



TellTale

Museums – where people and heritage meet

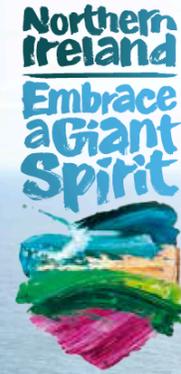
**A TellTale workshop for MUSEOFORUM, Ljubljana
November 18 2019**



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New experiences designed for Group and FIT Organisers



Welcome
to the start
of something
big



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HMS Caroline Meet the crew

It is hard to imagine being a sailor in the First World War – unless you are on board HMS Caroline. She has been part of the Belfast waterfront since 1924 but only now can her story be told.

Accompanied by a crew member, you step back more than 100 years into life on board this remarkable First World War vessel. Using original diary entries and first-hand accounts, your guide expertly reveals stories of the Caroline's crew who lived and worked in confined spaces, the narrow corridors and tiny cabins.

Through their own words you get to know the everyday heroes who took part in the Battle of Jutland – the greatest naval battle in history. They include the ship's stoker who played the "damsel" in Caroline's concert parties, the Captain's personal steward, the boy telegraphist, and many others.

For more details, including how to book this experience, go to embraceagiantspirit.com

Your guide



It's not every day you can climb inside a real war ship to touch, feel, see and smell what it's like... it's a must-see floating museum with an amazing story to tell.

National Museum Royal Navy
HMS Caroline, Belfast





Wild Lindisfarne is

When I come back over the causeway, it's like a portal. I'm going back to peace, tranquility and sanity – away from the mania of England.

“”



art



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*Look down ...
woodland wild
flowers race into
bloom*

Celandines, bluebells, wood anemone and other woodland flowers put out their leaves in early spring to catch the sun. They need to flower before the trees block out the light.

Share your special woodland moments: #BCAWoods  BCABuxtonCivicAssociation  @BCA1967



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The Maritime Heritage of Cork City and Harbour

Delivering a story-rich
signature visitor experience



A TELLTALE REPORT
FOR FÁILTE IRELAND,
JULY 2015.



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**GREAT
LIGHOUSES**
of Ireland

Great Lighthouses of Ireland Storykeeper Training Manual



Manual produced 2016 by TellTale for Great Lighthouses of Ireland



**GREAT
LIGHOUSES**
of Ireland

Storykeeper Training Manual

HANDOUTS



Handouts produced 2016 by TellTale for Great Lighthouses of Ireland



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IRELAND'S ANCIENT EAST
A TOOLKIT FOR STORYTELLING INTERPRETATION
 How to help visitors experience your story

 IRELAND'S ANCIENT EAST®
 Wander Through Time

 **Fáilte Ireland**
 National Tourism Development Authority

Sharing our Stories  Fáilte Ireland

Using interpretation to improve the visitors' experience at heritage sites



Museums – where people and heritage meet

Part 1. What do our visitors bring to the museum?

Morris Hargreaves McIntyre – Cultural Segmentation

Part 2. What can our museums give to our visitors?

Prof. Sam Ham – cognitive psychology and interpretive theming



Three questions for this workshop

- Why do people come to my museum?
- What do I want people to remember about my museum?
- How could my museum improve its interpretation?



