



Together we protect, use and experience the heritage in Zeeland

# Rethinking Representation

*Heritage as a driver for change*



Marc Kocken

October 4<sup>th</sup> 2023 | Part 3



# Speaker introduction

Marc Kocken MA

- 30+ years of hands-on experience
- Program Manager at Zeeland Heritage
- Board Member ICOMOS Netherlands
- Expert Member ICOMOS ICAHM, ICIP & ICTC
- Freelance Heritage and Tourism Consultant

My motto: “add value to society by making cultural heritage accessible, enjoyable and usable”



# Subjects

- Trends
- Reconstruction v Representation
- Information v Storytelling



# Trends

- Memorable experiences are becoming increasingly important
- Identity is more important than authenticity
- The story is more important than the object itself
- Distinction between tangible and intangible heritage fades
- Choice storyline based on identity and the creators (give the past a face)
- More and more digital solutions for personalized information, routes and shared experiences are used

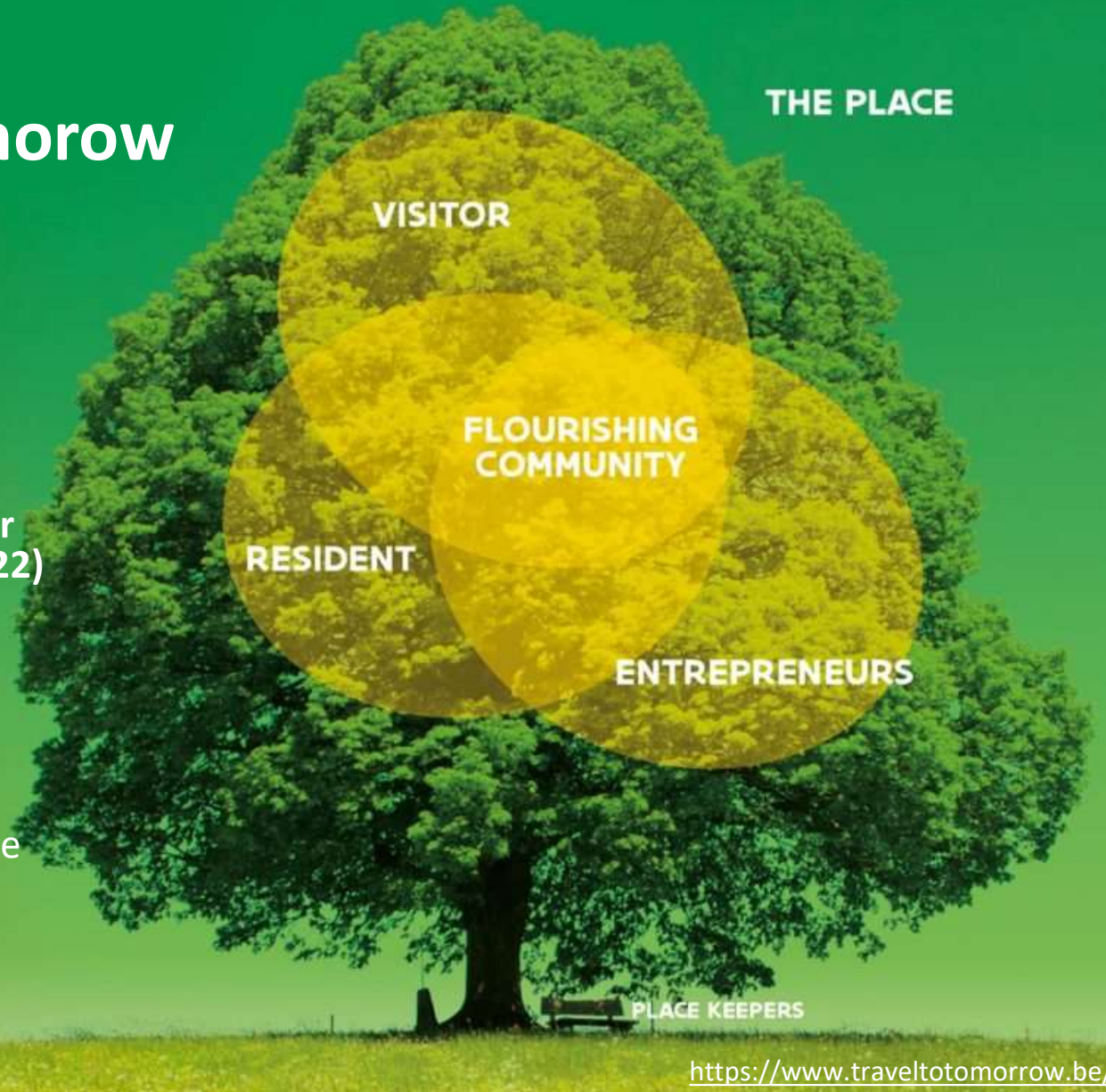


# Travel to Tomorrow

## The ICOMOS International Charter for Cultural Heritage Tourism (2022)

- Protection, conservation and sustainable use
- Stakeholder collaboration and participatory governance
- Supporting the UN Sustainable Development Goals and Climate Action policy

