

Engaging citizens through heritage interpretation?

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EUROPARC Webinar, 9 February 2018



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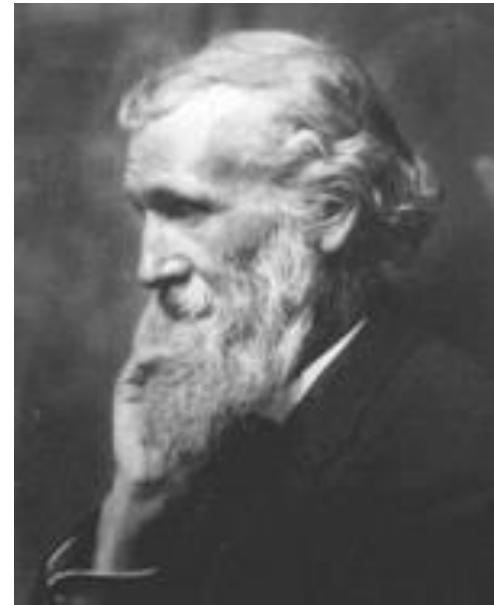
Yosemite National Park, USA
Glacier Point Trilside Museum,
Herbert Maier, 1925



Interpret europe

John Muir

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



*John Muir 1871 in Wolfe, L. (1978) The Life of John Muir.
Madison: The University of Wisconsin Press, 144*



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The interpretive triangle

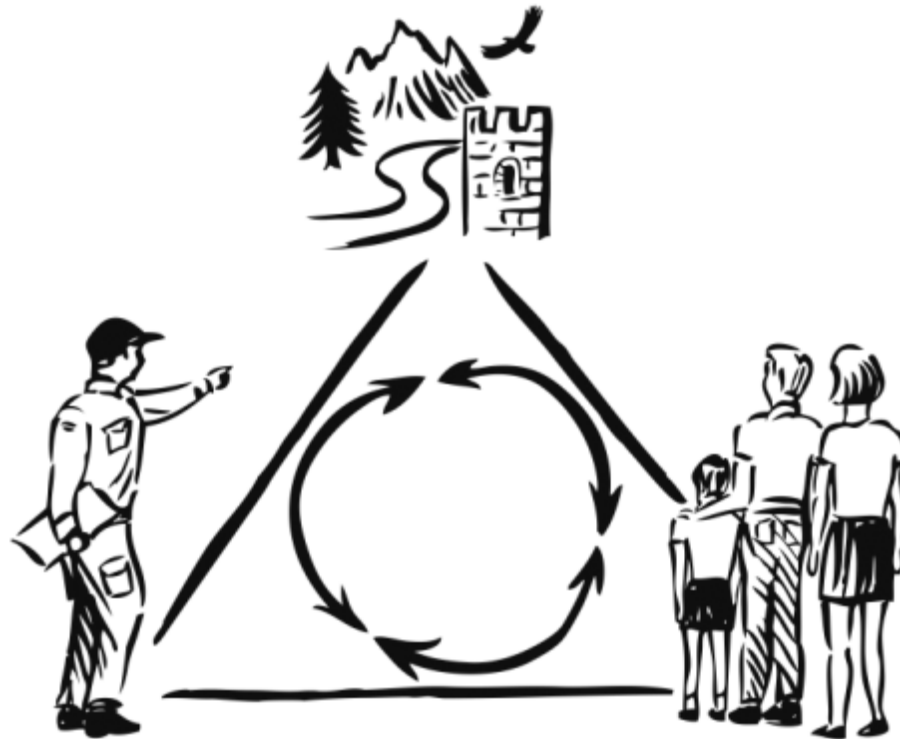


How can we help people
to connect to their heritage?



