

Understanding Each Other's Heritage – Challenges for Heritage Communication in a Globalized World

BOOK OF ABSTRACTS

Presentations and Workshops

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IAWHP International Association
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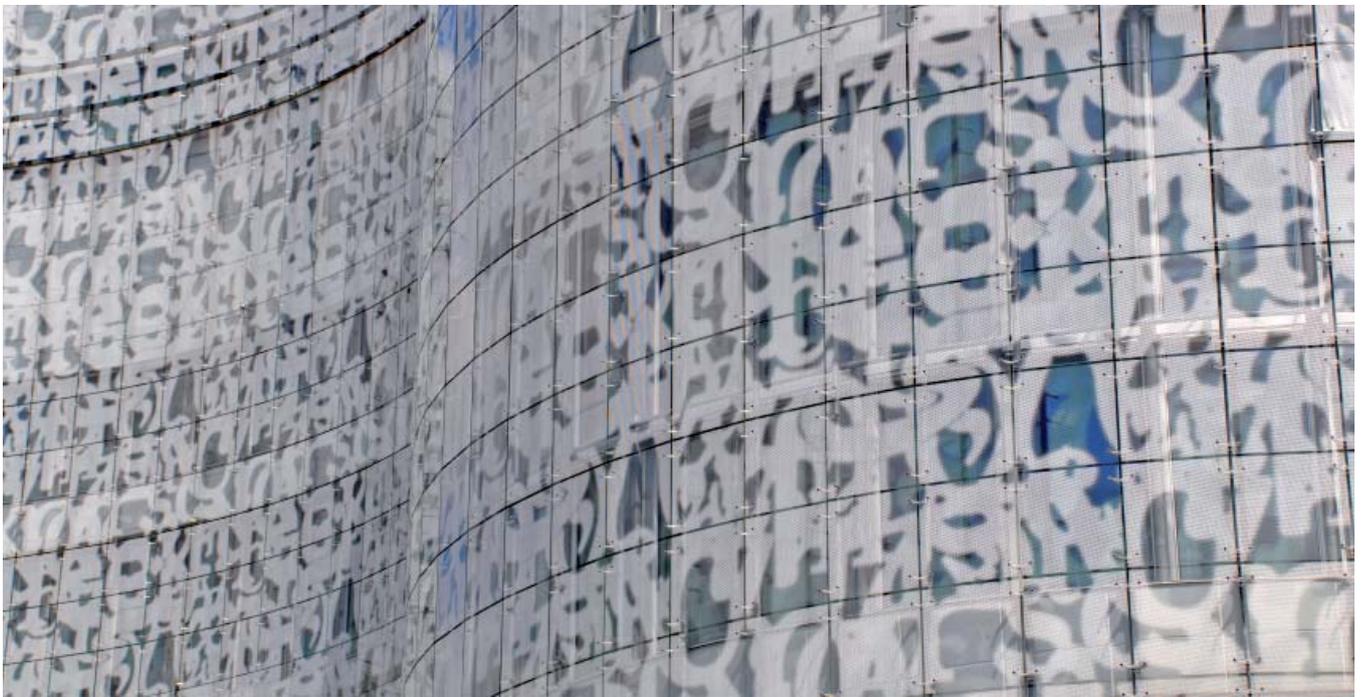
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Content

1.Conference Concept	6
Aims	6
Sessions	7
Session 1: Advertising and Edutainment: managing expectations and reality.	7
Session 2: Heritage (mis)interpretation: challenges and opportunities for interpretation for diverse audiences	7
Session 3: There’s an app for that: World Heritage sites and new media	7
2.Abstracts Symposium.....	8
Session 1: Advertising and Edutainment: managing expectations and reality	8
Keynote: Marie-Theres Albert.....	8
Telling the Story –Understanding the Landscape and Identity Building	8
The Heritage Social Housing as a Tourist Social Attraction/Destination? Elements of a Visitors Guidance System to the World Heritage Housing Estates of Berlin Modernism.....	9
The City of Bath World Heritage Site: Interpretation challenges, strategies and opportunities	10
Session 2: Heritage (mis)interpretation: challenges and opportunities for interpretation for diverse audiences	10
Keynote: Patrick Lehnés.....	10
Architectural conservation as a means for site interpretation and presentation - Recent architectural and urban projects in Bahrain	11
Session 3: There’s an app for that: World Heritage sites and new media	12
Keynote: Mario Santana Quintero.....	12
The World Natural Heritage “Wadden Sea” on the internet: Social media, databases and virtual museums.....	12
From paper sheets to digital screens: urban design heritage manipulation experiences.....	13
3.Abstracts Presentations/Workshops.....	14
Session 1: Advertising and Edutainment: managing expectations and reality.	14
Architectural installations as the sources of information and reminders.....	14
Session 2: Heritage (mis)interpretation: challenges and opportunities for interpretation for diverse audiences	15
The World Heritage Site Museum Island in Berlin: A Case Study of its Conservation and Access	15
Representation and Control: Native Americans in Museums Past, Present and Future	16
Intercultural dialogue and the touring exhibition: A case study of a Māori exhibition in the northern hemisphere	17
Participation and Industrial Culture in Comparison. Civic Engagement and Industrial Heritage in the German Polish Region	18
Shared heritage’ in an intercultural and politically sensitive context; an example of best practice - the Robben Island Field School	19
Experience as a guide: proposals for the reuse of Franciscan convents in Northeast Brazil..	20
Understanding Visitors, Understanding Ourselves; an experience-based approach to heritage protection and education	22
A Value mapping tool for interpreting World Heritage sites.....	23

What is peristyl? - Or how to communicate effectively with foreign visitors?	25
Making words work for you – writing good interpretive text	26
Pride and Privilege – understanding student engagement with World Heritage in an educational setting	27
Sensing the past - Media-related strategy for the former GDR penal institution in Cottbus...	28
Session 3: There’s an app for that: World Heritage sites and new media	28
New voices for World Heritage – the (re-)presentation and interpretation of World Heritage Sites in audio podcasts.....	29
‘Liquid Feedback’, ‘Crowdsourcing’ and ‘Heritage Wikis’ – The Future of Digital Participation.....	30
Weimarpedia – New Approaches to Cultural Education at the World Heritage site Classical Weimar	31

Foreword



The establishment of International Association of World Heritage Professionals e.V. was initiated at the end of 2009 by the Alumni of the World Heritage Studies Programme of Brandenburg University of Technology (BTU) Cottbus, Germany. Since July 2010, IAWHP e.V. is officially registered as a non-profit organisation in accordance with German Law with its headquarters in Cottbus, Germany.

The main aim of IAWHP e.V. is to provide an institutional basis for the Alumni of BTU's World Heritage Studies Programme and heritage professionals with related expertise for promoting the protection of heritage sites worldwide, especially those which are inscribed on UNESCO's World Heritage List.

To achieve its goal, IAWHP e.V. undertakes the following activities:

- establishing and maintaining of professional networks between BTU's World

Heritage Studies Alumni and other heritage professionals;

- acting as a think-tank for developing innovative approaches towards safeguarding, conservation and management of the material and immaterial aspects of cultural and natural heritage;
- encouraging, planning and implementing joint research as well as other projects whose goals correspond to those of the association;
- making the knowledge of its members available to existing and potential World Heritage Sites as well as other related institutions and actors;
- creating a database of information concerning the protection of heritage sites worldwide as well as other relevant conferences, educational opportunities and job offers for the benefit of its members; and
- informally assisting and advising students of the World Heritage Studies Master's Programme at Brandenburg University of Technology (BTU) Cottbus in reaching their study objectives and their entry into the workforce.

