

**Advance
programme**
(subject to
change)



F A C T S X J
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Q N V E B Y I
E S R L N T O

**Decode the truth at the Association for
Heritage Interpretation annual conference**

Bedford, 9-11 October 2019

WELCOME TO THE AHI CONFERENCE 2019

This year we are asking whose truth and whose interpretation do we choose to tell about our heritage in the age of 'fake news' and propaganda?

With a site visit to Bletchley Park, the conference explores the theme through insightful papers from academics and practitioners in interpretive practice.

Held at the Mercure Bedford Centre Hotel with a full programme of speakers, the conference allows you to meet and learn from like-minded colleagues in the 'business' from all areas of expertise and interest.

Thursday evening sees the return of the biennial **NovaDura™ AHI Awards Dinner 2019**, with Loyd Grossman as our guest presenting the Awards.

Throughout the event, share your learnings with us on social media:

#AHIConf19



TALKS

We've got a stellar line up this year, with more parallel sessions and opportunity for participation too.

Wednesday 9 October

PRE-CONFERENCE WORKSHOP

"Content is king" – or is it?

Steven Richards-Price,
Writing 4 Visitors

09.00-12.00

Sharpen your pencils and join us for a fast-paced, activity-filled workshop with Steven Richards-Price, the developer of Interpret Europe's 5-day Certified Interpretive Writing Course and former AHI Chair.

Content is widely regarded in the interpretation world as king, but Steven will question this premise (evidence-based!) and reveal some top tips to get your visitors engaging with your written word. You will tackle a range of carefully-selected interactive activities tried and tested in his full course. This course is for anyone who presents the written word to visitors. **Pre-booked ticket holders only** due to limited space.

KEYNOTE Fact, fake and the importance of interpretive uncertainty Prof. David Uzzell

13.10-14.00

Scientific knowledge, 'common sense' and beliefs have equally been seen to offer truth. Arguing that there are alt-facts and fake news is another way of saying that we can know the exact truth. Where does truth lie? This is a crucial issue for the interpreter of the historic and natural world. Knowledge is situated and, I believe, it is precisely the task of the interpreter to challenge the notion of an exact truth, to provide multiple interpretations, to reveal uncertainty and even to create dilemmas if it encourages people to construct an informed understanding of this complex world, while being able to distinguish between fact or fake. This presentation will draw on different social science perspectives on knowledge, and case studies as diverse as inter-ethnic conflict in Sarajevo to gardening in the UK.

The Forever Project at the National Holocaust Memorial and Museum

Chris Walker, Bright White

14.05-14.50

The Forever Project captured the life experiences of 10 survivors of the Holocaust to a startling level of breadth and depth. Over 200 hours of film form the basis of a new archive and interactive installation at the Centre. Chris offers a retrospective on this unique challenge and response.

Everything in the museum is stolen

Stuart Frost, British Museum

15:15 – 15:45

This paper focuses on a small experimental British Museum exhibition, *Collecting histories: Solomon Islands* (20 June-1 September 2019), a display and gallery trail exploring how objects were collected during the colonial era. The paper draws on evaluation and visitor research to reflect on what can be learned for future projects.

The rise of the ragged trousered interpretists

Bob Jones FAHI

15.50 – 16.20

If we, as Interpreters, are to be seen as truth-tellers, to be seen as professionals, particularly so when working alongside peer professions, shouldn't we too be bound by a code of ethics? Or are we really just an annual coach tour? This presentation aims to explore the building blocks of the interpreters profession, to define what a code of ethics might mean.

The Mercure Bedford Centre Hotel

Situated in the town centre with great views across the Great River Ouse, the hotel is close to the M1 and just a mile away from the A6. Bedford Railway Station is also just a stone's throw from the hotel.

Facilities include restaurant and bar, onsite car parking, high speed internet WiFi and a gym.

Check in from 2pm, check out by 12 noon.

Thursday 10 October

KEYNOTE Secrets and spies: interpreting Bletchley Park

Peronel Craddock, Head of collections and exhibitions at Bletchley Park

16.25 – 17.10

Bletchley Park has transformed in recent years, from a quaint collection of buildings and exhibits with great character but little focus to a high-quality heritage attraction with a clear mission and a unique story. Key to the transformation has been uncovering the real history of a site kept top secret until 1974, and that has inspired many fictional accounts. This talk will look at challenges and lessons learned in balancing the authentic with the unknown.