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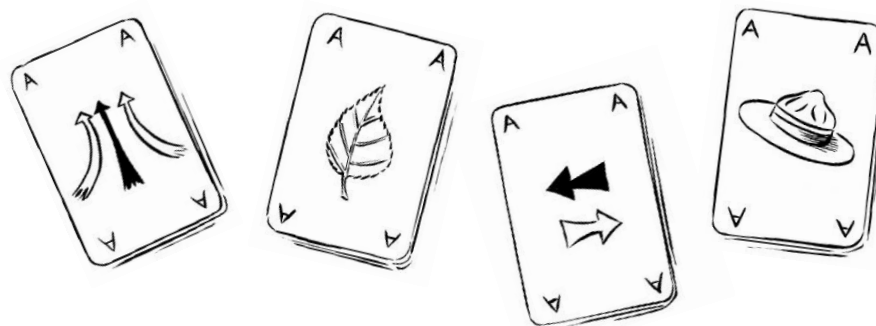
The interpretive triangle



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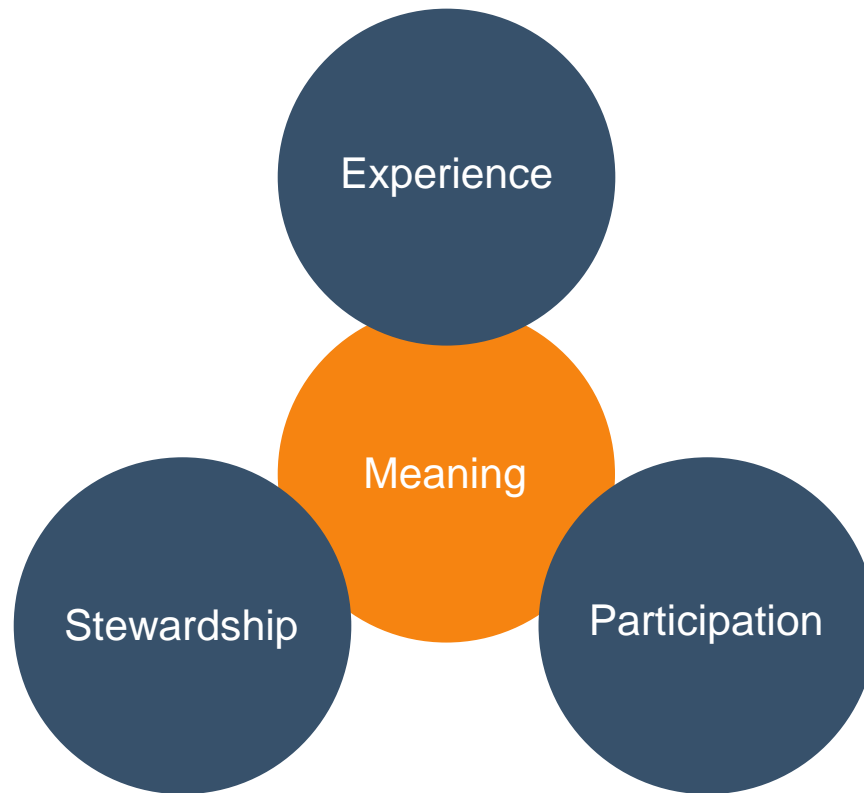
The interpretive triangle

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



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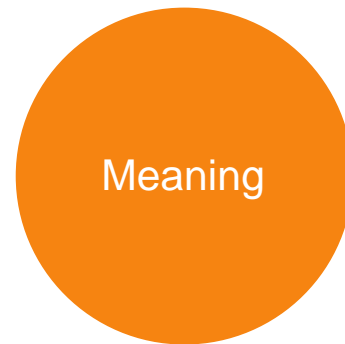
The interpretive triangle