1. Conference Concept

Aims

Despite the acknowledged importance of interpretation in communicating and therefore also in conserving heritage and in fostering intercultural dialogue, physical conservation concerns often dominate, to the detriment of communication and interpretation for local stakeholders and tourists.

For this reason, the Cottbus Symposium and Workshop, in the context of the celebration of the 40th anniversary of the 1972 World Heritage Convention, aims

- to explore opportunities, methods and strategies to increase intercultural dialogue through interpretation
- to offer practically-oriented workshops to encourage development of opportunities and implementation of best-practice methods and strategies in heritage interpretation.

The three sessions developed for the Symposium and Workshop cover a wide spectrum of heritage interpretation and communication issues: from public relations, advertising and marketing to accessibility and representation, and to the implementation and use of new technologies.

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The International Association of World Heritage Professionals e.V. (IAWHP e.V.) has organized a WHS Alumni Symposium and Workshop on “Understanding Each Other’s Heritage –Challenges for Heritage Communication in a Globalized World” to be held in BTU Cottbus from 19th-21th July 2012. This WHS Alumni Conference is the second of a series of events and activities being planned by IAWHP e.V. since its official recognition as a non-profit organisation by German Law in 2010. Moreover, the conference is being organised in the context of the celebration of the 40th anniversary of the 1972 World Heritage Convention.

Supported by the German Academic Exchange Service (DAAD), the conference aims to bring together a wide range of academics, professionals and practitioners (WHS Alumni and other experts alike) specialising in World Heritage as well as other associated fields to contribute to the ongoing discussion about the role of the World Heritage Convention in promoting sustainable development.

Sessions

Session 1: Advertising and Edutainment: managing expectations and reality.

The first impressions of a community's heritage are often in place before a visitor has even physically visited the location. Advertising and marketing can heavily shape and influence expectations and colour the experience and perception once at the site. The marketing and advertising strategies for (world) heritage sites can either serve to promote multiple values and realities or they can serve to promote a single narrative. How much, and what kind of promotion, marketing and advertising are needed for (world) heritage sites? How can communications strategies attract visitors while maintaining the historical, cultural and educational integrity of a site? How can sites be made attractive to visitors with diverse backgrounds and requirements without turning them into amusement parks? These are only some of the many questions which we hope to address in this session.

Session 2: Heritage (mis) interpretation: challenges and opportunities for interpretation for diverse audiences

Among the challenges faced by museum and heritage managers is the need to develop effective interpretation strategies while ensuring the attractiveness and accessibility for visitors and tourists with different expectations and backgrounds. In this context, interpretation is a fundamental tool for promoting cultural awareness and mutual understanding. Employed correctly, it can help avoid conflict, misunderstanding and intolerance. Despite this crucial role, the potential of interpretation in the

management of museums and sites is still often underestimated and in many cases neglected. How can interpretation avoid reinforcing stereotypes and prejudice? Is current interpretation alienating some groups? How can interpretation support dialogue between opposing ideologies, beliefs and historical truths? What methods and strategies appeal to the widest audience? Is it ever appropriate to focus on a specific audience?

Session 3: There's an app for that: World Heritage sites and new media

Electronic and print media, as favourite sources of information and entertainment in our globalized world, also play an important role in the transmission of knowledge about other cultures. Depending on the perspective and representation techniques employed, media discourses can serve to broaden the audience's knowledge about foreign cultures, traditions and heritage places or can contribute to the reinforcement of existing cultural and ethnic stereotypes. When talking about World Heritage and Universal Values, how can the new media help to transmit these values? How are World Heritage Sites currently presented in the new media and what are the strategies to improve their presentation? What are the opportunities in using new media tools, such as 3D innovation, multi-touch screens, smart robots and others in communicating with visitors?

2. Abstracts Symposium

Session 1: Advertising and Edutainment: managing expectations and reality

Keynote: Marie-Theres Albert

Telling the Story – Understanding the Landscape and Identity Building

Gerhard Ermischer (Austria/Germany)

Gerhard Ermischer, born in Salzburg (Austria) in 1963, studied History and Archaeology in Innsbruck and Southampton. In 1993 he became curator at the City Museums and City Archaeologist in Aschaffenburg. 1994 he became involved in a regional project for the Spessart, founding the Archaeological Spessart-Project (ASP) as a charity in 1998 as a result. The ASP developed into a unique institute for landscape, combining scientific research and civil engagement. Since 2007 he is solely responsible for the ASP, which became an Institute at the University of Würzburg in 2010. Thanks to a strong European commitment - in European research projects as well as in the implementation of the European Landscape Convention - he is representing the ASP and other NGOs at the Council of Europe since 2001. He is also active in a number of professional associations for archaeology and Vice-President of CIVILSCAPE, a European network of NGOs for Landscape.

The Spessart as a German upland region has a strong image of poverty and a “lack” of history - although one of its border lines is a serial transnational UNESCO World Heritage property, Frontiers of the Roman Empire. This has consequences for the understanding of as well as the management of this cultural landscape. Telling the story of this landscape is one essential method to raise awareness, create a more positive image and make people interested in the landscape and its cultural heritage. The final goal is to turn local people into landscape stewards, taking responsibility for their cultural heritage. Of course this has also a tourist implication and therefore an economic aspect as well. Telling the story through cultural paths, archaeological excavations and other research together with local people and integrating them into the research is part of the project. The paper shall give examples of stories which enable us to explain the history of the landscape, link it with historic developments on a European or even global scale and localise “big” history. This helps to build identity, but it can also serve an integrative aspect, showing how in the past this landscape was already part of great networks stretching across Europe and influenced by global events. It can help to build bridges to migrants and create new and open identities, which are less excluding and more including. The story of the landscape becomes the story of the people – those who are rooted in this landscape for generations just as those who have just connected to it.

The Heritage Social Housing as a Tourist Social Attraction/ Destination? Elements of a Visitors Guidance System to the World Heritage Housing Estates of Berlin Modernism

Jana Richter (Germany)

05/2011 Ph.D "Principles of spatial function" between tourism and urban space. Spatial interrelations in the "Tourist City Berlin" at Berlin Technical University, Faculty of Architecture. 2004-2011 Berlin Technical University, Berlin, Germany, assistant professor at the Institute of Urban Design and Architecture, Prof. Zillich. 05/2009 Founder of Think Berlin www.think-berlin.de, Initiative für eine neue Debatte zur Städtebaulichen Entwicklung Berlins, cooperation with Aljoscha Hofmann, Cordelia Polinna Richter und Johanna Schlaack. 2008 – 2010 Associate member at Graduate Research Programm, Berlin – New York, Center for Metropolitan Studies, Berlin Technical University. 2008 Visiting Scholar at GSAPP (Graduate School of Architecture, Planning and Preservation) I Columbia University New York. 05/2005 Founder of Praeger Richter GbR, www.praegerrichter.de. 2003 Art Academy – Städelschule, Frankfurt/ Main, Germany, 2001-2003. Postgraduate Diploma in Conceptual Design. 2001 Brandenburg Technical University, Cottbus, Germany, 1998-2001. Graduate Diploma in Urban Planning, Dipl.-Ing. (Master Degree).

