



Thorsten Ludwig

Searching for meaning

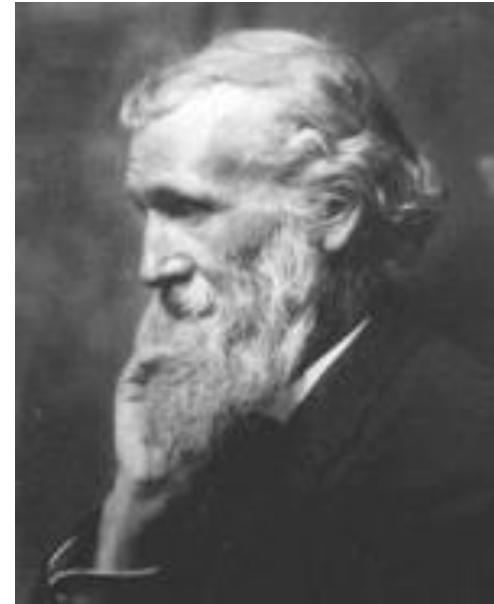
Engaging citizens with Europe's cultural heritage



Glacier Point Trailside Museum,
Herbert Maier, 1925

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*

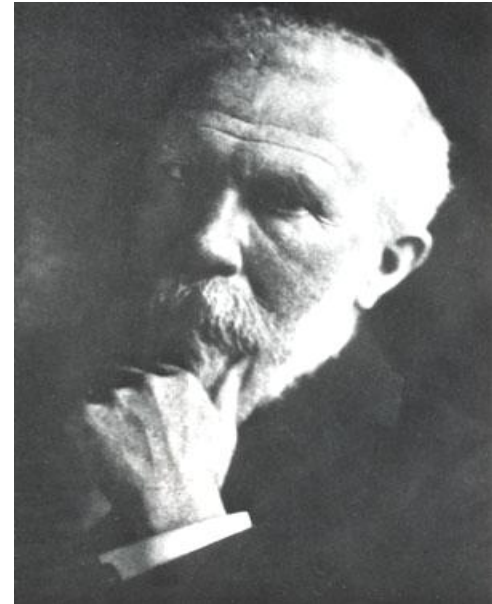


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Ernst Rudorff

Not the consistency
of objects but what
they mean to the spirit
makes their real value.

*Rudorff, E. (2004) Heimatschutz.
Bonn: Deutscher Heimatbund
(first published in 1894): 55*



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UNESCO World Heritage Site La Grand-Place in Brussels, Belgium



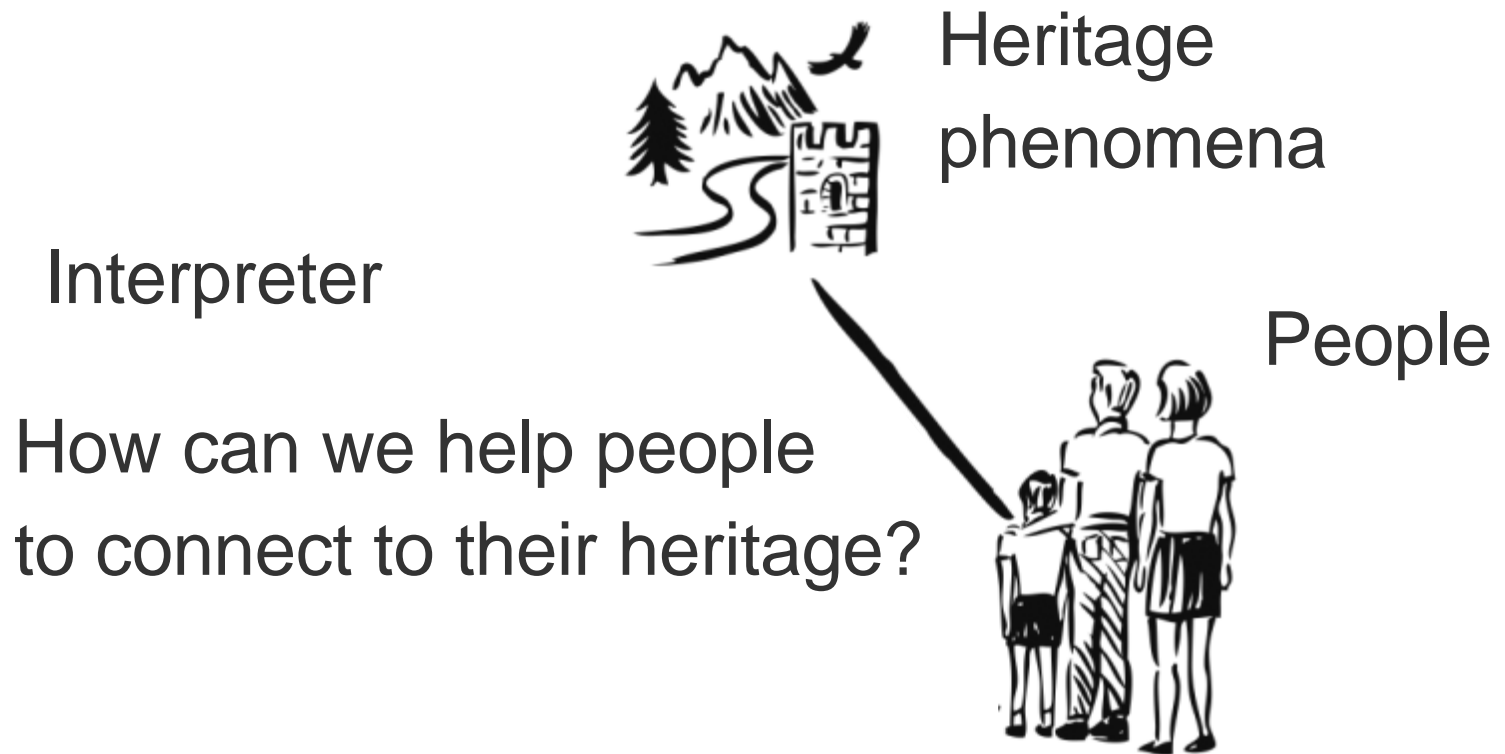
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UNESCO World Heritage Site La Grand-Place in Brussels, Belgium



