



Interreg

Latvija-Lietuva

European Regional Development Fund



EUROPEAN UNION

A brief insight into interpretive planning – a key part in the heritage site development process

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Sustainable Integration of Novel Solutions into Cultural Heritage Sites/ NovelForHeritage

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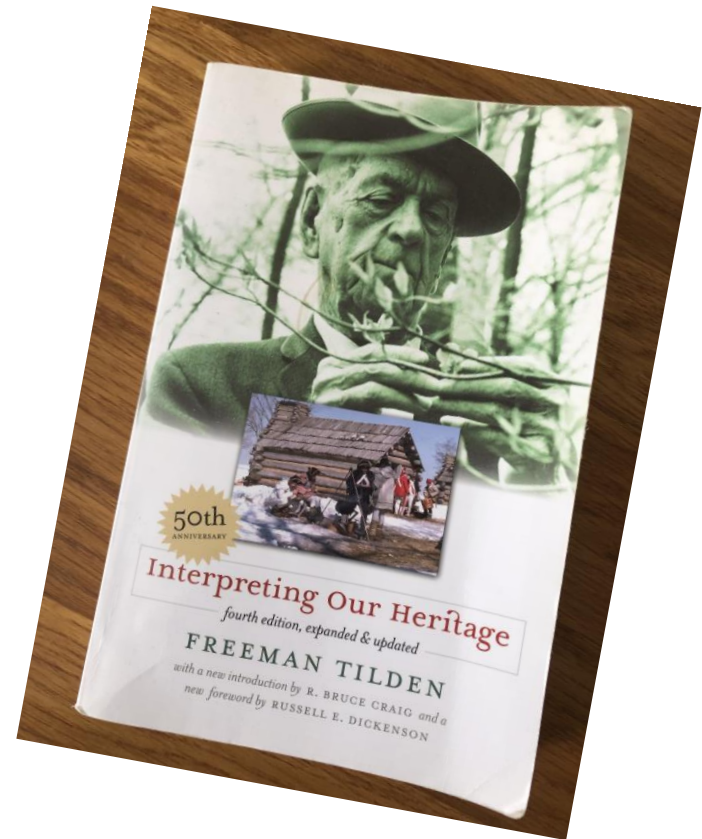
What do visitors do at heritage places?

“We look, we hear, we smell, we touch (if we are allowed), we walk, we ramble, we climb, we rest, we interact with our companions, we imagine, we feel, we recall memories, we may laugh, we may cry, we may feel anger, anxiety, maybe disorientation, we may feel loss, we may feel pain, we may feel numb. We photograph (a lot), we read signs, we listen to audio-tours, we trail after a guide, we consult guidebooks, we may attend a lecture or multi-media presentation, we pore over maps, we closely observe models and diagrams, we watch a performance, we refer to Google on our iPhones, we download an e-tour, we chat with our companions or on our phones, we think about something quite removed from where we are, we reflect, we may argue, we may feel confronted, we may feel small, we may feel proud, we may feel like a cosmopolitan or we may feel patriotic.”

Staiff, R. (2016) Reimagining heritage interpretation. Enchanting the past-future,

What is heritage interpretation?

“An educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information”
(Tilden, 1957)



Explains what experts say (about a place or object) to visitors in such a way that people can relate to it, appreciate and understand it and take something of the experience away with them.