The six Berlin Modernism Housing Estates, namely Gartenstadt Falkenberg, Siedlung Schillerpark, Großsiedlung Britz, Großsiedlung Siemensstadt, Wohnstadt Carl Legien and Weiße Stadt, became UNESCO- World Heritage in 2008. On this account the image concept for a tourism-related and inhabitant-compatible allotment was developed. Initially a image concept basis for a image concept was developed to represent the six estates in the city as a whole UNESCO heritage property At the same time and attuned to a plan for opening the facilities to tourists for the six facilities was prepared. This contains a plan for public transport, five "bicycle paths of Berlin Modernism" and integration approaches for the existing Berlin tourist guidance system.

After the completion of the image concept and the conception for the opening to tourism of the six Berlin Modernism Housing Estates, the field work and implementation started with individual concepts for every settlement. For every single housing estate spatial sequences of the tourist visit were planned and implemented in the form of the guidance system and additional measures like parking for buses and bikes, a helpdesk and public sanitation.

The guidance system itself consists of one main info stelas, one model of the respective settlement and several distribution steles. The system is particularly fitted to every settlement and will be implemented step by step, beginning in 2011. In June 2011, at the official world heritage day, the guidance system in the Siedlung Schillerpark was opened to the public. In 2012 the implementation of the project in Gartenstadt Falkenberg will begin.

Session 2: Heritage (mis)interpretation: challenges and opportunities for interpretation for diverse audiences
Keynote: Patrick Lehnes

The City of Bath World Heritage Site: Interpretation challenges, strategies and opportunities

Kristin G. Doern (Germany)

Kristin Doern is the Heritage Subject Leader at Bath Spa University in the UK where she teaches heritage studies and modern British history. Her particular areas of expertise are: urban world heritage; heritage interpretation, audience development and community engagement; and the City of Bath World Heritage Site. She is a member of the City of Bath World Heritage Site Steering Group.

As an 'exceptional example of mankind's reaction to the natural world', the city of Bath was designated a World Heritage Site in 1987. However, while Bath attracts almost four million tourists per year, it is a relatively small city (with a resident population of just under 90,000) that constantly faces the competing demands of transport issues, housing shortages, tourist infrastructure, conservation, sustainability and development if it is to continue its success as a living dynamic modern city. The City of Bath World Heritage Site covers the whole of the city, including all of the urban settlement and large areas of the open countryside that extend in towards the city centre. This includes areas of Bath where often there is not an obvious connection for residents to the set Roman and Georgian pieces that give the city its World Heritage status.

Bath's historic built environment and cultural heritage are crucial elements in its success as an international tourist destination, but how that heritage is interpreted and presented – and to whom – is a topic of ongoing debate between all of the city's various stakeholders. A UNESCO World Heritage Committee delegation to Bath invited the city 'to embark on a reinforced, integrated and homogenous interpretation for all the attributes bearing the Outstanding Universal Value of the property' in its 2009 Decision. This presentation uses the City of Bath World Heritage site as a case study to explore the complex relationships between marketing and managing a World Heritage site, community engagement and social inclusion, and interpretation for a diverse and often conflicting range of audiences.

Architectural conservation as a means for site interpretation and presentation - Recent architectural and urban projects in Bahrain

Eva Battis (Germany/Bahrain)

Eva Battis is a German architect by training who graduated from BTU's WHS program in 2010. She has worked in architectural and urban conservation projects in countries such as Germany, Spain, Syria and Egypt. Since 2008 she has been participating in the nomination of a heritage site for World Heritage and directing a fine conservation team on behalf of the Ministry of Culture in Bahrain. She has also lectured at the University of Bahrain and the German University of Technology in Oman.

Alaa El-Habashi (Egypt/Bahrain)

Alaa el-Habashi is an Egyptian associate professor of architecture and heritage conservation in the University of Monofia and an international conservation consultant. His research and work practices aim to found a preservation framework that respects the specificities of local history and traditions. Over the last 20 years, he has worked in various areas in the Arab World developing architectural and urban conservation approaches appropriate to different historic buildings, urban values and local traditions, and has assisted in the registration of some cultural sites on the WH List.

By looking at recent architectural and urban conservation projects in Bahrain, this presentation will demonstrate that interpretation and presentation are integral to physical conservation. Physical conservation should never occur to the detriment of the communication of the values of a heritage site.

Architectural and urban conservation can contribute to a better understanding of local history and culture but can also create misconceptions. Therefore the principles of the ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites are highly relevant to physical conservation and should be considered by an interdisciplinary team of conservators throughout the entire process. Opportunities and challenges abound; how to identify and consider all available information sources including the intangible and tangible heritage as well as the site's setting and context; which of the overlapping evidences to present and how; how to avoid the bias of contemporary historical notions; how to achieve inclusiveness in the choice of target groups and how to address varied audiences; how to contribute to social and cultural sustainability, while ensuring optimal physical conservation; and last but not least, how to reconcile authentic historic representation and contemporary use.

Selected case studies illustrate how the significance of interpretation and presentation concerns in physical conservation is being increasingly acknowledged in Bahrain, where the perception of architectural heritage and its conservation is currently rapidly evolving amidst challenging political and social realities.

Session 3: There's an app for that: World Heritage sites and new media
Keynote: Mario Santana Quintero

The World Natural Heritage “Wadden Sea” on the internet: Social media, databases and virtual museums

Nina Hinrichs (Germany)

Born 1980 in Oldenburg, Germany; 1999-2006 studies of arts, German, mathematics at the University of Kiel and University of Paderborn; 2006 graduation (First State Examination); 2006-2009 doctoral scholar of DFG, 2009 graduation; 2008 lector at the University of Paderborn; 2010 lector at the University of Greifswald; 2009-2011 Referendariat, 2011 graduation (Second State Examination); since 2010 postdoctoral fellow and lector at the University of Paderborn, since 2011 member in the Landesprüfungsamt (examination authority) for First State examinations for teaching in schools and coordinator of a scientific research group (World Heritage Education) at the University of Paderborn.

The main objective of my subject is to point out in which ways the World Heritage Site Wadden Sea is represented on the Internet. Furthermore I show how the internet can help to transmit values of World Heritage, like cross-cultural issues.

Each World Heritage site is asked to fulfill the UNESCO's educational mission. In our globalized digital age there is a change in structures of communication and mediation. Social networks - like Facebook, YouTube, Twitter - and databases as well as virtual museums are important items for representation, communication and knowledge transfer. Many companies and also World Heritage properties are using these media for presentation and promotion. One can see this for example in the representation of the World Natural Heritage Site “Wadden Sea” on the internet. Tourism and research institutions, museums and official representative institutions such as the Common Wadden Sea Secretariat use social media, especially Facebook, for representation and mediation. An interactive communication structure is established. People from all over the world at any time and space can join the communication about the Wadden Sea and comment on the information which is given. Many museums which show art depicting the Wadden Sea use in addition digital databases and virtual museums. Even some art projects are initiated and based on internet facilities.

In this study I point out the advantages and critical aspects of the transmission of knowledge and universal values on the internet.