<https://www.icomosictc.org/p/2022-icomos-international-cultural.html>



<https://www.traveltotomorrow.be/>

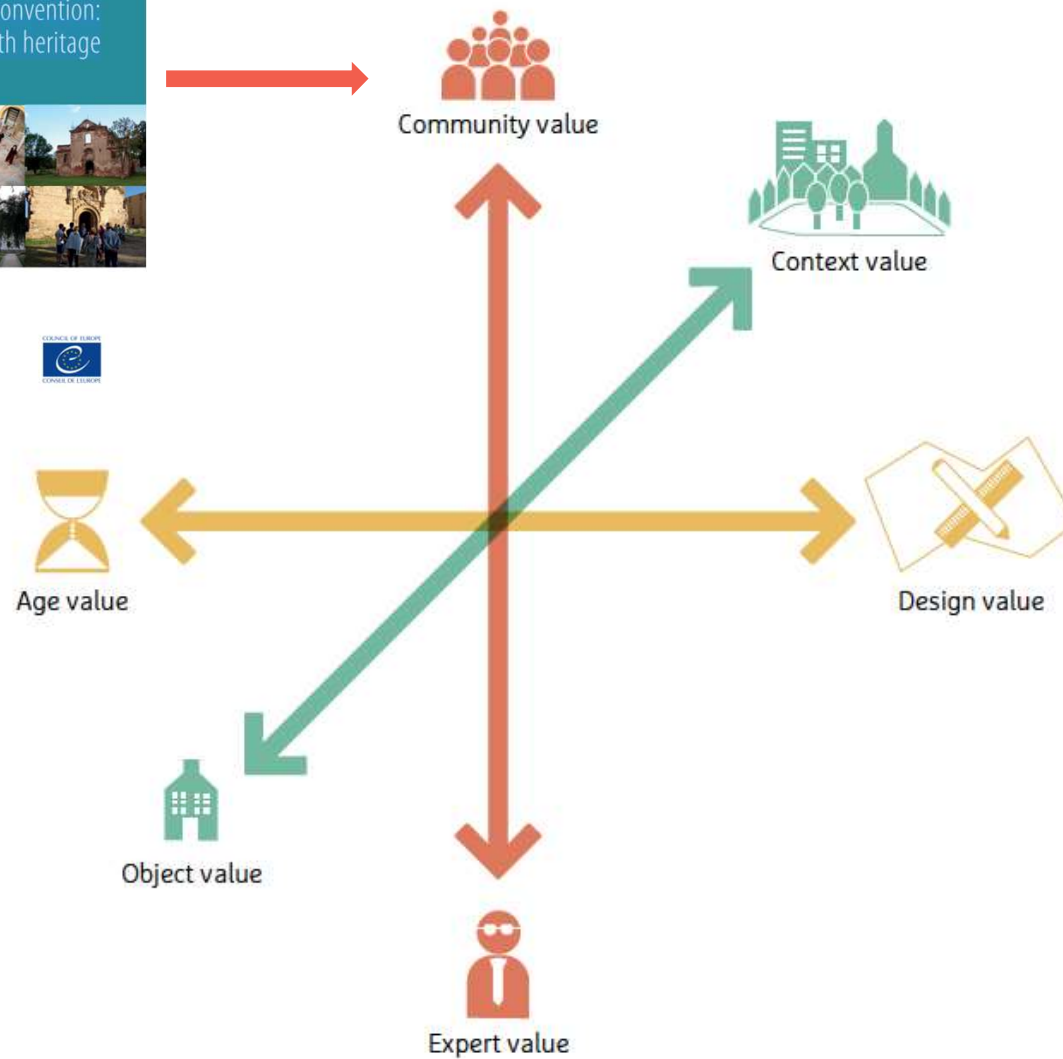


The **Faro** Convention:  
the **way forward** with heritage



Convention on the Value of  
Cultural Heritage for Society  
(Faro Convention, 2005)

What makes up the essence of heritage?



The dimensions of cultural value. (SteenhuisMeurs).



# Reconstruction v Representation

Ongoing Debate on Permissibility and Standards for Reconstructions of Monuments and Sites (in light of authenticity).

Some survey conclusions (ICTC 2014)

- A majority of the respondents believe that **physical reconstructions are becoming more common** (71%) and that **the principles of the Venice Charter on this subject are increasingly disregarded** (68%).
- Interpretive and educational functions of physical reconstructions - in addition to the goal of increasing tourism - were highlighted by the respondents.
- Digital reconstructions are becoming common and they are widely accessible online, in museums, for research and at heritage sites.
- While a majority of respondents support the Venice Charter's opposition to reconstruction in all but exceptional cases, **a significant proportion of the respondents (39%) do not.**





Photo by Ferrell Jenkins

Iron Age gate of Beersheva in Israel



Neolithic house at Catalhöyük in Turkey

Photo: Elelicht (lic. under CCA)