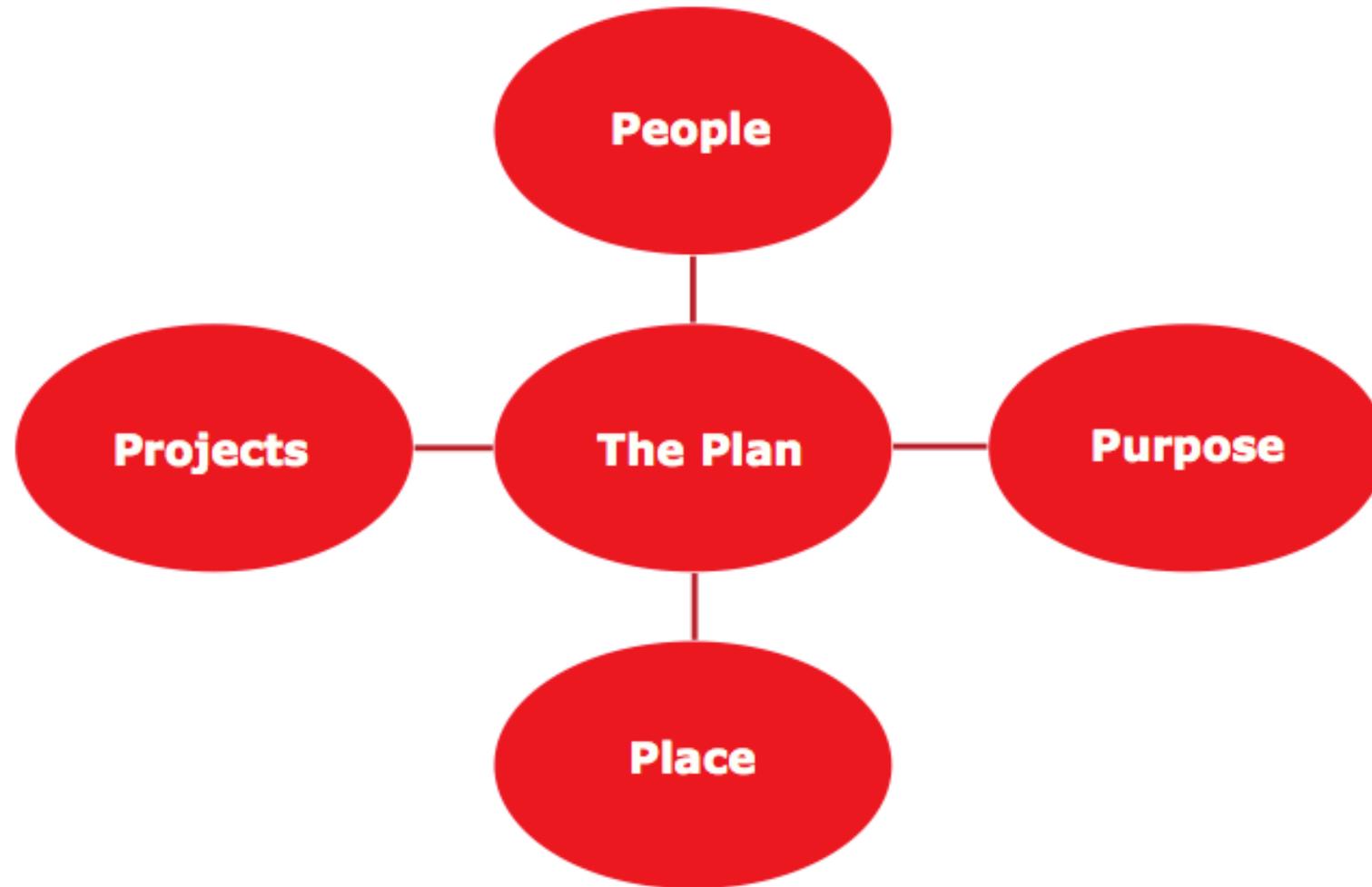
Some foundations

Interpretation is:

- about making the significance of heritage relevant to people
- for leisure visitors
- informal
- experiential
- planned
- dynamic



The 4 Ps of Interpretive Planning



What do our visitors bring to the museum?



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DISCUSS:

Why do people visit your museum(s)?

List as many reasons as you can.

NOTES: There are no 'good' or 'bad' answers, be realistic and honest.

