cultural heritage, marketing communication for museums and sustainable brands.

## Using thematic trails for natural heritage interpretation in ecotourism destinations: Evidence from Țara Dornelor, Romania

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Adina Nicoleta CANDREA  
& Florin NECHITA  
[Romania]

**Sa. 13 May | 12:00**  
CITY HALL:  
*Small room*  
Presentation: 15 min

## The Sh\*t Project – ‘Number two’ in nature responsibly

-  
Ondrej VITEK &  
Jitka KORINKOVA  
[Czech Republic]

The Bohemian Paradise Protected Landscape Area is one of the most visited protected areas in Czechia. Some visitors leave a lot behind, including their rubbish and biological waste along trails. It is disgusting and it can spread diseases. The Sh\*t Project started here to open discussion, to increase knowledge in how and why and to change visitors' behaviour. Project activities focus so far mainly on kids. The success of the project has ignited interest from another areas, thus this good practice is about to spread much more widely.

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Ondrej VITEK is a long-term member of Interpret Europe as well as the Czech Alliance for Local Heritage Interpretation. He is an IE certified interpretive guide since 2016 and a certified interpretive trainer since 2018. Ondrej uses his interpretation skills not only in his visitor monitoring and management position in the Nature Conservation Agency of the Czech Republic, but also in his private activities focused on sustainable tourism. A Czech-made outdoor toilet trowel is the newest item in his e-shop.

Jitka KORINKOVA has been a director of the Bohemian Paradise Alliance destination agency since 2019. In her job she is focused on sustainable development, local production and local inhabitants' needs. She started The Sh\*t Project in Bohemian Paradise as the first destination in the Czech Republic. And now other destinations are going to engage what is the first success on the long way to a clean Czech countryside.

**Sa. 13 May | 12:30**  
CITY HALL:  
*Small room*  
Presentation: 15 min

## The collaborative art of weaving together heritage

-  
Eliza PĂTRAȘCU  
[Romania]

This workshop will combine a physical exploration of space through weaving, with a discussion about the ways in which site-specific art initiatives can help us better understand the potential of engaging with heritage buildings. At its core, weaving is a form of intergenerational, collective storytelling through yarn, that has a long tradition of being used by artists from marginalised groups as a way of re-appropriating space and revealing hidden or forgotten histories. While learning the basics of creative weaving, we shall talk about its place in the history of contemporary art, and how textile artists have used the concepts of heritage, space, and community in order to promote inclusivity. We shall also discuss the metaphorical and relational weaving together of public and personal narratives in order to bring a building back into the city's social life, focusing on the Malmaison Studios initiative and how artists there work with the building's deep history and trauma.

-  
Eliza PĂTRAȘCU is an artist with a background in visual anthropology. She graduated from Goldsmiths University and has since done extensive research on how textiles can be used to create inclusive spaces. She has spent three years working as an art facilitator with the CEN8 NGO and is currently doing PhD research on how artistic initiatives born in derelict buildings can help us understand the politics and plurality of emptiness.

**Sa 13 May | 14:00**  
CITY HALL:  
*Small room*  
Workshop: 1h 25 min



## Interpretation in the secret garden

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Barbara GOŁĘBIEWSKA  
[Poland]

This workshop will invite participants to the secret garden surrounding the historic house of the Piłsudski family in Sulejówek near Warsaw (Poland). The house and the garden are the heart of the unique museum complex, consisting of two complementary parts: the multimedia permanent exhibition in the modern building and the 'secret' space of the old manor house and the garden, where the everyday life of Piłsudski family is portrayed. Thanks to the authentic context, guests can experience a multi-sensory immersion in history, travelling back in time in small groups led by a guide-interpreter. The first part of the workshop will present the interpretation idea of a secret garden, a learning landscape where you can take refuge but also be inspired to act. Dilemmas and problems related to space in the context of sustainability, participation and public use will be discussed. In the second part, we will create our own secret gardens, using local natural resources.

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Barbara GOŁĘBIEWSKA is an art historian, educator and a museum professional with 20 years of experience. She is Head of the Education Department at the Józef Piłsudski Museum in Sulejówek, Poland, and a member of the board of the Association of Museum Educators. She is a trainer of the Echocast, a practice-oriented training programme for customer service in heritage institutions. Barbara has been a member of IE since 2022, after attending Certified Interpretive Guide (CIG) and Certified Interpretive Planner (CIP) courses.

**Sa. 13 May | 16:00**  
CITY HALL:  
*Small room*  
Workshop: 1h 25 min

## Pleasure gardens – Making these historic gems relevant for today and the future

–  
Emma McNAMARA  
& Pamela SMITH  
[UK]

The historic pleasure grounds of our cultural heritage gardens were used to promote and enjoy the pleasures of nature and landscapes; understanding the historical context and how they were designed helps us to understand and interpret the gardens for our visitors, engaging them in the history and experiencing the seasons and as health and wellbeing spaces. Modern tracking techniques, such as GPS and GIS, can be used to understand how visitors use these spaces today, and we can interpret the sites for this modern-day audience whilst also using the data to understand how we can target the information in the right way for the best learning goals of our audiences. The data collection and the historical context of the gardens enables interpretation to be sited in the right places and in an accessible way for visitors to learn about the history and how we can protect them for the future.

–

Emma McNAMARA's recent PhD thesis has been researching tourism to cultural heritage sites and how the use of information and interpretation can guide the visitors around the heritage and engage them in the conservation programme. Interpretation of the site produces better experience results and improved conservation standards. Emma has worked for the National Trust in the UK for 11 years with a key focus on interpretation of the gardens and how they can be accessible to all.

Pamela SMITH is a senior national consultant for gardens and parklands. She is a horticulturist with over 35 years of experience in public parks, botanic gardens and historic landscapes. Her research interests include urban botanical heritage and how it can be used to engage communities as part of the processes of urban planning.

