

## October 2011: II OpenArch meeting in Borger (NL)

### Speech Borger Meeting

By Tanja Klip, Deputy of Culture (media/museums) of the Province Drenthe

5 October 2011

Ladies & Gentlemen

Thank you for coming to this region and sharing your knowledge and abilities. Thinking about renewal of culture does not need to be boring in itself, abstract or even bureaucratic, but can be to the point, exciting and inspiring.

The theme 'Bringing Archaeology to Life' is appealing to us, the Province. Culture has no use if it is not brought to the public's attention.

Globalisation, commercialising, democratising and digitising will lead to big changes in the upcoming years. From theatre to TV, from music to fashion – those will be made, consumed and valued differently. We need smart plans to grab the chances which are offered to us by the internet, entrepreneurship and innovative thinking.

The changes offer numerous chances. More people than ever are working with culture in the wide meaning of the word. From cross fertilisation new forms of culture emerge like accessible museum TV (Boijmans TV), location theatre about agriculture (Peergroup) and an Arab version of the Dutch shopping mall HEMA (Mediamatic). A new generation of artists and other creative people is interested in approaching questions on issues about space, society and social matters, like social cohesion, the environment, food and safety. We should not forget to include the public more closely with culture. With new, mobile and social media culture can be distributed and presented differently – more easily, exciting and more informal. This way, the public can be engaged more than letting them simply by an entrance ticket and observe passively; they can turn into fans, ambassadors, reviewers, co-deciders or co-producers. People are willing to contribute more such way, if we may believe the growth in non-anonymous Culture Funding.

Ladies and gentlemen,

Drenthe is a country which has been inhabited for a very long time. The clay-and-stone ridge was shaped in the Ice Ages. In the past, this was an area where you would keep your feet dry in an otherwise wet environment. The Hondsrug has a history of population going back many thousands of years and was an important trading route. Signs of this are present everywhere in the landscape. Just to mention: the megaliths are older than the pyramids! The world's oldest boat was found in Drenthe.

As Culture Deputy of the Drenthe Province I follow in a long tradition of protecting archaeological values. As long ago as 1734, the provincial board of Drenthe ousted a ban on destroying megaliths. That is why they remained.

At present, we encourage people as much as we can to take part in the game called Art & Culture and with that, shape society. We see chances for the realisation of the Geopark Hondsrug: exactly this: the combination of geology and nature and landscape makes it an exciting and interesting area for our visitors. The Hunebedcentrum brings an important story for Drenthe at the Hondsrug; the story of the Ice Ages and the Megalithic builders as first inhabitants. I am very curious to see how the Hunebedcentrum is going to continue developing in this direction. Experimenting with experience archaeology sounds appealing: by building a prehistoric farm you discover new things. And by including the public in new ways in this, by making them co-constructors, the Hunebedcentrum can renew the participation, financing and culture. This pioneer spirit is needed to make Drenthe blossom in creative aspects.

I think it is great that the Hunebedcentrum shares knowledge with others at an international level; that the centre cooperates with partners of reputation. I like to congratulate the Hunebedcentrum with this.

Weather permitting you will discover tomorrow the special landscape of the Hondsrug as well as the megaliths in the beautiful Drenthe landscape. Unfortunately, the Drents Museum is under renovation right now. I like therefore to invite you to return after November 16 to come and see the world's oldest boat, the Pesse canoe. Then you'll also be able to experience new museum presentation techniques, Museumplus. From coming spring onward you can walk through Drenthe like time travellers. On your mobile telephone screen, you can see historic pictures, films and texts, telling the story of the site you visit.

Thank you for your attention and I hope we meet again.