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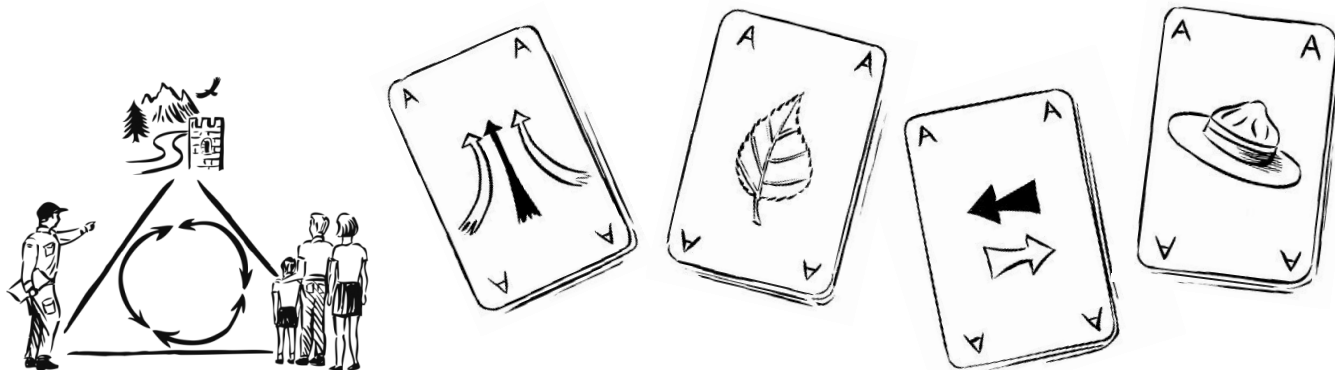
The interpretive triangle



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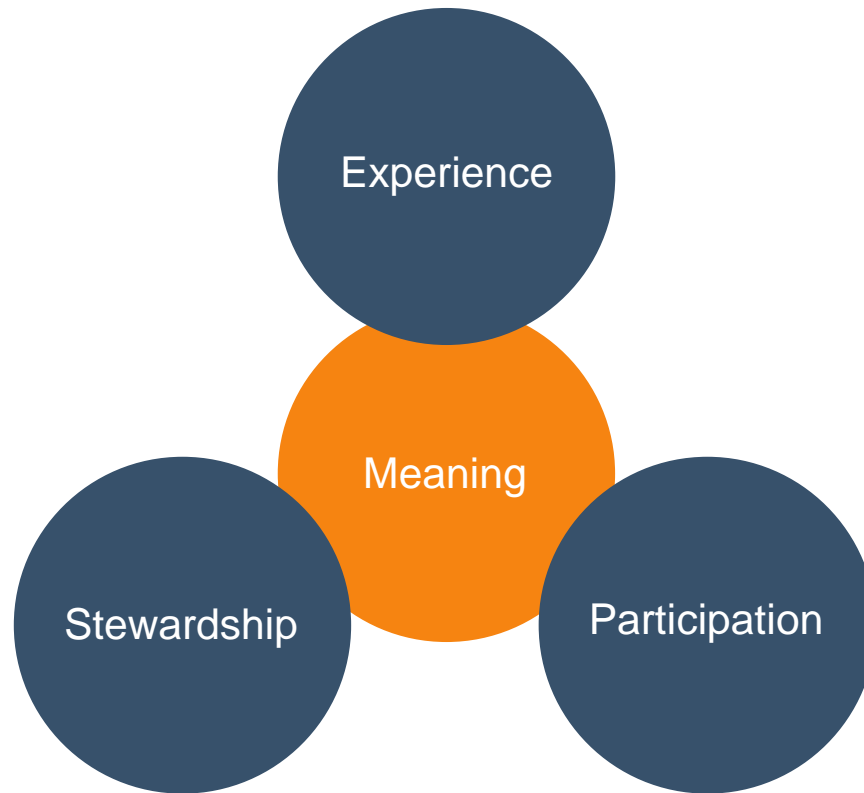
The interpretive triangle

- We offer paths to deeper **meaning**
- We turn phenomena into **experiences**
- We provoke resonance and **participation**
- We foster **stewardship** for all heritage



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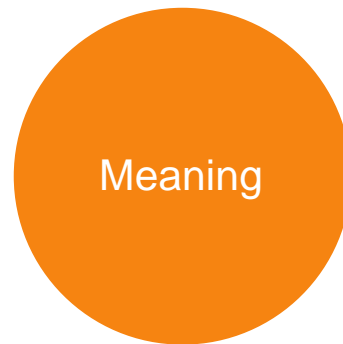
The interpretive triangle



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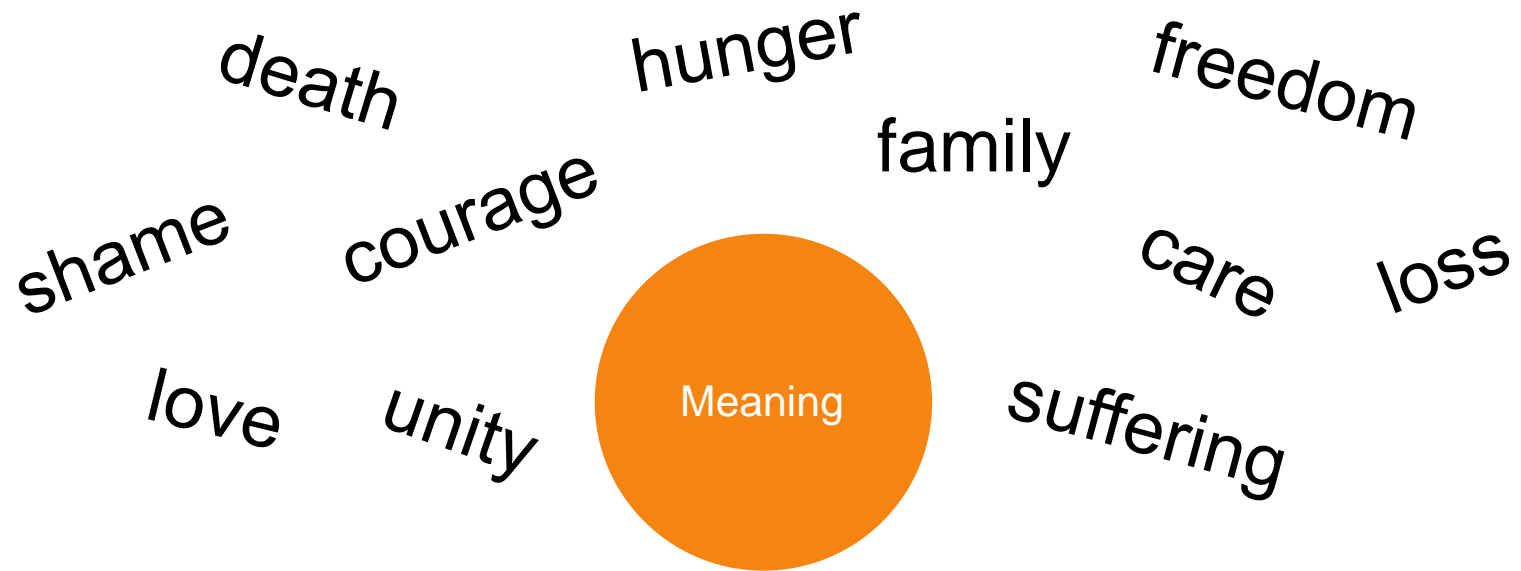
Meaning: What really matters