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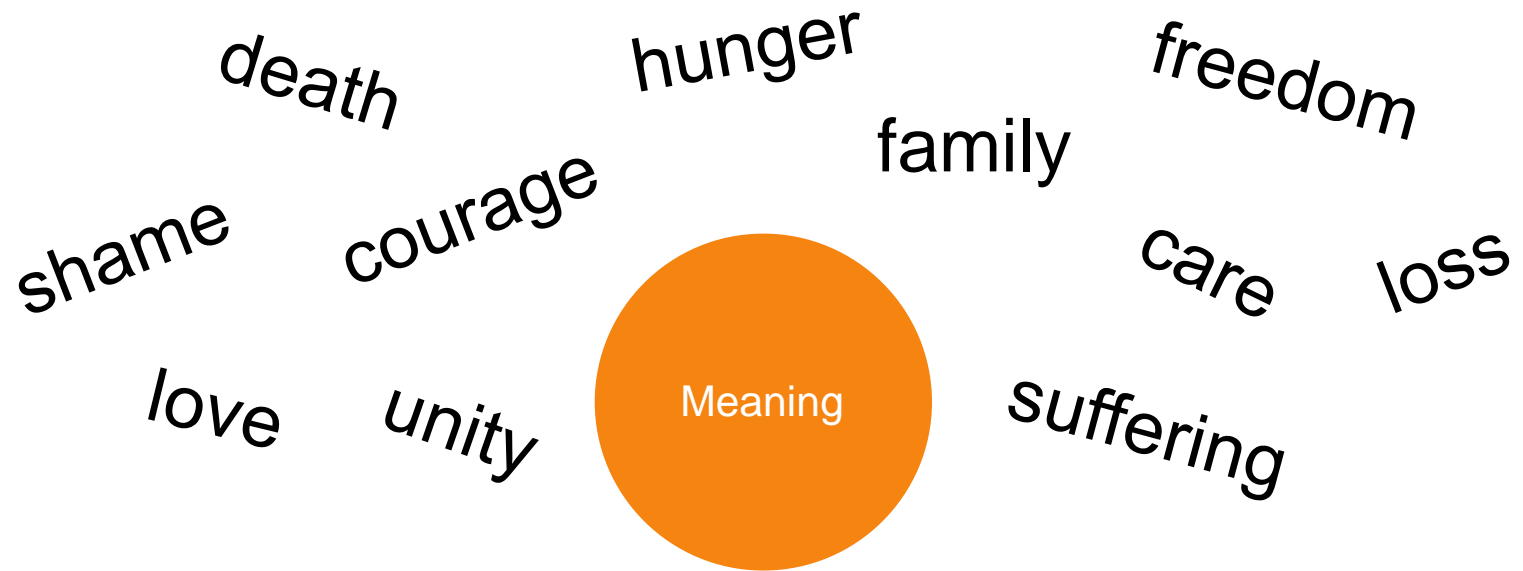
Meaning: What really matters

How does something become meaningful to us?



