

A photograph of a cobblestone street in a historic town, lined with colorful buildings. The buildings have red-tiled roofs and varied facades in shades of yellow, orange, and red. A street sign with a motorcycle symbol and a '7-20h' time restriction is visible on the left. A large, semi-transparent white circle is overlaid on the right side of the image, containing the title and event information.

Interpreting local cultural heritage for more meaningful visitor experiences

Sandy Colvine

ICN Conference

Kedainiai, 20-22 Nov 2019

Guess the heritage

Wikipedia description

- Construction started: 28 January 1887
- Completed: 15 March 1889
- Opening: 31 March 1889
- Architectural ht: 300m
- Tip: 324 m
- Top floor: 276 m
- Floor count: 3
- Lifts/elevators: 8
- Architect: Stephen Sauvestre

Guess the heritage

An 11-year-old child's description:

“It looks like an an arrow. There are a lot of tourists on it. It is very tall.”

An interpretive description:

It symbolises the industrial revolution that took 19th century Western Europe by storm. It celebrates 100 years of rapid change that paved the way for a modern republic. It split public opinion when it was built but what do you see, when you think about the city of love?



Everyone's
looking for
something
special now

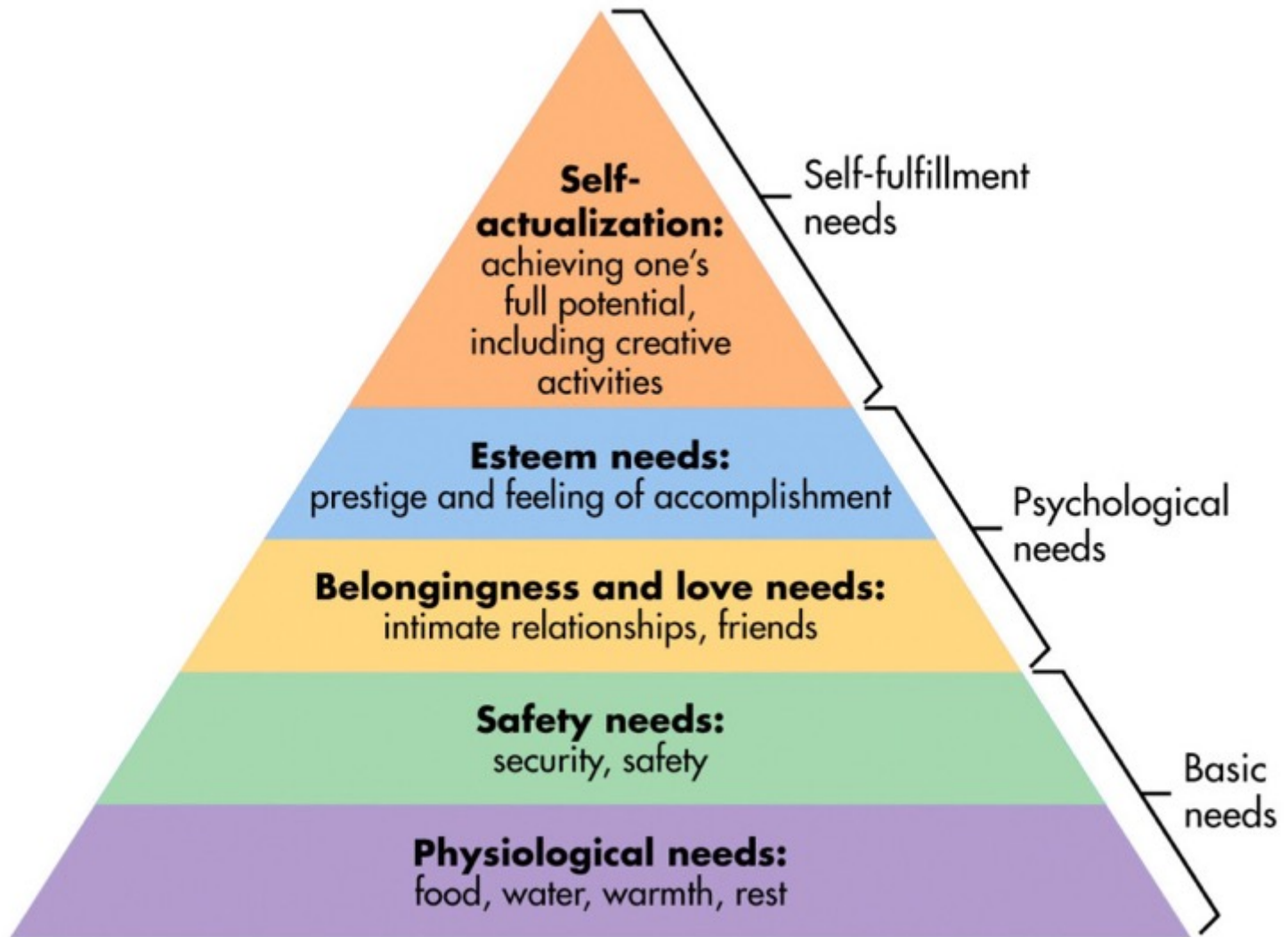
- Search for purpose – purpose is key (2016 Interpret Europe trends study)
- Empathy and fulfilment
- Life-changing
- Escapism
- Well-being
- Personal challenges, bucket list, ...

Relevant trends in tourism



- Climate change and sustainability
- authentic natural & cultural experiences (tangible and intangible)
- Simple activities and 'soft' adventure (learning something new in an attractive place - transformative travel)
- Health & wellness activities (relaxing, stress reduction and mindfulness)
- Common denominator: making **meaningful experiences**

Maslow's hierarchy of needs



We live in an historic environment

- *“The material and natural world around us, as shaped by people’s activities through time and perceived by people now” (Mus. London Archaeology)*
- Tangible (buildings) and intangible (traditions, arts, rituals)
- Socio-cultural values (historical, symbolic, aesthetic)
- Economic values (regeneration - sense of place, identity)
- Important driver for local economy but taken too far = commodification/stereotypes
- Needs to be done sensitively and sustainably

Interpretation as a tool

- Communicate **messages and meanings** about nature and culture that combine **visitor experience management and heritage**
- This helps you find the most effective way to communicate to your audience to promote the signature experiences of your area


1. Planning your interpretation





Interpretive planning basics

- Why are we doing this?
 - What do we want to say?
 - Who do we want to say it to?
 - How will we do it?
-
- A collective decision-making process to plan, make connections, communicate and make a difference



and local
residents
too

- Sense of belonging
- Value and pride
- Involvement
- Improved facilities
- Vibrant communities...