The reasons for visiting will probably be different for different museums



▶ **morris**
▶ **hargreaves**
▶ **mcintyre**



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Socially motivated visitors



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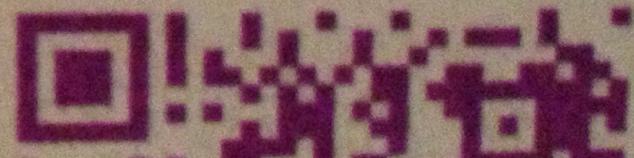


“When sadness turns into anger...” (broken glass)

January 2006 – October 2006

Berlin, Germany

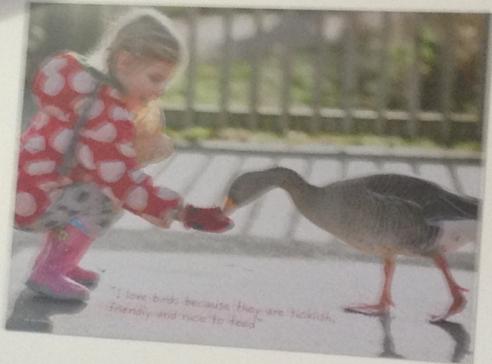
At the very end of a relationship, all sadness and pain discharge themselves in one last emotional burst. Two windows and an entrance door paid for it.



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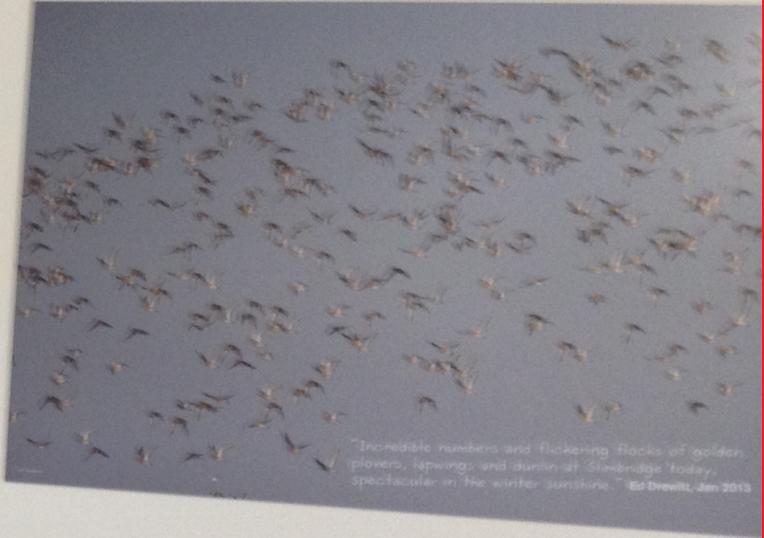
"If there is one place that can be regarded as a birthplace of worldwide conservation, it is surely here at Slimbridge." Sir David Attenborough, 2014

"I spent a memorable summer as a volunteer at Slimbridge. Those few precious weeks shaped the course of the rest of my life in conservation."
Mandi Krestonick



"I love birds because they are 'talkish, friendly and nice' to feed."

"I would like to feed the ducks every day."
Emily aged 7



"Incredible numbers and flickering flocks of golden plovers, lapwings and dunlin at Slimbridge today, spectacular in the winter sunshine."
Ed Drevitt, Jan 2013

"I loved the tiny baby ducklings. They kept going under the water."
Mason aged 8



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THINK ABOUT:

What do you think your museum does well for socially motivated visitors?

How could you measure how well you are providing for socially motivated visitors?





Explorer Families



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THE PLANT HUNTER'S CAMP

Can you imagine being the first to explore a rainforest? What does the air feel like, what can you hear?

Victorian plant hunters spent months in dangerous and difficult conditions, searching unchartered lands for extraordinary plants to send back to Britain.

The orchids you grow at home descend from orchids collected by these brave plant hunters.

What can you spot in the plant hunter's camp?



GEOR



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THINK ABOUT:

What do you think your museum does well for Explorer Families?

How could you measure how well you are providing for Explorer Families?