From paper sheets to digital screens: urban design heritage manipulation experiences

Roseline Oliveira (Brazil)

Architect and urbanist (1999). Ph.D in Architecture and Urbanism from the University of Bahia-Brasil/ University of Algarve-Portugal (2009). Teacher at the Architecture and Urbanism School (UFAL), tutor at Education Program Tutorial (PET), Research Group Studies of Landscape and Taba-ê-tê Creation Lab member. FAPEAL (Alagoas` research support foundations) consultant and member of the Editorial Board of Edufal. Experience in architecture and urbanism with emphasis on heritage, urban history, iconography and design.

Flávia Campos Cerullo (Brazil)

Architect and urbanist (UFAL, 2006), master`s degree in Urbanism - PROURB (UFRJ, 2009). Architect at IPHAN`s (National Institute of Historical and Artistic Heritage) Monumenta Program in Penedo. Architecture, urbanism and design substitute teacher at the Federal University of Alagoas (UFAL), Research Group Studies of Landscape and Creation Lab Taba-ê-tê (FAU / UFAL) member, working on projects about early colonial urban landscapes funded by the Northeastern CNPq and on tangible and intangible heritage of edicts from cultural resources IPHAN and Petrobras.

Gustavo Baraldi Sobral (Brazil)

Architect and urbanist (UFAL, 2009), Research Group Studies of Landscape Creation Lab Taba-ê-tê (FAU / UFAL) coordinator, works as a designer and on 3D animation.

How did the cities in Brazil start? For years this has been questioned by the Research Group Studies of Landscape, at Federal University of Alagoas (Brazil), which has relied on text and image revisions produced by European settlers during the sixteenth and seventeenth centuries (Hans Staden - Frans Post) to understand the movements of the first urban towns and cities of the Brazilian Northeast region.

Comparative analysis between this documentary evidence and the current situation of colonial settlements, investigated in situ, has revealed not only data about the history and urban morphology, but also numerous remnants (streets, buildings, plants and human habits, among others) that provide a basis for global discussions about mutual heritage.

Identity and unchanging issues have attracted the interest of an interdisciplinary group of researchers, mostly composed of architects and designers, which has developed a series of products such as educational objects, videos, exhibitions and websites making knowledge more accessible and consequently increasing the experience exchange between various communities inside as well outside of Brazil. Making this material available on the internet allows visitors interaction through disclosure of cities and their cultural heritage.

Therefore, this paper is about the mentioned production, written by the Taba-ê-tê Creation Lab, a segment of this research group, which uses a general language to shape urban history, attempting to bring several urban landscape contents participating at the beginning of globalization movements.

3. Abstracts Presentations/Workshops

Session 1: Advertising and Edutainment: managing expectations and reality.

Architectural installations as the sources of information and reminders

Kseniia Panfilova (Russia)

Master of Architecture, NSAAA, Novosibirsk, Russian Federation, 2011. Young researcher, holding candidate degree, NSUACE, Novosibirsk, RF. BTU experience: exchange program STUDEXA in the Architecture and WHS, 2010-2011.

The contemporary world of new information epoch demands vivid reaction to each occasion happening around us. The period of adopting any information by human beings has become shorter and tough. The enormous amount of advertisement diversity in everyday life led to the chaos and, as the result, to losing the precedent of various knowledge. It is not a secret that the perception of visual information and images comes faster than identical verbal ones. That makes an investigation base of visual experience application to the promotion so far actual.

The group of children there, in Magadan elementary school, had been quizzed and examined for their reactions to remembering different types of given information (text, images, signs, e.t.c.) Beyond dispute the best reaction is marked through visual perception and, moreover, the opportunity to perceive the object sensually (touching) and three-dimensionally with the lack of full information about the object makes it necessary to know the unknown, and this process offers the best knowledge as well as leaves the best memories.

Installations in Promotion Purpose

The idea of forming promotion of the WHS through artistic or special architectural installations lies beyond the experimental base in which some group of people has shown the best reaction to space constructions as the fast memory sources. Even a group of students studying Architecture still remember no more than 10 % of the whole historic tangible heritage, while tourists are able to recognize more through their own life experience. The installations use this particularity and are aimed to reveal the equal senses even not being the exact copy of any WHS. It raises the curiosity by using images, signs, brief text fragments and forms as well as joins the urban space or serves as an exclamation mark and visit card.

Session 2: Heritage (mis)interpretation: challenges and opportunities for interpretation for diverse audiences

The World Heritage Site Museum Island in Berlin: A Case Study of its Conservation and Access

Alexandra Skedzuhn (Germany)

Alexandra Skedzuhn was born in 1967 in Germany. She studied conservation of stone objects in Florence, Italy, and received her B.A. in Conservation at University of Applied Sciences and Arts in Hildesheim/Germany. Presently she is enrolled in the Master's Programme World Heritage Studies at BTU Cottbus. As conservator she has worked in Italy, Germany (e.g. Neues Museum), the UK, and for an NGO in Ladakh, India on the preservation of wall paintings on earthen heritage.

“Access:

1. way of entering or reaching a place
 2. the opportunity or right to use something or to see somebody/something“
- (Oxford Dictionary)

The “story” of a (world) heritage site can be presented and interpreted in many different ways. Artists, owners, and users have different concepts of its values and different approaches to questions concerning usage and protection. The conservators focus on topics like iconography, material technology, damage, and conservation techniques. Conservation work usually takes place outside the public view and is situated in an interface position between craftsmanship, art history, monument preservation matters and natural sciences, between theory and practice. The conservation techniques and methods are to a large extent unknown, but do find much interest in the public.

Understanding how cultural heritage is and has been treated is one constructive way to value cultural heritage from an intellectual point of view. Currently there is a distinct lack in visitor access to the conservation process and its methods, materials, aesthetics and ethics which is an inherent part of a heritage site. But the pressure of more and more international tourists with their special needs to receiving more information are leading to higher demands on museums. In addition, new media and a computerised and globalised every-day life have become part of museum practises, and will become even more so in the future.

The presentation will focus on the present trends and strategies in conservation mediation in the museums on the Museum Island in Berlin, which was inscribed on the World Heritage List in 1999. The workshop will address the opportunities and challenges for a variety of mediation strategies of heritage conservation, employing both the old and new media.

Representation and Control: Native Americans in Museums Past, Present and Future

Susanne Raymond (USA)

Susanne Raymond is an American citizen who has lived in Berlin for close to seven years. She is currently enrolled at BTU and is keenly interested in the preservation of cultural identity and cultural rights of Indigenous peoples and other communities in the World Heritage context. Currently she is writing her master's thesis about integrating the principle of free prior and informed consent found in The Intangible Heritage Programme into World Heritage nomination processes. She has completed two internships relevant to her studies, the first in Madrid, Spain at The United Nations World Tourism Organization, and the second at UNESCO's cultural department in New Delhi, India.

Until recently First Nations exhibitions were most often presented in ethnographic and natural history museums. Displayed with dinosaurs and extinct animals, the clear message was that these Nations face extinction, or are indeed, already a thing of the past. In the last 35 years, representation of Native Americans in United States' museums has changed: a reflection of a global paradigm shift and new methodologies in museology. Some museums now actively encouraging representation of Indigenous peoples by Indigenous peoples: no longer can it be assumed that the classically European trained curator will be the individual entrusted with the job of creating an exhibition about a living group of people. Integrating these community members into dialogs and decision-making processes about usage, display, repair and storage of artefacts has changed the politics of museum display and challenges stagnant museum norms. By examining a museum which uses these new methodologies on an admirable level, The National Museum of the American Indian, these points will be aptly illustrated. Furthermore, some of the even more current trends in representation and interpretation, which are at the forefront, and are perhaps the future of Native American museum issues- repatriations and the rise of community museums across tribal lands- will also be addressed.