Why are we doing this?



Increase
understanding
about the area



(better) manage
visitors & engage
residents



(better) manage
sites



Add value to the
local economy

What do we want to say?



Pristine natural
landscapes



Cross-border culture



Ancient people and
traditions



Top of the world



Gastronomy and
hospitality



Mysticism inspired by
the landscape

Who do we want to say it to?

- Visitors
 - Local people
 - Special interest (e.g. birders)
 - National tourist route travellers...
-
- Length of stay, numbers, characteristics, interests, expectations, etc.



How will we do it?

- Personal interpretation – guided visits, etc.
- Non-personal interpretation – panels, brochures, leaflets, apps
- Lots of media options, locations, timings
- Use a principle theme to describe a whole area and sub-themes to highlight your signature experiences

Example of a principle (overarching) theme

A theme that acts as an umbrella for the whole region:

“Varanger, Norway’s rugged Arctic outpost is a sanctuary for nature that has welcomed and shaped its proud people for thousands of years”.



Subthemes, some examples...

“Varanger’s rugged yet bountiful natural resources have nurtured Norway’s most ancient cultural landscape ever since the ice sheets retreated”

“The Sami People’s profound bond of living and working on the land respects time-honoured traditions, yet moves with the times”

“Varanger is a cultural melting pot with an exciting array of events and festivals blending popular tradition and modernity”

“The magical power of the Northern Lights is a true wonder of the polar atmosphere and source of inspiration for many stories and tales”

“The climate of Varanger is a source of innovation for its people and offers a genuine sense of adventure that makes you feel truly alive”

“From the rare, colourful to exotic, birds and birdwatchers alike are magnetically drawn to these Arctic lands”

“Varanger was the point of departure for one of the most daring challenges in polar exploration”



Interpreting our heritage

- Gives natural and cultural heritage a voice
- Communication tool to dip beneath the surface of our surroundings
- Reveals deeper meanings and relationships that we can identify with

2. Moving from facts to deeper meanings



The killer question: So what?



Freeman Tilden definition (1957)

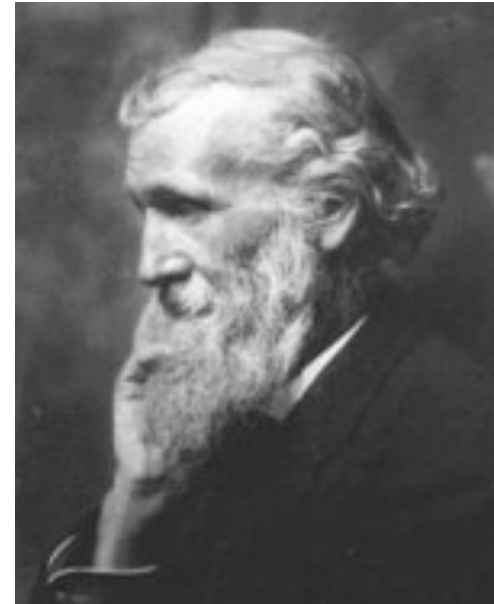
“Heritage interpretation is an educational activity which aims to reveal **meanings** and **relationships** through the use of **original objects**, by **first-hand experience** and by illustrative media rather than simply to communicate factual information.”



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.



*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



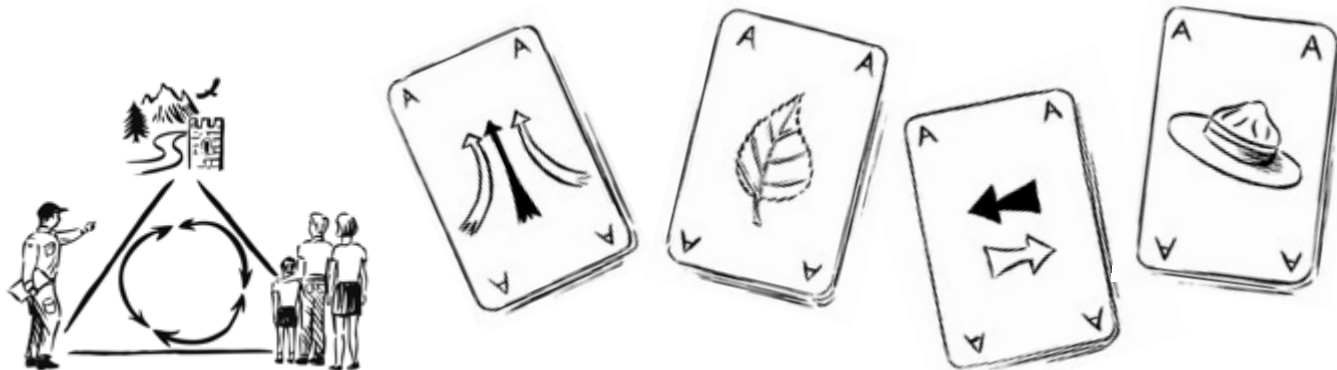
How can we help people
to connect to their heritage?



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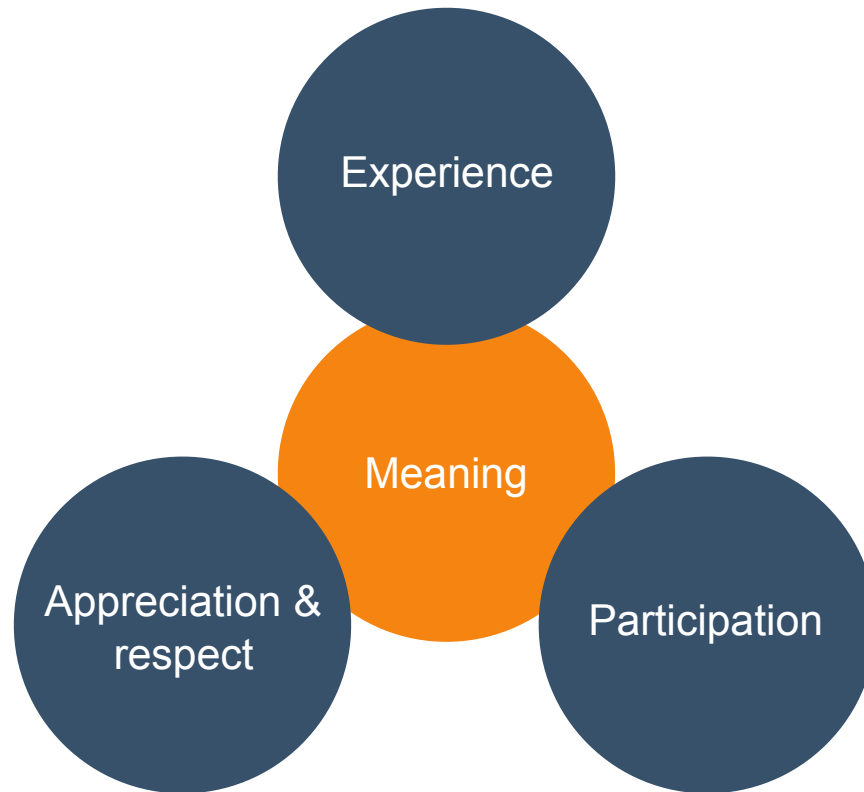
The interpretive triangle