Intellectually motivated visitors



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Sheela Gonda

SHEELA GONDA

Sheela Gonda's work is a complex interplay of material and form, exploring the boundaries of sculpture and installation. Her pieces often feature intricate, dark, tangled structures that hang from the ceiling and pool on the floor, creating a sense of weight and tension. Gonda's work is deeply rooted in her cultural heritage, drawing on traditional Indian textile techniques and motifs. She challenges the viewer to see the familiar in the unfamiliar, as she transforms everyday materials into powerful, evocative forms. Her installations are not just visual experiences but also tactile ones, inviting the audience to engage with the work on a physical level. Through her art, Gonda explores themes of identity, memory, and the human condition, creating a space for reflection and discovery.



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THINK ABOUT:

What do you think your museum does well for intellectually motivated visitors?

How could you measure how well you are providing for intellectually motivated visitors?





Sensually motivated visitors





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THINK ABOUT:

What do you think your museum does well for sensually motivated visitors?

How could you measure how well you are providing for sensually motivated visitors?



DISCUSS:

Which groups of visitors are most important at your museum?

- Socially motivated visitors?
- Explorer Families?
- Intellectually motivated visitors?
- Sensually motivated visitors?
- Others?



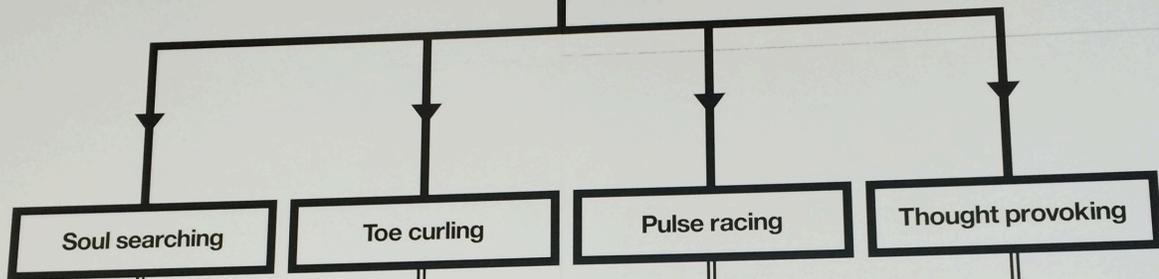
CONSIDER:

Have you experienced, or would you predict, conflicts between any of these groups?

- Socially motivated visitors
- Explorer Families
- Intellectually motivated visitors
- Sensually motivated visitors
- Others



What experience are you looking for today?





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Summary

- ‘Relevance’ depends on people’s experience and interests.
- Visitors will have different motivations for visiting museums.
- Interpretation needs to be planned for these differences.
- Visitors should be offered a choice of activities.