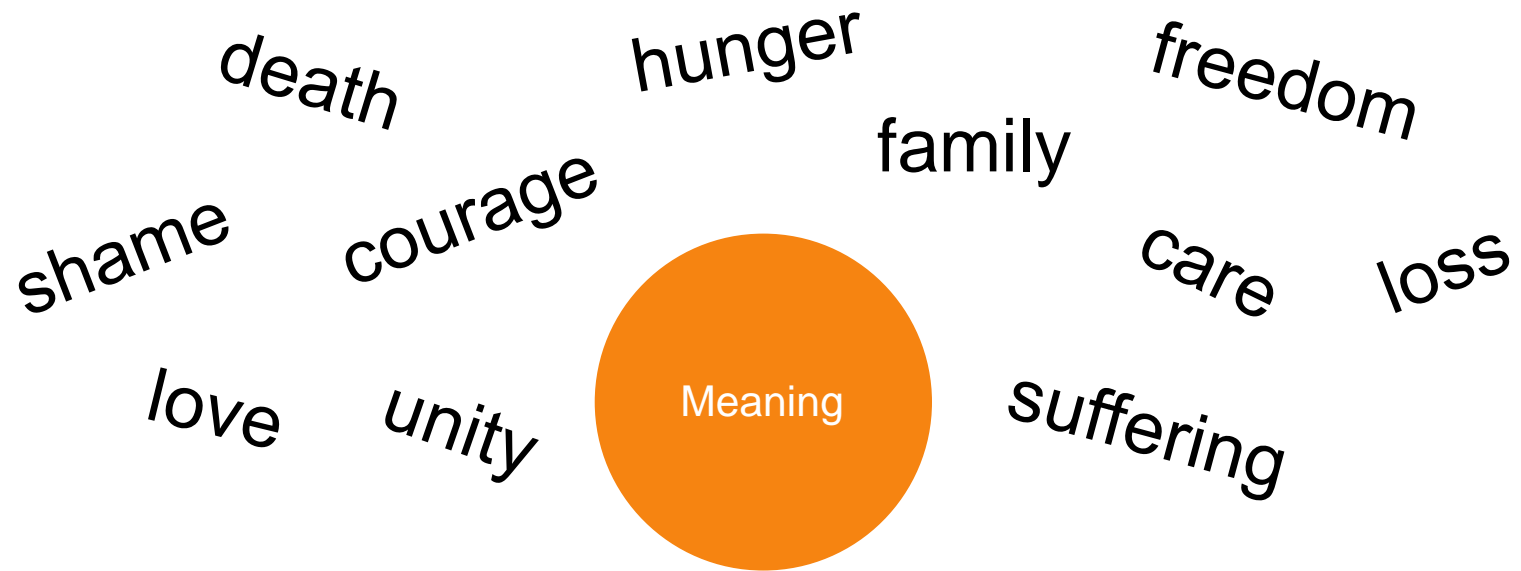
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Meaning: What really matters



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Meaning: What really matters



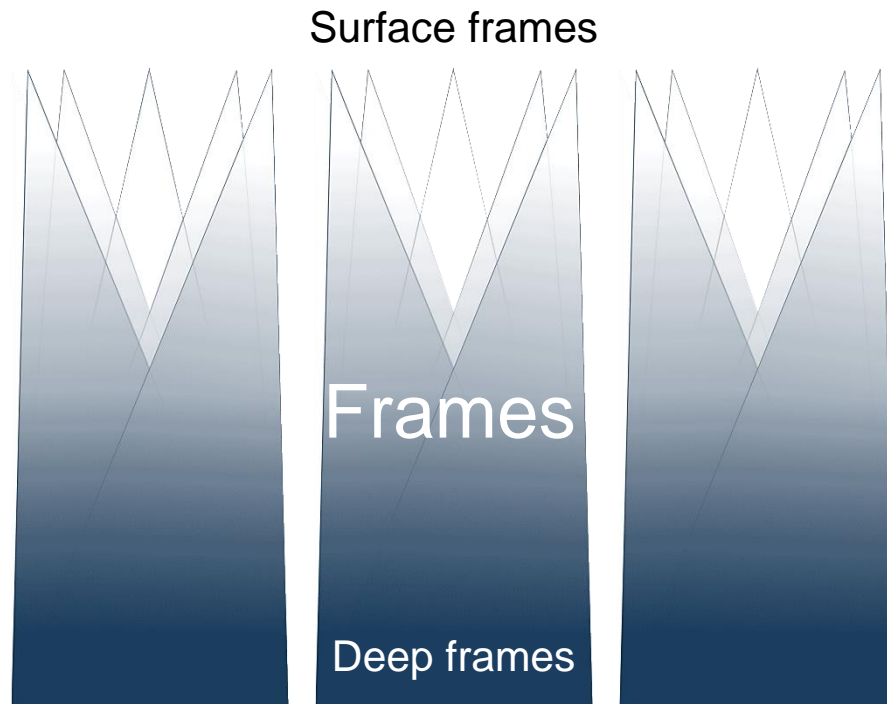
Universal concepts are meaningful to almost all people around the world.