This workshop aims to examine how these changes came to be, what challenges these changes pose to the status quo of museum methodology and what their implications are in other international contexts. By carrying on meaningful discussions and activities surrounding what the shifting of control of Indigenous group's public representation away from Eurocentric models entails, and collectively brainstorming on what these changes mean for Indigenous peoples, museum staff, the public and the artefacts themselves, we shall be better informed and prepared for the changing face of museology in the 21st century.

Intercultural dialogue and the touring exhibition: A case study of a Māori exhibition in the northern hemisphere

Lee Davidson (New Zealand)

Lee Davidson received her Ph.D from Monash University, Melbourne, in 2006. Her teaching and research interests include leisure (history, theory and contemporary practice); visitor studies; narrative research methods; tourism and natural/cultural heritage. Recent publications include an article on audiences at the Museum of New Zealand in Visitor Studies; and a chapter in 'Intangible Natural Heritage' edited by Eric Dorfman and published by Routledge in 2011.

Gaëlle Crenn (France)

Gaëlle Crenn completed her PhD at the University of Quebec at Montreal in 2000 on the topic of the construction of the environment as heritage at the Biodome, an innovative environment museum in Montreal. Since 2002 she has been a Lecturer in Communication Studies at the University of Lorraine (Nancy), France, specialising in museum studies, with a specific focus on contemporary forms and uses of museums and heritage.

This presentation presents the preliminary findings from a comparative transnational study examining the staging of a Māori exhibition in New Zealand, France and Canada. The “E Tu Ake: Standing Strong” exhibition, designed and presented by the Museum of New Zealand Te Papa Tongawera in Wellington (2011), aims to highlight the vitality of Māori culture and the strength of its current aspirations, through the presentation of cultural treasures (taonga), contemporary works of art and artifacts. The title of the exhibition powerfully reflects its political dimension, which includes the history of Māori struggle and claims for restitution. How is such an exhibition, originally rooted in a specific national context, transformed by its movement, being at once an object of different museum practices and subject to a different reception by audiences in diverse national contexts? What role does interpretation play in this process?

Drawing on the work of James Clifford, the study considers this touring exhibition as a mobile ‘contact zone’ and aims to understand how both museum professionals and visitors deal with interculturality, and how related meanings and identities shift as the exhibition moves from one national context to the next. We seek to identify the movements made in definitions of Māori culture and understandings of the indigenous issues at the heart of the exhibition, both in its production (through conservation practices, design and interpretation at each site) and in its public reception (with French and Canadian audiences).

The project’s multi-method approach combines both conventional quantitative visitor data with in-depth interviews of visitors and museum professionals across the three sites. A key aim of the project is to inform the ways in which interpretation in exhibitions of “the self”, including hot cultural topics, can be adapted to effectively address diverse audiences and foster cross-cultural dialogue and understanding.

Participation and Industrial Culture in Comparison. Civic Engagement and Industrial Heritage in the German Polish Region

Karolina Hettchen (Poland/Germany)

Karolina Hettchen's scientific background is in marketing and management with an emphasis on strategic management. She lived and studied in Poland until 2002. Her starting point in Germany was the World Heritage Studies Program at the BTU Cottbus (year of graduation 2008). She works as a scientific assistant in the Institute of New industrial Culture in the fields of industrial culture, public participation and tourism. Since September 2007 she has worked as a scientific assistant and a coordinator of the Polish-German study course Architektur/Architektura at Lusatian University of Applied Science (FH).

Heidi Pinkepank (Germany)

Heidi Pinkepank's scientific background is in landscape architecture with an emphasis on cultural landscapes. Before she started World Heritage Studies, she worked in the Biosphere Reserve Schorfheide-Chorin (north of Berlin). In 2010 she graduated from the BTU Cottbus. Her thesis was about the community involvement and public participation in the World Heritage Nomination Process of the Montanregion Erzgebirge. Currently she is working in the fields of public participation, industrial culture and energy strategies for the Institute of New Industrial Culture – INIK.

The initial point of our project is the fact that there is too little and too negative awareness of industrial heritage (exemplified by Lusatia) even though it has a great meaning and identity building for our society today (the rather general overall view) and for the local people in particular.

Thus, the aim is to raise awareness, to help interpreting the industrial heritage and industrial culture.

In Lusatia we face a special situation: Despite the diversity in age and education, we deal with a diversity of language, social background, migration, displacement, identity building etc. because this area was a unitary developed region before the WWII and the border divided this area. The industrial heritage within this area is seen as a loss to development (e.g. because of lost jobs). Furthermore, we want to investigate whether there is potential for a bottom-up project, whether they are sustainable, whether they work and are able to change views, and whether there is transfer and collaboration between both sides of Neisse River. Can interpretation support dialogue between the different audiences?

Shared heritage' in an intercultural and politically sensitive context; an example of best practice - the Robben Island Field School

Koosje Spitz (Netherlands)

Acting Adjunct Director at the CIE - Centre for International Heritage Activities. BTU Graduation: World Heritage Studies - December 2010.

Throughout the seventeenth and eighteenth century the Dutch East India Trading Company (VOC) and Dutch West India Trading Company (WIC) established many trading posts in the Americas, Africa and Asia. Along the trading routes the Dutch built trading posts and eventually several of these posts turned into colonies.

Tangible and intangible heritage deriving from this period tells the story of the historic events that took place and encounters between different cultures, all leaving their mark on contemporary societies in Indonesia, Ghana, South Africa, Sri Lanka, Suriname etc. Elements dating back to the Dutch period can amongst others be found in language, topography, archives, underwater- and built heritage. However, often this heritage also carries a negative connotation, perhaps most distinctively exemplified by the word 'apartheid', which has Dutch/Afrikaans origins. Overall, the shared cultural heritage affected the social, cultural, religious, economic and political spheres and therefore is an integral part of the current relations between the two countries.

Challenges occur when heritage includes multiple heirs and various sentiments. Different viewpoints and expectations on the preservation and validation of the heritage make intercultural cooperation, especially relating to shared/mutual heritage, challenging. Communication and interpretation are crucial in promoting cultural awareness and mutual understanding. Consequently, the question that arises is: how to build capacity in an intercultural and politically sensitive context? The mutual efforts in the preservation and management of this shared heritage are highlighted through various intercultural cooperation programs and projects.

Some of these programs are considered best practices in the field of shared heritage, such as the Robben Island Field Schools, an initiative by the CIE, South African Heritage resources Agency (SAHRA) with support from the Robben Island Museum and the Africa World Heritage Fund. Other examples are the Avondster Project in Sri Lanka and the Mutual Heritage Days, organized in collaboration with local counterparts worldwide. Each project bears different outcomes, recommendations and lessons learned, relevant to capacity building in intercultural context.