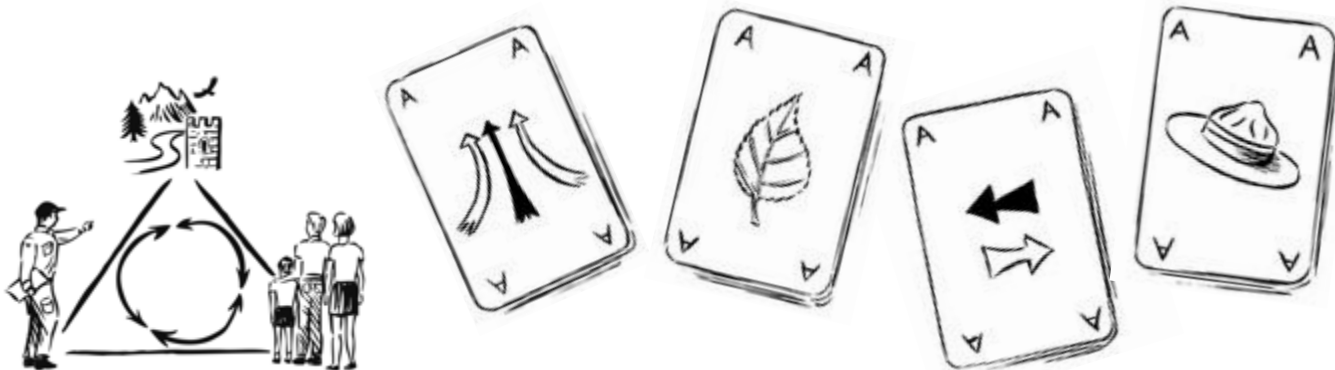
The interpretive triangle



interpret europe

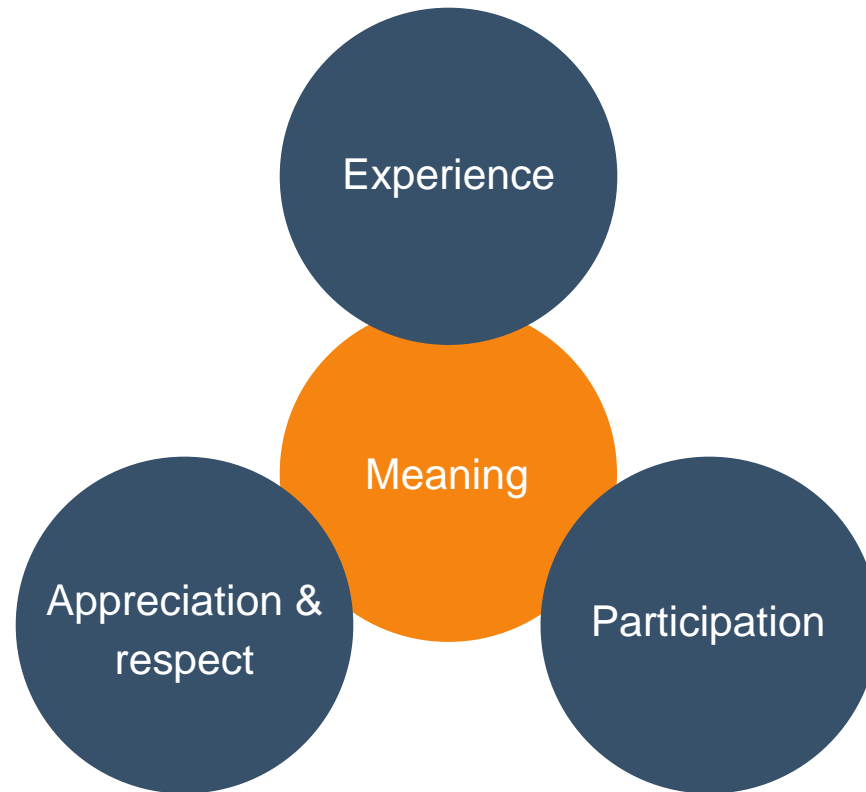
The interpretive triangle

- Turn sites and objects into **experiences**
- Provoke resonance and **participation**
- Foster **appreciation and respect** for all heritage
- Offer paths to deeper **meaning**



interpret europe

The interpretive triangle



interpret europe

The visitor experience - “Declaration of visitor rights”

1 Comfort	“Meet my basic needs”
2 Orientation	“Make it easy for me to find my way around”
3 Welcome/Belonging	“Make me feel welcome”
4 Enjoyment	“I want to have fun”
5 Socializing	“I came to spend time with family and friends”
6 Respect	“Accept me for who I am and what I know”
7 Communication	“Help me understand, and let me talk, too”
8 Learning	“I want to learn something new”
9 Choice and Control	“Let me choose; give me some control”
10 Challenge & Confidence	“Give me a challenge I know I can handle”
11 Revitalization	“Help me leave refreshed and restored”

- Rand, J. (1996), 'The 227-Mile Museum, or Why We Need a Visitors' Bill of Rights', Visitor Studies Association.

What is interpretive planning?