What is meaningful to us?



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Meaning: What really matters



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

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



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The trend for purpose

From more than 60 trends, IE distilled five key trends.

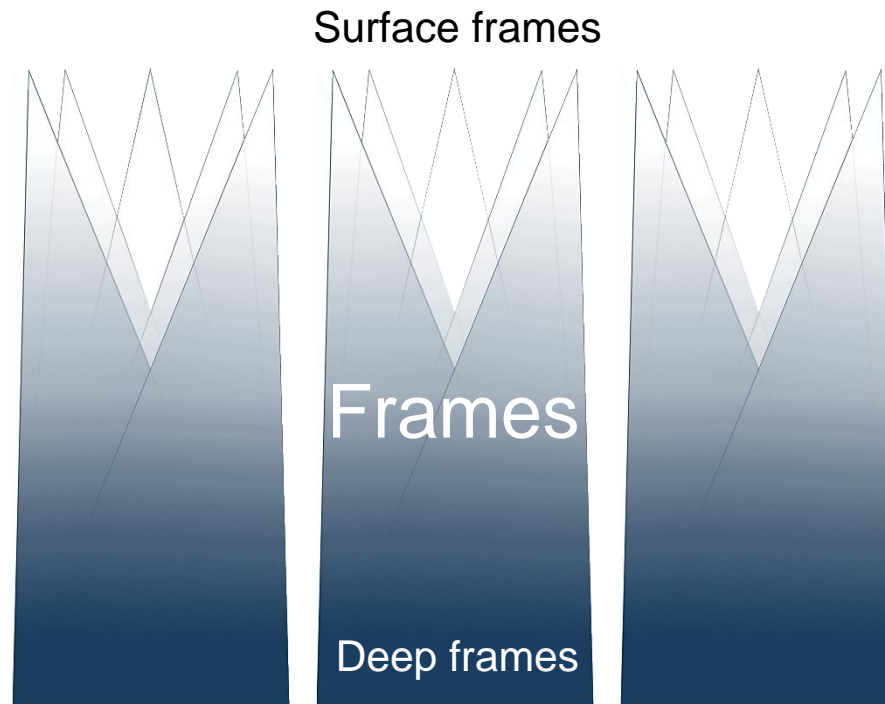
Three of these are linked to ‘purpose’.

Interpret Europe (2016)
European trends and developments
affecting heritage interpretation.
Witzenhausen: Interpret Europe



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Meaning is **framing** facts



Home

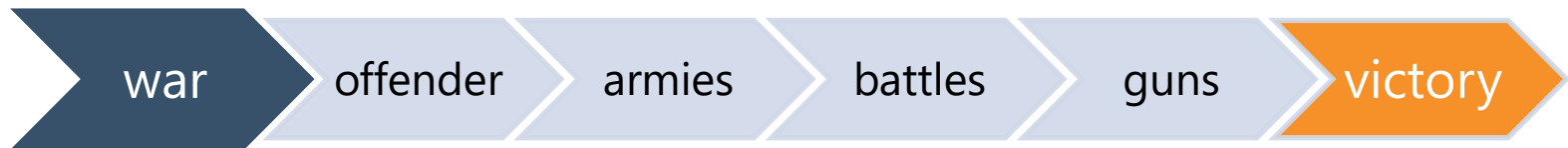
could consist of a house and garden, a room with a table, chairs, a cupboard etc...

...but under the surface, 'home' means much more to us.

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

Framing can have significant impact

9/11 and the 'War on Terror'



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



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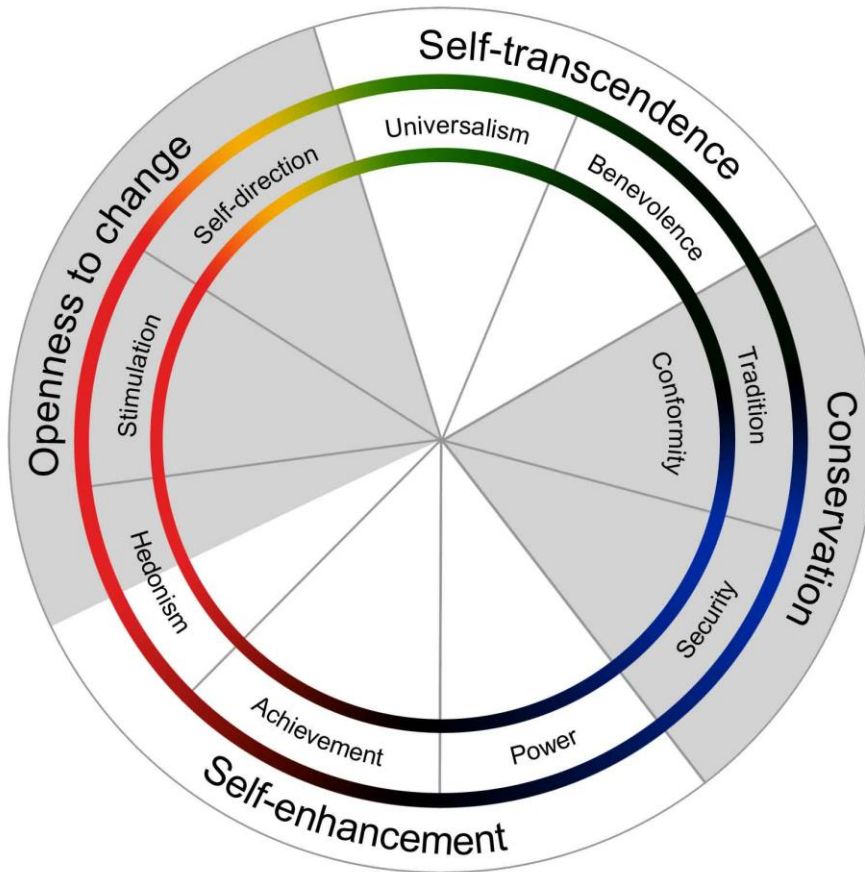


