



Interpreting our Museums

International Seminar on Heritage Interpretation

Sulejówek, 22nd – 23rd of September 2023
Józef Piłsudski Museum in Sulejówek
Al. Piłsudskiego 29



Agenda

Day 1

Friday, 22nd September (face-to-face and online)

- 9.00 - 10.00 **Arrival and registration**
- 10.00 - 10.15 **Opening and Welcome**, Robert Andrzejczyk PhD,
director of the Józef Piłsudski Museum in Sulejówek
- 10.15 - 12.30 **Session 1**
What is heritage interpretation and how museums may benefit from it?
- Helena Vičič (Interpret Europe),
Interpretation - What is it good for?
 - Dragana Lucija Ratković Aydemir (Muses Ltd consulting and management in culture and tourism), **Heritage interpretation and museum exhibitions: shaping meaningful encounters**
 - Tomasz Adamski (Małopolska Institute of Culture), **Heritage interpretation in practice. How can it help museums?**
 - Patrick Lehnés (University of Freiburg), **Why do we need heritage interpretation here and now?**
- Discussion and questions**
- 12.30 - 13.00 **Coffee break**
-

- 13.00 - 14.30 **Session 2**
Presentation of the Erasmus+ project
- Barbara Gołębiowska (Józef Piłsudski Museum in Sulejówek), **“One’s destination is never a place, but a new way of seeing things”. Presentation of the project *Through interpretation to appreciation and protection. Building an adult education program based on heritage interpretation methodology***
 - Iva Klarić Vujović (Muses Ltd consulting and management in culture and tourism), **ERASMUS + partnership as a catalyst for authentic relationships with heritage**
 - Piotr Idziak (Małopolska Institute of Culture), **Team and interpretation, conclusions from competence training for employees of the Józef Piłsudski Museum in Sulejówek**
- Discussion and questions**
- 14.30 - 15.30 **Lunch break**
-



15.30 - 17.30

Session 3

How does interpretation work in museums?

- Magdalena Maślak (POLIN Museum of the History of Polish Jews), **Culinary heritage as a cultural manifestation in the museum program**
- Malwina Niemier, Hanna Brzeska (Poznań Heritage Centre), **Challenging expectations. The beauty and challenge of heritage interpretation illustrated with the example of daytime and nighttime interpretive walks in Poznań**
- Monika Michałek (Museum of Warsaw), **Interpreting heritage at the Museum of Warsaw**
- Magdalena Kreis, **“Checkered” - family exhibition woven around the scarf of textile workers in Łódź: case study**
- Mirna Draženović, Mateja Kuka Brkić (Muses Ltd consulting and management in culture and tourism), **The Museum of Bećarac: where a song unites a community**

Discussion and questions

17.30 - 18.00

Coffee break

18.00 - 19.00

Guided tour of the “Milusin” manor house and the garden

Day 2

Saturday, 23rd September (face-to-face)

10.00 - 12.00

Karol Szurdak, **Botanical walk in the “Milusin” garden**

12.00 - 13.00

Coffee break

13.00 - 14.00

Parallel interpretive walks in the museum complex

- Zuzanna Zasacka, **An architectural walk. Meaning follows form** (museum complex, in English)
- Anna Serafin, **Key moments in the life of Józef Piłsudski that shaped him into a leader up to the age of 33** (permanent exhibition, in Polish)

14.00 - 15.00

Parallel interpretive walks in the museum complex

- Joanna Sieracka, **The power of words, or what we learn as “history”** (permanent exhibition, in English)
- Ewa Bielecka, **Writing as a mirror. Reflections of civilizational changes and human personality in the writing exhibits in the Józef Piłsudski Museum** (permanent exhibition, in Polish)

15.00 - 16.00

Farewell dinner

16.00 - 18.00

Individual visits to the permanent exhibition with audio guides (optional)



Speakers' and guides' bios

- **Helena Vičič** has been a Managing Director of Interpret Europe since 2020, where she's been involved in managing operations for several years. She is an IE Certified Interpretive Trainer, Guide, Writer and Planner and is running her own training and consultancy business for heritage interpretation in Slovenia, her home country. Many years after her BA in history, tourism and heritage projects, she has fully dedicated her career to heritage interpretation and acquired a post graduate diploma in Interpretation: Management and Practice at the University of Highlands and Islands in the UK.
- **Dragana Lucija Ratković Aydemir** is the founder and CEO of Muses Ltd. After taking her first professional steps in the Croatian Ministry of Culture and Media, she jumped into adventurous entrepreneurial waters by founding Muses Ltd, a small niche company that connects culture and tourism. After 18 years of successful business, they have signed about a hundred interpretation strategies, museological concepts and exhibition implementations throughout Croatia and neighboring countries. With her female team, she works mainly in the areas of heritage interpretation, museology (eco-museology), heritage management and the development of sustainable cultural tourism. Working with local communities that gather to celebrate their heritage is Dragana Lucija's calling. She is proud of her European diploma in cultural management from the Marcel Hicter Foundation in Brussels, as well as the knowledge she gained on a UNESCO scholarship in Poland. She is president of the national association Interpretirajmo Hrvatska and she lives and works both in Zagreb, Croatia and Istanbul / Çeşme, Turkey.