- We turn sites and objects into **experiences**
- We provoke resonance and **participation**
- We foster **appreciation and respect** for all heritage
- We offer paths to deeper **meaning**



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The interpretive triangle



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Developing a theme

Object: Dying pine tree

Topic: Industrial forests

Message: Although I am dying, under my bark, insects and birds make their home

Theme: Dead trees may not be the most attractive part of the forest but they are essential for its health



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Theme to encapsulate your message

01

A theme expresses the reason why you should care about an object or place

02

It amplifies what you want to say

03

Connects with the head, hands and heart

A theme is...



A sentence: subject, object and verb



The King Crab is a potential threat to the marine ecosystem yet an important source of income”

Helping your visitors access your heritage



Stepping stones

Stepping stones

connecting visitors to heritage objects

example

chronological and
local relationship

unexpected
discovery

comparison

humanisation

Metaphor and
simile

Changing perspective

quotation



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But also...

Open-ended questions

universal
concepts

Props

Formations

Surprises and
revelations

Universal concepts

Mean something to almost all people around the world

death hunger freedom
birth courage family care loss
love unity suffering



A photograph of a deer standing on a paved road in a forest. The road is dark asphalt with a white dashed line in the center. The deer is brown and is standing on the road, facing left. The forest is dense with trees and fallen leaves on the ground. The text is overlaid on the image in white, bold, sans-serif font.

**THINGS ARE NOT ALWAYS
WHAT THEY SEEM**

***THE DEER ISN'T
CROSSING THE ROAD
THE ROAD IS CROSSING
THE FOREST.***

www.piecefit.com

Don't teach or instruct, but provoke and inspire



Interpretation and sustainability

Objects or sites that :

- at have social, economic and environmental dimensions
- directly relate to the visitor's world
- point from past or present into the future
- build bridges from local to global concerns



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Sustainable development goals



UN – United Nations (2018) SDG Poster. New York: United Nations



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Sustainable development goals

Experiencing the content through sites and objects
Reflecting on the values behind the goals



UN – United Nations (2018) SDG Poster. New York: United Nations



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“It’s not what you look
at that matters, it’s what
you see”

Henry David Thoreau

3. Non-personal interpretation

tips to add a spark to your writing and
better engage visitors



Crefinno

Ora y'i arosu iwyth, cyn bod co',
le i'r hawell yn lifio
halonau o greglau a gro.

Tachel llethrao llwydion
a dol las yr ardal hon
yngead a thweddau Gwydion

yn somp, ac o'r newydd daeth stor
werthlawn o redyn a thormaen porïor
yn ddaidd o law hen dymor.

a thir bo ryllin a thir bydd
na row, daw bywyd newydd
i'r Wyddia ar denyn dydd.

Iwan Llwyd

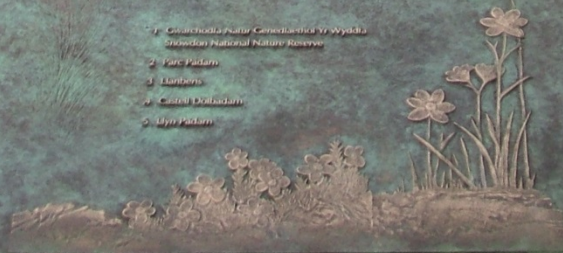
1. Cwmnoddau Fawr Cwmnoddau'r Wyddia
Snowdon National Nature Reserve

2. Parc Padam

3. Llanberris

4. Castell Ddaidd

5. Llyn Padam



But for how long?

Cherish these mountains, born in fire and ash
out of the sea to make this wilderness.

asleep for aeons beneath ice and snow,
carved by the shifting glaciers long ago.

till ten millennia back, the last Ice Age
made right for fern and purple saxifrage

this place, whose evolution's given birth
to the rare Snowdon Lily's home on earth,

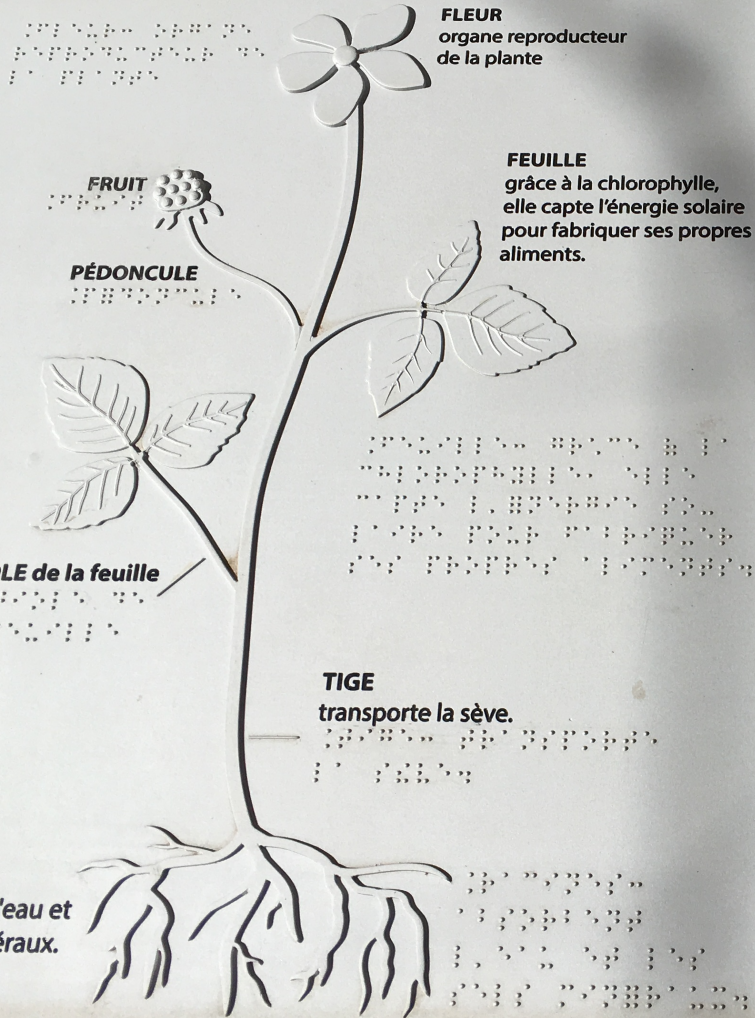
but all could go with the melting snow.