**Mo. 15 May | 09:30**  
CITY HALL:  
*Small room*  
Presentation: 45 min

## 3.6 Interpretive services

### City Hall - Omnia

#### **The unsung adventures of an ubiquitous interpreter – The audio guide**

Cristina LOCATELLI [Italy]

Presentation: 45 min      **\_Sa. 13 May | 09:30**

#### **Interpreting the layered heritage of Călugăreni/Mikháza**

Orsolya SZILÁGYI / Szilamér Péter PÁNCZÉL / Katalin SIDÓ [Romania]

Presentation: 15 min      **\_Sa. 13 May | 11:00**

#### **Opening the borders of foreign language picturebooks in pedagogy – Their use in supporting the creation of learning landscapes through heritage interpretation**

Roxana TĂNASE-SAHANAGIU [Romania]

Presentation: 15 min      **\_Sa. 13 May | 11:30**

#### **Using interpretation to reinforce site experience and marketing for De Wieden National Park**

Jose KOOPMAN [Netherlands]

Presentation: 15 min      **\_Sa. 13 May | 12:00**

#### **Proposal for integrating digital interpretation planning into Interpret Europe's training programme**

Árpád BÓCZÉN [Hungary]

Presentation: 15 min      **\_Sa. 13 May | 12:30**

#### **Touch, see, hear: The Geopark's heritage explained through inclusive learning techniques**

Adina-Maria POPA / Loredana Adriana PĂTRĂȘCOIU / Cristina TOMA [Romania]

Presentation: 15 min      **\_Sa. 13 May | 14:00**

#### **Call of Brno – A creative diary for town and people**

Barbora DVORAKOVA [Czech Republic]

Presentation: 15 min      **\_Sa. 13 May | 14:30**

#### **The power of the curator: Exploring the influence of physical and interpersonal characteristics on exhibit interpretation**

Ivana MANEVSKA [Serbia]

Presentation: 15 min      **\_Sa. 13 May | 15:00**

#### **Creating inclusive interpretive apps**

Anna CHATEL [Germany]

Presentation: 15 min      **\_Sa. 13 May | 16:00**

#### **Inclusiveness through cognitive accessible heritage interpretation on heritage sites in Israel**

Vered SABAG [Israel]

Presentation: 15 min      **\_Sa. 13 May | 16:30**

**Deformation and destruction of cultural and historical objects in Albania: A case study of the city of Tirana**

Manjola XHAFERRI [Albania]

*Presentation: 15 min*      **\_Sa. 13 May | 17:00**

**Crafting Heritage: Board games as an instrument for interpretation**

Ioana DUICA [Romania]

*Workshop: 55 min*      **\_Mo. 15 May | 09:30**

**ZOOM – An interactive exhibition to develop visual literacy**

Barbora DVORAKOVA / Zuzana JAKOBOVA/  
Bohuslav BINKA [Czech Republic]

*Presentation: 15 min*      **\_Mo. 15 May | 10:30**

## The unsung adventures of an ubiquitous interpreter – The audio guide

-  
Cristina LOCATELLI  
[Italy]

The first handheld interpretive device was a hacked hearing aid working through radio waves and it was soon abandoned by its champion because it was financially unsustainable. That was back in 1952. Fast forward twenty years and these 'gadgets' would become the most popular and ubiquitous device ever to enter the heritage sector. It was indeed a fortuitous coincidence that the audio guide accompanied the first blockbuster exhibition in the USA, or perhaps it was also thanks to its interpretive support that the people finally gained access to what had been until then an elitist entertainment. This presentation will offer an overview on historical events and consider how technological advancements, like random access to audio tracks, have impacted heritage interpretation. A final reflection will be dedicated to how new technologies (e.g. augmented reality) could contribute to turning living landscapes into learning ones, affording people a glimpse of potential futures to come.

-

Cristina LOCATELLI is a specialist in Museum Studies and has worked for the Dalí Foundation in Spain and for the Learning Department at the Tate in London, UK. She has developed educational tours, multimedia and audio guides, in-gallery texts and booklets, family events and artist-made visitor resources. After a research experience in Digital Humanities, she has worked developing digital content and consulting on museum accessibility since 2018.

**Sa. 13 May | 09:30**

CITY HALL:

*Omnia*

Presentation: 45 min

## Interpreting the layered heritage of Călugăreni/ Mikháza

Călugăreni/Mikháza is a traditional village in Transylvania. During Antiquity, this region was part of the vast defensive system (limes) of the Roman Empire, protecting Dacia's eastern frontier. Besides its very important Roman heritage, the village still has a standing 17th century Franciscan friary and a handful of vernacular style farmsteads. These three are all an integral part of the village landscape, and create a complex challenge in how to protect and present them in the most faithful way possible. The imminent WHS status of the Roman archaeological site provokes new community and visitor friendly solutions for the development of the Călugăreni/Mikháza Archaeological Park. This presentation will showcase the various challenges and solutions that arise.

-

Orsolya SZILÁGYI has been working for the Mureş County Museum since 2016. Her main research interests are archaeological heritage management and the history of 19th century archaeological research in Transylvania. She's been organising workshops related to community involvement and presenting Roman heritage to the public for over five years.

Szilamér Péter PÁNCZÉL & Katalin SIDÓ participate in the creation of workshops and organise events dedicated to the popularisation of Roman heritage. They have also taken part in and coordinated international projects pertaining to Roman archaeology. They both currently work for the Mureş County Museum.