© Crown - Visit Wales

Iron Age Castell Henllys site in Wales



Frauenkirche in Dresden

Quelle: DMG / Foto: Frank Exß

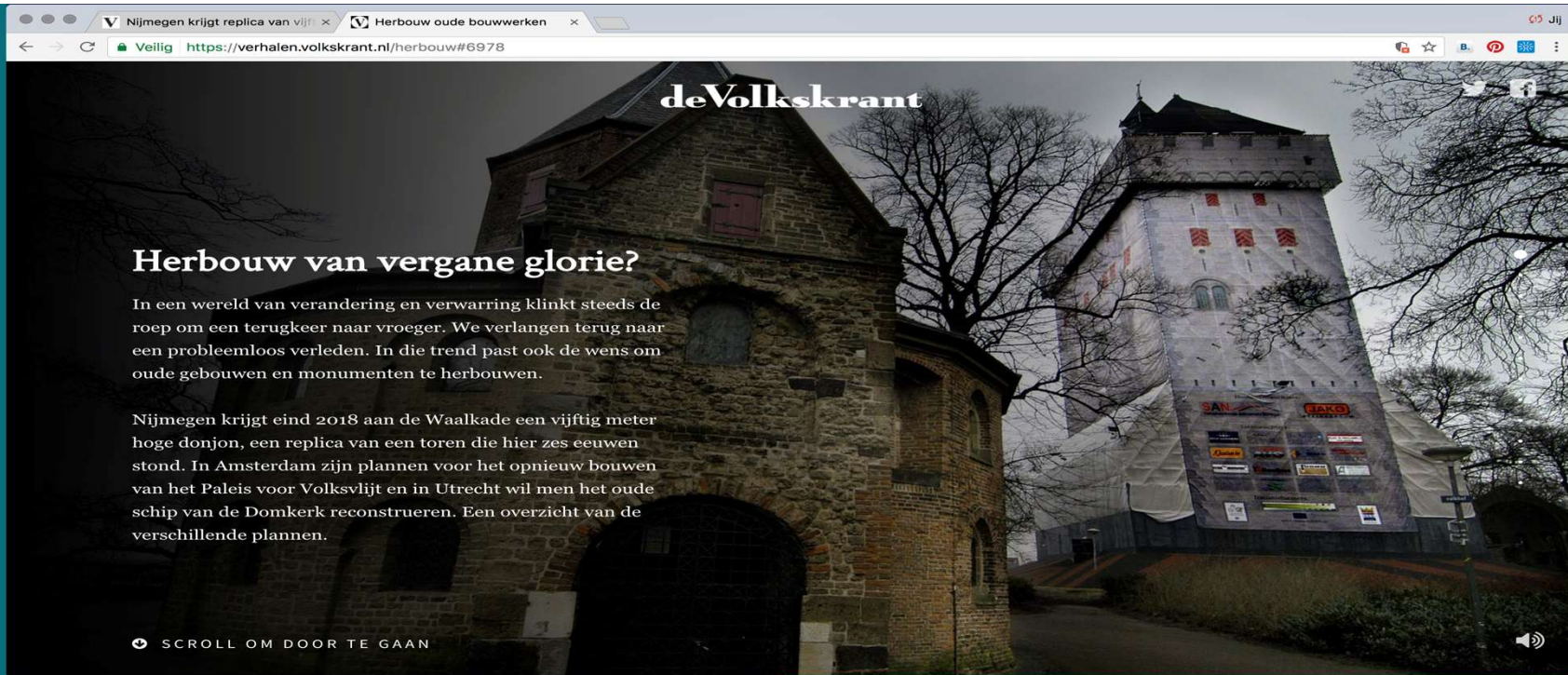


# International framework

The Venice Charter (1964) (Articles 9 - 13) adopts a cautious approach to **restoration**, saying that **it must stop at the point that conjecture begins**. In Article 15, restoration of archaeological sites is ruled out except for the re-assembly of existing but dismembered parts of the site (anastylosis).

The Dresden Declaration on Reconstruction (1982), the Lausanne Charter (1990), the Nara Document on Authenticity (1994), the Krakow Charter (2000), the London Charter (2009) and other recommendations addressing the theory and practice of (digital) reconstructions also give guidance and show a shift in forward thinking.



