



For the conference “INNOVATIVE CULTURAL PRACTICES IN CULTURAL HERITAGE SITES”

Cēsis, 10.09.2015.

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HERITAGE & INNOVATION: OPPORTUNITIES & CHALLENGES

Project „Conservation of Cesis Medieval castle for regional socioeconomic development”, No. EEZLV04/GSKMS/2013/01

is realized with the financial support of the European Economic Area (EEA) Financial Mechanism programme “Conservation and Revitalization of Cultural and Natural Heritage”.

- ◎ Heritage interpretation is any communication process designed to reveal meanings and relationships of cultural and natural heritage to the public, through first-hand involvement with an object, artifact, landscape or site.

/Interpretation Canada, 1976/

www.interpscan.ca/our-work-defined

Heritage & Innovation

**What does it mean to
innovate for a memory
institution?**

Why do they innovate?

Contemporary memory institutions innovate

to be relevant;

to reach visitors' needs;

to be more effective in the way of conveying information.

on relevance...

- ◎ “Every institution, including museum, must be judged on its distinctive ability to prove value to society in a way that builds on unique institutional strength and serves unique community needs.”

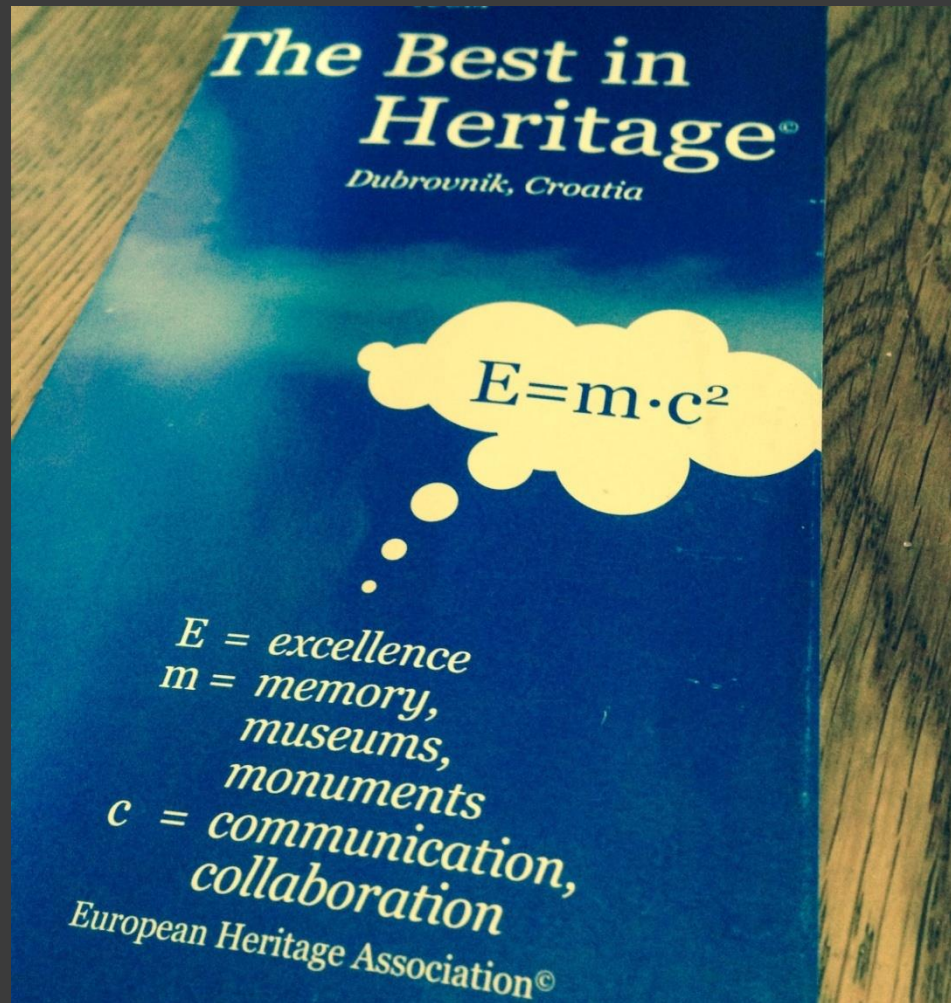
/ Harold Skramstad /

on reaching audience needs...

⦿ “Museums must change from being about somethingt to being for somebody.”

/ Stephen E.Weil/

on effectiveness ...



on the future of museums,..

- ◎ “There will be no harm in suggesting that the most important change of all is one that is only just beginning, an attempt to make museums a part of the living culture of their time [...]. Such a change of attitude involves regarding museums as centres of activity and discussion, where the past and the present are inextricably mixed.”

/ Kenneth A. Hudson, 1998/

Heritage & Innovation: Opportunities & Challenges

**How to develop an
innovative heritage
product?**

The essential factor in innovation is the way the subject of a heritage product is formulated.

This determines how the subject is conveyed:

- what means of communication are chosen,
- how they are arranged.

Changes that relate to the formulation of the subject

- are more likely to result in significant changes in “form” than emphasis on form alone.

Ideas for heritage products come from:

A research-based
development
program of
heritage institution:

- From research of the historic site;
- from analyses of collections;

A market-driven
development
program of
heritage institution:

- from public interests and demand.

Finding ideas for heritage product....

- ◎ “On the one hand, research, even in the most rarified of disciplines , does not take place in a social vacuum, and on the other hand public interest is always relevant to the direction of socially responsible research. It is precisely the challenge of museum professionals to forge these links.”

/ Barry Lord/
www.lord.ca

The essential questions to be answered after defining the idea

What meanings do we wish to communicate?

To whom do we intend to communicate these meanings?

What are the most appropriate means of communicating these meanings?

Director about the Musuem of Liverpool

...

- ⦿ “we wanted to capture **personality** of the city and its people;
- ⦿ we knew we had to **consult and involve**, with a lot of **participation, dialogue, opinion and debate** – we needed to include **voices and identities**;
- ⦿ we wanted to **change the way visitors think about the city and themselves**;
- ⦿ we wanted to create a **fearless, emotional and democratic museum**;
- ⦿ etc..”

/ David Fleming, 2013/
www.liverpoolmuseums.org.uk

Heritage & Innovation: Opportunities & Challenges

**Being innovative means
being open to change**

Innovation is, above all, a state of mind and it means

seeking out challenges;

accepting risks;

extending the boundaries.

Open your minds! Be creative! Be socially responsible!

**Good luck with your
heritage projects!**