

# Creating meaningful experiences in heritage sites: an introduction to heritage interpretation and planning

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## WEBINAR'S SPEAKERS



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### Brief Introduction on Heritage Interpretation

65 years since first defined by Freeman Tilden, heritage interpretation seems to be as relevant and necessary today as it was back then – or even more! In this presentation we will explore in a simple and practical way what heritage interpretation is and focus on how it can foster human values representing UNESCO, such as peace and sustainability. Finally, we will offer some basic guidelines on how we can apply value-based heritage interpretation on different sites and through different services. The presentation will include interactive activities, so be ready to contribute with your own ideas and experiences!

### New Principles for Heritage Interpretation and Presentation

Interpretation as an “educational activity” in existing concepts and principles, along with the new interpretation as a “meaning-making process,” leads to an expansion of the concept and roles of the actors and a transformation in the understanding of heritage and the ways of people connecting with it. In other words, heritage interpretation occurs on various levels—social, collective, and individual—while also reflecting various themes and contexts of contemporary issues and societal changes.

WHIPIC has begun developing new Principles of Heritage Interpretation and Presentation this year (2024-2027). The methods for interpretation and presentation of heritage have been consistently developed over the past half-century. Despite the existing principles, the ongoing discussions for developing new principles aim to provide a reflection and application of a new paradigm in the relationship between heritage and people, in response to changes in the times, rather than simply revising or updating the existing ones.

### Interpretation Strategy in the context of World Heritage Sites

The 18th Special Session of the World Heritage Committee, held in 2023, has adopted "Guiding Principles for the Preparation of the Nominations Concerning Sites of Memory Associated with Recent Conflicts". As a result, cultural heritage related to recent conflicts, which aims to be inscribed on the World Heritage List under the criteria (vi), must include an interpretation strategy in its nomination dossier.

This presentation introduces the key content and principles that should be included in the interpretation strategy. It also highlights the importance of using interpretation strategies to connect heritage with people and respect diverse narratives.



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