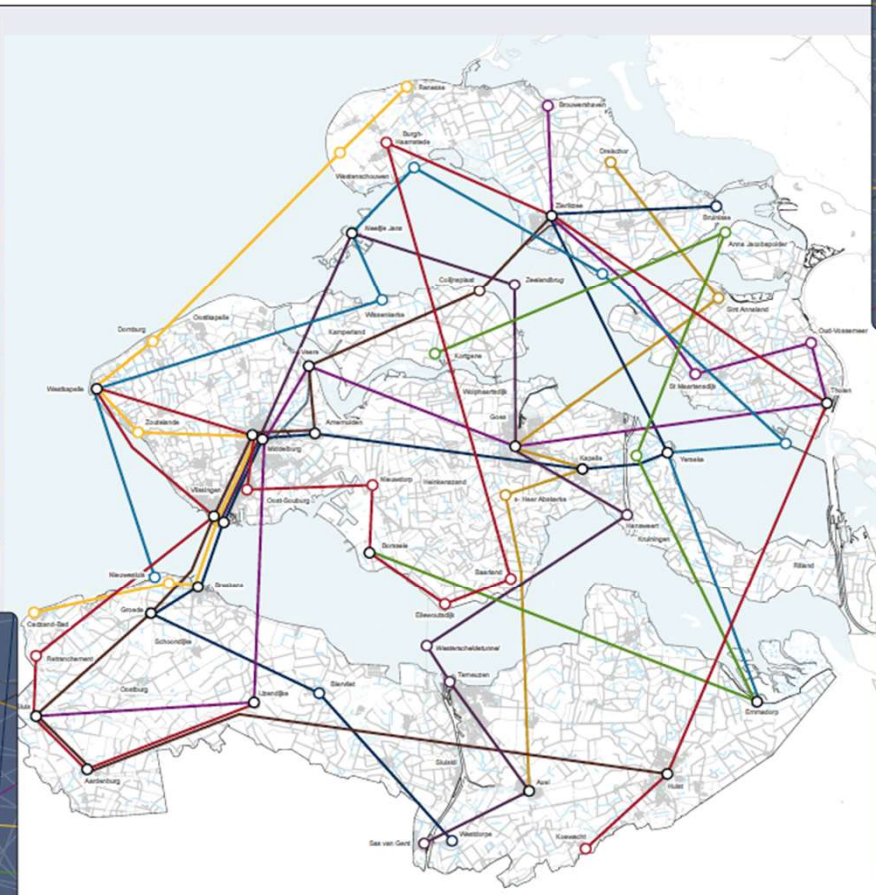




# Four Roman forts made visible



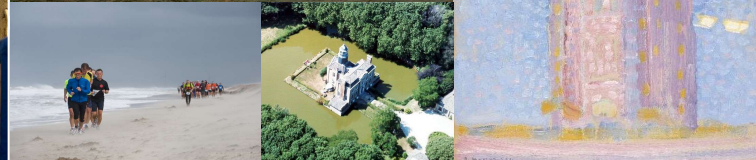
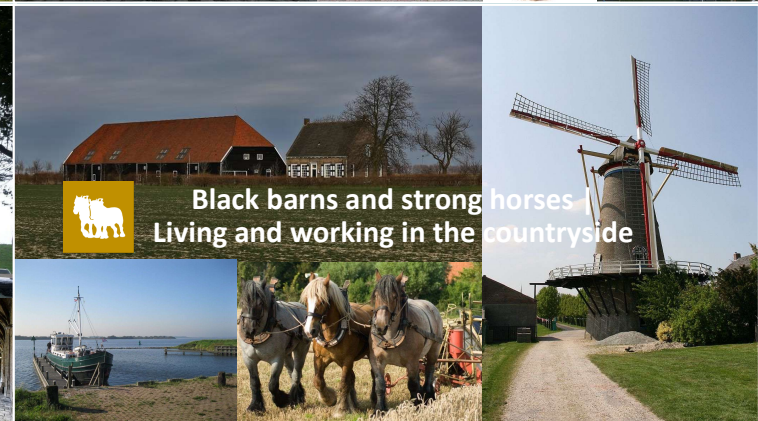
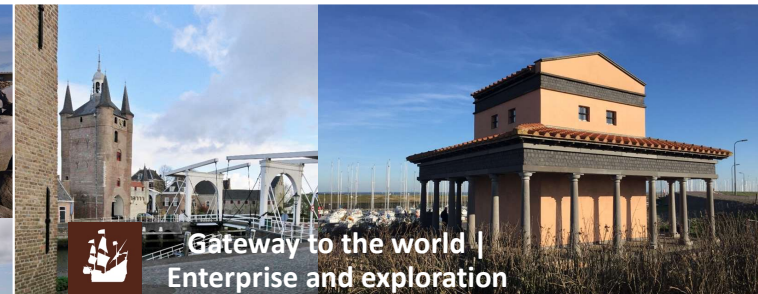
# HollandCity



## Subway as metaphor for connectivity

More information? See <https://www.zeeuwseankers.nl/en>





# Zeeland Placemarkers en Souvenirs

in cooperation with Designstudio Foodcurators

Making Zeeland's heritage easily accessible for tourists and residents, by:

1. connecting the past to the present and future,
2. using food products to tell the local stories,
3. using souvenirs not only as a reminder, but also as an incentive to further explore Zeeland,
4. using the storylines as a guideline in tempting visitors to also visit the hinterland of Zeeland.