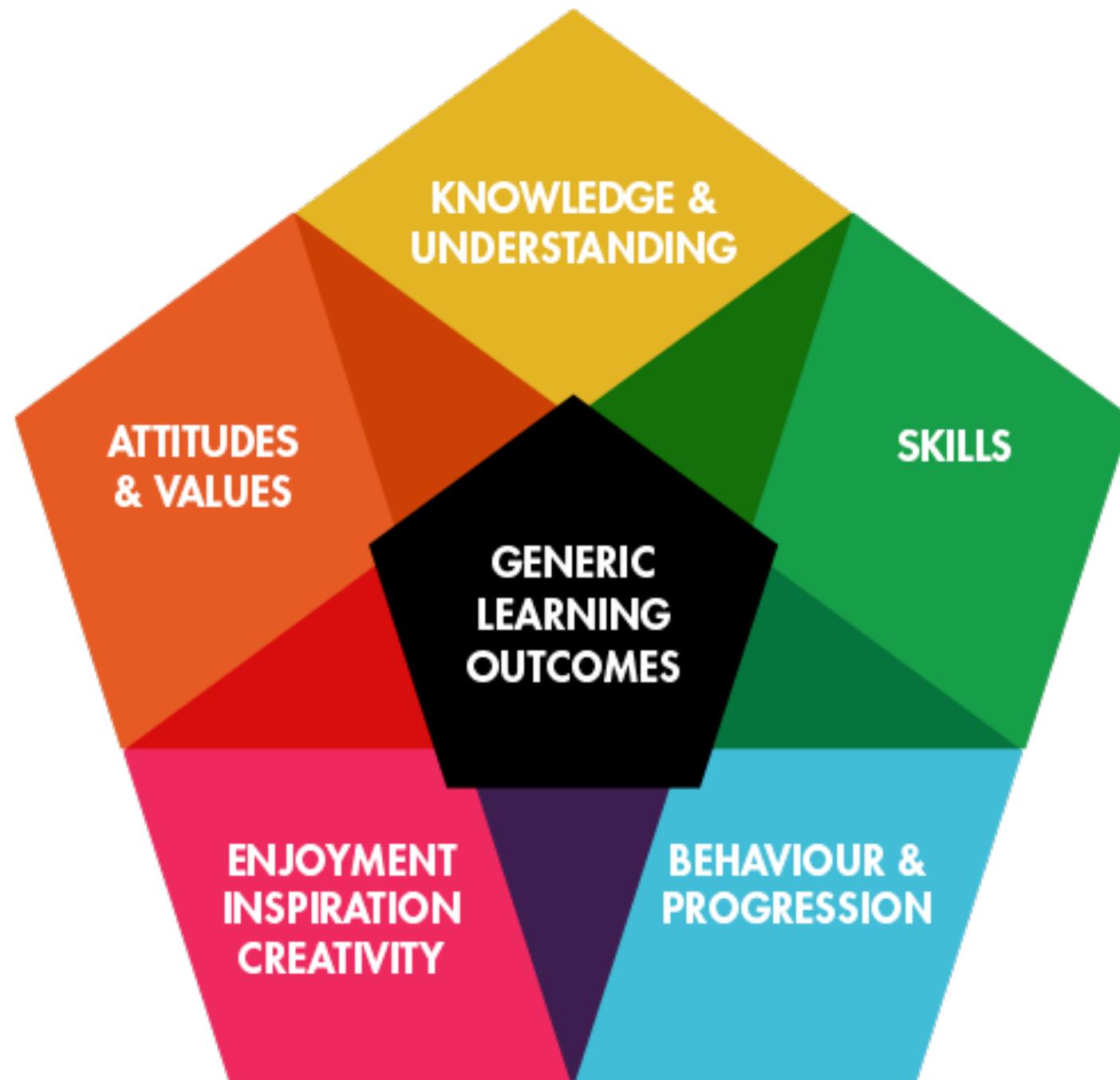


What can our museums give to our visitors?



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GENERIC LEARNING OUTCOMES



EXERCISE: TALKING ABOUT OBJECTS

Imagine you are going to a faraway place where everything is different. You can take one object that will help you show people something important to you about your life here.

What will you take?

What will you say when you show it to people?

