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International Centre for  
the Interpretation and Presentation of  
World Heritage Sites

Webinar Creating Meaningful Experience in Heritage

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# New Principles for Heritage Interpretation and Presentation

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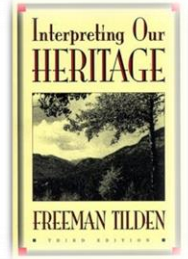
## 2. WHIPIC Principles

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# 1.1. Background of the Concept : Freeman Tilden's Six Principles (1957)

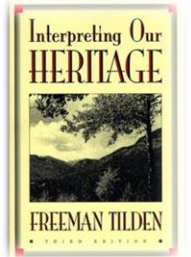
Interpreting Our Heritage (1957) by **Freeman Tilden (1883-1980)**

**“An educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information (8p)”**



1. Any Interpretation that does not somehow **relate** what is being displayed or described to something within **the personality or experience of the visitor will be sterile.**
2. Information, as such, is not interpretation. Interpretation is **revelation** based upon **information.** But they are entirely different things. However, all interpretation includes information
3. Interpretation is **an art**, which combines many arts, whether the materials presented are scientific, historical, or architectural. Any art is in some degree teachable.
4. The chief aim of interpretation is not instruction, but **provocation.**
5. Interpretation should aim to present **a whole rather than a part** and must address itself to the whole man rather than any phase.
6. Interpretation addressed to children (say, up to the age of twelve) should not be a dilution of the presentations to adults but should follow a fundamentally **different approach.** To be at its best it will require a separate program.

Interpreting Our Heritage (1957) by **Freeman Tilden (1883-1980)**

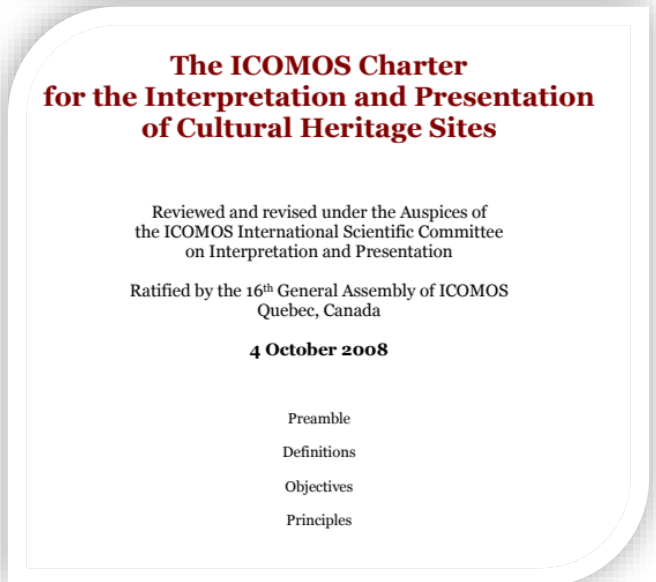
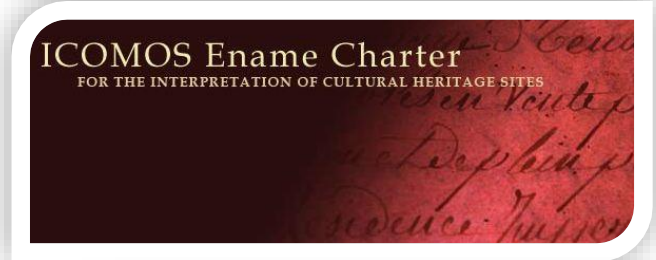


**“Through interpretation, understanding;  
Through understanding, appreciation;  
Through appreciation, protection” (38P)**

# 1.1. Background of the Concept : ICOMOS Ename Charter (2008)

**Interpretation** refers to the full range of potential activities intended to heighten public awareness and enhance understanding of cultural heritage site. These can include print and electronic publications, public lectures, on-site and directly related off-site installations, educational programmes, community activities, and ongoing research, training, and evaluation of the interpretation process itself.