Process used to communicate messages, stories and meanings that combine visitor experience, management and the heritage resource to determine the most effective way to communicate to an audience



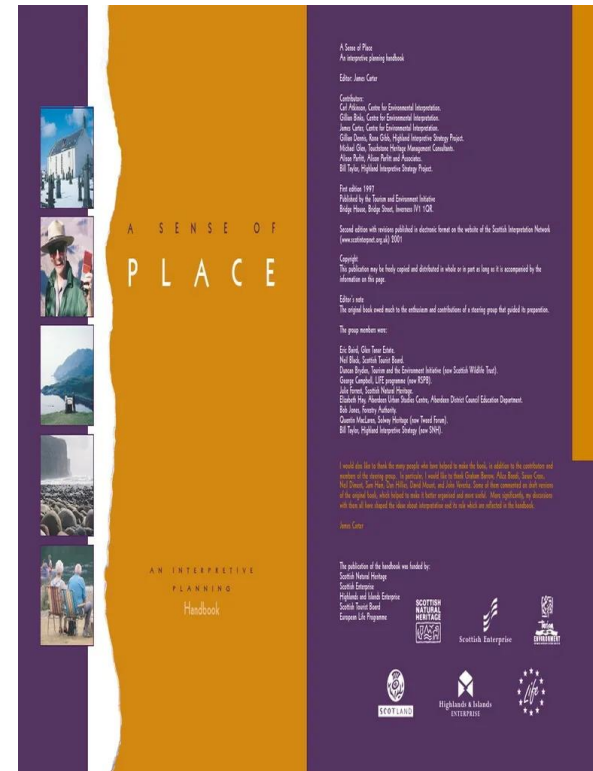
Behave, please!

“Through interpretation, understanding; through understanding, appreciation; through appreciation, protection”

Conrad Wirth, NPS Director -1953

Questions, questions

- **What?** What do you want to say?
- **Who?** Who is your target audience, existing and potential?
- **Why?** Why do you want to communicate with your visitors?
- **How?** What stories do you want to evoke, where and when and using what media?



Inspired by A Sense of Place (2001) Ed. James Carter
Available at: <https://www.jamescarter.cc/good-stuff/>



Past rulers sought
to outshine each other.
Are we so different today?"

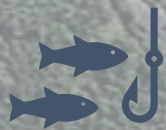
Fontainebleau Palace grounds - France

“The author, or creative director, has to find their own fit with the stories being told, to breathe new life into the project with their personal creativity and enthusiasm”

A theme is . . .



A sentence: subject, object and verb

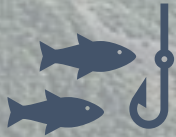


Sculpted by the sheer power of ancient ice, this fjord now provides a fertile but fragile foundation for local life

Or



Topic: Expanding horizons



Theme: Before engines, roads and the internet, the lives of people in this rural community were much more locally-focused”

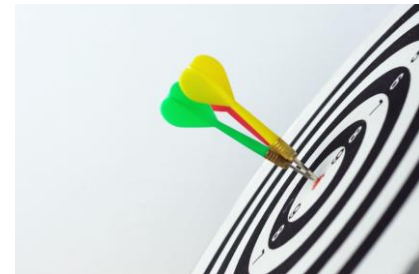
Ideas and reality



Image: <https://www.standard.co.uk/showbiz/celebrity-news/robbie-williams-reveals-he-will-no-longer-be-singing-angels-at-live-shows-as-it-s-too-hard-a3755611.html>

Who's the boss?

- Objective-driven Clearly defined, user-friendly objectives
- Resource-driven Priority on protecting the resource, visitors and budget is secondary
- Market-driven Visitor-first focus with costly 'whizz-bang' attractions
- Budget-driven Stay within limits. Heritage resource and management comes before visitor needs
- Operational-driven Practicalities first, interpretive planning







While badgers and water voles are generally thought of as low-ground animals, both inhabit the higher hills at Beinn Eighe, although we don't know if they live there all year.



If you're lucky enough to glimpse golden eagles, then you've seen one of the fastest moving animals on earth. Adults can reach speeds of up to 320 km per hour (200 mph) when diving for prey.



The animals you're most likely to spot in the uplands are red deer. They head for the hills in summer to escape flies and to have their calves. In autumn the awesome roar of rutting stags fills the air.