Ludwig, T. (2019) Jasmin Elezović from Mostar



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Frames trigger values



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



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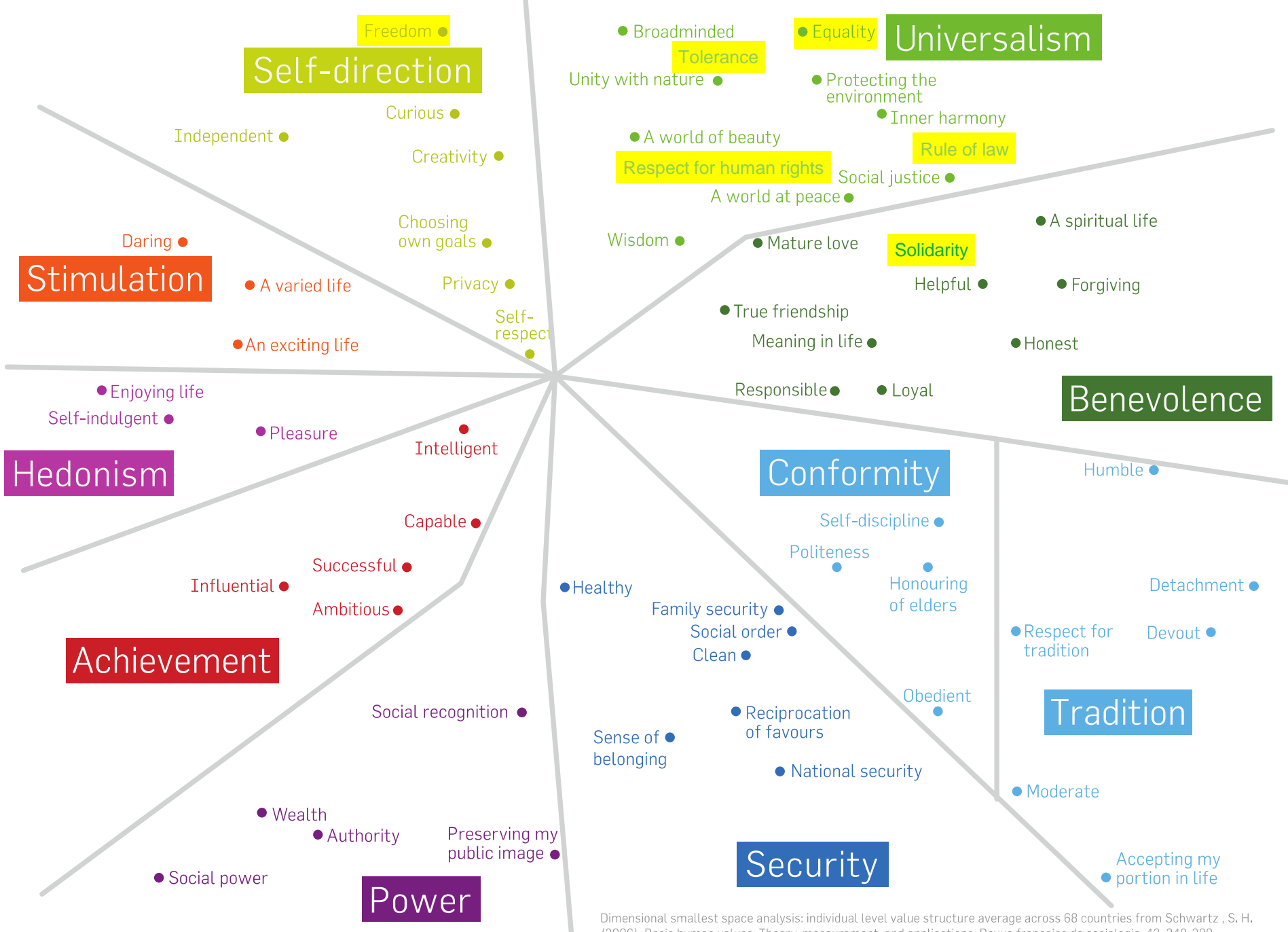
Shared values from the EU Treaty

“...respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities [...] pluralism, non-discrimination, tolerance, justice, solidarity and equality between women and men...

European Union (2016) Consolidated Version of the Treaty on European Union. Official Journal of the European Union C 202, 17



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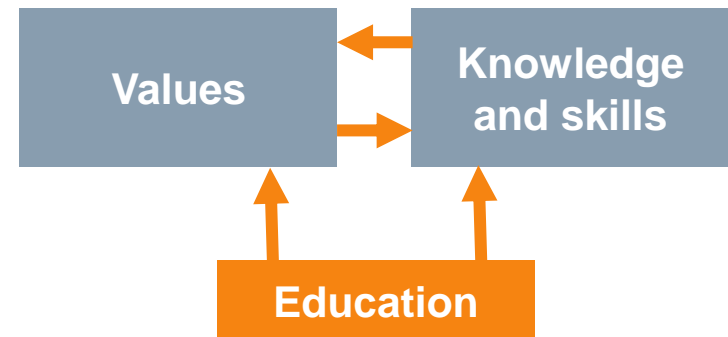


Dimensional smallest space analysis; individual level value structure average across 68 countries from Schwartz, S. H. (2006). Basic human values: Theory, measurement, and applications. *Revue française de sociologie*, 42, 249-288.