**Presentation** more specifically denotes the carefully planned communication of interpretive content through the arrangement of interpretive information, physical access, and interpretive infrastructure at a cultural heritage site. It can be conveyed through a variety of technical means, including, yet not requiring, such elements as informational panels, museum-type displays, formalized walking tours, lectures and guided tours, and multimedia applications and websites.



# 1.1. Background of the Concept : ICOMOS Ename Charter (2008)

**Principle 1: Access and Understanding**

**Principle 2: Information Sources**

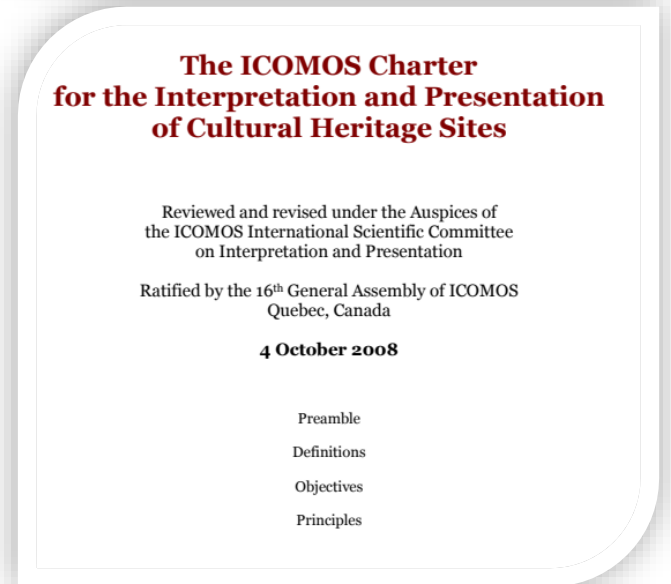
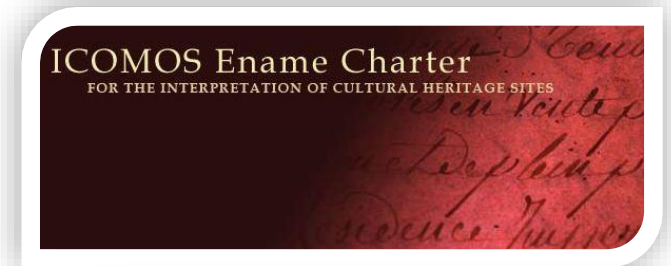
**Principle 3: Attention to Setting and Context**

**Principle 4: Preservation of Authenticity**

**Principle 5: Planning for Sustainability**

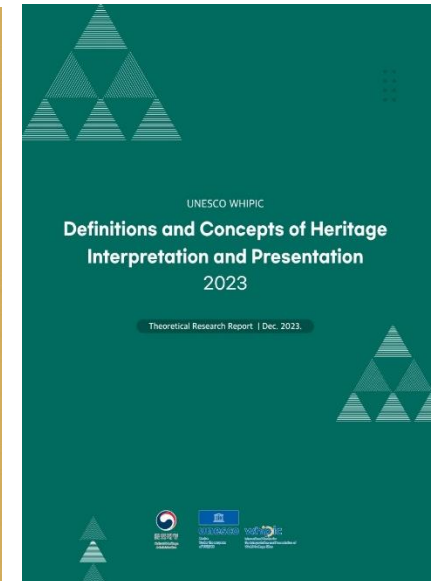
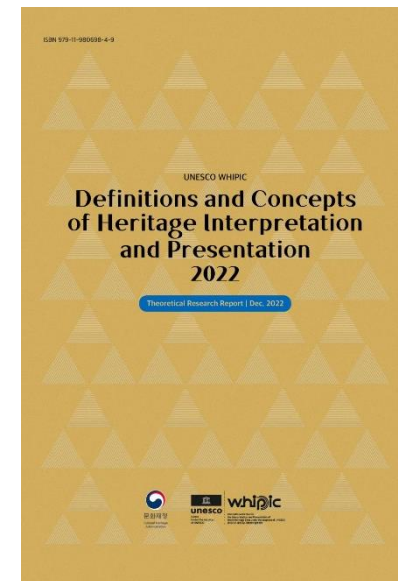
**Principle 6: Concern for Inclusiveness**