SITE VISIT Bletchley Park

09.00-14.30

Bletchley Park is a place of exceptional historical importance and remains highly relevant to our lives today and for the future. It is the home of British codebreaking and a birthplace of modern information technology.

We are being welcomed to the site on Thursday where volunteer guides will escort us around the iconic Codebreaking huts, Victorian Mansion and grounds, and we will experience new displays and exhibitions.

If you want to come back to Bletchley, your admission ticket is valid for unlimited free returns for a year!

DISCUSSION Bletchley Park and interpreting truth

15.00 – 15.40

A chance to have a facilitated discussion of Bletchley Park and conference themes back at the hotel following the site visit.

WORKSHOP Introduction to Open Space

India Rabey, AHI Trustee, The Way Design

17.10-17.40

See page opposite for details.

WORKSHOP Open Space

India Rabey, AHI Trustee, The Way Design

15.45-17.30

What is it?

Time to be honest with each other! This is the first time we've tried something like this. Open Space is about being open and sharing to solve problems, make connections and spark ideas through our collective knowledge.

It has been proposed following feedback that the best part of the AHI conference is in making connections and sharing experiences with other interpreters. This is a chance for conference attendees to host curated discussions relevant to them and their work. Where you can gain valuable answers and insights from others' experiences and meet people who can help you – it's a powerful way to connect people and reveal answers which may inform your next steps in all areas of work.

It enables people with ideas and energy to connect, creating the opportunity to turn ideas into action.

How will it work?

There are two parts to our Open Space, the first is an introduction and gathering questions, then the second is the parallel hosted discussions.

On Wednesday evening, we'll have an introduction session where we ask people to share their questions. These really can vary but here are a few ideas to start with:

'Has anyone got experience in creating audio tours?'

'Has anyone got any tips on a successful Heritage Fund application?'

'What are my next career steps?'

'I've got an idea about X and am looking for people to help make it happen'

'What are your thoughts on the connection between X and X?'

'What do you want from AHI membership?'

'How do you recruit and retain the right people?' and even

'How do I deal with a tricky client?'

If you want to explore particular questions about anything to do with your work, share it, host a discussion and someone should be able to help!

These will then be collated into a timetable just before the workshop on Thursday, so you can add to the list till then.

On Thursday, we'll have a recap of the timetable and how it's going to play out before getting stuck in to conversations. We've got enough time to allow for three time slots of 25 mins each where there will be multiple discussions taking place with small groups in various locations chosen nearer the time so you can have three very different invigorating discussions with people.

All will be explained!

PROGRAMME 2019

Wednesday 9 October

Time	Title	Speaker
09.00-12.00	WORKSHOP "Content is king" – or is it?	Stephen Richards-Price, Writing 4 Visitors
12 noon	Registration open	Lyn Redknap, AHI Admin
13.00	Opening and welcome	Jim Mitchell, AHI Chair
13.10 – 14.00	KEYNOTE Fact, fake and the importance of interpretive uncertainty	Professor David Uzzell
14.05 – 14.50	The Forever Project at the National Holocaust Memorial and Museum	Chris Walker, Bright White
14.50 – 15.15	Refreshment break	
15:15 – 15:45	Everything in the museum is stolen	Stuart Frost, British Museum
15.50 – 16.20	The rise of the ragged trousered interpretists	Bob Jones FAHI
16:25 – 17.10	KEYNOTE Secrets and spies: interpreting Bletchley Park,	Peronel Craddock, Head of collections and exhibitions, Bletchley Park
17:10 – 17.40	Introduction to Open Space workshop	India Rabey, AHI Trustee
17.45	Check in and networking in the bar	
19.30	Buffet dinner	

NB. Correct at time of upload. There may be amends to the programme prior to the event.