Brown, D. (1991) Human Universals. New York: McGraw-Hill



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Meaningful concepts are **framing** facts



Home

could consist of a house and garden, a room with a table, chairs, a cupboard etc...

...but in fact 'home' could mean much more to us.

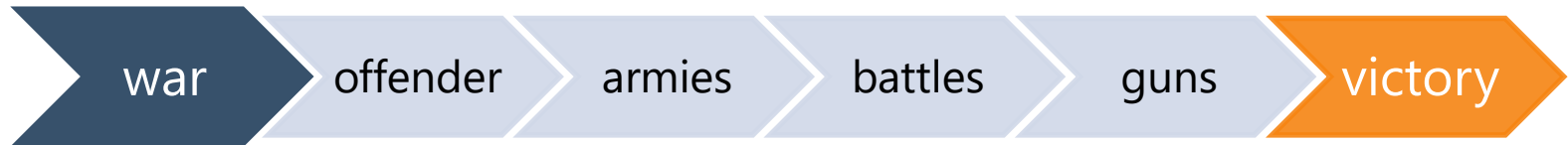
*Darnton, A. and Kirk, M. (2011) Finding Frames
London: Bond for International Development: 78*



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Meaningful concepts are framing facts

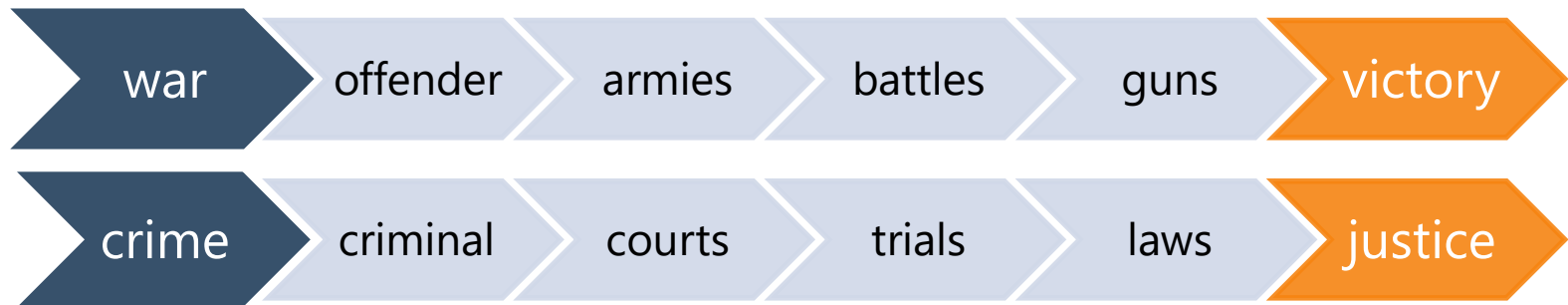
9/11 and the 'War on Terror'



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Meaningful concepts are framing facts

9/11 and the 'War on Terror'