Gillian Clarke

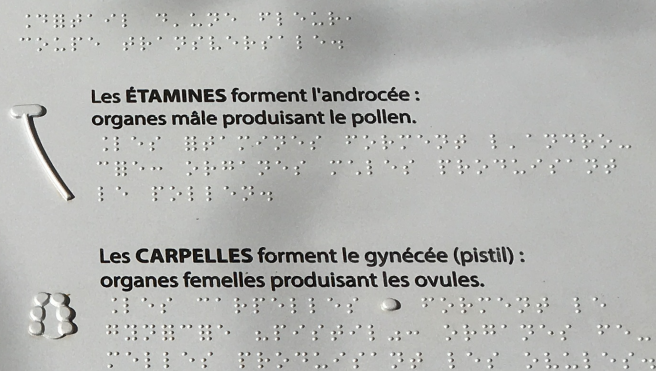


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STRUCTURE D'UNE PLANTE



DÉTAIL D'UNE FLEUR



PÉTALES
forment la corolle.

SÉPALES
forment le calice.

PÉDONCULE





Please Be safe.

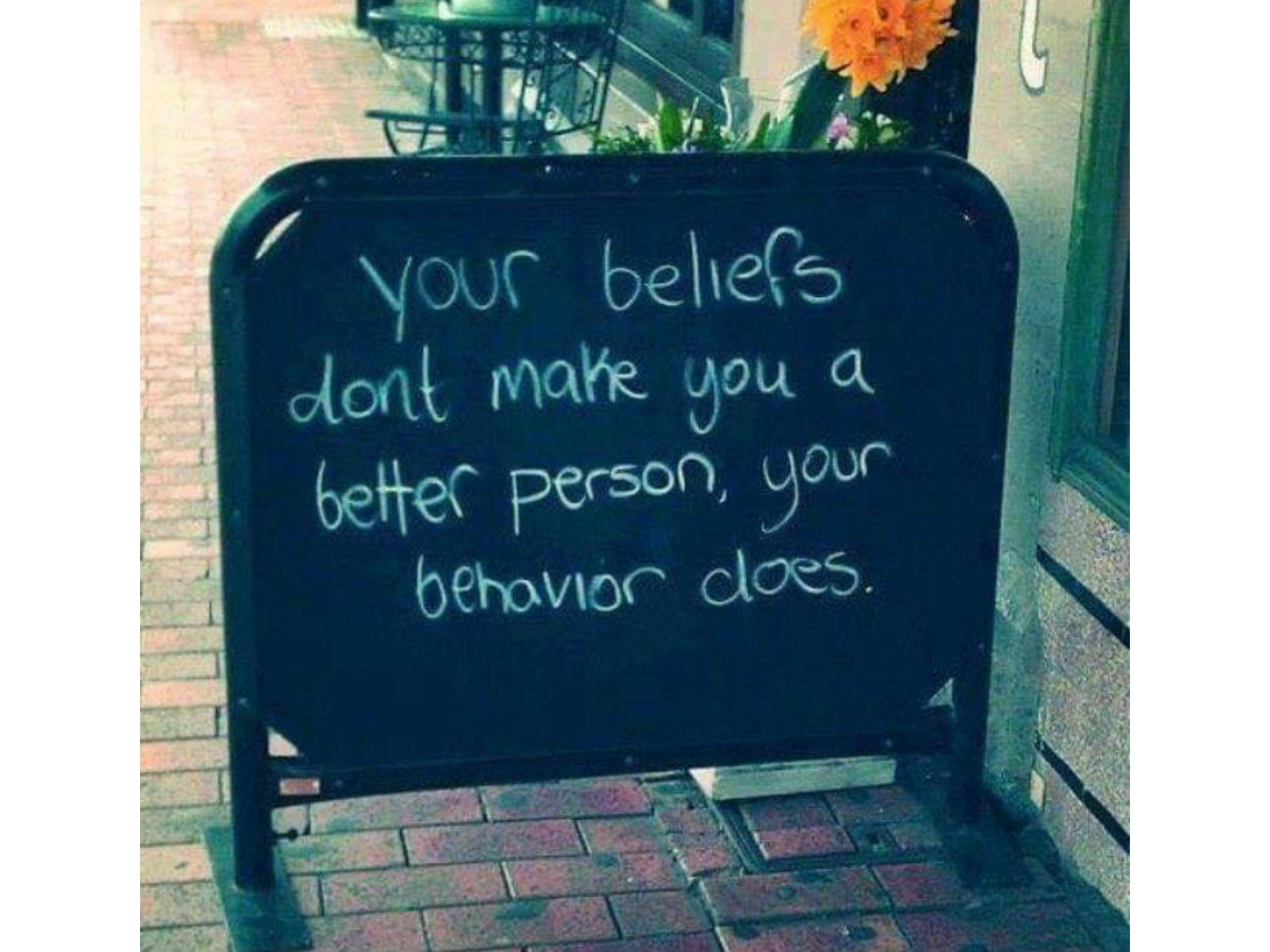
**Do not stand, sit, climb or lean on
zoo fences.**

**If you fall, animals could eat you
and that might make them sick.**

Thank you.



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A black chalkboard sign with a metal frame stands on a brick sidewalk. The sign has a quote written in white chalk. In the background, there is a brick wall, a green door, and a planter box with orange flowers.

your beliefs
don't make you a
better person, your
behavior does.

Rice and banana growing in the Lila Plains

Stop 4 The Palm House:

Condoms are made from natural rubber. Rubber is the refined sap or latex from the rubber tree, *Hevea brasiliensis*, first discovered in Brazil and now grown commercially in Malaysia, Indonesia and Thailand. The rubber condom plays a crucial role in not only the prevention of unwanted pregnancies but also infection from AIDS and other sexually transmitted diseases.

And that's not the only method of birth control we have to thank plants for. The contraceptive pill was originally produced from a substance found in a family of climbing forest plants, the yams, *Dioscorea* spp. In China and India, the two most highly populated countries in the world, wild yams are processed to make oral contraceptives.

ability to prevent conception is not. Plants have already been found to contain anti-fertility compounds and sometimes these chemicals have been completely accidental. For instance, cotton seed oil was first used for cooking in the United States when the processing of the area made it plentiful. The result of this otherwise innocuous diet was an increase in the number of children in the area during the 1940s. The cause was a chemical which interferes with the reproductive system. Surprisingly, this was not a problem for men, who are usually rather resilient to the effects of chemicals.