**Principle 7: Importance of Research, Training, and Evaluation**



# 1.1. Background of the Concept : WHIPIC Definitions (2022-23)

- **Interpretation:** Meaning-making process through communication, experience and participation (WHIPIC, 2022)
- **Presentation:** Interpretation delivery for enhancing experience, raising awareness and understanding, and inspiring engagement with heritage (WHIPIC, 2023)



# 1.1. Background of the Concept : Changing Paradigm

Freeman Tilden (1957)

Ename Charter (2008)

WHIPIC Principles (2024 - )

**Educational activity**

**Meaning-making process**

**Understanding** Values

**Appreciation** of Heritage

Communicating **to People**

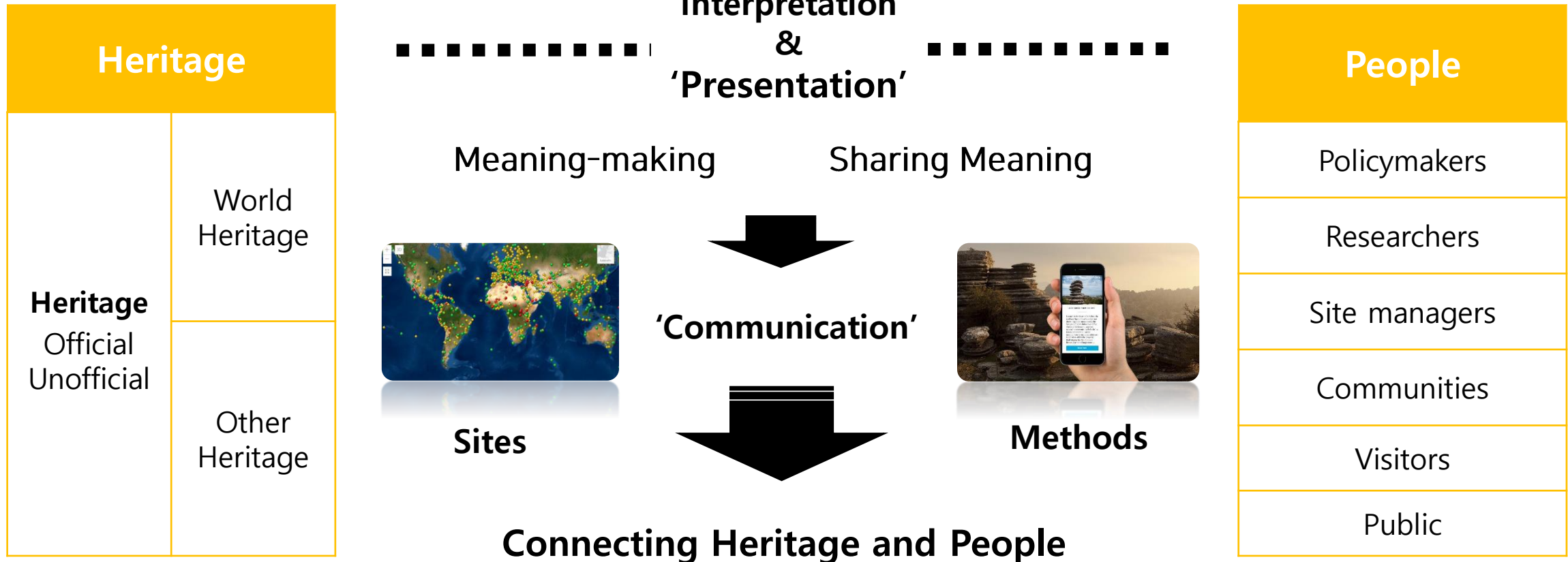
**Creating** Values

**Beyond** Heritage Sites

Communicating **with People**



# 1.1. Background of the Concept : The Essence



# “Interpretation” or “Presentation” appears



*Council of Europe Treaty Series - No. 199*

**Council of Europe Framework Convention on the Value of Cultural Heritage for Society**

Faro, 27.X.2005

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## Faro Convention (2005)

Article 5 – Cultural heritage law and policies

Article 7 – Cultural heritage and dialogue

Article 12 – Access to cultural heritage and democratic participation

“Diversity of Interpretations”

“Ethics and Methods of Presentation ...”