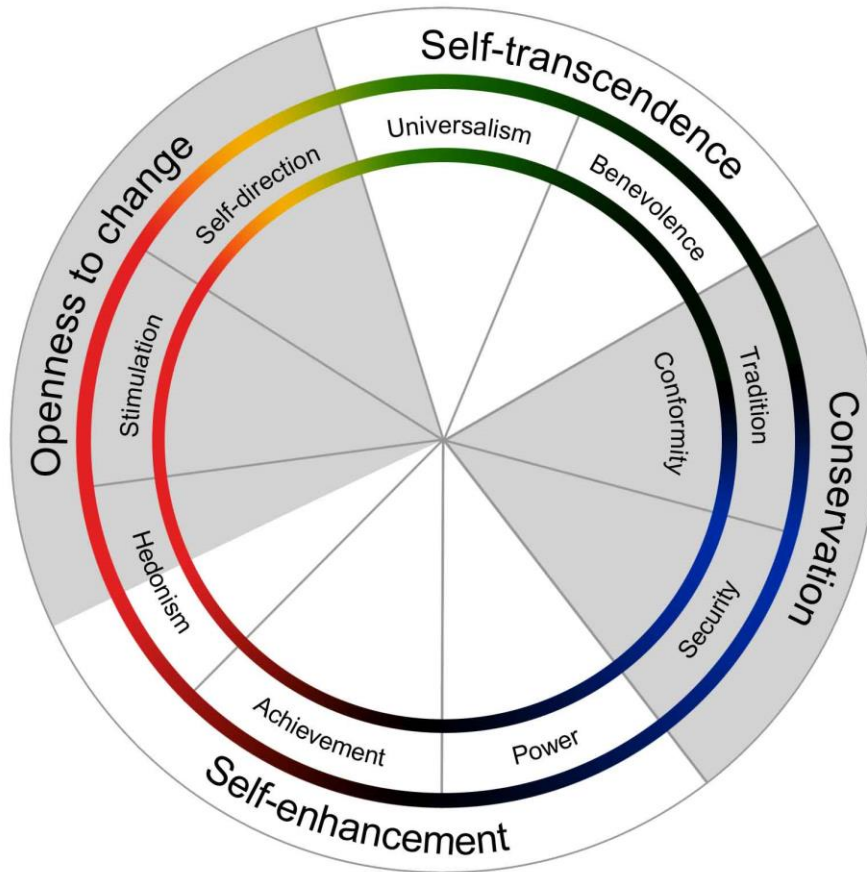


Brought up by Lakoff, G. (2008) The Political Mind. New York: Penguin



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Frames include values



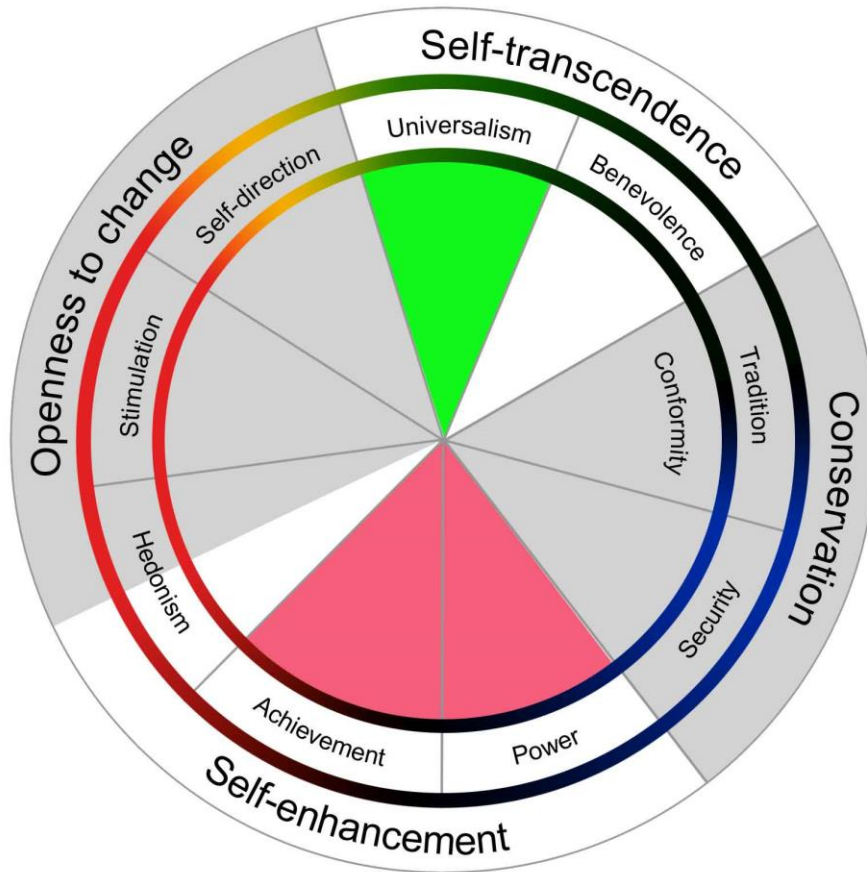
Based on:
Schwartz, S. H. (1992)
'Universals in the content and structure of values: theory and empirical tests in 20 countries'. In *Advances in Experimental Social Psychology* (Vol. 25). ed. by Zanna, M. New York: Academic Press: 1-65