Orsolya SZILÁGYI / Szilamér Péter  
PÁNCZÉL / Katalin SIDÓ  
[Romania]

**Sa. 13 May | 11:00**

CITY HALL:

*Omnia*

Presentation: 15 min

# Opening the borders of foreign language picturebooks in pedagogy – Their use in supporting the creation of learning landscapes through heritage interpretation

Roxana TĂNASE-SAHANAGIU  
[Romania]

This presentation will analyse the use of picturebooks in foreign languages as catalysts for building heritage-centered themes [taking Tilden's principles into consideration] that can support the creation of learning landscapes. By taking children to patrimonial spaces and introducing them to cultural content via picturebooks in playful organised ways, it is possible to build cultural bridges. Exposing them to various cultural references helps them understand the need to collectively build an inclusive community. Storytelling connects the young audience to the narrative and brings forth cultural themes that the text, illustrations and language may suggest, but not develop further due to lack of context. The next stage is that of exploring the themes more by using other pedagogies that can build a more complex learning experience if employing the participation of interdisciplinary teams that can generate different perspectives that can work together within the sole matrix of learning landscapes.

-

Roxana TĂNASE-SAHANAGIU enrolled in postgraduate studies at the CESI [Romania's Centre for Excellence in Image Studies] in 2022. Her research focuses on world literature, aspects of literacy in picturebooks and the cultural impact a collection of picturebooks in foreign languages can have on children's education. While she doesn't have formal studies or experience in heritage interpretation, the field intersects with her research and is of high interest.

**Sa. 13 May | 11:30**

CITY HALL:

*Omnia*

Presentation: 15 min

## Using interpretation to reinforce site experience and marketing for De Wieden National Park

-  
Jose KOOPMAN  
[Netherlands]

As an independent association for nature conservation Natuurmonumenten needs the support of members. Marketing is therefore an important aspect. With the help of interpretation methods, the marketers and interpreters combined forces and developed a process to improve not only interpretive design and place making, but also creating opportunities for income and recruiting members. The presentation will go into the above process. It will include an example of a local interpretive plan. This describes the heritage reserve De Wieden where old crafts are still practiced. The example shows the historical way of life, so visitors can relate to their ancestors, and to the struggle for life. And also to the struggle for energy (peat cutting), which is currently an issue with the gas crisis. The role of conservation in action will be discussed as a means of triggering visitors to support nature and heritage. The enrichment of the marketing plan from an interpretive perspective will be discussed.

-

Jose KOOPMAN has worked for more than ten years as a specialist on nature and heritage experience and visitor management. He was part of the project team that developed the combined approach of interpretation and marketing for our heritage sites, made interpretive plans for several sites and also advised on implementation of the plans, with a focus on sensory experiences and inclusiveness and diversity.

**Sa. 13 May | 12:00**  
CITY HALL:  
*Omnia*  
Presentation: 15 min



## Proposal for integrating digital interpretation planning into Interpret Europe's training programme

-

Árpád BÖCZÉN  
[Hungary]

Two of IE's certified interpretive trainers have started to work on a new training module proposal within the framework of an international cooperation project called MUSE.ar. Digital programmes for three very different sites and a developer interface were also created in the 18-month process which made the continuous reflection on and formation of the training plan possible. The presentation will summarise the concept, the structure, the practical potential of the course and the lessons learnt thanks to the circumstances of the development, in which artists, museum professionals and IT experts were involved to work very closely with each other. We will encourage an open discussion among the audience about the necessity and focus of such a training initiative in the future as well.

-

Árpád BÖCZÉN is the president of the Hungarian Association of Cultural Heritage Managers (KÖME). He graduated as an architect at the Budapest University of Technology and Economics and as a cultural heritage expert at the Corvinus University of Budapest. The interpretive approach is the basis of his practical and theoretical work. He is an IE certified trainer and is IE Country Coordinator Hungary.

**Sa. 13 May | 12:30**

CITY HALL:

*Omnia*

Presentation: 15 min

Learning about natural and cultural heritage is among the objectives of the Hateg Country UNESCO Global Geopark. An interdisciplinary team of teachers and students from the University of Bucharest is working on implementing a way to facilitate learning experiences. We promote universal design learning in the context provided by the interpretation of science through storytelling with digital support through an open-access platform. Graphic representations can be explored independently by any person, regardless of the learning mode (universal design), using a mobile application based on innovative software. Information is structured using storytelling techniques. With the help of artificial intelligence algorithms, it is possible to track images with fingers, and the information is read through voiceover via a QR code. We can customise the information in specific areas of the picture. Thus, educational and therapeutic interest is maintained, and learning experiences are eased.

-

Adina-Maria POPA is a team member of the Hateg Country UNESCO Global Geopark Romania. She coordinates the EduGeopark network to develop educational programmes for students and teachers. Adina is also in charge of the Geopark's PR & communication and is a specialist in various interpretive projects of the geopark. She has been a member of Interpret Europe since 2021.

Loredana-Adriana PĂTRĂȘCOIU, from the University of Bucharest, has 20 years of experience in education quality management and services. She has initiated local and international projects for school inclusion of children with special needs, promoting quality for all.

Cristina TOMA is doing a PhD in Geoheritage Interpretation at the Faculty of Geography, University of Bucharest, and is an interpretation expert for Hațeg Country UNESCO Global Geopark. She has been a member of Interpret Europe since 2020 and is IE's subject coordinator for Geological Heritage.

## Touch, see, hear: The Geopark's heritage explained through inclusive learning techniques

-

Adina-Maria POPA / Loredana  
Adriana PĂTRĂȘCOIU / Cristina TOMA  
[Romania]

**Sa. 13 May | 14:00**  
CITY HALL:  
*Omnia*  
Presentation: 15 min

## Call of Brno – A creative diary for town and people

-  
Barbora DVORAKOVA  
[Czech Republic]

How to teach about the city in a creative way? How to convey the topic of its development in an engaging way? How to inspire pupils to care for the place where they live? In this presentation you will get inspired by the 'Czech way' and see a brand new creative diary that offers "small ideas for big towns". You will see the tool that enables educators who want to teach simply and creatively in the place where they live. Cross-curricular material offers hands-on experience and uses attractive tools, such as comics, to tell the story of the town.