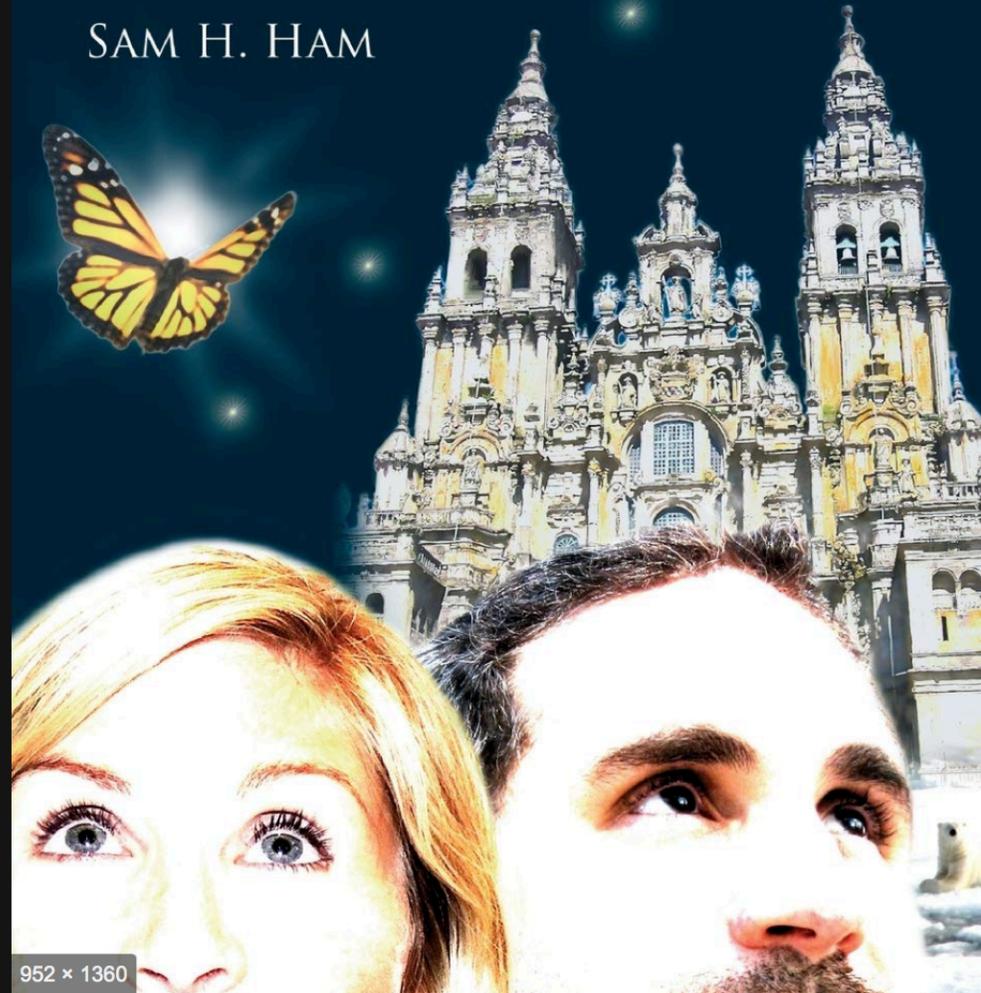




INTERPRETATION

Making a Difference on Purpose

SAM H. HAM



952 x 1360



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Your interpretive theme is the big idea about your heritage resource that you want your visitors to think and talk about.

It should engage interest and provoke thought about the importance of your site, object or collection or intangible heritage.



Your interpretive theme defines what you

want people to:

- encounter
- think about
- talk about
- share on social media.



Your theme needs to be ...

- Relevant – so people find it interesting
- Meaningful – about the significance of your heritage
- Simple – so people can understand it
- Interesting – so it makes them think





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JAMES DEENY



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Not a subject – a theme

The modern lighthouse. **NO**

This is a working lighthouse with a vital international function in the modern world.



Not a subject – a theme

History of the lighthouse. **NO**

For most of its time this lighthouse was manually operated and depended on dedicated and skilled keepers who lived and worked here.



Good themes make better visits

- Themes are vital for communicating with leisure visitors.
- Good themes attract visitors' interest and focus their attention.
- Good themes help people organise new information, making it more memorable.





Two kings - one day

The Battle of Bosworth 22nd August 1485



THE STORY BEGINS
WITH A KINGDOM AT
WAR WITH ITSELF...

ART CHANGES WE CHANGE



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Stonehenge is
a masterpiece
of engineering,
built by
sophisticated
people

Stonehenge is
part of a
complex
prehistoric
landscape

Stonehenge is
a prehistoric
temple. The
stones are
aligned with
the movements
of the sun



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FIRST WORLD WAR IN THE AIR

Between 1914 and 1918 the world was transformed by four years of global conflict and the loss of millions of lives.

One of the defining developments of the First World War was the introduction of air power.

In 1914 the battle for securing the skies had begun...



