

OPENARCH CONFERENCE, SWEDEN

SEPTEMBER 24 - 27, 2012

Dear member of OpenArch

Here you will find the final program for the conference at Foteviken Museum

• Sunday 23d September:

Arrival day.

To those of you who arrive at Kastrup Airport take the train over the Öresund Bridge to Hyllie railway station (12 minute ride). You buy the train ticket in the ticket machine before you go down to the train. NB. You can't buy ticket on the train.

On Hyllie station Fotevikens Museum meets up for further free transport by bus to the hotel near the museum. The place where you will find the bus: see map. You can call Björn by phone +46707620612 when you have arrived at Kastrup airport or if your arrival time is changed, so we know when we can pick you up at the station Hyllie.

Transportation between the museum and the hotel is free with mini buses on special occasions in relation to the program (walking distance: 1.6 kilometre). On Sunday, a bus will pick you up at 19:15 at the hotel's entrance building to take you to dinner at Foteviken Museum.

It will be a joint dinner at Fotevikens Museum at 19.30.

If you come later, we assume that you eat before you come to the hotel. Breakfast is available where you are staying. Lunch and dinner will be served at Fotevikens Museum.



Fotevikens Museum



What happens during the conference?

• Monday - Tuesday:

Conference days, see the program below

• Wednesday:

Morning: Steering Committee meeting. Other OpenArch members are taken on a guided tour in the area.

Afternoon: Workshop for OpenArch members, led by the organization IMTAL (The International Museum Theatre Alliance).

• Thursday:

Return to Copenhagen in connection with excursion to the Danish museums "Lejre Sagnland" and "Roskilde Vikingaskibsmuseum". Each person pays 20 € in cash on the bus and get receipt for this. We assume that all OpenArch participants participates in the bus excursion according to the decision from the Modena meeting. The bus stops at Kastrup Airport latest 15.00.



Education and Culture DG

Culture Programme

The linked themes across the two main days

Monday 24th and Tuesday 25th will be:

1. "Management & communication strategies at open air/archaeological museums" and "Working with volunteers" (OpenArch focus).
2. How can performance of various kinds contribute to and extend the work of such museums and sites? (including 1st and 3rd person interpretation, theatre presentations & events and drama workshops) (IMTAL focus).

The OpenArch EU project is incited by the ICOM affiliated organization for Archaeological Open Air Museums EXARC whose purpose is to exchange knowledge between museums and similar organisations in order to strengthen quality and improve the running of the museums.

As part of OpenArch work package "The Dialogue with Museum Organisations" the following organisations are invited:

1. EXARC: is an ICOM Affiliated Organisation representing archaeological Open Air museums and experimental archaeology.
2. IMTAL: The International Museum Theatre Alliance. IMTAL-Europe, IMTAL-America and IMTAP-Asia Pacific are affiliated membership organisations that foster and develop different forms of live interpretation in museums, galleries, science centres and historic sites all over the world.
3. NOOAM: The Nordic Association of Archaeological Open Air museums. This is the association of Archaeological Open Air museums, parks and projects that brings living history alive through education and/or experimental archeology and technology in the Nordic countries.
4. Swedish Heritage (Svenskt Kulturarv) is an association for museums and heritage sites of great national interest. They have 260 institutional members and their aim is to increase public engagement in member museums.

And, of course, Museum people from all over Europe also can participate.

PROGRAMME

Monday, September 24th, 2012 - Day 1

Coffee

09.30 - 09.45 Yngve Petersson, Chairman of the Cultural Department of Region Scania:
("Welcome & introductions")

09.45 - 10.00 Steve Burrow, Chairman of EXARC: ("Exarc and archeological Open Air museum in Europe.")

10.00 - 10.25 Lars Amréus, Executive Director of the Swedish National Heritage Board:
("How to make cultural heritage alive.")

10.30 - 10.55 Henrik Zipsane, The Museum "Jamtli Historieland":
("Cooperation all levels from a management point of view - working with Staff and Volunteers.")

Coffee

11.30 - 11.55 Kaare Johannessen, Middelaldercentret, Denmark:
("About working with volunteers.")

12.00 - 12.25 Peter Aronsson, Linköping University:
("Why, when and how does the past become an engaging heritage site?")

12.30 - 13.30 Lunch

13.30 - 13.55 Peter Lindbom, The Fullerö Park project:
("The planned large theme park about Vikings at Fullerö in Sweden.")

14.00 - 14.25 Anders Ödman, Lunds University:
("Archeology and volunteers.")

Coffee

15.00 - 15.25 Catharina Oksen, Middelaldercentret, Denmark:
("The opportunities that volunteers provide for the Archaeological Open Air museums.")

15.30 - 15.55 Per Karsten and Jerry Rosengren, The Historical museum of Lund:
("From traditional museum to the museum for the future.")