-  
Barbora Dvorakova is a freelance heritage interpreter and is the project coordinator for the ZOOM exhibition. She is also interested in sustainable communication. She is the author of various educational materials, exhibitions and trails. Most recently she co-created an example exhibition ZOOM, an exhibition 'Varied lives in varied forest', an immersive audio walk 'Pearls among the dross' and a book 'Call of Brno – small ideas for big towns'.

**Sa. 13 May | 14:30**

CITY HALL:

*Omnia*

Presentation: 15 min

According to Thompson [1993], by visiting a museum, people learn and obtain information, gain enjoyment and acquire an aesthetic, exciting experience. These emotional effects have a positive influence on a visitor's satisfaction. This research explored the physical and interpersonal characteristics of the curators, volunteers, gallery and tour guides, who guided visitors at a thematic exhibition. The diverse spectrum of interpreter profiles provided an ideal opportunity to gain insight into the visitor experience. A questionnaire was distributed to visitors at the Gallery Matica Srpska to request feedback on their guided tour experiences at the Exhibition Uros Predic: A Life Dedicated to Beauty and Art. In the survey, 313 visitors over the age of 18 were interviewed and they reviewed the interpretive approach of the guides and volunteers. The findings of this research are relevant to managers of cultural institutions and in particular to curators and tour and gallery guides.

-

Ivana MANEVSKA's experience with interpretation began in 2022 when she decided to volunteer at the Gallery of Matica Srpska as a curator assistant. She was also really interested in the field of interpretation and did her Master's thesis on 'Possibilities for better interpretation of cultural and natural heritage in National Park Fruska Gora'. In the spring of 2022 Ivana did an internship at the Novi Sad Children's Cultural Center, where she helped guide children through an exhibition and literature route in the National Park Fruska Gora. She has also conducted two post-doctoral research projects: one explored the use of immersive technologies as interpretative tools in cultural institutions, and the second focused on the impact of curators' physical and interpersonal characteristics on the interpretation of exhibits.

## The power of the curator: Exploring the influence of physical and interpersonal characteristics on exhibit interpretation

-

Ivana MANEVSKA  
[Serbia]

**Sa. 13 May | 15:00**

CITY HALL:

*Omnia*

Presentation: 15 min

## Creating inclusive interpretive apps

-  
Anna CHATEL  
[Germany]

Smartphone applications offer huge resources for learning, appreciating and conserving our local environment. In the Black Forest in Germany, this information has been largely inaccessible to disabled people. That is why we are working with local organisations for and with disabled people to create an interpretive, inclusive app for the Black Forest Biosphere Reserve. We started with workshops and field trips with the target group to find out their common interests and which application elements they preferred. The evaluations and excursions clearly showed which topics and methods were most popular and which route in the mountains was best suited. In this co-creation process we also integrated gamification elements, which the target group particularly enjoyed.

The process of creating your own interpretive app is getting easier and more diverse every year, and we're happy to share our results with you to start your own co-created inclusive and interpretive app.

-

Anna CHATEL has a PhD in Biogeography. She received two scholarships for her thesis, Heritage Interpretation for Nature Tourism in the Black Forest, and won the Instructional Development Award [€70,000], an innovative teaching prize, for her course, Heritage Interpretation mobile. She is a lecturer in Heritage Interpretation at the University of Education Freiburg and the University of Freiburg and is currently involved in two ERAMUS+ Heritage Interpretation projects.

**Sa. 13 May | 16:00**

CITY HALL:

*Omnia*

Presentation: 15 min

## Inclusiveness through cognitive accessible heritage interpretation on heritage sites in Israel

-  
Vered SABAG  
[Israel]

People with intellectual disabilities, autism, learning disabilities and cognitive decline are a community that tends to be forgotten. They experience barriers such as complexity in understanding the site's story, difficulty sensing the exhibits behind display cases, and more.

In our work in heritage sites and museums in Israel, we make the sites accessible to the community of visitors with cognitive disabilities. We have created methods that make them accessible by using:

- . Sensory sets, replicas and 3D models
- . Videos, audio tour systems and information brochures in simple language
- . Scripts in simple language, using a lot of senses and involving the participants during the tour

All of these allow the delivery to be accessible to communities that until now have been prevented from reaching due to cognitive barriers. The presentation will review examples from Israel's top heritage sites, using simple and inexpensive interpretation, which enable a response to wider and more diverse audiences.

-

Vered SABAG is the Vice President of Education at the Lotem Association, that has been guiding trips and activities in nature for people with disabilities for the past 20 years. She also manages the 'Get to Know' Accessible Centre, which promotes accessibility projects in Israel. Vered is specialised in the development of accessibility projects in museums and heritage sites and works with the leading museums in Israel.

**SA 13 May | 16:30**  
CITY HALL:  
*Omnia*  
Presentation: 15 min

## Deformation and destruction of cultural and historical objects in Albania: A case study of the city of Tirana

-

Manjola XHAFERRI  
[Albania]

Cultural monuments are disappearing day by day in Tirana; of the 260 in total, almost half of them are villas and private residences that have been allowed to collapse or degrade. Why should Tirana's historical monuments be demolished? It is not a question of a growing capital and the establishment of new neighbourhoods. The issue is how the historical development of Tirana is being simultaneously erased, along with the culture of traditional rural origin – from antiquity and the Middle Ages to the formation of Tirana as the capital in 1920, the rise of Tirana with European features in the 1920s-30s, and the objects and urban environments typical of the socialist period (including those of the so-called Stalinist or Russian architecture). Tirana was a historical mix, beautiful and complex, well-known and intriguing, developed and traditional. We will look at some examples that show that Tirana has, within a decade, lost all the value of a historical city and the question we ask is: What is Tirana today? – The European City of Youth, the city of chaos and noise, or the city that buried history for multi-story buildings without a sensitive urban plan?