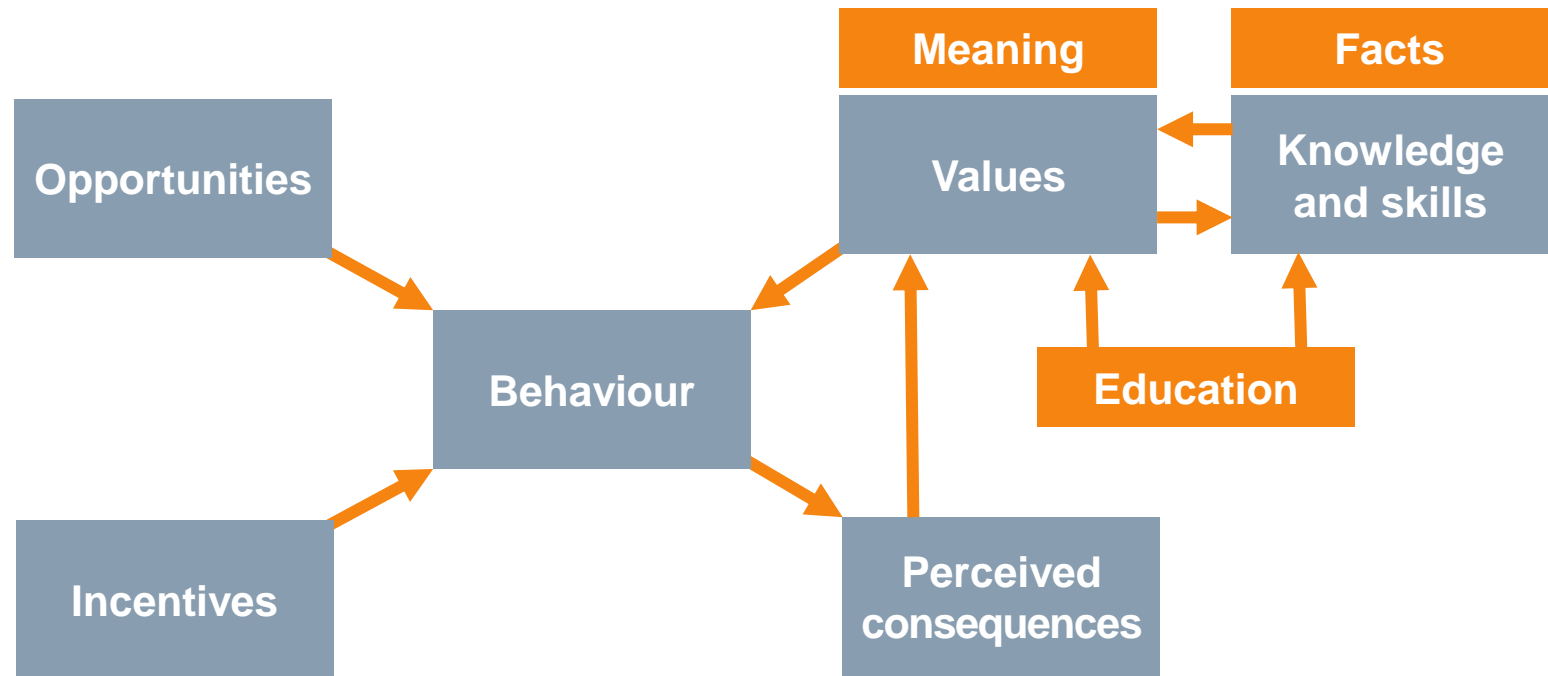
UNESCO workshop 2019

Values and knowledge



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Values and knowledge



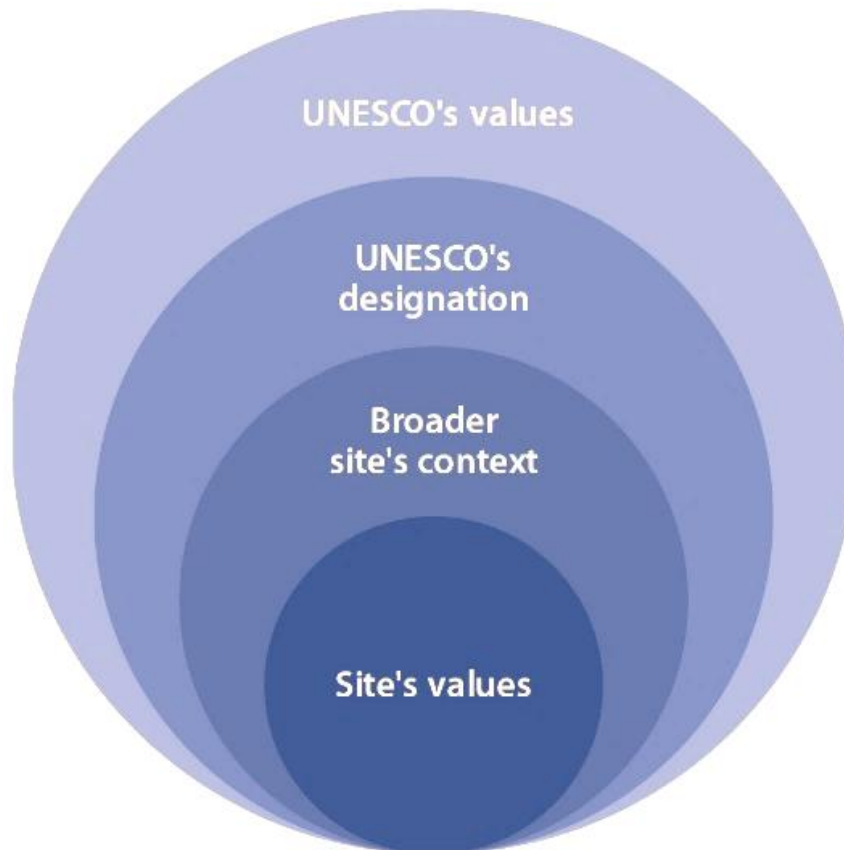
Inspired by:

Fietkau, H. and Kessel, H. (1981) Umweltlernen. Königstein: Hain



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Values at UNESCO designated sites



*UNESCO – United Nations Educational, Scientific and Cultural Organization (2019)
The role of visitor centres in UNESCO designated sites.
Venice: UNESCO Regional Bureau for Science and Culture in Europe, 22*