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Values abolish opposing values

Seesaw effect



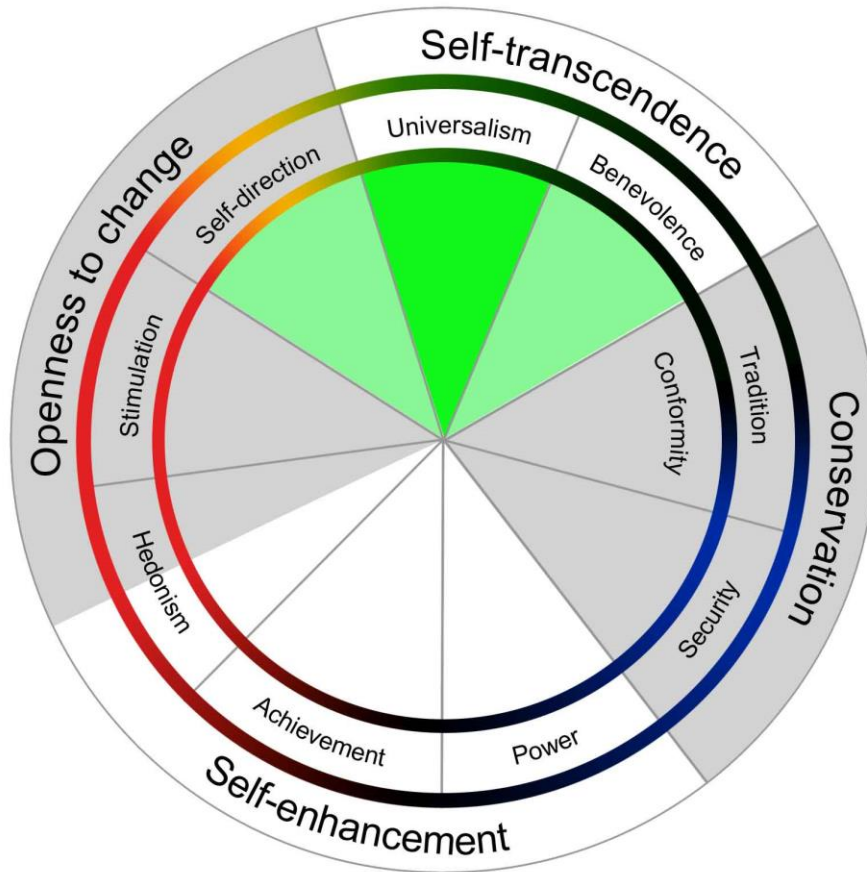
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Academic Press: 1-65



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Values stimulate neighbouring values

Spillover effect



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Europe at the test bench

dignity

respect

rule of law

solidarity

equality

diversity

pluralism

tolerance



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Giardino di Ninfa
Italy



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Valuable background reading



www.valuesandframes.org



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Valuable background reading

www.interpret-europe.net/material



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The role of heritage interpretation

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



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The role of heritage interpretation

“ ... Bringing citizens closer to their heritage is about bringing them closer to each other, and this is an important step towards a more inclusive society.

Tibor Navracsics



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Engaging citizens through heritage...

...does not mean
to interpreting heritage for
them but encouraging them
to search for their own
deeper meaning.



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Thank you

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Picture credits:

Wearsunscreen (2), Sierra Club (3), Ludwig (16)



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