Experience as a guide: proposals for the reuse of Franciscan convents in Northeast Brazil

Maria Angélica da Silva (Brazil)

Senior lecturer at the Faculty of Architecture and Urbanism at the Federal University of Alagoas (Brazil), M.A. in Social and Cultural History (1991) at the Catholic University of Rio de Janeiro, Ph.D in History (1998) at the Federal University of Rio de Janeiro and at the Architectural Association School, post-doctoral degree at the University of Évora (2006) based on research about the Franciscan convents. She is coordinator of the Research Group Studies of Landscape that is undertaking projects on the re-use of the old Franciscan convents. Research Fellow of the National Council for Scientific and Technological Development (CNPq).

Ana Cláudia Vasconcelos Magalhães (Brazil)

Architect at the State Secretariat for Culture of Alagoas (Brazil), graduated with a degree in Architecture and Urbanism (1987) and in History (2005) from the Federal University of Alagoas. M.A. in Architecture and Urbanism (2005) from the Federal University of Alagoas, conducted research on the Franciscan convent of St. Mary Magdalene. Member of the Research Group Studies of Landscape (UFAL). She supervised the restoration of the Convent of Marechal Deodoro.

Érica Aprígio Albuquerque (Brazil)

Member of the Landscape Research Group, UFAL (Brazil), graduated with a degree in Design (2008) from the Federal Institute of Alagoas and a degree in Architecture and Urbanism (2008) as well as a M.A. in Architecture and Urbanism (2005) from the Federal University of Alagoas conducting research about the urban impact of Franciscan convents in North-East Brazil. Member of the Research Group Studies of Landscape.

Taciana Santiago de Melo (Brazil)

Member of the Research Group Studies of Landscape, UFAL (Brazil), graduated with a degree in Architecture and Urbanism (2012). Master's student in Architecture and Urbanism at the Federal University of Alagoas conducting research into the presence of German friars in the Franciscan convents of Brazil. Both Professor Maria Angélica da Silva and Taciana have been awarded a national prize by CNPq for their research into the Franciscan convents.

Flora Paim Duarte (Brazil)

Member of the Research Group Studies of Landscape, UFAL (Brazil), undergraduate in Architecture and Urbanism at the Federal University of Alagoas. Scholarship student by CNPq, investigating the presence of the Franciscan order in Brazil, its architectural heritage and cultural impact on the contemporary world.

Luísa Estanislau Soares de Almeida (Brazil)

Member of the Research Group Studies of Landscape, UFAL (Brazil), undergraduate in Architecture and Urbanism at the Federal University of Alagoas. Scholarship student by CNPq investigating the presence of the Franciscan order in Brazil, with a focus on design of cultural heritage.

Luise Maria Martins Cerqueira (Brazil)

Architect and urban planner, Master's student in Architecture and Urbanism/ FAU-UFAL at the Faculty of Architecture and Urbanism of the Federal University of Alagoas (UFAL), and member of the Research Group Studies of Landscape, UFAL.

When dealing with the interpretation of cultural heritage, sometimes the potential of the meanings of patrimony cannot be reached by locals and visitors that do not recognize themselves in those places in the reason of changes in customs and values . This is the case of the Franciscan monasteries erected during the sixteenth and seventeenth centuries in Brazil, nowadays listed as national heritage.

This presentation aims to discuss projects regarding the re-use of two of these houses: the friaries of St. Mary Magdalene in the town of Marechal Deodoro and Our Lady of the Angels in Penedo. It is believed that if effective strategies are employed, the architectural constructions themselves will be capable of revealing their history. Once visitors are made aware of this, they will be in a position to learn not only from written materials but also through textures, colors, sounds, smells.

Although the two friaries have a similar history, their recent memories are different. The one at Marechal Deodoro does not have friars anymore. However, it has kept many signs of their original functions and preserved the simplicity of the Order, by inspiring the creation of a “Franciscan Museum”.

The convent of Penedo still has a religious function and throughout most of the twentieth century was inhabited by Germans friars who were responsible for the “modernization” of the building. The second reuse project aims to set up a “Memorial of the presence of the German friars in the Franciscan convents in Brazil” as a shared heritage between Brazil and Germany.

The Franciscan convents can be regarded as a global heritage since their missionary mandate bequeathed by St Francis was to ensure that they should be spread throughout the world. Thus, by interpreting these cultural sites, it is possible to rekindle their original objective.

Understanding Visitors, Understanding Ourselves; an experience-based approach to heritage protection and education

Stephen Dicks (Canada)

Over 15 years experience at parks, historic sites and museums in the field of visitor services, heritage interpretation and heritage management, including three World Heritage sites in Canada. Bachelor of Arts in Environmental Studies from Memorial University of Newfoundland and Labrador (2005). Master of Arts in World Heritage Studies at BTU (2010). Current position: Service Delivery Analyst with the Visitor Experience Branch at Parks Canada Agency.

Canada's cultural landscape has evolved in the 100 years since the inception of Parks Canada, the agency responsible for the protection and presentation of Canada's national heritage. Significant shifts in demographics, an increasingly urbanized population, high levels of immigration and changes in economy and technology have resulted in a new cultural mosaic, expression of values and a different perspective on Canada's historical and natural landscape. Traditional approaches to heritage presentation and protection were losing relevance and visitation to heritage places was in decline.

In 2005, Parks Canada renewed its approach to include the concept of Visitor Experience as a vital part of its mandate. This was based on the idea that our national heritage should be protected for Canadians, not from Canadians. The visitor experience based approach to heritage management begins with good data about visitors. Decision-making must be based on solid knowledge of current and potential visitor needs and expectations gathered through social science research.

To this end, the Explorer Quotient (EQ) program was initiated. Using research methods based on psychographics, EQ explains why people travel and why different types of travellers seek out different travel experiences. Parks Canada is one of the first organizations to apply the EQ program to connect potential visitors with opportunities that match their values, interests and expectations. Combined with other market intelligence, the EQ program helps managers make sound decisions on how to effectively develop and facilitate experience opportunities relevant to diverse and dynamic audiences.

The trend has been reversed, visitation is increasing and visitors are embraced as part of the solution to challenges of protection and sustainability. In addition to learning about its visitors, Parks Canada gleaned important information about itself that was vital to developing experiences that connect hearts and minds with the heritage that helps define us all.

A Value mapping tool for interpreting World Heritage sites

Aziliz Vandesande (Belgium)

Aziliz Vandesande is an art historian specialized in built heritage. She holds a Master of Art's degree from the University of Leuven. These studies were accompanied by an internship at the Flemish Institute for Built Heritage (VIOE). Currently, Aziliz is a final year student of the Master of Conservation of Monuments and Sites at the Raymond Lemaire International Centre for Conservation (RLICC). She is working on a thesis concerned with the development of a value mapping tool for heritage ensembles, with a focus on the case study of Petra Archaeological Park, Jordan.

Ona Vileikis (Colombia-Lithuania)

Ona Vileikis is an architect with international experience in heritage and conservation. She holds a M.A. in World Heritage Studies from the BTU Cottbus, Germany. These studies were accompanied by study and research in Australia as part of the Master in Tourism Planning at the University of Western Sydney and an internship at ICCROM in Rome. Ona is currently a Doctoral Researcher at the Raymond Lemaire International Centre for Conservation (RLICC), at the K.U. Leuven, Belgium and is working on the development of monitoring tools for serial transnational World Heritage properties, focused on the Central Asia Silk Roads case study. Since 2010, she is the project manager of the Silk Roads Cultural Heritage Resource Information System (CHRIS), a three-year project set up in consultation with the BELSPO and UNESCO WHC, Paris. Ona is expert member of ICOMOS Scientific Committee on Heritage Documentation (CIPA), and co-founder and current secretary of the International Association of World Heritage Professionals e.V.