What have plants ever done for us?



Stop 5 The Arid House:

Our next stop takes us to the desert where we need to consider the impact that our use of plants actually has on the environment.

Tobacco, *Nicotiana glauca*, is a sensitive plant and prone to many diseases. Consequently, Methyl Isonitrile, an ester-degrading chemical, is commonly used to fumigate the soil prior to planting - and large amounts of pesticides, herbicides and fertilizers are used in the growing

Tobacco, *Nicotiana glauca* is a sensitive plant and prone to many diseases. Consequently, Methyl Bromide, an ozone-depleting chemical, is commonly used to fumigate the soil prior to planting - and large amounts of pesticides, herbicides and fertilizers are used in the growing process.



Producing tobacco into leafy cigarettes are cut down to use as fuel in the curing process. This is causing deformation on an alarming scale, adding to the problem of desertification in large parts of Africa. Further problems arise from the fact land used for growing tobacco cannot be used to grow the food that some countries desperately require.

Mexico's national drink *Tequila* is made from the blue agave, *Agave tequilana*. *Tequila* has become so popular that the number of plants remaining is causing headaches for biologists concerned about the survival of wild species of agave. Efforts are being made to save the plants from disease, drought, and related species in

There are no easy answers to the problems of land use and environmental damage. But improvements can be made through a greater understanding of sustainable methods of producing the crops our modern world demands.

A stylized map of the park area, showing the 'Water Garden' and 'Autumn Hall'.



Stop 6:
The Vegetable
Beds:



There are thousands of edible plants, however much of our food is made up of a relatively small number of species. One of the world's most important food crops is wheat. Nearly 600 million tons of wheat are grown worldwide each year. In Britain alone we consume more than 10 million tonnes of bread each day. Over half the world's population are dependent on rice as their

We have lost one of the main grains on which ancient agricultural methods were developed and it will one of the world's most important food plants

Relying too heavily on a small number of species can prove dangerous. The potato has an unforgettable place in Irish history. It was the staple food for much of Ireland's population. Between 1843 and 1850, a fungal disease infected the potato plants and caused the crop to fail. This led to a devastating famine that killed over 1.5 million people and forced many others to emigrate. As a result, the population of Ireland was drastically reduced.

Some of the food crops from around the world are grown here together here to demonstrate the amazing diversity of plant species that are cultivated to feed us. As we travel more, and our tastes broaden, we may become less dependent on traditional food crops and have a much wider range of plants to choose from.



Over half the world's population are dependent on rice as their staple food.

grapples has been one of the most serious of them.

What
have plants
ever done
for us?



The University of Oxford
Botanic Garden

'Madame café

I am your slave!
said the man.

'You make my hands shake,
My knees quake,
My heart beat.
Oh, my sweet,
I cannot sleep
At the thought of you!'

eden project

And our man

Weeps roasted tears,
Like beans,
Onto polished tables.
He stares into Madame's
Dark eyes
And cries:
'You are my morning,
My night,
My afternoon,
My waking dream,
I love you
Black,
White,
And with cream!
I love you
Freeze dried,
Powdered,
Granulated,

eden project

And his cries
Became louder
And louder...
Louder than
The clink of cups
And the gurgle of tills.
Across the world,
His cries become a breeze,
His sobs,
A whisper through leaves
'Give me peace'
Cries the man,
'Let me rest'
As the night folds in,
As dark as coffee,
A woman picks her last bean.
Exhausted
She sleeps.

interpret europe
Annamaria Murphy



eden project

SITKA SPRUCE

The Alaskan happily settled in Wales

Named after Sitka in southern Alaska, and not everyone's favourite tree, it is British forestry's key tree.

It copes very well with our wet climate in Wales. Smaller trees are used for paper making because of their fibre and white colour, and in the manufacture of different types of board. Larger trees are used for pallets, packing cases and building. Much of the visitor centre's frame (joists, studs etc.) is made from Spruce.

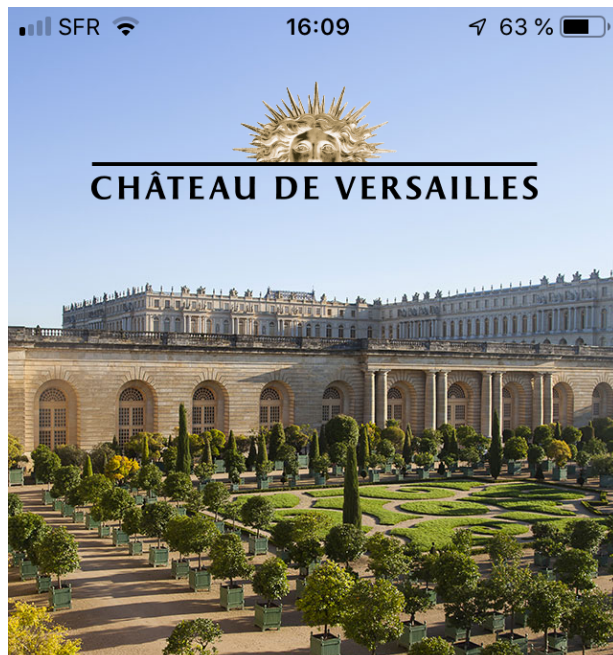


Comisiwn Coedwig Cymru
Forestry Commission Wales

Parc Coedwig **Coed y Brenin** Forest Park




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English Heritage  @EnglishHeritage · Aug 14

358 years ago, Britain began its love affair with tea. As for the "perfect cup", that's up for debate!  [#AfternoonTeaWeek](#)



How to Make a Cup of Tea - The Victorian Way

Join Mrs Crocombe as she takes a break from her busy day of cooking to make a pot of tea in the kitchens of Audley End House.

 15

 302

 448



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Non-personal interpretation

Your goal: Provoke – Relate – Reveal

- Interpretation is not instruction, but provocation (in a nice sense)
- If you don't relate to the visitor, your interpretation is sterile
- Interpretation uses information to reveal deeper meanings

After Freeman Tilden (Interpreting our Heritage, 1957)

Provoke,
relate, reveal

Good, bad, not so
good?