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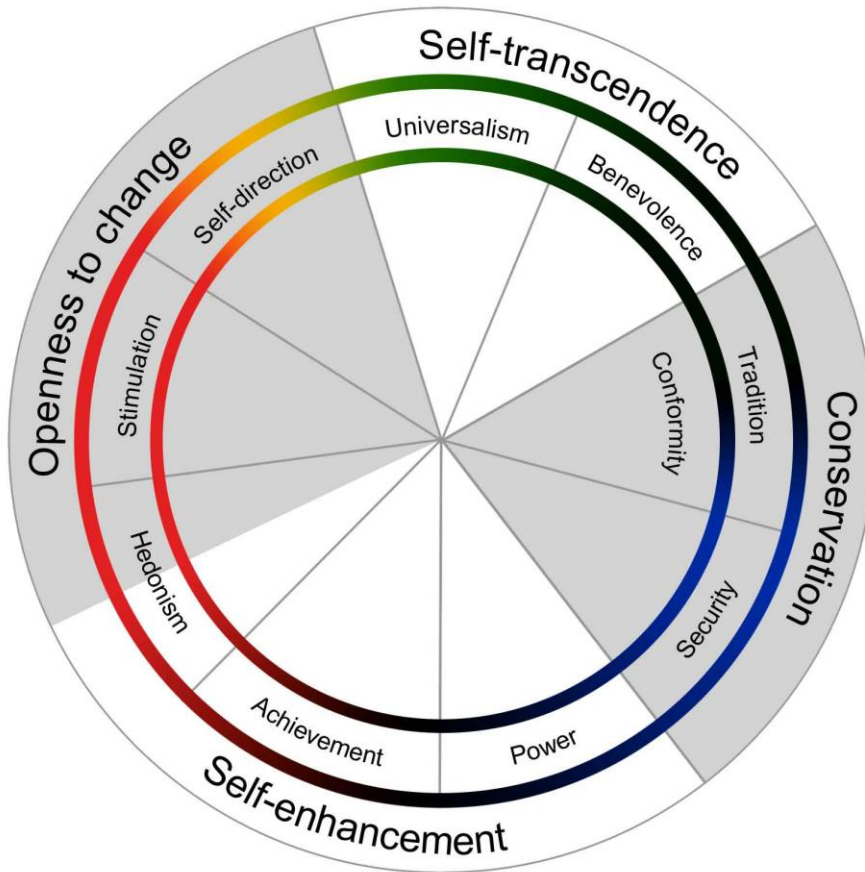
Values emphasised by UNESCO

- build peace
- protect our planet
- combat climate change
- end extreme poverty
- protect human rights and dignity
- understand and respect one another
- build bridges and stronger partnerships
- share knowledge and open our minds



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Frames trigger values



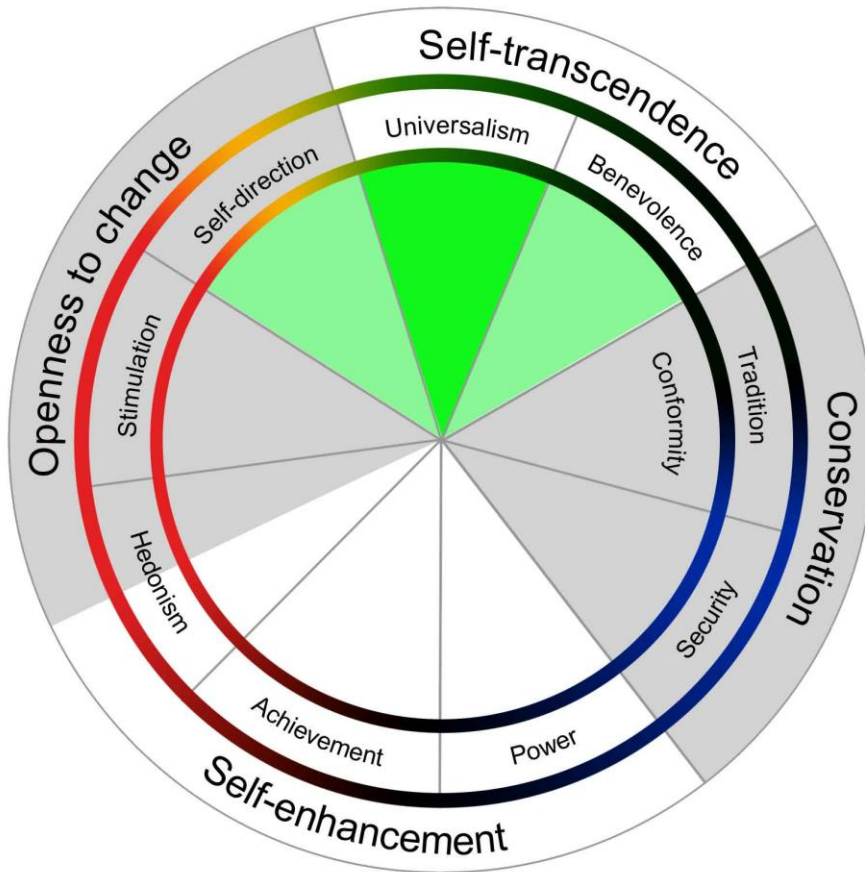
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Academic Press: 1-65



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Values stimulate neighbouring values

Spillover effect



Based on:

Schwartz, S. H. (1992)

'Universals in the content and structure of values: theory and empirical tests in 20 countries'. In