Montagne ardéchoise



← Toilettes

Mont Gerbier de Jonc Sources de la Loire



Exp

A LA SOURCE
THE LABOUR

1

Problème son

3

ER-DE-JONC - A SUPER MEDAL-WINNER!
er climbs more and more podiums! And yes, the
nc and the sources of the river Loire are
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tique et faunistique) - Natural Zones
High catchment area of the
(Haut bassin de la Loire)
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FORESTS
> BIG PLANTATIONS PLANTED FOR ECONOMIC REASONS



FORESTS
> BIG PLANTATIONS PLANTED FOR ECONOMIC REASONS

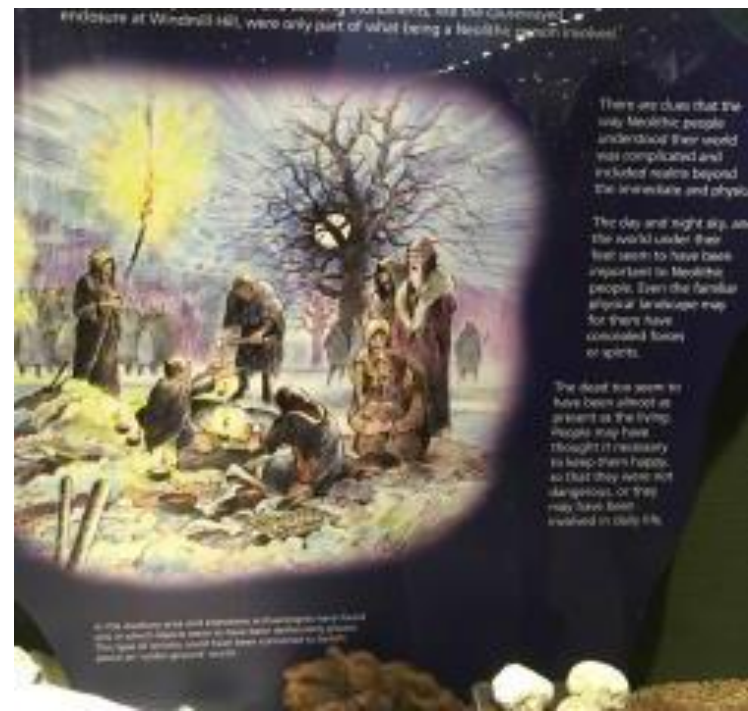

THE BIOLOGICAL FIGHT
Introduce pine beetles that devastate spruce trees to the forests and wait a few decades for a naturally more varied forest to grow.


FORESTS
> BIG PLANTATIONS PLANTED FOR ECONOMIC REASONS


METAMORPHOSIS...
Help the owners of single essence forest plots to change to mixed forests by recommending selective cuts and progressive plantations.


FORESTS
> BIG PLANTATIONS PLANTED FOR ECONOMIC REASONS


THE CHARM OF BEECHES!
Support local essences adapted to the climate and altitude. Associate coniferous and deciduous trees in the forests.







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Folly Arborétum és Borászat

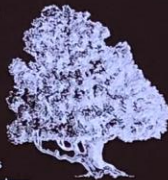


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#follynlove #follyarboretum #follyboraszat #badacsonyors

Les forêts tropicales sèches

Les forêts sèches sont des écosystèmes de climat tropical à saisons bien marquées. Plus la saison sèche est longue et les pluies faibles et irrégulières, plus la végétation est rare.



Chaque plante a sa stratégie pour passer la saison sèche : les succulentes accumulent des réserves d'eau dans leurs tiges ou leurs feuilles, certaines développent des épines pour repousser les animaux, d'autres perdent leur feuillage ou développent des cuticules imperméables qui évitent l'évaporation.

Les forêts sèches sont parmi les écosystèmes les plus en danger car elles souffrent d'une image de brousse sans valeur. A Madagascar plus d'un tiers a déjà disparu, en Nouvelle-Calédonie elle ne représente plus qu'un pourcent de sa surface originelle.

Dans les îles ces forêts sont limitées aux côtes « sous le vent », les moins arrosées. Elles abritent beaucoup d'espèces endémiques, elles aussi très menacées.

En mètres



Structure d'une forêt sèche







Thank you!

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