CORAL REEFS

Boasting a higher diversity of species than most rain forests, coral reefs are the Amazons of the underwater world. These **MASSIVE LIMESTONE STRUCTURES** are built layer upon layer by living corals and other reef-building animals on top of older coral skeletons. **A SPECTACULAR ABUNDANCE OF LIFE** is drawn to coral reefs, which teem with activity as their inhabitants vie for food and living space. In otherwise barren waters, these bustling oases are essential to the survival of countless marine animals.

l'If

Cet arbre a été longtemps recherché par les hommes pour la fabrication des arcs et pour le poison que contiennent ses baies et son feuillage. Ainsi, les Gaulois empoisonnaient leurs flèches avec le suc de l'If.

Les paysans l'ont aussi longtemps détruit, à cause du danger qu'il représentait pour le bétail. Aussi, on ne le rencontre plus aujourd'hui que dans les parties les plus reculées des forêts.

Actuellement l'If fait l'objet de programmes de recherche, car il fournit une molécule, le Taxol, utilisée dans les traitements contre le cancer.

C'est une essence qui pousse très bien à l'ombre et apprécie une humidité atmosphérique élevée. Il peut atteindre une hauteur de 25 m et vivre 1 500 ans.



Le If



La baie



Zone de répartition



Chêne vert
(*Quercus ilex*)



Chêne pubescent
(*Quercus pubescens*)



Érable de Montpellier
(*Acer monspessulanum*)

Les feuillus

Retrouvez-moi ?

- Mon feuillage coriace est conçu pour éviter de trop transpirer.
- Mon nom provençal est Roure ou Blacas (blanc).
- J'ai trois lobes réguliers rougissants en automne.

STRUCTURE D'UNE PLANTE

Structure d'une plante

Structure d'une plante

FRUIT

Structure d'une plante

PÉDONCULE

Structure d'une plante

PÉTIOLE de la feuille

Structure d'une plante

Structure d'une plante

TIGE

transporte la sève.

Structure d'une plante

Structure d'une plante

RACINES

absorbent l'eau et les sels minéraux.

FLEUR

organe reproducteur de la plante

FEUILLE

grâce à la chlorophylle, elle capte l'énergie solaire pour fabriquer ses propres aliments.

DÉTAIL D'UNE FLEUR

Détail d'une fleur

Détail d'une fleur

Les **ÉTAMINES** forment l'androcée : organes mâle produisant le pollen.

Structure d'une fleur

Structure d'une fleur

Les **CARPELLES** forment le gynécée (pistil) : organes femelles produisant les ovules.

Structure d'une fleur

Structure d'une fleur

PÉTALES

forment la corolle.

Structure d'une fleur

Structure d'une fleur

Structure d'une fleur

Structure d'une fleur

SÉPALES

forment le calice.

Structure d'une fleur

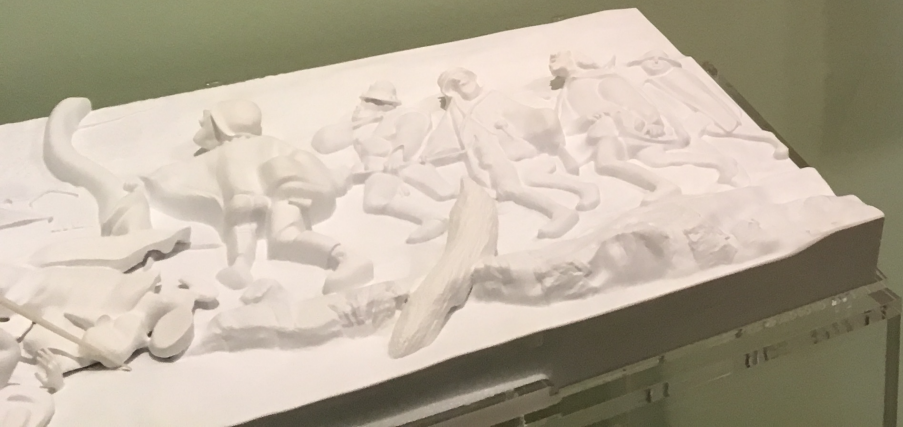
Structure d'une fleur

Structure d'une fleur

Structure d'une fleur

PÉDONCULE

Structure d'une fleur



Fram



Ludvig Hansen

Islos, tinnsmed
Ice Pilot, Tinsmith

Mitt arbeid var a lage snapsglass
av blikk 20 stk, som alle likte
godt, joda enkelte syntes at de
var i minste laget.

*I had made 20 shot glasses of
sheet metal. Everybody liked
them, but some said they
were too small.*

Ludvig
Hansen

Me

Fram

Fram

- 4. *Antimalarial activity in Plasmodium*: *Test tube to P-48*, *Antimalarial gene of the 3rd and 4th*, *P-48 Antimalarial*
- 5. *Pharmacology Systems: Pharmacology of Agony*
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- 100. *Agony: Pharmacology*

[illegible]

The sculptural alignment of the
Fountain (marked diagram) is
D. Horizontally.



Amantadine hydrochloride was purchased from M. Kureha. Elemental analysis of the polymer is given by M. Kureha.



To appreciate the results of Adams' (unpublished) measurements, a. Olfendick, The developmental (gold and ivory) status of the golden Adonis vernalis is being by A. Olfendick.

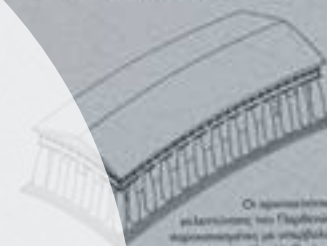


The east sediment of the Parthian reconstruction made by R. Schwabatz.



The fossil within the *Thapsurus* interval is approximately 8.5 cm long. The west pediment of the *Parthian* fragment is made by 8.5 cm long.

The historian got there first!



On average, the
more the
more the
more the
more the

The institutional responsibilities of the Parliament should be reassessed from scratch by J. Corder

Die geschätzten Werte sind in der Tabelle dargestellt.

Die Angaben sind nicht für die Zwecke der Europäischen Union und der Europäischen Zentralbank bestimmt. Die Angaben sind nicht für die Zwecke der Europäischen Union und der Europäischen Zentralbank bestimmt.

The architectural refinements of the Parthenon

The architectural elements of the Parliament were carved in such a way that the parts of the temple present distinct lines that series straight line, the horizontal parts (steps, railings, balustrades) are slightly convex, the vertical part (columns, walls of the rotunda) slightly incline inward, the columns decrease apart from the base to their upper part as if some a raveling in the middle of their height, etc., resulting in an overall impression of an upward movement of the building.

The *Parthenon* was a temple dedicated to Athena *Parthenos* (Virgin). It is built in the Doric order and made of white Pentelie marble with a width of 30.36 m, a length of 69.5 m, and a height of 15 m. It has an outer colonnade (peripteros) of 8 columns on the short and 17 columns on the long sides, as well as an inner colonnade (pteros) of 6 columns on the short sides. The interior of the temple was divided into the *procolonnade* (pronaos) and the *cella* (naos) (see plan, figs 2, 3, 4 and 5 respectively).