Mario Santana Quintero (Venezuela-Belgium)

Mario Santana Quintero is an architect. He was an assistant professor at the Lemaire Centre University of Leuven and professor at the University College St Lieven; as well as, lecturer at the University of Pennsylvania. He is currently an assistant professor at Carleton University's Architectural Conservation and Sustainability program (Ottawa, Canada). Besides his academic work, he serves as President of the ICOMOS Scientific Committee on Heritage Documentation (CIPA) and Executive Officer of the Virtual Systems and Multimedia Society (VSMM Society).

Koen Van Balen (Belgium)

Koen Van Balen, has a degree in architectural engineering (1979), in architectural conservation (1984) and a Ph.D. in engineering (1991). He focuses his activities on the preservation of historical structures and on the understanding of the behaviour of ancient materials and building technologies. He is professor of building materials and their preservation. His research concerns technical aspects in conservation embedded in conservation methodologies for the architectural heritage. He is strongly connected to heritage organizations in Flanders (a.o. Monumentenwacht Vlaanderen) and with international NGOs in the field.

This workshop proposal is directly related to a values-centered study at the Petra Archaeological Park (PAP) World Heritage property. The nature of this ongoing research is based on the risk assessment project supported by the UNESCO Office Amman, in partnership with the Raymond Lemaire International Centre for Conservation (University of Leuven) in cooperation with the Petra Development and Tourism Regional Authority (PDTRA) and the Department of Antiquities of Jordan (DOA). One of the main interests of this project is the loss of Outstanding Universal Value. Hence, this value centered study could benefit the (re)interpretation and management of the heritage values present in PAP and develop an indicator for the required level of integrity to preserve this important heritage site.

Currently, PAP can be considered a textbook example of an improper use of values in heritage conservation. Presently, the economic use value predominates and is literally eroding the other values of the site. Moreover, other types of relevant heritage values, not least the intangible values related to the indigenous communities, are being treated secondary and thus neglected.

Therefore, our aim for this workshop is to make the participants understand what values entail. Different questions arise:

- How does heritage convey significance?
- What is the difference between 'lost' and 'missing' values and are some absolute?
- Should a significance assessment be limited to a certain amount of values?
- Who signifies values and to whom are they commuted?

During the first part of the workshop, the underlying theory of values interpretation and a strategic interpretation proposal for visitors with different backgrounds will be set forth. Following this, the participants will take part in a real-time and interactive value assessment, whereby the goal is to draft constructive remarks and suggestions for the interpretation of World Heritage properties.

What is peristyl? - Or how to communicate effectively with foreign visitors?

Iryna Shalaginova (Ukraina/Germany)

Iryna Shalaginova is a published author and a young scholar actively working in the field of heritage interpretation. She received a degree in Pedagogics in Ukraine (2005), M.A. in World Heritage Studies at Brandenburg BTU Cottbus (2008) and her doctoral degree (2012) in the field of Heritage Interpretation at BTU Cottbus. Iryna is a co-founder of and works as a heritage consultant at Kultur-Interpretation Deutschland UG, a consulting company working in the field of strategic interpretive planning for cultural heritage sites. She is a member of the Supervisory Committee of Interpret Europe – European Association for Heritage Interpretation e.V. and the President of the International Association of World Heritage Professionals e.V.

The workshop aims at presenting the language and visual devices which will enable participants to create more effective interpretive messages for a diverse audience. It will analyse the main difficulties in creating interpretive messages for foreign visitors and possible solutions to them. Often foreign visitors struggle with some of interpretive materials provided at heritage sites which they are not able to understand properly due to the abandon use of technical words or lack of proper context, etc. The framing devices presented at the workshop will help to create messages that guide the visitors in their perception of the information and thus enable them to understand it better.

By the end of the workshop participants are expected to be able to effectively apply the presented framing devices on their own in creating messages.

The workshop will consist of the presentation of framing devices on multiple examples and group work to practice their application. At the end of the workshop participants will be provided a short handbook that illustrates the use of framing devices, to be used as reference material in their work.

Making words work for you – writing good interpretive text

Michael H. Glen (UK)

I've had over 45 years' experience in nearly every aspect of communications including more than 35 years' association with interpretation in most of its guises. I formed my own PR business, Western Approaches, in 1981 and established Touchstone with Michael Quinion in 1986. A few years later I became sole Principal and now also operate QuiteWrite to provide creative writing services. I have contributed to teaching and tutoring on the UHI Millennium Institute's MSc course in Interpretation: Management and Practice, which I helped to develop, and until recently was the part-time Administrator of the Association for Heritage Interpretation. I currently chair Interpret Europe, the recently-established European association for heritage interpretation which brings together people from all over Europe to share experiences and learn from others' achievements.

The aim of the workshop is to help participants to write interpretive text more effectively. The objectives include helping participants to develop confidence in their ability to write well, encouraging them to bend rules, to consider and address the chosen audience in written work, to write informally and to experiment with poetry and creative forms of prose.

After an introductory session, participants will have an opportunity to undertake writing exercises to test and improve their skills and to share their perceptions and experience with each other. The workshop will be conducted in English although participants can choose to write in their own language. Participants should bring paper and pens.

Pride and Privilege – understanding student engagement with World Heritage in an educational setting

Simon C. Woodward (UK)

Dr. Simon Woodward is a Senior Research Fellow at Leeds Metropolitan University in the UK and specialises in the links between tourism and heritage conservation. For more than 20 years he has provided consultancy advice to international organisations addressing management challenges at World Heritage Sites and other cultural tourism destinations. His current research interests include contested heritage and how temporary residents value the heritage of their place of residence.

Durham University is the third oldest university in the UK and hosts some 18,000 students from across the globe. Some of these students live within the Castle which forms an integral part of the city's World Heritage Site, inscribed in 1986, whilst many more study in departments located in other historic buildings within the WHS or lying in its buffer zone. This paper examines how students negotiate and respond to the values associated with the two core institutions whose buildings make up the WHS, the University and the Cathedral, whose prominence both physically and ceremonially are significant during their time in Durham. Using data gathered from a questionnaire survey of students and additional focus groups held with students resident within and outside the WHS, the author questions the conventional assumption that there is a hierarchy of values that is accepted by all who engage on a regular basis with heritage. In particular, I examine the notion of exclusivity and investigate whether some of the values, traditions and activities associated with the University and the Cathedral conflict with the OUV expressions contained within the original WH nomination document and the recent management plan for the site.

Session 3: There's an app for that: World Heritage sites and new media

Sensing the past - Media-related strategy for the former GDR penal institution in Cottbus

Katharina Schillinger (Germany)

Katharina Schillinger was born in the south of Germany. After finishing her training as cabinetmaker she studied art history and communication science at FU Berlin. Currently she is doing a master in building and conservation at BTU Cottbus and will graduate in autumn 2012. Since 2010 she is working as a museums educator for the Staatliche Museen Berlin and the Museum für Kommunikation Berlin.

