

ICIP NEWS

December 2016

ICIP

ENGLISH

ICOMOS International Committee on
Interpretation and Presentation of Cultural Heritage Sites

Comité Scientifique International de l'ICOMOS concernant
l'Interprétation et la Présentation des Sites Culturels Patrimoniaux

FRANCAIS



ICIP presentation at the International Conference on World Heritage Interpretation, Seoul, Korea, November 2016

WELCOME TO OUR FIRST ICIP E-NEWS

Letter from our President, Sue Hodges

Welcome to the first edition of ICIP's e-news. Over the last year, the new ICIP Board has been immersed in strategic planning and we are just about to release an exciting range of programs and initiatives. This newsletter is one of them. We plan to release it quarterly and welcome your contributions; please send to sue@shp.net.au

Interpretation has a number of roles in ICOMOS. Firstly, it can integrate everything that's happening on a cultural heritage site and make sense of it to visitors, residents and people who work in the local area. This is because it focusses on the significance and values of a heritage site, which underpin all that happens there. Secondly, it can inform planning, design, and the choice of media for a site (built and digital), direct public programs and create economic and social benefits for communities living near heritage sites.

Some of these areas are new for interpretation, so stay tuned and please contribute to the discussions, planning sessions, workshops and events ICIP is planning.

News Highlights

We shared our strategic plan with members in June this year. Here's a reminder of our vision and mission.

OUR VISION

The ICOMOS International Committee for the Interpretation and Presentation of Cultural Heritage Sites (ICIP) will be the pre-eminent global interpretation organisation in fostering the understanding of the interpretation and presentation of cultural heritage sites. ICIP will improve the visitor experience at cultural heritage sites by conveying the importance of authenticity, intellectual integrity, social responsibility, inclusion, respect for cultural significance and context and the application of technologies.

OUR MISSION

ICIP was established principally to study the evolving technologies and techniques of public interpretation and presentation in relation to how they can enrich contemporary historical discourse and heighten sensitivities to Universal Values and the particular modes of human expression embedded in cultural heritage sites.

ICIP Activities

This has been a busy time for ICIP in terms of international meetings, in line with ICIP's mission to develop relationships with stakeholders and promote heritage interpretation to other national and international interpretation organisations. Sue Hodges attended the ICOMOS Advisory Committee Meeting in Fukuoka, Japan in October 2015. Following this, Sue held a meeting with Amy Lethbridge, President of the National Association of Interpretation (US), at the annual NAI conference in Wellington, New Zealand, in April 2016. Sue also participated in discussions on ICIP and international interpretation at that conference.

Nicole Deufel and Sue held conversations with Interpret Europe on collaborating on two working groups on inclusivity and authenticity which are now being coordinated by Nicole. An agreement with Interpret Europe was signed in November 2016. Sue presented to the World Heritage Committee on 'The meaning and value of heritage interpretation for World Heritage sites' in Istanbul (July 2016) and on the ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites at the European Association of Archaeologists Conference in Vilnius (September 2016). Sue ended the year with a presentation on the Charter at the International Conference on World Heritage in Seoul, Korea, in early November. All ICIP presentations were developed by the ICIP Board.

Nicole represented ICIP at the European Commission's Voices of Culture Structured Dialogue on the Integration of Refugees and Migrants through Culture. Two sessions took place in Brussels: a brainstorming session in June 2016 brought organisations from across the European Union together to discuss various aspects of how culture can help integrate refugees and migrants into their new societies. Nicole acted as coordinator on discussions about how culture can help develop new policies. All discussions were collated into a report, which was presented to representatives from the European Commission during a second dialogue session in September 2016. The full report of recommendations and good practice examples will soon be published and also shared with ICIP members. Nicole presented ICIP's activities at a conference on interpreting world heritage in Leipzig, Germany on 11 November 2016.

Many of the above presentations were by invitation. The reason we are presenting is to highlight the important role of interpretation and to develop strategic relationships that enable heritage interpretation to be 'top of mind' with key stakeholders such as the World Heritage Committee. People's interest in interpretation is high at the moment and the response to the presentations was generally very positive, with some audience members identifying interpretation as one of the most important disciplines within ICOMOS and World Heritage. The next step will be to work out how interpretation can be embedded in organisational planning processes, both internationally and nationally. We will need your help to do this, as each country will have its own requirements. While we recognise that interpretation will not be on the agenda at all in some places, this is nevertheless an exciting time for the field and it is important to translate some of the excitement into action wherever possible.

If you have any ideas on how to promote interpretation in your country, or need some help doing so, please contact one of the ICIP Board members.

Revenue

As part of ICIP's strategic planning, the Board is looking at developing a revenue stream to be used to develop the profession. We will provide more information on this in the next newsletter.

Practice Notes, Workshops & Training

International Conference on Interpretation (NAI)

San Jose del Cabo, Mexico

March 19-23, 2017

http://www.interpnet.com/NAI/interp/Events/NAI_International_Conference/nai/_events/NAI_International_Conference.aspx?hkey=cb8b1f42-e9e6-48c5-9c14-f52eba1265d0

The OTS Foundation, ICIP & Heritage Malta 2017 Heritage

- Conference on Interpretation and Presentation of Heritage Sites

Malta 2017 Date to be announced

<http://www.otsf.org/heritage-conference.html>



An enthusiastic audience at the ICIP presentation to the World Heritage Committee, Istanbul, July 2016

Getting to Know You

Each e-news we'll share a profile of some of our members. To get us started, here is our new Board:



President:

Sue Hodges, Australia

Sue is an historian from Melbourne, Australia, who has worked in the field of heritage interpretation for many years. She is Past President of Interpretation Australia (2010–13), a member of the Australia ICOMOS Executive Committee (2014–2016) and a member of the Think City Specialist Committee for Heritage Interpretation (Malaysia). For her business, she has planned and designed cultural and natural heritage interpretation for a wide range of historic buildings, cities, tourist sites, national parks, rural towns, World Heritage sites, suburbs, museums and visitor centres in Australia, Malaysia, India and Greece. She is passionate about the difference that heritage interpretation can make to people's lives and is currently studying for a PhD at the University of Technology, Sydney, on the 'economic, social and cultural value of heritage interpretation'.