-

Manjola XHAFERRI has been a lecturer in the Department of Political Science at the 'Aleksandër Moisiu' University, Durrës, for more than 15 years. She holds a degree in History from the University of Tirana, a Master's in History with a profile in Ethnology from the University of Tirana, and a Doctorate in Ethnology and Folklore from the Center for Albanological Studies in Tirana. In November 2022, she became an Associate Professor. Manjola lectures in History of Albania, Ethnology, and Albanological Studies, and is author and co-author of more than 70 publications in scientific journals.

**Sa. 13 May| 17:00**  
CITY HALL:  
*Omnia*  
Presentation: 15 min

## Crafting Heritage: Board games as an instrument for interpretation

-  
Ioana DUICĂ  
[România]

The term heritage will be explored through the board game, one of the most friendly forms of learning, suitable for both children and adults. This tool is a way to get to know the components of natural heritage, their characteristics but also the threats we face when talking about heritage conservation. Adapted from Minecraft, a popular game among the youth, I have created Crafting Heritage, a board game that I ask you to come and test with me. The game is made of paper and wood and contains wooden cubes, pieces of cardboard, and game boards. All components are made from recyclable materials. The game can be played by 2-4 players and has three rounds. During the three rounds, each player has to create an area with a variety of ecosystems and populate it with plant and animal species. Participants have to collect as many points as possible, creating landscapes that include as many ecosystems as possible and solving the threats they face.

-

Ioana DUICA is an educator and holds a Master's in Applied Geobiology in the Conservation of Natural and Cultural Heritage from the University of Bucharest. During the last eight years, she has created educational programmes for children, such as interactive exhibitions and workshops, to promote cultural and natural heritage. She has been a member of Interpret Europe since 2021.

**Mo. 15 May | 09:30**  
CITY HALL:  
*Omnia*  
Workshop: 55 min



## ZOOM – An interactive exhibition to develop visual literacy

-

Barbora DVORAKOVA / Zuzana JAKOBOVA/ Bohuslav BINKA  
[Czech Republic]

How to understand photographs and other visual material? In the fast-changing world, the media jungle and the age of social networks, photos, videos and images are becoming the main communication tool. We will virtually invite you to an exhibition which aims to teach children in a fun and interactive way to read photographs, discover the stories behind them, perceive their own emotional reaction or understand the message and intention of a photograph, its context and to reveal possible manipulation. The exhibition is loosely inspired by the popular New York Times series, 'What's going on in this picture?'. However, many other sources and the expertise of the authors, designers, graphic designers, photographers, and other professionals involved in the creation and execution of the exhibition were used. The children themselves were also drawn into the process of creating the exhibition.

-

Barbora DVORAKOVA is a freelance heritage interpreter and is the project coordinator for the ZOOM exhibition. She is also interested in sustainable communication. She is the author of various educational materials, exhibitions and trails. Most recently she co-created an example exhibition ZOOM, an exhibition 'Varied lives in varied forest', an immersive audio walk 'Pearls among the dross' and a book 'Call of Brno – small ideas for big towns'.

Zuzana JAKOBOVA is a project manager from TEREZA Association and an expert in the field of environmental education. She is the country coordinator of Young Reporters for the Environment, and Director and leader of the Eco-publica award for journalists. She coordinated the development of the ZOOM exhibition.

**Mo. 15 May | 10:30**

CITY HALL:

*Omnia*

Presentation: 15 min

## 3.7 Interpretive training

City Hall - Wedding hall

### **Celebrating the difference with heritage interpretation**

Ivana Jagić Boljat [Croatia]

Workshop: 1h 25 min      **\_Sa. 13 May | 11:00**

### **The new you: Some basics of costumed live interpretation**

Mark WALLIS [UK]

Workshop: 1h 25 min      **\_Sa. 13 May | 14:00**

### **Interpreting the translation**

Vanessa VAIO [Italy]

Workshop: 1h 25 min      **\_Sa. 13 May | 16:00**

### **IE Certified Interpretive Writer (CIW): Getting to grips with meaning in a written and spoken word**

Zsuzsa TOLNAY [Hungary] & Sandy COLVINE [France]

Workshop: 1h 25 min      **\_Mo. 15 May | 09:30**

## Celebrating the difference with heritage interpretation

-

Ivana JAGIĆ BOLJAT  
[Croatia]

In this fun and interactive workshop participants will explore the unique elements of heritage on the site to discover the unique perspectives among people. We will then offer ideas of celebrating the diversity and tolerance as enriching elements of our common future. This workshop is meant for interpretive guides and programme creators who search for inspiration in order to engage their participants in discovering their uniqueness, celebrating differences and bringing up important values shared among our society. Participants will need to have appropriate shoes, clothes and equipment for different weather conditions, as one part of the workshop will be outside.

-

Ivana JAGIĆ BOLJAT lives and works in Croatia. She holds a Master's degree in Tourism, and in Museology and Heritage Management. She is an IE certified interpretive trainer for guides and a certified interpretive writer. Ivana is the owner of Visitor Friendly, a small business for sustainable development and education. Within her previous employment at Muses Ltd, she gained a vast experience in the development of heritage interpretation projects for more than 20 municipalities, cities and protected nature areas, where she worked on interpretive planning of award winning interactive exhibitions, thematic trails, programmes and other interpretive strategies. She is the author of several scientific articles and manuals in the field of heritage interpretation. She is a member of the executive board of the Croatian Association for Heritage Interpretation and is also a tour guide for the city of Zagreb and Zagreb County.