“Participation in Interpretation and Presentation”

CONVENTION CONCERNING THE  
PROTECTION OF THE WORLD CULTURAL  
AND NATURAL HERITAGE

Adopted by the General Conference at its seventeenth session  
Paris, 16 November 1972



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World Heritage Convention

## World Heritage Convention (1972)

< Article 4 and 6 >

Identification, nomination, protection, conservation, presentation, and transmission to future generations of the cultural and natural heritage found within their territory

**“Responsibility” given to states parties for the conservation**

### Operational Guidelines (2023)

SECTION II: STATE OF CONSERVATION OF SPECIFIC WORLD HERITAGE PROPERTIES

Chapter 8. EDUCATION, INFORMATION AND AWARENESS BUILDING

“Interpretation/ Explanation”, “Interpretation Centre” and other infrastructure

# 1.2. Background of the Practice : The gap to bridge

## Interpretation and Presentation

Freeman Tilden (1957)

ICOMOS Ename Charter (2008)



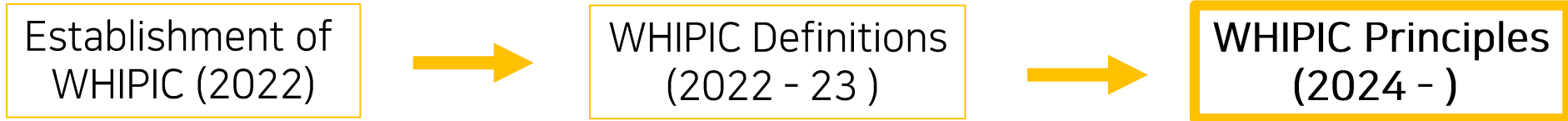
## World Heritage

World Heritage Convention (1972)

Operational Guidelines (1978)

Global Strategy (1994)

4Cs(2002) 5Cs(2007)



## 2.1. Drafting Principles

- **Interpretation:** Meaning-making process through communication, experience and participation (2022)
- **Presentation:** Interpretation delivery for enhancing experience, raising awareness and understanding, and inspiring engagement with heritage (2023)

### Definitions



- 50 Years between Freeman Tilden (1957) and Ename Charter (2008)
- Reflection of Heritage Concept and Practice Developed
- Response to the Emerging Issues and Social Changes
- In cooperation with ICOMOS ICIP, Interpret Europe, NAI









### Principles





## 2.2. Working Group Operation

- **Title:** Developing new principles for heritage interpretation and presentation
- **Expected Outcome:** Draft Principles
- **Timeline:** Baseline Research (Feb-Apr) ► Working Group Meetings (May-Oct) ► Draft Principles (Nov-Dec)
- **Scope:** Heritage (2024/25) ► World Heritage (2026/27)

	Expertise	Name	Photo	Affiliations
1	Nature	Haifaa Abdulhalim		Former IUCN World Heritage Program Coordinator in Arab Region (2007-2011, 2014-2019)
2	ICOMOS ICIP	John H. Jameson		Former Vice President of ICOMOS ICIP(2006~2015)
3	Interpret Europe	Patrick Lehnés		Cultural Heritage Coordinator
4	National Association of Interpretation	Chuck Lennox (NAI)		Lead Trainer
5	International Law for Heritage	Tullio Scovazzi		(Retired) Professor of University of Milano-Bicocca, Milan
6	Former WHIPIC Working Group Members for Definition Study (2022/23)	Neil Silberman		Professor, University of Massachusetts Amherst
7		Neel Kamal Chapagain		Professor, Ahmedabad University
9		Mario Santana Quintero		Professor, Carleton University