P Parallel sessions

Thursday 10 October

Time	Title	Speaker
09.00 – 14.30	VISIT Bletchley Park	
15.00 – 15.40	DISCUSSION Bletchley Park and interpreting truth	
15.45 – 17.30	WORKSHOP Open Space	India Rabey, AHI Trustee
	Walking tour of Bedford (pick up a route map from the desk)	Self-led
17.30 – 19.00	Free time and networking in the bar	
19.00 – late	The AHI Discover Heritage Awards 2019 , sponsored by NovaDura™	

Friday 11 October

Time	Title	Speaker
08.30 – 09.30	AHI AGM	Jim Mitchell, AHI Chair
09.30 – 10.00	As seen on Screen: Fictional Screen Narratives and the Heritage Experience	Hannah Shimko
	The Psychology of Interpretation	Sara Oswald
10:05 – 10.35	Creative interpretation and the discourse of imagination	Niki Black and Rebecca Farley
	All your past is ours	Gavin Clarke
10.35 – 11.10	Refreshment break and hotel check out	
11.10 – 11:40	A Partial truth, where are the others?	Wen-Yi Liu
	Creating truth through edutainment	Brianna Wyatt
11.45 – 12.20	Never pure and rarely simple	Elsbeth Geldhof and Jonathan Gration
	'A considerable debate ensued'	Matthew Wood
12.30 – 12.50	Conference close and final thoughts	Jim Mitchell, AHI Chair
13.00 – 14.00	Lunch and depart	

Sponsors NovaDura™ present the

DISCOVER HERITAGE AWARDS 2019

The Association for Heritage Interpretation is delighted to announce the shortlist for the AHI 2019 Discover Heritage Awards – for excellence in cultural and natural heritage interpretation in Britain and Ireland.



Museums and Historic Properties/Sites

sponsored by Minerva Heritage

Shortlisted:

- Creu Hanes – Making History, St. Fagans National Museum of History, Cardiff
- Dunfermline Museum, Fife Cultural Trust
- Museum ExplorAR Experience, Amgueddfa Cymru National Museum Wales, Cardiff
- Project Pilgrim Visitor Experience and Interpretation, Gloucester Cathedral, Gloucester
- Shire Hall Historic Courthouse Museum, Dorchester
- Whitby Abbey Site Improvement and Re-interpretation project, Whitby Abbey, English Heritage

Special recognition:

- Multimedia Guide (MMG) for Chatsworth, Chatsworth House, Derbyshire

Outdoors – Urban and Rural

sponsored by The Way Design

Shortlisted:

- Coniston Copper, Coniston Copper Mines, Cumbria – Lake District National Park Authority
- Rediscovering Walmer Pleasure Grounds, Walmer Castle, Deal – English Heritage

Special recognition:

- Echoscape: Sounds and memories of Maiden Castle, Maiden Castle, Dorset – English Heritage



Visitor/Interpretation Centres

sponsored by HDC International



Shortlisted:

- The Engine Shed – Scotland's Building Conservation Centre, Stirling – Historic Environment Scotland
- International Bomber Command Centre, Lincoln – Lincolnshire Bomber Command Memorial Trust

Volunteer and Community Projects

sponsored by Bright 3d



Shortlisted:

- Future Thinking for Lochbroom's Past – Ullapool Museum Redisplay Project
- Some Alnwick Heritage Heroes – Alnwick Civic Society
- Neolithic Longhouse, La Hougue Bie Museum, Jersey – Jersey Heritage

Events and Activities sponsored by StudioLR



Shortlisted:

- Performance of Roseliska at Portchester Castle recreated theatre, Portchester Castle – English Heritage
- Spotlight on Mary, Craigmillar Castle, Edinburgh – Historic Environment Scotland

Special recognition:

- Hadrian's Cavalry, Hadrian's Wall – Tyne & Wear Archives & Museums

Thanks to all our sponsors, particularly NovaDura™, for making the awards possible.

NovaDura™ products are widely used in wayfinding and interpretation projects and architectural signage. They supply a range of sectors including museums and heritage, schools and commercial properties. Their process produces display products with outstanding print quality and long term resistance to UV and exterior weather conditions, carrying a ten-year warranty for colour resistance and attack by airborne elements.

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Till next time...

If you would like to express interest in sponsorship, nomination, or learn more about the AHI Discover Heritage Awards 2021, please email awards@ahi.org.uk

PARALLEL SESSIONS

Friday 11 October

09.30 – 10.00

As seen on Screen: Fictional Screen Narratives and the Heritage Experience

Hannah Shimko

Heritage sites are seen on screen, as they are valuable commercially and culturally to film and television productions. Audiences are used to consuming these fictional realities through media. Yet when managers and interpreters utilise fictional narratives at the heritage site, where do 'truth' and 'authenticity' lie in the visitor experience?