18.00 Bus transport to evening dinner on board the medieval Cog and in the previous Cog museum in Malmö.

Tuesday September 25th - Day 2

For all participants: OpenArch, IMTAL, EXARC, NOAM, Svenskt Kulturarv and others

[Chairs of sessions provisionally listed below]

8:30 Coffee

9:00 Plenary (**THORS HALL**): Welcome & introductions to IMTAL, live interpretation & museum theatre.

Speakers & 'provocateurs':

Björn Jakobsen (Director, Fotevikens Viking Museum), Dr Anna Farthing (IMTAL-Europe Chair), Prof. Tony Jackson (Manchester University) & Mark Wallis (Director, Past Pleasures, UK).

Subject:

"Back to the Future": What is live interpretation, where did it come from and why does it matter?

Tony Jackson interviews the grandfather of live interpretation in Sweden, Arthur Hazelius (as presented by Mark Wallis), about the origins of **living history**. Eager to know where live interpretation is heading after his time, Mr. Hazelius will then turn the tables on Tony Jackson and ask him about living history

in the 21st century.

Chair: Anna Farthing

10:30 Coffee

11:00 Divide into three groups for participation in pre-selected workshops & panel presentations.

SPACE 1

PAPERS/PRESENTATIONS with Q&A:

Interpreting the Interpreter: Is Live Historical Interpretation at National Museums and Historic Sites Theatre?

Ashlee Beattie (Canada)

The challenges of researching and developing performance pieces at a science & industry museum:

'Rutherford' and 'Manchester, the Romans and the first "industrial revolution"' Steve Howe, Lee Wolstenholme & Jamie Eagleton (MOSI, UK)

Chair: Bjorn M Jakobsen

12:30 Lunch

13:30 Plenary (**THORS HALL**):

Guest speaker: Chris Gidlow (Manager of Live Interpretation, Historic Royal Palaces, UK):

"Emotional engagement with intangible cultural heritage through live interpretation."

Chair: Steve Howe

SPACE 2

Workshop:

Performance, place and space.

Anna Farthing (UK)

Chair: Tony Jackson

SPACE 3

PAPER /PRESENTATION with Q&A:

Ten years of history alive – the use of live interpretation at Stockholm's Army Museum Anders Åborg, Army Museum of Stockholm (Sweden)

Workshop (1 hour):

'The Fabula Atellana' – popular entertainment in Ancient Rome. An introduction to its character & improvisation techniques.

Lara Comis & Natalia Comis (Italy)

Chair: Chris Gidlow

14.15 Divide into three groups for participation in pre-selected workshops & panel presentations.

SPACE 3

WORKSHOP:

'And Who Are You Supposed To Be?': being first at First Person'

Mark Wallis (UK)

Chair: Steve Howe

SPACE 2

PANEL PRESENTATION, with workshop element:

Participatory theatre in museums and archaeological/historic sites – the Labyrinth project approach.

Lucian Branea, Bistra Choleva-Laleva, Adrian Ciglenean & Daniela Dumbraveanu (Romania/Bulgaria)

Chair: Anna Farthing

SPACE 1

PAPERS with Q&A

'You could see it in your mind': which is more effective, first or 3rd person interpretation...? Ceri Jones (UK)

'Museum Theatre and Education for Mutual Understanding in Northern Ireland'

Brenda Winter-Palmer (UK: Ulster)

Museum theatre in Greece: perspectives on site interpretation.

Foteini Venieri (Greece) & Niki Nikonanou (Greece)

Chair: Tony Jackson

16:00 **Coffee**

16:30 - 17:30 Plenary (Space 1):

Final round-up: Summaries & questions arising from day's events.

(Divide into small groups, mixing IMTAL and OpenArch to pool ideas/impressions/questions/future projects, then ultra-brief presentations and plenary discussion.)

Chair: Anna Farthing

20:00 Grand Viking Feast in the Long Hall

Wednesday September 26th - Day 3

For Members of OpenArch and IMTAL only

09.00 **Coffee**

9:30 - 12:45 OpenArch steering committee only: meeting

9.30 - 10.45 IMTAL-Europe only: Annual General Meeting
Chair: Anna Farthing, handing over to new chair.

10:45 - 11:00 **Coffee**

11:00 - 12:45 OpenArch non steering committee members and IMTAL members: trip to sites of interest in the municipality (by bus)

12:45 - 13:45 **Lunch**

13:45 - 15:30 Workshop IMTAL and OpenArch: Live interpretation
Creative workshop on site interpretation: "The Search for the Story" led by Emily Capstick (UK)

A practical, creative workshop exploring the Foteviken site for stories and finding them; and looking at different ways of telling the story and sharing it with each other in an informal, supportive, fun environment.

Chair: Tony Jackson

15:30 - 15:45 **Coffee**

15:45 - 17:30 Workshop IMTAL and OpenArch: Live interpretation [continued]

19:00 Official dinner hosted by the municipality of Vellinge.