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“

This conquest of the air will prove, ultimately, to be man's greatest and most glorious triumph. What railways have done for nations, airways will do for the world.

Claude Grahame-White, 1914, *The Aeroplane*



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Themes make visits memorable

- Good themes provoke people to think and talk about your subject.
- This 'effortful thinking' means that people will remember more.



BRITISH MUSEUM



Swimming reindeer

an Ice Age masterpiece

11 February – 11 April 2010

Room 3

Daily 10.00–17.30

Admission free

www.britishmuseum.org

Supported by
The Asahi Shimbun

The Asahi Shimbun Displays

OBJECTS IN FOCUS



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Seeing nature

Carved with extraordinary accuracy and realism, the reindeer are the work of a sculptor and a hunter and butcher had a lot of their approximations.



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Seeing nature

Carved with extraordinary accuracy and realism, the reindeer are the work of a sculptor who as a hunter and butcher had detailed knowledge of their appearance, anatomy and behaviour.



Seeing nature
 Carved with extraordinary accuracy and realism, the reindeer are the work of a sculptor who as a hunter and butcher had detailed knowledge of their appearance, anatomy and behaviour.



The artist's work

The artist's work is a testament to the skill and precision of the ancient carvers. The reindeer are shown in a naturalistic style, with detailed features that suggest a deep understanding of the animals' anatomy and behavior.

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Reindeer anatomy

The reindeer's anatomy is highly adapted for its environment. Its thick fur provides insulation, and its large hooves are designed for walking on snow and ice.



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The population

The population of reindeer in the region has fluctuated significantly over the centuries. Factors such as climate change and human activity have influenced their numbers.



The reindeer's life

The reindeer's life cycle is closely tied to the seasons. They migrate between their summer and winter pastures, following a predictable pattern.



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The reindeer's diet

The reindeer's diet consists primarily of lichen and other hardy plants that can survive in the harsh, cold environment.



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Autumn scene

Both male and female reindeer have antlers. The males shed their antlers in December after mating, but to help them compete for food the females have their antlers until the end of winter. As both the sculpted reindeer have fully grown antlers they must be depicted in autumn. This is the time of year when after feeding well through the summer the meat, skins and antlers are most valuable to the hunter.

Photo © W Lynch/Arcticphoto



Realism and artistic licence

The antlers on the male reindeer extend right along his back to his hips. On a mature stag this length is no exaggeration and would be highly prized by the hunter. What the sculptor could not show in three dimensions is the full rack of the antlers with many branches.



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Seeing and believing

The reindeer sculpture reflects a religious impulse to be at home with nature at a deeper level.



Seeing and believing
The reindeer sculpture reflects a religious
impulse to be at home with nature at a
deeper level.



Ice Age masterpiece
The carving of the swimming reindeer
is at least 13,000 years old and the oldest
sculpture in the British Museum.



Introduction
The swimming reindeer is a masterpiece of Ice Age art, carved from mammoth ivory. It is the oldest sculpture in the British Museum, dating back to around 13,000 years ago. The sculpture depicts a reindeer swimming on its back, a unique and enigmatic form.



Introduction

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Location of origin

The swimming reindeer is believed to have been carved in the Lussu region of the Carpathian Basin, which is now part of modern-day Hungary. The area was a key hunting ground for Ice Age humans and animals.

History of finding

The swimming reindeer was discovered in 1942 by a local farmer in the Lussu region. It was initially thought to be a reindeer head, but it was later identified as a unique sculpture. It is now housed in the British Museum.



The creative mind

In the work of our anonymous ancestor who made the swimming reindeer 13,000 years ago we see the creative intelligence of a thinking, feeling human of our own species.



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Summary

- Thematic planning is vital for effective communication.
- Using themes encourages 'effortful thinking' that means that people remember.
- Themes help the interpreter and the visitor focus on the main point.



Museums – where people and heritage meet

MUSEOFORUM, Ljubljana Nov 18 2019

*The most important thing for me
to remember from today is ...*



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