Placemaker: temporarily and telling the story

Souvenir: making the story sensory

Website (archive): deepening

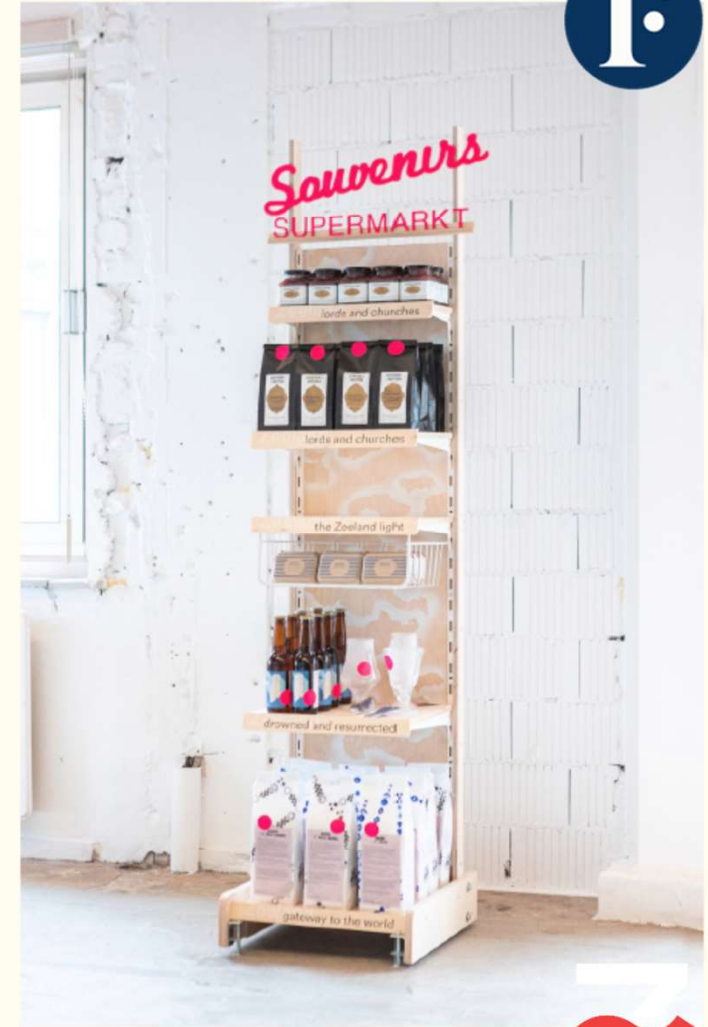




placemark



souvenir



souvenir "supermarkt"





(© photo's Viorella Luciana)



## Zeeland Souvenirs



# Zeeland Placemarkers en Souvenirs

- 1 A regional product from a drowned region
- 2 A souvenir made by tourists?
- 3 Zeelanders: Past & Present
- 4 Snacking for a good cause

Zeeland Souvenirs is a collection of food-related products inspired by the rich and diverse heritage of Zeeland. Each souvenir has a direct connection to a specific location, story and heritage storyline in Zeeland.

Foodcurators

Zeeland Erfgoed Zeeland

**Food, design, and heritage.**

The diverse landscape and rich history of Zeeland contains many narratives and storylines. Eight specific locations spread across the region have been visibly marked. They each tell a story specific to Zeeland. Visit these places to discover the stories and the special products that were inspired by them.

This collection of 'falsely authentic' Zeeland souvenirs questions what regional products mean. The souvenirs are creative interpretations of heritage – quality products with fresh designs. Travel through Zeeland and get a taste of history!

**ZEELAND Souvenirs**

- 5 Domburg, the eco-spa
- 6 Everything orange
- 7 Sugar-coated politics
- 8 The taste of a future trip

**ZEELAND Souvenirs**

**ZEELAND HERITAGE STORYLINES**

The varied landscape and rich history of Zeeland contains many stories. These narratives have been collected and interpreted into unique regional interpretations: storylines known as the Zeeland heritage trails. In collaboration with Province Zeeland and Erfgoed Zeeland, the design studio Foodcurators has created eight souvenirs with different in-spired products, each inspired by a specific heritage storyline.

**ON THE BEACH IN DOMBURG, STAND DOMBURGHOL, 4321 AT DOMBURG, OPEN ALL DAY, EVERY DAY.**

In this DIY spa, you can treat yourself to all the relaxing benefits of Zeeland beaches, which have served as popular wellness destinations for decades. An ecological soap with local ingredients will complete the experience. Check Instagram (@zeeland\_souvenirs) for points of sale.