Vice President (for policy):

Nicole Deufel, Germany

Nicole has worked in the heritage and museum sectors for over a decade. Starting out in the United States of America as a frontline interpreter, she considers her post as Learning and Interpretation Manager at Culloiden Battlefield for the National Trust for Scotland as her formative role that shaped her thinking about heritage interpretation. Nicole wrote her PhD thesis at University College London on a critical heritage approach to heritage interpretation. She is now Director of Museums at a municipal authority in Germany. Nicole is a founding member of Interpret Europe, and after having served on the association's supervisory committee for its first two years, she is now IE's Research Coordinator. Nicole has been writing a blog on heritage interpretation and management since 2010 at www.nicoledaufel.com.

Getting to Know You - continued



Vice President (for emerging technologies):
Edward González-Tennant, USA

Edward Gonzalez-Tennant received his PhD in Anthropology from the University of Florida in 2011. His dissertation researched the use of emerging digital technologies to explore and interpret the tragic history of Rosewood, Florida, location of a 1923 race riot. He previously worked as an Assistant Professor of Archaeology & GIS at Monmouth University in New Jersey before starting Digital Heritage Interactive LLC (DHI). DHI specializes in the use of digital technologies as they relate to public archaeology and heritage. This includes the use of 3D modeling and virtual reality to bring past places to life in the present. He also holds a courtesy appointment with the Department of Anthropology at the University of Florida. His research has appeared in numerous journals and edited volumes. He lives in Gainesville, Florida.

Websites: www.gonzaleztennant.net - www.digital-heritage.net - www.virtualrosewood.com



Vice President (for programs and activities):
Anne Ketz, USA (formerly UK)

Anne's career in cultural resources interpretation, management, and planning extends over 30 years. Anne has witnessed the field of interpretive planning change significantly and has been instrumental in its establishment as a vital part of planning. Since founding the 106 Group in 1992, she has worked with a broad range of stakeholders, including community activists, planners, and Native American leaders. She is skilled at seeking creative solutions to challenging problems and has authored numerous interpretive plans. Anne was awarded the honor of Master Interpretive Manager Region V by the National Association of Interpretation. She is a Registered Professional Archaeologist, Certified Interpretive Planner, and meets the Secretary of the Interior's Professional Qualifications Standards in archaeology, history, and architectural history. Much of her career has been dedicated to increasing public access to and understanding of the world's cultural resources and sites. www.106group.com



Secretary General:
Eva Roels, Belgium

Trained as an Archaeologist (1993-1997), with an additional degree in History (1997-1999), and an additional degree in Management in Art & Culture (2001-2002). Worked as a field archaeologist (1998- 2001) and as general administrator of the Ename Center for Public Archaeology and Heritage Presentation, organizer of international courses and conferences within the center and project officer in Heritage Interpretation Projects (2001-2010). Involvement in the establishment of the ICOMOS ICIP Committee and the formulation of the draft of the Ename Charter (the ICOMOS Charter for the Presentation and Interpretation of Cultural Heritage Sites). Other key responsibilities:

- Project officer Tourism, City of Oudenaarde (2010-2012)
- Director of Tourism, events and international relations, City of Oudenaarde and staff member of the MOU Museum, Oudenaarde (2012-today)
- Active member of ICOMOS International and ICOMOS Belgium since 2002
- Secretary General of the ISC ICOMOS ICIP since 2009 (2 terms), the 3rd term just in September 2015

Special topic:

What is interpretation and why does it matter?

Think about a place you've been to or one that is important in your life. When conveying the importance of that place to a friend, you don't just list off dates and facts – you relate what's special in ways that connect to your friend. Good interpretation relates content in a meaningful way to a visitor's own experience, whether in a city, a rural region, at an historic site, in a national park, in the street, or waiting at a railway station. Since it communicates the meaning of places, interpretation is relevant everywhere.

If you Google 'interpretation' you'll find many definitions, but some have common goals: to improve and enrich the visitor experience of a place by helping visitors understand the significance of that place, and connect those meanings to visitors' own personal lives. Effective interpretation enables visitors to make associations between the information given and their previous perceptions. Interpretive planning methods and processes can be effective means for community building. The process in and of itself helps break down stereotypes. Recently, interpretation has also been identified as the way forward for building economic and social capacity. In countries such as India, pro-poor tourism programs are based on interpretation.

Whatever its context, great interpretation requires storytelling that captures the imagination and invites a sense of discovery. Interpretation matters because historical, cultural, and natural stories of a place make it tangible and relevant for people.

Contribution by Anne Ketz, www.106group.com



Young Caddo Nation children drumming at Caddo Mounds, Texas



Trying out the new exhibits at Kinzua Bridge State Park

Next E-News

If you would like to contribute to our next e-news please contact Sue Hodges at sue@shp.net.au