**Mo. 15 May | 11:00**  
CITY HALL:  
*Wedding hall*  
Workshop: 1h 25 min

## The new you: Some basics of costumed live interpretation

Mark has been teaching heritage, museum and gallery staff the skills needed to adopt convincing historical personas for over forty years and he is a firm believer in this method of learning and teaching [if done responsibly]. As well as at home in the UK, Mark has trained site staff in the USA, Canada, Australia, Hungary and Croatia [the latter with Valya Stergioti, IE's Training Coordinator].

Mark WALLIS  
[UK]

Mark WALLIS is the founder of Past Pleasures and for 27 years held Europe's largest daily contract for costumed live interpretation, with Historic Royal Palaces in the UK; until Covid struck. Mark has been recognised for his work in the field by the UK's Association for Heritage Interpretation (AHI), which made him a Fellow. He continues to train site staff for various museums and heritage sites in the UK, USA, Hungary and Australia.

**Sa. 13 May | 14:00**  
CITY HALL:  
*Wedding hall*  
Workshop: 1h 25 min

# Interpreting the translation

-

Vanessa VAIO  
[Italy]

"It is the task of the translator to release in his own language that pure language that is under the spell of another, to liberate the language imprisoned in a work in his re-creation of that work" [Walter Benjamin]. In many European countries, heritage interpretation is an emerging profession and there might be other interpreters out there that, while translating English resources, stumble upon the question of accuracy of translation. During the first IE Certified Interpretive Guide [CIG] course in Italy [held in Italian language] it became clear that the initial translation no longer reflects changes in the recent development of terminology and interpretive theory, sparking an interesting discussion about the importance of the translation and the meaning of some key terms. Without any ambition to expand the debate with theories of translation, but interested in reaching a better understanding of the concepts, the team of professionals decided to meet again and work on an improved translation of the manual for interpretive guiding. With the indispensable help of experts at Interpret Europe, all key terms were reconsidered in order to make the translation as faithful as possible to the original version of the resource. The workshop will share the results of the process, findings about original meanings of key terms, doubts that emerged, and the working methodology in order to help and inspire interpreters that pave the ground with the first translations in other languages. We will also call for experiences with translations from elsewhere.

-

Vanessa VAIO is a heritage interpretation consultant with over 28 years of experience and the owner of Studio PAN, an interpretive planning and consulting firm based in Como, Italy. She specialises in interpretation programmes, interpretive masterplanning, and designing and managing the production of interpretation panels and management plans for heritage sites. Vanessa has a multidisciplinary approach and works with a team of professionals to provide integrated solutions for all types of projects. She also provides training for personnel who implement interpretive activities. Vanessa is currently IE's Country Coordinator Italy.

**Sa. 13 May | 16:00**  
CITY HALL:  
*Wedding hall*  
Workshop: 1h 25 min

Landscapes are historic environments, and such each forms a unique pattern of the natural and the man-made. As 'learning landscapes', they provide us with perspectives for our future but only if we are willing to see and reflect on them. Promoting sustainability, conscious growth and carbon neutral lifestyles is fine but lecturing people is never the best way to motivate and inspire outside the classroom. Using meaning may, however, provide a way to better access physical, intellectual and emotional components of our landscapes, and even push us to question attitudes and initiate the inevitable change that awaits us. This workshop will focus on ways to evoke meaning to trigger thoughts and reflection that zoom out from a site, object or person to wider social, environmental and economic concerns that directly and indirectly affect us all.

-

Mark WALLIS is the founder of Past Pleasures and for 27 years held Europe's largest daily contract for costumed live Sandy Colvine is a self-employed interpretive consultant with a background in rural development and tourism. He is a member of the IE Supervisory Committee and is an IE certified trainer. He lives in France but works throughout Europe and as a geographer particularly enjoys exploring the relationship between humans and their environment.

Zsuzsa TOLNAY has been working with the nature-culture complex of World Heritage cultural landscapes. The challenges of how we grasp the sense of the place and create our own meanings of it have been inspiration to her in the pursuit of heritage interpretation activities for the past two decades.

## IE Certified Interpretive Writer (CIW): Getting to grips with meaning in a written and spoken word

-

Zsuzsa TOLNAY  
[Hungary]

&

Sandy COLVINE  
[France]

**Mo. 15 May | 09:30**  
CITY HALL:  
*Wedding hall*  
Workshop: 1h 25 min





## Study visits

# 4



# Saschiz & Cobor Biodiversity Farm

## OPTION 1

Tour facilitator:  
**Claudia FRANGU**  
+40 768 100 139

Saschiz, with its 15th century church, is part of the World Heritage Site Villages with Fortified Churches in Transylvania, designated in 1999 by UNESCO. Next to the church, the ADEPT Transylvania Foundation office will welcome us in a multifunctional centre providing support for the rural communities: it's a centre for the development of local markets and eco-tourism, a consultation point for agri-environment schemes, and a grassland conservation centre. While tasting most delicious syrups, jams and other goodies produced in their processing unit, we will discuss how to give these landscapes and communities an economic future and relevance in the 21st century without sacrificing their sustainability and productivity. The agricultural system practised in Târnava Mare represents an important model of sustainable and productive agriculture at a European level. The ADEPT Foundation, founded in 2004, runs an integrated programme that links economic and social benefits to biodiversity conservation, increasing local capacity for good management in the future.