The Psychology of Interpretation: Why we are all storytellers at heart and find our own 'truth' in interpretation

Sara Oswald

Exploring how and why good interpretation works, through some of the psychology that lies behind Tilden's theories. And why ultimately 'truth' or meaning in interpretation is for everyone to find for themselves.

10.05 – 10.35

Creative interpretation and the discourse of imagination: Engaging with heritage through contemporary art commissions

Niki Black & Rebecca Farley

Contemporary art is appearing at an increasing variety of heritage locations, from grand country houses to historic waterways. Recent decades have seen national UK heritage organisations vigorously engaging with contemporary artists, generating temporary commissions that extend traditional approaches to heritage interpretation. Our presentation examines this practice, its intentions, methods and affects, through three recent case study art commissions.

All your past is ours

Gavin Clarke

US culture wars have come to British, with those challenging established narratives under fire and attacks weaponised by trolls online. This session will explain culture wars, who wages them, the risk they present to those undertaking new interpretations of the past and suggest strategies for winning.

11.10 – 11:40

A Partial truth, where are the others? The situation, the possibility of presenting opposite voices and the subsequent resulted truth in a Taiwanese memorial park

Wen-Yi Liu

This research examines a former detention centre in Taiwan and how its presentation of previous victims' experiences, the once hidden history, shocks the public. Additionally, an episode regarding a special exhibition may reveal the possibility if the perpetrators' comments are displayed and the essence of expected 'truth' in a difficult heritage site.

Creating truth through edutainment: An exploration of influences on the design and management of interpretation within lighter dark tourism practice

Brianna Wyatt

Lighter dark visitor attractions are often criticised for creating frivolous and trivialised representations of the past due to their edutainment interpretation agendas. Yet, the author's PhD research explored influences on interpretation design and management at three attractions, revealing a distinct concern among the practitioners for promoting authenticity and real history.

11.45 – 12.20

Never pure and rarely simple: Challenging truths in the interpretation of Historic Interiors

Elsbeth Geldhof & Jonathan Gratton

Can historically layered interiors be presented as both authentic and coherent ensembles to the public? This presentation explores the precarious balancing act when authenticity and a coherent narrative may have differing potential outcomes. The focus will be on Domestic Interiors where conservation and research has brought conflicting options for interpretation.

'A considerable debate ensued': Interpreting the Royal College of Physicians problematic role in the history of women in medicine

Matthew Wood

This talk will explore the Royal College of Physicians Museum's Vexed Question: 500 years of Women in Medicine exhibition as a case study of how interpretation professionals can work with their own organisations to explore problematic histories in a collaborative way, but one which does not compromise the truth or honesty of the narrative.

EXHIBITOR ZONE

Throughout the conference, take a moment to visit our exhibitor zone with a cup of tea. With companies and consultants from a wide range of backgrounds, you never know what you might learn or who you might meet!

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NovaDura™

Our products are widely used in wayfinding and interpretation projects and architectural signage.

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Who the LR we? StudioLR specialise in destination brands, marketing campaigns and environments.

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andy@studiolr.com
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The Way Design

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Mainly working in the countryside, environmental and heritage sectors, we deliver brand strategy, internal engagement, design and communications, interpretation and exhibition design, mapping, illustration and wayfinding.

hello@thewaydesign.co.uk
0117 9898 206
thewaydesign.co.uk

NB. This directory will be updated prior to final printing as additional exhibitors come on board.

If you'd like to enquire about exhibiting, please email Lyn, admin@ahi.org.uk

Become a member of AHI

Does telling stories, engaging people with heritage or helping them to create memories make you tick?

If the answer is **YES** then by becoming a member of AHI you are joining a professional community of like-minded people who thrive on helping and supporting each other and advocating for best practice in our industry.

What are the benefits?

Membership gives you access to a lively forum for networking, the latest opportunities, news and insights, and is a great source for professional development. Access special training events, industry related jobs and tender opportunities

Additional benefits include:

- Twice yearly Interpretation Journal
- Regular e-News and member bulletins with industry news, updates and job opportunities
- Members only access to wide range of resources and best practice guidelines
- Discounted tickets for the annual conference, training and CPD events

Membership categories

We have a variety of membership categories to suit everyone: Student, Associate, Corporate Full member (MAHI) and Fellow (FAHI).

For more information and to apply, visit ahi.org.uk

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#AHIconf19



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