The Parthenon was the most important building of the programme for the re-establishment of the Acropolis sanctuary after the sack by the Persians (480 B.C.), which was implemented at the initiative of Pericles, the renowned politician of Athens. The funding for the programme came from the treasury of the Athenian League that was kept in the *sphendoneia* of the Parthenon.

The temple was built between 447 and 438 B.C. and its sculptural decoration was completed in 432 B.C. Iktinos and Kallikrates were the architects of the temple. Its architectural sculptures were designed and partly sculpted, in collaboration with its colleagues, by the famous Athenian sculptor and friend of Perikles Phidias, who also had the general supervision of the construction of the temple. Phidias also created the chryselephantine (gold and ivory) statue of the goddess with an imposing formal appearance and of a total height of 12 m, which stood in the cella. The statue is not preserved, but its appearance is known from ancient writers and later copies.

The sculptural adornment of the temple

The rich sculptural decoration of the Parthenon, which through the centuries suffered severe damages and looting, consisted of 92 metopes, the compositions in the pediments and the frieze (see sectional diagram of the Parthenon). Great part of the original sculptural decoration is exhibited in the Acropolis Museum.

The registers depict the battle between the Olympian gods against the rebellious Giants (Gigantomachy) on the east side, the sack of Troy by the Greeks (Iliad) on the north side, the repulsion of the Achaean who threatened the city (Amazonomachy) on the west side, and scenes of battle between Greeks and Centaurs (Centauromachy) on the south side.

The east pediment represents the birth of Athena from the head of her father Zeus, in the presence of other Olympian gods. The direction of the birthday of the goddess is defined by the chariot of Helios (the sun) and the chariot of Selene (the moon) at the corners of the pediment. The west pediment shows the dispute between Athena and Poseidon for the protection of Attica, in the presence of the kings who were the forefathers of the Athenians and local heroes or personifications of the Attic landscape.

The frieze, an intracolumnar element in a Doric building of a total length of 160 m, depicts the procession of the festival of the Great Panathenaea, in which several groups of the citizens and the army of Athens participated. The procession concludes on the east side, with the offering of the robe (peplos) for the cult statue of Athena Polias in the presence of the Olympian gods.

Commune de Goulth

A hand-drawn diagram of a plant cell. It features a large, irregular central vacuole that occupies most of the cell's interior. A small, dark, oval-shaped nucleus is located near the center. The cell is bounded by a thick, wavy line representing the cell wall. The drawing is done in pencil on a piece of paper with horizontal lines.

Displacement at 10 years

in situ et les autres de conservation

1

10

de l'arbre sont la conséquence de parties plates



Partes 2 dentro - 3 Partes Resultado - pdf + Exemplos gráficos

I castelli di Langa e Roero

Langa and Roero castles. Die Schlösser der Langhe und des Roero

*Strada Romanica
delle Langhe e del Roero*

Langhe-Roero Romanica. Strada Romanica in Natura, in Langhe und im Roero



Appoggiati qua e là sulle sommità di mille colline, alfieri d'un sapiente gioco di scacchi in attesa della mossa vincente, i castelli di Langhe e Roero punteggiano uno scenario da favola. Sentinelle che si richiamano l'un l'altra, i manieri tracciano un percorso immaginario da seguire con lo sguardo, fino a perdersi in un luogo senza tempo, sospeso tra storia e mito, testimone di guerre e amori, nobiltà e ferocia.

I nomi di paesi e fortezze richiamano alla memoria quelli di famiglie nobili ed evocano il ricordo di uomini già diventati storia: dai Roero ai Falletti, dall'Alfieri a Fenoglio, è tutto un susseguirsi di richiami all'epica di una terra e di un popolo intero.

Guarene risuona ancora del nome del Roero, già nel

XII secolo citati tra le famiglie di spicco della città di Asti: un manoscritto conservato nel castello racconta del leggendario capostipite, il crociato Ghilione Rotario, che nel 1099 affrontò e sconfisse in duello un capo saraceno, decapitandolo nei pressi di Gerusalemme e conquistando la Città Santa. Acclamato dai suoi soldati, fu portato in trionfo su un carro, le cui ruote divennero il simbolo della famiglia e le diedero il nome.



Guerra, ma anche amore: quello contrastato tra due giovani ci conduce verso nord, a Castellinaldo, in cima a una collina da cui si domina la valle del rio Madonna delle Ale e del Borbone. Il Castrum Aynaldi fu governato da due famiglie fra loro parenti, i Damiano e i Malabayla, che fecero edificare due castelli, uno rosso e uno bianco. Rapporti difficili, esacerbati dall'amore tra Violante e Francesco: il loro matrimonio, reso possibile dalla dispensa vescovile al divieto di unioni fra consanguinei, fu duramente osteggiato dalle rispettive famiglie. Lo scorrere dei secoli ci ha lasciato il solo castello bianco del Damiano (rifugio per i partigiani, monumento nazionale dal 1972), ma ha risparmiato gli echi d'una storia d'amore senza tempo. Razzie e crudeltà segnano invece la storia di Govone, il

cui castello domina minaccioso le estreme propaggini dell'Ottretanaro, al confine con il Monferrato. La famiglia del Solaro, che dominò a lungo su Govone, sottopose gli abitanti a soprusi e angherie, abusando dello jus primae noctis o consentendo agli eserciti di saccheggiare il villaggio e violentare le donne. Ma il castello conobbe anche periodi meno bui, illuminati dal soggiorno di Jean Jacques Rousseau durante una delle sue vagabonde avventure in giro per l'Europa e dalla prolungata presenza estiva del Re di Sardegna Carlo Felice di Savoia e della moglie Maria Cristina di Borbone, che chiamarono i più famosi artisti dell'epoca per affrescare le sue sale. Il Castello di Govone dal 1997 figura tra le residenze sabaude che l'UNESCO ha inserito nella lista del patrimonio artistico mondiale. Ad altri altisonanti nomi della cultura si lega il castello di Magliano, edificato per volere della famiglia astigiana degli Alfieri: Vittorio,



futuro poeta e dram- dell'infanzia, mentre Fenoglio, nelle pagine evoca l'atmosfera di guazzose tenebre d' transeunti che in castello? Quello d' l'unico maniero a dei sette castelli? fortizio. Come se confondono, tan della leggenda.



Au cœur des Dentelles de Montmirail



Les Dentelles de Montmirail vues de Suzette en 1890, coll. part.