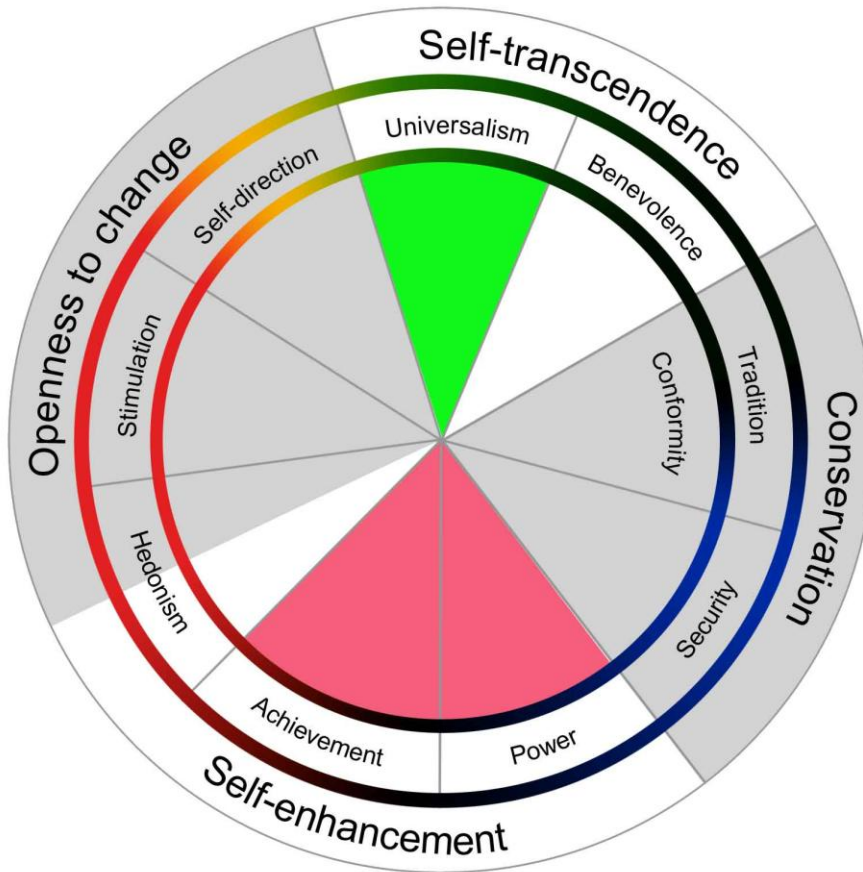
Advances in Experimental Social Psychology (Vol. 25). ed. by Zanna, M. New York: Academic Press: 1-65



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Values abolish opposing values

Seesaw effect



Based on:

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'Universals in the content and structure of values: theory and empirical tests in 20 countries'. In

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Europe at the test bench

dignity

respect

rule of law

solidarity

equality

diversity

pluralism

tolerance



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Europe at the test bench

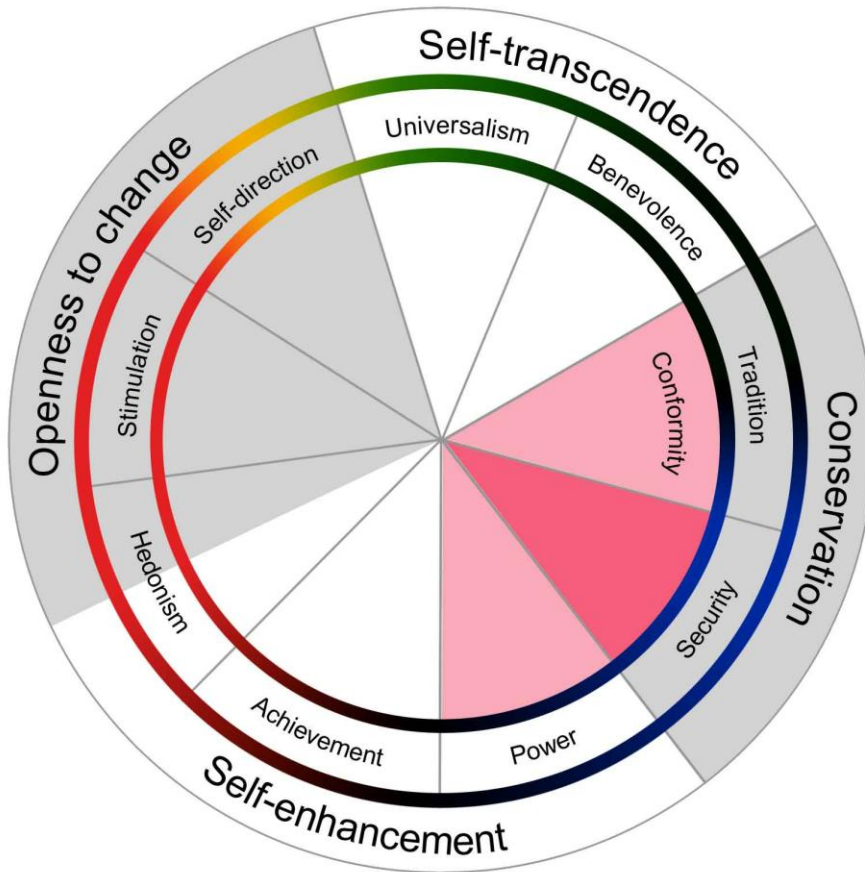
dignity
populism
equality
respect
nationalism
diversity
rule of law
protectionism
pluralism
solidarity
euroscepticism
tolerance

Can heritage interpretation help
to change these tendencies?



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Addressing Europe's shared values