In order to immerse ourselves in local heritage and traditions, we will visit the Saschiz BLUE Ceramics Workshop. It was born from ADEPT's desire to restore the old Saschiz ceramics centre, famous for the blue

colour of its products since 1700, and training young people from the Saxon Villages area in pottery techniques. Their goal is to revive the production of traditional local ceramics. The local potters will guide you through the sgarffito techniques that we believe were also used by local artists in the 18th century. You can enjoy a unique experience. The Saschiz mounds, formations distinguished by their high and extremely interesting floristic biodiversity, are considered by some to be pyramids, Dacian vestiges, or burial mounds erected by the Celts. They are the only natural relief forms and were created around the time of the Pleistocene-Holocene boundary (12,000 years ago) by massive landslides (glimee).

Going deeper into the Făgăraş Mountains, we will enjoy a quiet lunch at Cobor Biodiversity Farm, where Foundation Conservation Carpathia will tell us about their efforts to restore an ecosystem. The farm is a great example of how biodiversity conservation, traditional architecture and a profitable business can go hand in hand. The farm is based on the breeding of Hungarian Grey cattle for high-quality pasture-fed beef, as well as horse livery and eco-tourism. This combination allows land use with very low impact and a focus on preserving and enhancing biodiversity.

# Viscri & Racoș Carpaterra Geoparc

## OPTION 2

After the prolonged mass exodus of Saxons from Transylvania, in 1993 the Mihai Eminescu Trust (MET) set about highlighting the precious heritage which was under threat and embarked on saving and restoring abandoned buildings, farms and fortified churches while keeping local crafts alive. Less than an hour away from Sighișoara, we will have our coffee in Viscri, one of the most renowned Saxon villages in Romania, part of the World Heritage Site Villages with Fortified Churches in Transylvania. Members of MET, The Whole Village Project, will share with us their struggles in increasing the quality of people's lives and maintaining the authenticity of the natural landscape of Viscri village. Their goal is supporting the development of all aspects of village life and agriculture, while safeguarding the underlying principles of conservation.

Next we will head for lunch in Carpaterra Geopark, the land of past and present volcanoes. What is the link between the aspiring UNESCO Global Geopark Carpaterra and Vienna or Budapest? If you walk on the streets of the two capitals, it is possible to step on the basalt pavement from Racoș, from the territory of this geopark. Basalt is a tough rock. It is basically hardened lava. If we had walked around

these places about 1.2 million years ago, we would have seen violent volcanic eruptions and rivers of lava.

A walk through the Geological complex of Racoșul de Jos, the basalt columns, the emerald lake from the Brazi geosite, and the extinct volcano from the Hegheș Hill invites us to an incursion into the recent history of the Earth. A million years is not much compared to our planet's age of 4.6 billion years. Here we also discover different volcanoes, which erupt even today, muddy volcanoes.

There are a lot of stories about the place and people told by the stone in the Carpaterra Geopark. They can be discovered at length in remarkable architectural monuments such as Rupea Fortress, Sukosd Bethlen Castle, the fortified Churches from Homorod and Mercheașa.

A migratory corridor of birds completes the attractiveness of the territory. The marsh at Cotul Turzunului is one of the stopping places for birds moving from boreal areas to the Mediterranean Sea. With a bit of luck, we might meet a heron or an egret.

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## Breite Oak Forest, Biertan and Mălâncrav

### OPTION 3

Tour facilitator:  
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The largest grassland plateau in Europe, the Breite Reserve has attracted visitors for hundreds of years. It is commonly regarded as one of the largest, most representative and well-preserved wood-pastures with hornbeam and oak trees in Central and Eastern Europe.

After a guided tour in the ancient forest, we will head for Biertan, one of the most important Saxon villages with fortified churches in Transylvania, having been on the list of UNESCO World Heritage Sites since 1993. The Biertan fortified church was the seat of the Lutheran Evangelical Bishop in Transylvania between 1572 and 1867.

After tasting traditional food and discussing administrative challenges with town hall representatives, we will leave the hills of Biertan for the ones of Mălâncrav, where the Mihai Eminescu Trust (MET) will show a reconciliation of old and new in workshops that bring back to life once-thriving crafts: locksmithing and iron forging, masonry, joinery and metalworking, brick and tile making, painting, stucco work and

carving, linen making and basket weaving.

On the hills of the village there are still old fruit trees that, in addition to the fruits, provide shelter for a lot of creatures that live in a varied and harmonious ecosystem.

## Târgu Mureş city & Călugăreni Archeological Park

-  
OPTION 4

We will visit the Palace of Culture in Târgu Mureş which is one of Romania's most representative and original Art Nouveau edifices.

It is an architectural jewel made by Hungarian architects Marcell Komor and Dezső Jakab between 1911 and 1913, harmoniously blending with traditional folk art. Stained glass windows, ceramics and important locksmith work were created by renowned artists and factories at the time, such as Miksa Róth, the Zsolnay factory, Forreider and Schiller.

Today, the building is home to the State Philharmonic of Târgu Mureş, with the concert hall, one of the largest organs in Central Europe, the County Library, and several art galleries. It is also a venue for exhibitions and cultural events.

In the Călugăreni Archaeological Park of Mures County, we will enjoy a visit to one of the most important Roman military sites in eastern Transylvania. We will discover the story of the 150-year Roman occupation. The Roman fort and the military settlement from Călugăreni are

listed on the national attempt list to become part of the Frontiers of the Roman Empire's multinational UNESCO World Heritage Sites.

The archaeological research of recent years has highlighted valuable information about the headquarters building (principia) and one of the angle towers of the fort; the bathhouse (balnea) and parts of the military settlement (vicus).

Time Box pavilions, which host permanent exhibitions at the site, the Compass Bellevue, or the Corner Points, became landmarks in the rural environment and are emblematic buildings of the park. There will be time for a fine lunch and coffee breaks as well as discussions with local heritage managers.

