

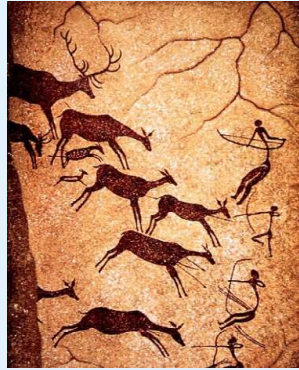


Storytelling

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DISCOVER YOUR WORLD

Story(telling) a hype?



Our frame of reference defined by all these media!

What is story(telling)? 1/2

Historian:

*A process of selection and of creating order by which the narrator aims at making **unprocessed historical events intelligible to a specific audience.***

(Hayden White in Kearney, 2003)

Narratologist:

*A series of logically/chronologically **connected events** which are **caused/experienced** by **characters***

(Hover, 2013, based on Bal, 2009)

Fiction and non-fiction/true

A powerful story is “truthful”



What is story(telling)? 2/2

The *practice and art* of telling a story to an audience (called listener, reader, or viewer) deeply *rooted in human cultures* and taking *many different forms* (everyday life stories, myths, fables, or other)
(Campos et al., 2022)



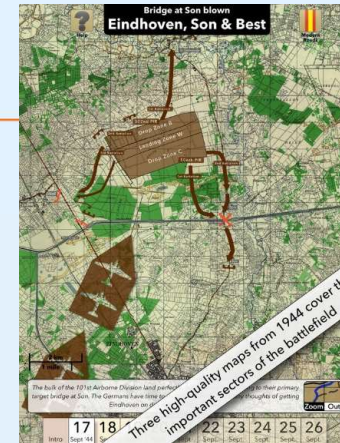
Narrative or Story?

Distinction by aim:

- Narratives: aim at **information**
> **objective**
- Stories: aim at **emotions/**
experience/meaning
> **subjective**

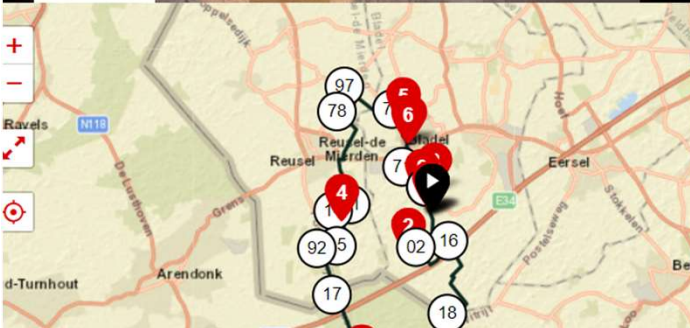
(Gabriel, 2000)

Elaine's story BrabantRemembers
<https://youtu.be/4oBF3fo6aVk>



Storytelling and placemaking?

VISIT BRABANT



Black Kaat bicycle route

 3 hour (36.0 km)

 [Download GPX](#)



Myths and legends live on in Brabant. The Black Kaat cycle route is a 36-kilometre route in the vicinity of the town of Bladel, that lets you hunt a legend. Feel her breath in the wind, hear her squeaky voice in the woods, get to know her character and immerse yourself in her conquests!

Black Kaat, the legend of De Kempen

Black Kaat, the Witch of Hell's End, plundered farms and churches with her accomplices at the end of the sixteenth century. Her gang also ambushed travelling salesmen. Nobody was safe in these parts. With hair as black as a raven and an ugly crooked nose, she left behind her a trail of destruction. Anything she captured she d...



Storytelling and placemaking?

Lieux de memoire



Lieux d'imagination





Storytelling and community building?



ACTUEEL



Wat was het een prachtige koopzondag! Zondag, 30 oktober, hadden we iets nieuws in Bladel Centrum. Je kon op rooftocht zoals de bende van Zwarte Kaat en GRATIS proeven van de verschillende smaken van Bladel Centrum met 'Kaat's Proeverijtjes'. Bij diverse ondernemers was het beste wat Bladel Centrum te bieden heeft te proeven. Gezellig shoppen en u ondertussen laten verwennen door onze horeca en food ondernemers, heerlijk. Voor deze ondernemers was er ook wat te winnen. De bijna 400 deelnemers mochten hun stem uitbrengen op hun favoriete proeverijtje en de ondernemer met de meeste stemmen won de 'Kaat's Proeverijtje' Publieks-award 2022 / 2023.

30 oktober 2022

Storytelling and heritage sites

Do's

- Short stories
- With appealing characters
- Lieux de memoire & lieux d'imagination
- Involve local people in storytelling

Don'ts

- Long narratives
- With many dates and facts
- Only lieux de memoire
- Pushing storytelling top down

Thank you!
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