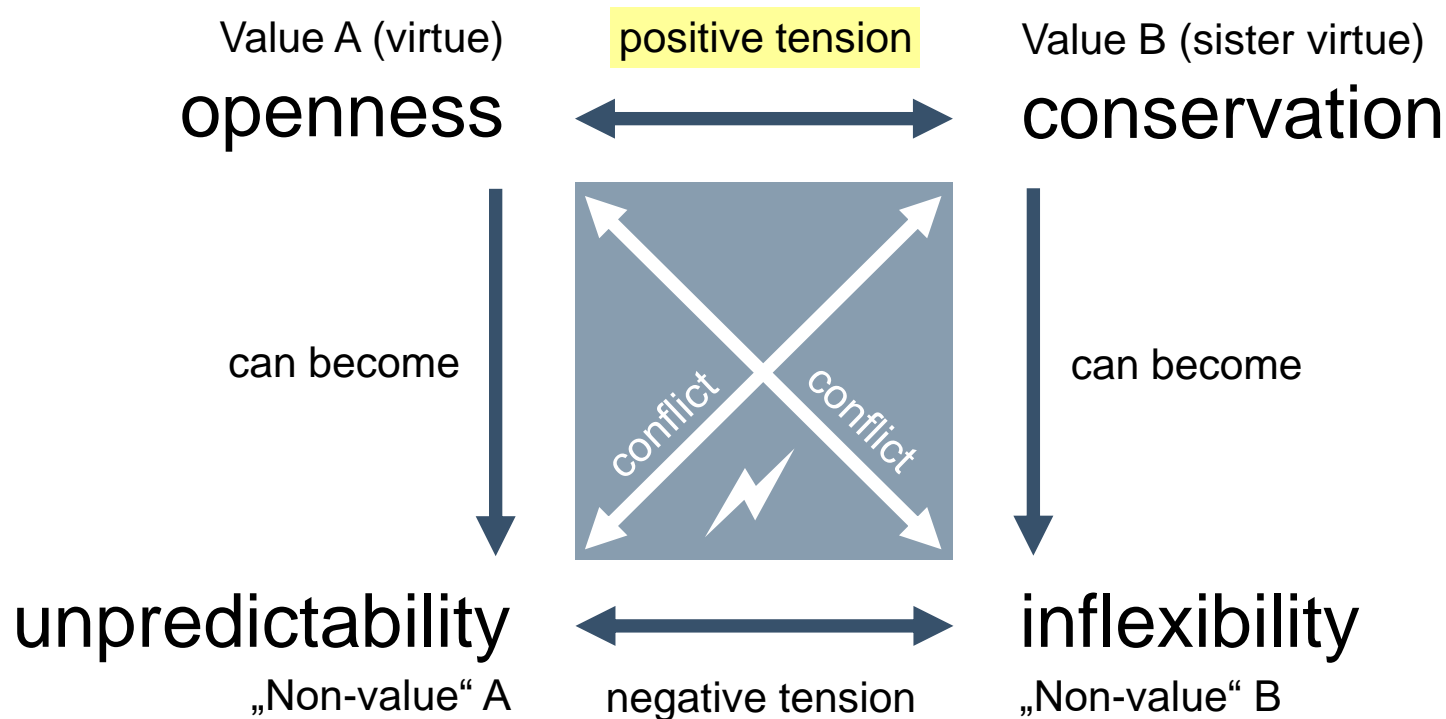


Based on:
Schwartz, S. H. (1992)
'Universals in the content and structure of values: theory and empirical tests in 20 countries'. In
Advances in Experimental Social Psychology (Vol. 25).
ed. by Zanna, M. New York:
Academic Press: 1-65



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Addressing Europe's shared values



Based on: Helwig, P. (1965) *Charakterologie*. Stuttgart: Ernst Klett



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ESD teaching and learning strategies

- Experiential learning
- Storytelling
- Values education
- Enquiry learning
- Appropriate assessment
- Future problem solving
- Learning outside the classroom
- Community problem solving

UNESCO – United Nations Educational, Scientific and Cultural Organization (2010) Teaching and learning for a sustainable future [online]. Available from <http://www.unesco.org/education/tlsf/mods/theme_gs.html> [18 July 2019]



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Global Citizenship Education

- respectful, inclusive, interactive
- learner-centred and culturally responsive
- embedding authentic performance tasks
- drawing on globally-oriented learning
- reflection, self-assessment, peer feedback
- learning in varied contexts
- teacher as a role model

*UNESCO – United Nations Educational, Scientific and Cultural Organization
(2014) Global Citizenship Education. Paris: UNESCO*



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ESD teaching and learning strategies

- What content do we cover?
- How do we frame this content?
- How do our approaches mirror our content?



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Addressing values and frames

Interpretation can:

- support self-transcendence values
- build bridges through neighbouring values
- foster understanding for opposing values

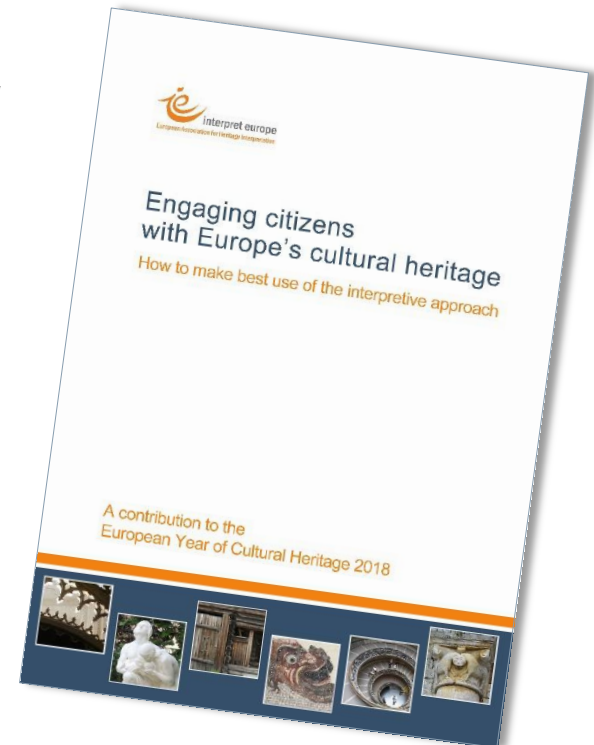
It can turn heritage sites
into learning environments that allow to
reflect upon human values.



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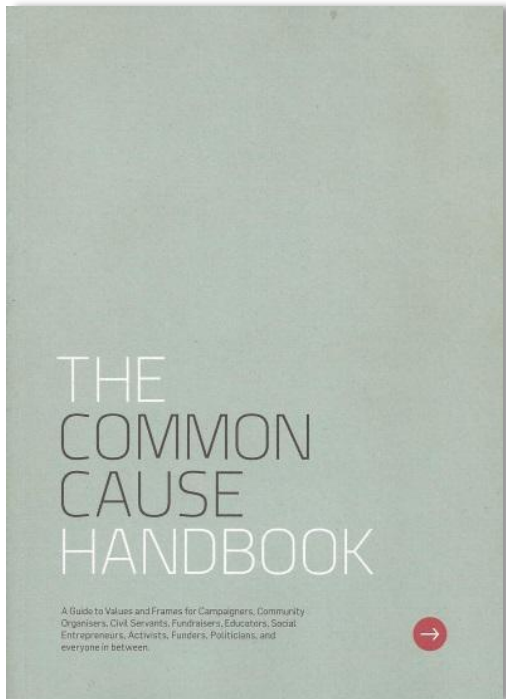
Background reading

Interpret Europe (2017)
Engaging citizens with Europe's cultural heritage.
Witzenhausen: Interpret Europe



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Background reading



*Holmes, T., Blackmore, E., Hawkins, R.,
and Wakeford, T. (2011)
Common Cause Handbook. Machynlleth:
Public Interest Research Centre*



www.valuesandframes.org



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Background reading



www.valuesandframes.org



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Europe needs interpretation

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

Tibor Navracsics

*European Commissioner for Education, Culture, Youth and Sport
2014-2019*



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Old heritage
with modern
use

last slide leads to exercise

Old heritage
with modern use -
- Role Playing (30')



PLAN
IDEAS

10

Collaborating
for the
future (15')

examples + advantages
of that

examples + advantages
of that



Thank you

thorsten.ludwig@interpret-europe.net



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