- **Tomasz Adamski** graduated with a degree in sociology from the Jagiellonian University and European studies at the University of Exeter. Head of the Team for training and research activities at the Małopolska Institute of Culture in Krakow, he has been an expert in the field of cultural diplomacy and academic lecturer. He has organized and conducted training in the field of communication and heritage. He has provided strategic consulting for cultural institutions and local governments.
- **Patrick Lehnes** has worked in the field of heritage interpretation since 1996 as a research associate at the University of Freiburg and as a freelancer. In 2010, he initiated the founding of Interpret Europe (IE) where he first served as Executive Director and now serves as Cultural Heritage Coordinator. In 2018, Patrick was invited to the Structured Dialogue between the European Commission and the cultural sector on social inclusion. Since 2021, he has served on the Expert Advisory Board of CHARTER, the European Cultural Heritage Skills Alliance. His recent projects aim to develop Heritage Interpretation as a transformative practice within diverse and pluralistic societies.
- **Barbara Gołębiowska** works for Józef Piłsudski Museum in Sulejówek as Head of Education as well as the Director's Representative for Innovative Projects and the coordinator of Erasmus+. She is an art historian, educator and museum professional with 25 years of experience. She completed post-graduate studies in the field of cultural heritage protection at the Warsaw University of Technology and the Women's Leadership Academy LiderShe at the Kozminski University. Scholarship holder of the Ministry of Culture and National Heritage (2019) and lecturer in postgraduate museum studies at the University of Warsaw, she is also a member of the Association of Museum Educators and trainer of the Echocast, a practice-oriented training program for customer service in heritage institutions. Member of Interpret Europe since 2022, Certified Interpretive Planner and Guide, IE Country Coordinator in Poland.

- **Iva Klarić Vujović** is the projects and business director at Muses Ltd, known for her expertise in organization, planning, and education. Her academic journey has included a specialist programme on Management of Sustainable Tourism and a master's degree in Art History, Museology, and Heritage Management. With a keen focus on interpretation planning, museum exhibitions, and training development, she is passionate about empowering audiences and museum professionals through heritage stories. She is an active member of Interpret Europe and a co-founder of Interpret Croatia, the Croatian Association for Heritage Interpretation. Iva is a certified heritage interpretation trainer under the Interpret Europe program for multiple courses: Certified Interpretive Guide (CIG) and Certified Interpretive Planner (CIP). She is also one of the first Croatian trainers for Interpret Europe's Certified Interpretive Writer (CIW) course.
- **Piotr Idziak** is a sociologist and cultural anthropologist. Trainer and advisor to cultural institutions, heritage sites and cultural tourism attractions. Facilitator of creative initiatives for the team. Author of interpretation plans for museums and cultural institutions. Co-author and consultant for museum exhibitions. Author of the development plans for cultural trails and networks. Co-author of training games and simulations. Trainer of the Interpret Europe network (CIT). He works for the Małopolska Institute of Culture and the LOCATIVO marketing agency. Actor at the Teatr Figur Kraków.
- **Magdalena Maślak** is a cultural historian, initiator and curator of the TISH Jewish Food Festival. For years she has been working on Jewish culinary culture and the relationship between Jewish cuisine and local cuisines. The starting point for her activities is the cultural aspect of food: its history, migrations, changing traditions and their reflection in everyday practices. On a daily basis, she heads the Department of Social and Cultural Programs at the Polin Museum.

- **Malwina Niemier** is a tourism and events specialist at Poznan Heritage Centre – a municipal cultural institution popularizing Poznan heritage. She is responsible for events organized at the Royal Imperial-Route as well as for projects with local communities and tourists in three historical districts of Poznan. Certified Interpretive Guide and a licensed, passionate tour guide. Graduate of the University of Physical Education in Poznan. After work, a folk dancer and an active volunteer for the World Folk Review Integration (an international folk festival in Poznan).
- **Hanna Brzeska** is a Customer Service Team Shift Leader at Porta Posnania – an institution popularizing the heritage of Cathedral Island and operated by Poznan Heritage Centre. She is also a coordinator of Porta Posnania's Senior Club and a licensed city guide with ten years' experience. In her practice she uses the principles of heritage interpretation while guiding tours at Porta Posnania and the Royal-Imperial Route. Graduate of Adam Mickiewicz University in Poznan in the field of Cultural Studies with a BA in Management of Cultural Institutions and an MA in Management from the Faculty of Law and Administration. Passionate about the history of Poznan and the heritage of Cathedral Island.
- **Monika Michałek** is an employee of the Education Department of the Museum of Warsaw and a city guide with many years of experience. Certified Interpretive Guide of Interpret Europe, she specialises in Jewish themes. Graduate of postgraduate studies at Collegium Civitas "Art History. Interpretations". Professionally involved in the education of children and adults, she seeks interesting and alternative forms of storytelling and work with histories. Graduate in Spanish Philology, for many years hosted a radio programme on Radio Kampus called "Latinofonika", devoted to the culture and music of the Iberian Peninsula and Latin America.