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## Practical information

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

### Important phone numbers

**112** - Emergency Ambulance / Police / Firefighters

#iecon23 contact persons:

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Means of transport around Sighișoara:

**by foot:** 20 min. to anywhere in town

**taxi service:** +40 265-777-777

**Bolt/ Uber** apps: are available

### Venue

The main conference venue will be at two places, in Sighișoara:

. below **the 14th century citadel gate and Clock tower** - Str. Turnului

. in the **Sighișoara City Hall** - P-ța Muzeului 7

-  
*both are situated in the heart of Sighișoara, in the old citadel.*

### Currency

The official currency in Romania is the Romanian Leu [RON]. The exchange rate at the moment is about **1 Euro to 4.9 RON.**

We recommend exchanging money at official banks rather than exchange offices as banks are required by law to have fixed exchange rates and only charge a small transaction fee. Please note that the exchange offices are allowed to make their own prices and this can vary significantly.

**IMPORTANT:**

*The staff of the conference cannot exchange*

*currency. There are exchange offices and ATMs available in many places around the conference venue. We would recommend you to not carry too much cash.*

### Other information

. Romanian **sockets** accept European C and F plugs.

. The **official language** is Romanian, but most people, especially the young, speak English.

. **Tap water** in Sighișoara is safe to drink. The majority of locals drink 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.

## Conference registration and info desk

Please note that the registration desk will be available as of Friday, May 12 2023 from 12:00 in the morning, in front of the main conference room below the Clock Tower [Str. Turnului, Sighișoara, 545400].

Representatives from our organising team will welcome you with your accreditation and all the relevant materials necessary during the conference. At the info desk, you can also sign up for the workshops or the speakers' corner time-slot.

During the entire conference, the info desk will be available at the same place before the start of each day and during all the breaks. We are at your disposal for all additional questions and assistance.

## CONFERENCE ROOMS:

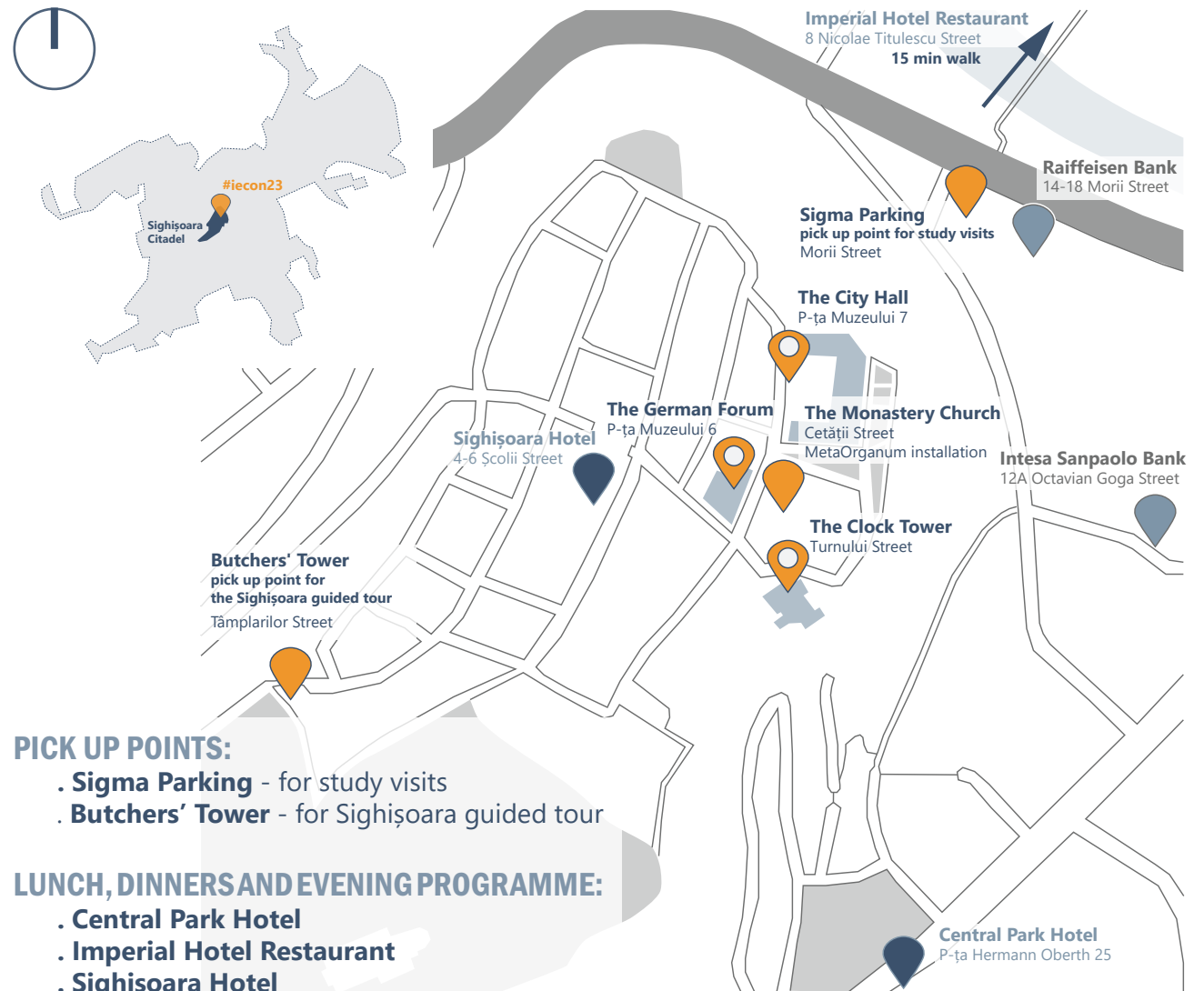
### Sighișoara City Hall:

- . Small room - ground floor
- . Baroque hall - 1st floor
- . Omnia room - 1st floor
- . Wedding room

### Clock tower:

- . Music room
- . Tower theatre

### German Forum





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