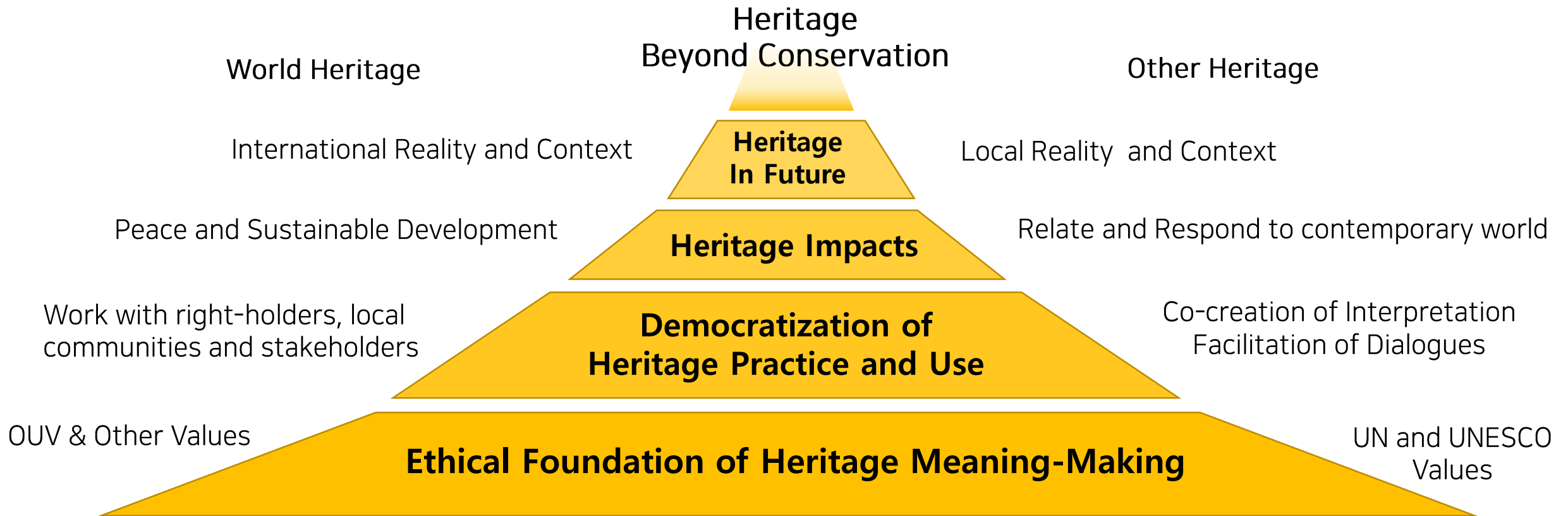
## 2.3. Key Messages

- **Diversity and Dignity:** Diverse heritage interpretations should be acknowledged and coexist.
- **Broader Stories and Accuracy:** must be met for heritage interpretation to be credible and complete
- **Accessibility:** We must endeavor to ensure heritage experience open to all
- **Inclusive Engagement and Involvement:** We should strive to interpret heritage together with communities
- **Inspire Reflection and Connection:** Make heritage relevant to diverse people and help build their own connection with heritage in contemporary times
- **Sustainability:** promote practices and provide the knowledge, skills, values, and attitudes to create a sustainable future.
- **Life-long Learning:** empower people to become active in heritage meaning making
- **Continuous Evaluation, Monitoring and Update:** effective interpretive frameworks for dynamic of heritage meaning over time

Now Heritage Interpretation as a meaning-making process **must consider** ...

- **Ethics for** Inclusive recognition of just, factual and credible interpretation for its diversity and co-existence complying international values
- **Enhancing rights** of Heritage Community including local, indigenous communities and stakeholders
- **Universal access to heritage experience** regardless of physical and intellectual difficulties
- Creation of **Connection and Relevance** between people and heritage
- Professional Development and Capacity Building for **sustainable practice**
- Management to keep **heritage dynamic and alive in a changing world**

## 2.4. Vision of the New Principles



WHIPIC Principles for Heritage Interpretation as a meaning-making process



# THANK YOU