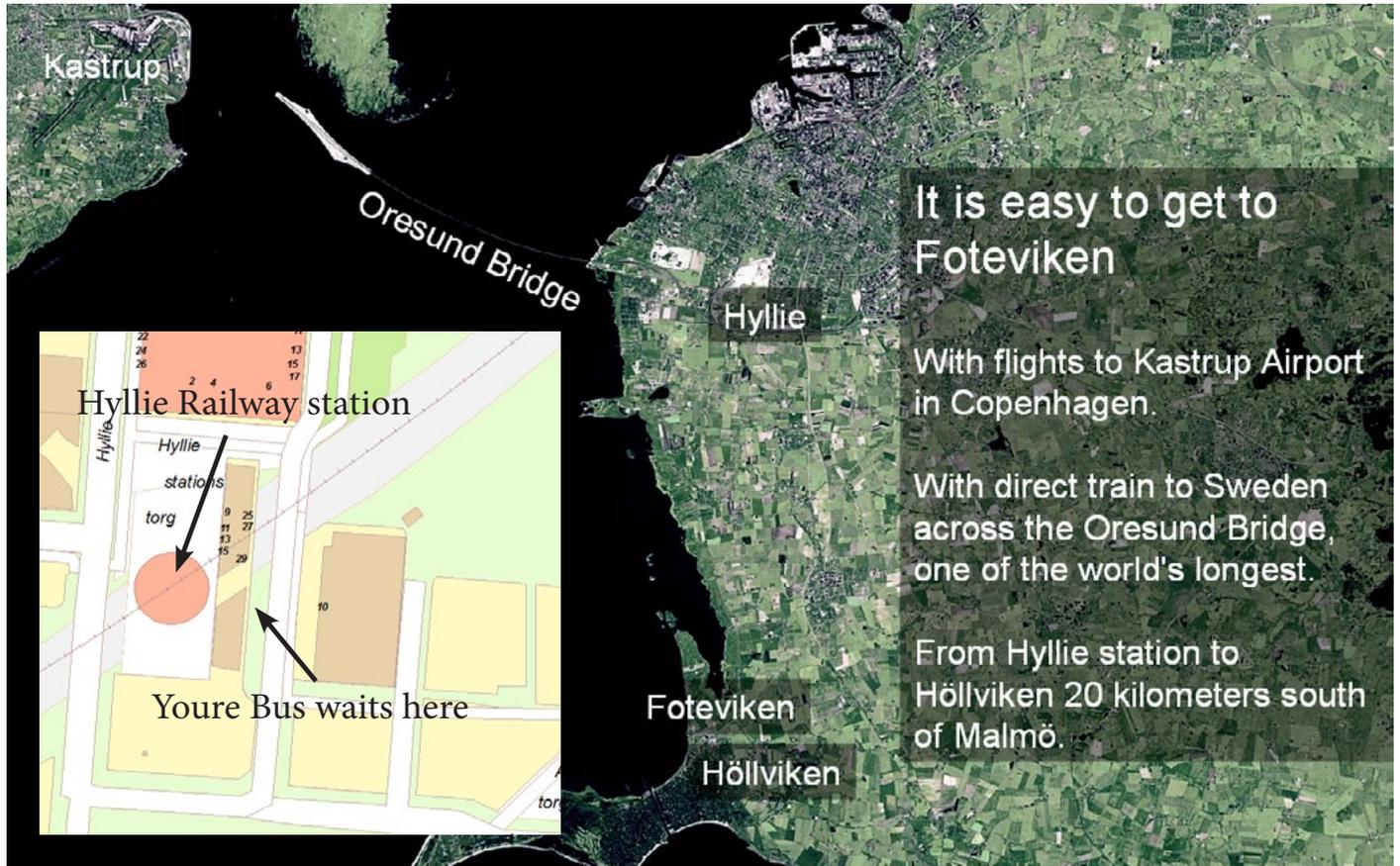
Thursday, September 27th, 2012

09.20 Coffee

10.00 Bus leave for excursion to Denmark: Sagnlandet Lejre and Roskilde Vikingskibs museum and ending at Kastrup Airport at 15.00. Coffee and a small picnic lunch

will be served at the bus (this trip is optional for IMTAL and guest speakers), only a few places for other persons are available on the bus. All bus passengers pay € 20 cash per person for this transport to the airport at Kastrup.

15.00 Kastrup Airport, Copenhagen.



1. Fotevikens stugby
Museivägen 24, 236 91 Höllviken
Tel: +4640-330 805

2. Falsterbo Kursgård
Ljungvägen 1, 236 21 Höllviken
Tel: +4640-45 91 50

3. Ljungheda Bed & Breakfast
Gamleväg 36, 236 31 Höllviken
Tel: +4640-45 77 05



Vellinge Taxi +4640-45 33 00.