**EVERYTHING ORANGE.**

We all know that the color orange is symbolic in the Netherlands. But what does William of Orange have to do with Zeeland? Find out more about the Dutch war of independence against the Spanish in the Zeeland Vlaanderen area and look out for a tasty orange snack.

**A regional product from a drowned region.**

Get a taste of history with Goudseker Oude Tien, a special craft beer based on the history of the flooded village of Goudseker. Visit the tower, the only remnant of this village, to discover more and get a special glass created for this unique craft beer.

**PLUMP'S TOWER, KOUDEKERKENWEG 12, 4325 W DIERIK HANDELSDE, OPEN DAILY 10:00-18:00.**

**THE BEACH ON TOP OF THE DUNE, KANTERBURGH, 4301 B BURG, OPEN DAILY 10:00-18:00.**

**A souvenir made by tourists?**

The images of Zeeland's agriculture history can be found anywhere, but much of this heritage has lost its original use. Create your own design using the region's most iconic images. Join a workshop to print your own tea towel using a traditional dye.

**DE BUREAU DE BIER, MEELSTRAAT 6, 4301 SE GINT-ANNALEND, OPEN THU-SAT 10:00-18:00.**

**THE BEACH ON TOP OF THE DUNE, KANTERBURGH, 4301 B BURG, OPEN DAILY 10:00-18:00.**

**Zeelanders: Past & Present.**

Have you tried an original "boter" yet? Are you keen to learn about the history of this special treat? Visit De Maan De Bitter bakery in Zeeland. Get yourself a freshly baked butter and try your hand at baking some at home with a custom baking mix.

**DE MAAN DE BIER, MEELSTRAAT 6, 4301 SE GINT-ANNALEND, OPEN THU-SAT 10:00-18:00.**

**THE BEACH ON TOP OF THE DUNE, KANTERBURGH, 4301 B BURG, OPEN DAILY 10:00-18:00.**

**Snacking for a good cause.**

The museum of Johan and Cornelia Evertsen could use some maintenance, are you willing to help? Special appetizers like onion chutney and black pepper crackers are sold next to the museum to raise money for this forgotten piece of heritage.

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**The taste of a future trip.**

Looking out across the water, you can see another Zeeland waiting on the opposite side. What will it be like? This souvenir will give you a taste of a place you have yet to visit: a soft, fluffy nougat with berries from the former island in the distance.

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REGIO ALGEMEEN SPORT VIDEO OPINIE FUN Q

PREMIUM

Lucas en Digna maken het Zeeuwse verleden tastbaar: met bier, meel, zeep en borrelhapjes

Onsarm de Zeeuwse geschiedenis, doe er wat mee. Dat was de boodschap vorig jaar september toen het project Zeeuwse erfgoedlijnen werd gepresenteerd. Digna Kosse en Lucas Mullié hebben in opdracht van de provincie de handschoen opgepakt. Onder de vlag van hun in Middelburg gevestigde bureau Foodcurators hebben ze voorlopig vier van de negen 'erfgoedlijnen' tastbaar gemaakt. Met bier, meel, zeep en lekkernijen voor bij de borrel.

Jan van Damme 19-06-2019 16:26 Laatstte update: 19-06-2019 16:34

More information? See <https://www.zeeuwseankers.nl/verhaal/zeeland-food-design-en-erfgoed> (in Dutch) and <http://www.foodcurators.nl/onderwerpen/projects/> (in English)

# Conclusions

- An inspired design, via a multi-disciplinary and participatory approach, makes the (archaeological) heritage both physically and mentally livable, and adds to the identity, social significance and contemporary use of the place, and will give civic pride a boost.
- The development of narratives based on the culture and heritage in places and regions can bring stakeholders of different sectors together in branding places and attracting cultural tourists. It also stimulates the development of creative and new products based on local stories using local food.





Questions | remarks?

**Marc Kocken**

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