Sur les lieux où vous vous trouvez, des failles apparaurent. Ces lignes de fracture provoquèrent un appel d'air pour les anciennes roches comprimées sous terre qui remontèrent rapidement à la surface. Les roches dures comme le calcaire se redressèrent en à-pic tandis que les roches plus tendres (et plus vieilles) remontèrent le long des pentes : c'est ce que l'on appelle le « diapir de Suzette ».

Ainsi, au pied de la crête de Saint-Amand à plus de 600 m d'altitude, et jusqu'à Lafare se trouvent les roches les plus anciennes du Comtat, datées du Trias, c'est-à-dire environ 200 millions d'années.

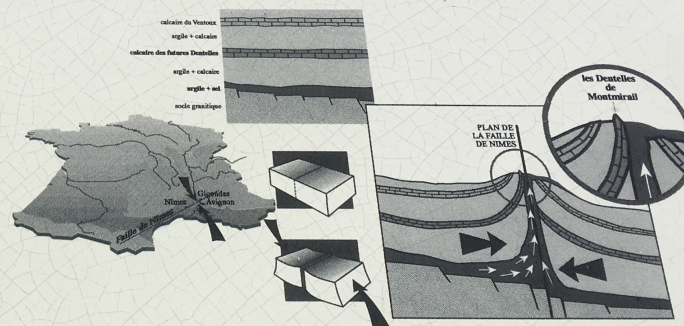
Ces quelques centaines d'hectares, reconnaissables par leur terre de couleur jaune, donnent aux vins de Suzette une typicité exceptionnelle.

Le point culminant du massif

Le village de Suzette est situé à 410 m d'altitude derrière le cirque de Saint-Amand. Du haut de ses 732 m, le Saint-Amand est le point culminant des Dentelles de Montmirail. Il correspond également à la partie la plus orientale du massif. Vers le sud-ouest, se détachent les silhouettes escarpées du Grand Montmirail et des Dentelles Sarrasines tandis qu'au sud, un ensemble de piés - de collines - assurent la transition avec la plaine de Carpentras. Entre collines et falaises, se trouvent les vignobles de la vallée de la Riaille de Suzette.

Un terroir géologique exceptionnel

Il y a des millions d'années, une mer peu profonde recouvrait la région. Environ 40 millions d'années avant notre ère, le continent africain entra en collision avec l'Europe au niveau de l'Espagne. Le fond des mers remonta brusquement et de nouvelles terres émergèrent, plissées d'Est en Ouest à cause du choc : les Pyrénées mais aussi les montagnes provençales comme le Luberon, les monts de Vaucluse ou le Ventoux.



Coupes géologiques des Dentelles de Montmirail depuis leur formation.
Les flèches blanches correspondent aux remontées des gypses du Trias par le diapir de Suzette, O.N.F.



A saint, a queen,

a local lass?

Guess who it was

as through you pass







Onobrychis sativa
le sainfoin

How to capture the curiosity of your readers

- Get to the point!
- Keep it brief – no more than 50 words in a paragraph, 60 characters max to a line
- 3-30-3 rule
- Simple language, no jargon, short words: buy not purchase, build not construct
- Action verbs: snap, grip, swoop, surge, crash, etc.
- Metaphors and comparisons
- Active not passive verbs: 'we manage' not 'this site is managed by'

More tips



- Personification – make your object think or speak
- Avoid clichés
- A picture is worth a thousand words
- Don't show a photo of what can already be seen!
- Use universals (love, loss, birth, suffering, family, hope, freedom)
- Encourage the use of senses (close your eyes and take a deep breath)
- Create interest: use questions, commands and requests – you, your, I me, us: personal pronouns

The 3-30-3 rule



A message hierarchy

- 3 seconds: the title must register with the reader in 3 seconds
- 30 seconds: if title hooks them, visitors will look at a text for 30' – your main message large script, 2 paragraphs long
- 3 minutes: If interested in the topic, visitors will move to more detailed info and graphics (displayed in boxes)

Provoke – Relate – Reveal

Can you walk under water?

The dipper can!

Sparrow-sized with a white throat
the bird likes to sit on waterside stones.

Every now and then it hops into the water
and searches the floor of the stream for insects.

Here on the Kirnitzsch the dipper feels at home.
Perhaps you will discover one.



Reading time: approx. 15 sec., readability (here: c:w): 5.0

Exercise: Interpretation versus information

This text is VERY boring. Rewrite it to make it exciting to read!

Coast redwood

The coast redwood (*sequoia sempervirens*) is the sole living species of the genus *Sequoia* in the cypress family cupressaceae. It is an evergreen, long-lived monoecious tree living 1200 -1800 years and more. It can attain 368 feet (110m) in height. It has a conical crown with horizontal slightly drooping branches. The bark is very thick with a bright red-brown colour weathering darker. The root system is composed of shallow, wide-spreading lateral roots.



Tallest living thing on the planet

Coast redwoods are the tallest trees in the world.

The highest recorded tree towers to 112 metres, as high as twenty-six London double decker buses stacked on top of each other.

Did you know that some of the oldest Californian redwoods are over 2,500 years old, making them some of the oldest living things on Earth?

Try punching its fireproof spongy bark.

Some examples of
interpretive writing
applied to web pages

www.ireland.com

Wander through time

At first sight, Ireland's Ancient East is by landscapes and towns, framed by the River Shannon and the Irish Sea. But this land is also . Just ask the locals and the stories will .

Ireland's Ancient East in numbers

15 counties

5000 years of history

100s of festivals

100,000 storytellers*

**well, everyone in Ireland's Ancient East has a story to tell*

Ireland makes sure you remain in the present while soaking up its past. It makes sure you listen to its storytellers with reverence...

www.finland.com

Sustainable Finland

. Use these words as your guide when you are in Finland and you will enrich your visit and help to this beautiful country. Finland's nature is at the core of Finnish life and its preservation is paramount. Living with the environment is here and is an essential element of responsible travel. This includes not only a respect for nature and wildlife, but also people and their age-old customs

www.northlandnz.com

When you stand before the Kauri trees you are in the presence of that were mature trees came to these shores. Explore these ancient living forests...

Spectacular yet diverse coastlines with two .

Discover the windswept harbours, giant sand dunes and impressive 153 shipwreck sites of the wild, west coast, to the pristine sandy beaches and ultimate aquatic playground of the east coast.



Interpret Europe
conference
8-11 May 2020
Haapsalu, Estonia

Fostering Heritage
communities

Thank you!

*For further details on training opportunities
for your municipality:*

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