INTERPRETING OUR MUSEUMS

- **Magdalena Kreis** is a curator, art educator and cultural animator. She invents, initiates, coordinates and gives support art projects. For over 12 years, she has been developing original projects in the field of contemporary art and design, the aim of which is to engage audiences at different ages. She creates exhibitions, workshops, programs accompanying diverse expositions and educational publications. She cooperates with museums, galleries and NGO's, traveling across Poland and abroad. More: magdalenakreis.pl
- **Mirna Draženović** is the creative director of Muses Ltd. Her expertise and artistic sensibility is brought to life in the process of interpretation planning, creating museological concepts and content development. She graduated in cultural management and then focused on her studies in Museology and Heritage Management at the Faculty of Humanities and Social Sciences in Zagreb. She is an active member of the European association for heritage interpretation Interpret Europe and one of the founders of the national association for heritage interpretation Interpret Croatia, where she has been a member of the Executive Board for two terms. Alongside numerous heritage projects realized over more than 10 years of dedicated work, she has been a key expert in the field of museology, management, and content development for the permanent exhibition of the Museum of Bečarac in Pleternica (Croatia), which opened this year.
- **Mateja Kuka Brkić** is an art historian and anthropologist who joined the interdisciplinary Muses Ltd team in 2018. She found her interests in the practical protection of cultural and natural heritage through its interpretation and sustainable use, often with the approach of contemporary curatorial practices. Participation in non-formal education programs is crucial for her personal and professional development. Mateja studied in the field of EU funds (Algebra), women's studies (Center for Women's Studies) and peace studies (Center for Peace Studies). She has participated in the camps of various heritage associations and initiatives. She worked as an assistant to the curatorial collective WHW and a collaborator on the



INTERNATIONAL SEMINAR ON HERITAGE INTERPRETATION

- project Inappropriate Monuments of the SF:ius Association. She is a member of the association SF: ius, Dragodid, Interpret Croatia and Interpret Europe.
- **Zuzanna Zasacka** is an art historian. She wrote her master's thesis on contemporary architecture. She currently works in the education department of the Józef Piłsudski Museum, and over the years has been associated with the Museum of Modern Art in Warsaw and the "Zachęta" Gallery. In 2023 she completed the Certified Interpretive Guide (CIG) course.
 - **Anna Serafin** has been a passionate tour guide in Warsaw for many years, and for less than three years she has also been a full-time employee of the Visitor Services Department and a guide at the Józef Piłsudski Museum in Sulejówek. She likes to look for connections between cultural heritage and nature. In her opinion, nature and culture are important to us humans, which is why she likes to refer to both creativity and nature in her work as a guide. In 2023 she completed the Certified Interpretive Guide (CIG) course.
 - **Joanna Sieracka** is an education specialist at the Museum of Józef Piłsudski in Sulejówek and has been an educator and guide for various Warsaw museums. She majored in Culture Studies and has recently completed her PhD dissertation on cultural specificity of feminism in Poland in the context of the Black Protests and the Women's Strikes. In 2023 she completed the Certified Interpretive Guide (CIG) course.
 - **Ewa Bielecka** is an educator, museologist and member of the education department at Józef Piłsudski Museum in Sulejówek. She's responsible for the program for schools and kindergartens. She looks for ways of creating an offer that young visitors would find intriguing and relevant to their experience. She attempts to create an environment that puts the focus on young people in museums with a program that goes beyond the institutional guidelines for cultural education typically followed by teachers or parents. In 2023 she completed the Certified Interpretive Guide (CIG) course.



INTERPRETING OUR MUSEUMS

Organizer



Józef Piłsudski
Museum
in Sulejówek

Institution jointly run by:



Ministry of Culture and
National Heritage

Partners:



interpret europe



Fundacja Rodziny
JÓZEF PIŁSUDSKIEGO

Project "Through interpretation to appreciation and protection of heritage. Building an adult education program based on the heritage interpretation method."

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



Co-funded by
the European Union