The former GDR penal institution in Cottbus is in many ways a “difficult heritage”. First of all it is associated with oppression and a bad past in general. Furthermore the audience is very diverse. On the one hand there are living survivors who have a very emotional approach. On the other hand, people who are living near the building simply want to get rid of it to avoid everyday confrontation. Currently there are construction works on the site and in 2013 the former prison buildings will be opened up as a memorial site.

In addition to the educational way of interpretation, new media based tools can open new possibilities to reach visitors. Such tools can link the different audiences described above. Even young visitors, for example pupils who are often not visitors by choice, can get easy access to the topic.

To create a link between the dark past of the building and the present, personal feelings can be used as the initial point. A simple audioguide leads the visitor through the different buildings. In addition the heart rate of the visitor is measured. At the end of the tour the visitor gets a profile of his tour and the heart rate on special points. This profile can be compared with a profile which is made up of those of surviving witnesses and points out the places which are especially linked with oppression or the opposite with feelings of hope. As the outcome each visitor should be able to see how strong dark places can affect our senses.

The tool can serve as a cautious mediator between dark past and present.

New voices for World Heritage – the (re-)presentation and interpretation of World Heritage Sites in audio podcasts

Katharina Sandberg (Germany)

After a bachelor's degree in cultural sciences from EUV Frankfurt/Oder, Katharina Sandberg graduated from the WHS master's program at BTU Cottbus in 2010. During her studies, she also gained practical experience as intern at Battery Dance Company, New York City, the House of World Cultures, Berlin, the German Permanent Mission to the United Nations, Geneva, and the "documenta 12" art exhibition in her native Kassel (Germany). In 2011, Katharina was the coordinator of the IAWHP's conference on "World Heritage and Sustainable Development". She is currently an IAWHP board member.

World Heritage sites are often famous for their beauty or more generally, the way they look. Certain pictures of World Heritage sites are used to convey their importance, and they are certainly an effective tool to make websites, articles and books more attractive. But World Heritage sites can also be presented differently: audio podcasts present a valuable new way to reach especially young audiences (typically owning an iPod or other mp3---player) as well as communicating to the visually impaired. Podcasts can be produced by anybody possessing a voice recorder and/or the right computer software. Hence, they are also a medium that gives a voice to interested individuals, in fact anyone who feels they have a story to tell. In the context of World Heritage sites this could be visitors, local dwellers, park rangers or managers. Different questions arise: Who are the producers of podcasts? What kind of "story" is told by them? Who are the consumers/listeners? How are these podcasts made available? And many more. In the first part of the workshop an overview of different existing types of World Heritage---related podcasts will be given, drawing upon examples from various countries and sources.

In the next interactive part of the workshop, the participants will then listen to different (excerpts of) podcasts and analyze them according to their content, target group, narrative, presentation and overall quality.

Finally, it shall be discussed how podcasts can be used to help promote understanding of the Outstanding Universal Value of World Heritage sites as well as to strengthen participation of yet underrepresented audiences. As the outcome of the workshop, participants will draw up a list of suggestions for World Heritage professionals how to use podcasts effectively to reach and involve a wider range of people.

'Liquid Feedback', 'Crowdsourcing' and 'Heritage Wikis' – The Future of Digital Participation

Marc Wohlrabe (Germany)

Marc Wohlrabe, born in Berlin, Germany, studies World Heritage since 2008 in Cottbus with special interest in the management of historic cities as well as coastal and marine management. He is an experienced businessman, culture manager and public relations specialist who worked in Japan, USA and several years in Mexico. Between 1994 - 2003 he was the owner and international publisher of the monthly culture city-magazine FLYER with head offices in Berlin, New York, San Francisco and Tokyo.

Social media like Facebook or Twitter, intelligent search machines, 3D function and advanced smartphones have introduced a new way of interactive communication to our world. But beyond the use of these tools in business, nonprofit organizations and partly also in public institutions, more open processes of the development of new features and technical innovations are being established in daily work and decision finding.

Today's open knowledge approach changes innovation management rapidly. Under the heading of 'Open Innovation' a radical change is taking place in innovation management. The approach of 'Open Innovation' stands for the active and strategic development of the collective knowledge base, creativity and innovation potentials.

This development is being fed from the recognition that the innovations will be accepted only in a sustainable form if they are jointly developed by and with users, employees and other stakeholders. Hereby the Internet is a central driver and success factor for the development of distributed, open and interactive innovation systems.

An interesting example is the unexpected and impressive success of the new German party 'Die Piraten' and their use of new technology tools to organize opinion making, knowledge exchange and decision finding in an 'Open Innovation' approach. Full and real participation becomes even more crucial and is demanded by a new technologically experienced and equipped generation. The German policy example, but also recent developments in the Arab World, show powerfully how public participation through technology will influence social progress in the near future.

What does this mean for the World Heritage nomination process and the management of existing World Heritage sites? How do local stakeholders, interested citizens and the world of UNESCO learn from other organisations and their new technology tools and strategies like 'Mumble', 'Liquid Feedback', 'Crowdsourcing' and others.

This presentation will give an overview of techniques and methods of modern digital participation and organisation through technology and interrelate these tools with the World Heritage community.

Weimarpedia – New Approaches to Cultural Education at the World Heritage site Classical Weimar

Stefanie Harnisch (Germany)

Stefanie Harnisch was born in Berlin, Germany. 2004 to 2011 she studied musicology and German philology at the Liszt School of Music, Weimar and the Friedrich Schiller University Jena and passed the 1st State Examination for teaching at secondary schools (degree level). Since June 2011 she is undertaking a qualification ("Volontariat") at the Research and Education department of the Classic Foundation Weimar. She is in charge of the educational project "Weimarpedia – New Approaches to Cultural Education at the World Heritage site Classical Weimar".

Elke Kollar (Germany)

Since 2010 Elke Kollar has been working for the Classic Foundation Weimar in the department of research and education. She is e.g. responsible for different educational projects, didactic materials and quality development. Her focus lies on the political and literary dimensions of cultural education. 2003-2010 she worked as a curator and author as well as in museum education and project management. She studied German philology and psychology.

Weimarpedia is a media-supported education project in which young people largely independently discover the World Heritage site of Classical Weimar with its museums, poets' homes such as those of Goethe, Schiller and Wieland, but also the extraordinary historical parks and palaces as well as the libraries. The project addresses high school students aged 14 to 18 years, who visit Weimar for three to five days.

Aided by mobile equipment such as smartphones, the young people work on subjects that interest them within the historical sites, e.g. the private and collegiate friendship between Goethe and Schiller or the different forms of social events around 1800. Using the respective objects, they research the background or context on location and at the same time are able to use the research of other students.

The project has been prepared in cooperation with the Department of Interface Design at the Bauhaus University Weimar and is designed as an example. Modelled on Wikipedia, a web-based platform was developed that makes it possible to enter dictionary articles for any given subject. In addition, the connection to creative products such as text-picture collages, radio plays and videos was realised, which can be put directly online using an editorial interface. The results are published on the Internet site <http://www.weimarpedia.de>. This knowledge collected and published by and for students remains sustainably accessible, thus fulfilling the participatory element required by the project. In this way, the students are also offered a forum that they can utilise to prepare a visit to Weimar or to stay informed about the project after they have left, and to participate in an active exchange with each other. The web platform is technologically the central element for the web research in regard to content and for the GPS-supported areal orientation. The programming is platform neutral, so that all end devices are supported, regardless of the operating system they use.

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