



Llywodraeth Cymru  
Welsh Government

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# Creativity is the key

Experiences with new (and old)  
media to connect with audiences

[www.cadw.wales.gov.uk](http://www.cadw.wales.gov.uk)

 Cadw

Cadw – ‘to keep’, ‘to protect’



People visiting and enjoying our monuments, so they understand and care




# Why diverse approaches are needed

- Increasingly sophisticated expectations
- Reach audiences not previously attracted
  - lower education; less money
  - ethnic minorities; teenagers
- Reconnect with communities
  - tackle anti-social behaviour
  - foster local support and pride
- Opportunities to learn and develop

# Interpretation panels – an essay on a wall

## BRYNTAIL LEAD MINE

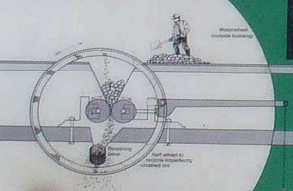
These are the remains of mid nineteenth century ore processing mills for Bryntail lead mine. The buildings housed machinery to crush the rock and separate the lead ore. Power was provided by water, diverted from the river nearby a culvert upstream (well beyond the line of the modern dam).



*Historical map of Bryntail Lead Mine, 1877. Location marked in Welsh legend from 1840-1877.*



*Dyma olin y melinau prosesu o'r becluseraid gwrth ar Gymbibeg, ar gyfer gwasiaeth mwyaf plwm Bryntail. Yn yr adolfaidau ceir potseriau a ffilloedd a gwasbannau y plwm. Gyrrid y potseriau gan ddŵr, a ddanperid o'r aifon bron i ffilloedd ffilloedd y aifon (symhell tanysgais llinell y cerbydau modern).*

There were two dressing buildings. Each had its own waterwheel to drive crushing rollers and other sorting machinery, although neither survives today. The wheel in the lower building, nearest to the river, was also harnessed to drive pumping.

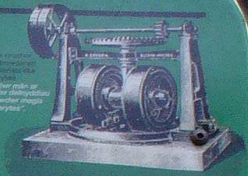


*Crushing mechanism for lead ore.*

equipment in the mineshaft just below you (by the trees). Unacidified ore was stored in the semi-circular ore bins.





*Water in the lower dressing shaft is being driven by the water wheel.*



*This machine is a water wheel, which was used to drive the machinery in the mine. It was harnessed to the water wheel in the lower dressing shaft.*

*Defnyddid yr adolfaid trwm uchod, yn unig i'w ddi, yn ddiweddarach yn hanes y gwasiaeth plwm Bryntail ("plwm gwyn" ar gyfer potser). Cyrtwynt llyn ddaer ym mlyn, camu a sychu. Cildid y mlyn carbonad barium (sydd i'w gwel gyda trwm plwm) odo yr llyn ddaer y gwasiaeth uchod yn y mlyn gogledd-ddwyreiniol. I ddechrau cild ei fallu'n brotiau, yna'i adael i gwasiaeth y gwasiaeth carreg mewn y mlyn. I'w adael, yna'n cild cild ei sychu mewn potiau cild yn y ffyrnau yn y pen pellaf.*

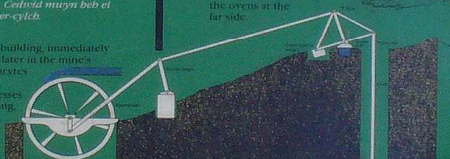


*18th century illustration showing "Bardas" for ventilation. Bardas is a wooden shaft, which is used to draw air from the mine. The air is drawn up the shaft by the wind, and then it is blown down the shaft by the wind. The air is then used to ventilate the mine.*

There is further information about the mine and its history on the viewing platform above the dam.

*Cerbydau tanysgais plwm a gwasiaeth y gwasiaeth ar y ffyrnau sydd yn uchaf y gwasiaeth.*

In the truckload through the upper opening in the north east wall. It was first crushed to a powder, then left to leach in the great stone settling tanks inside the building. Finally it was drier out in earthenware pots in the ovens at the far side.

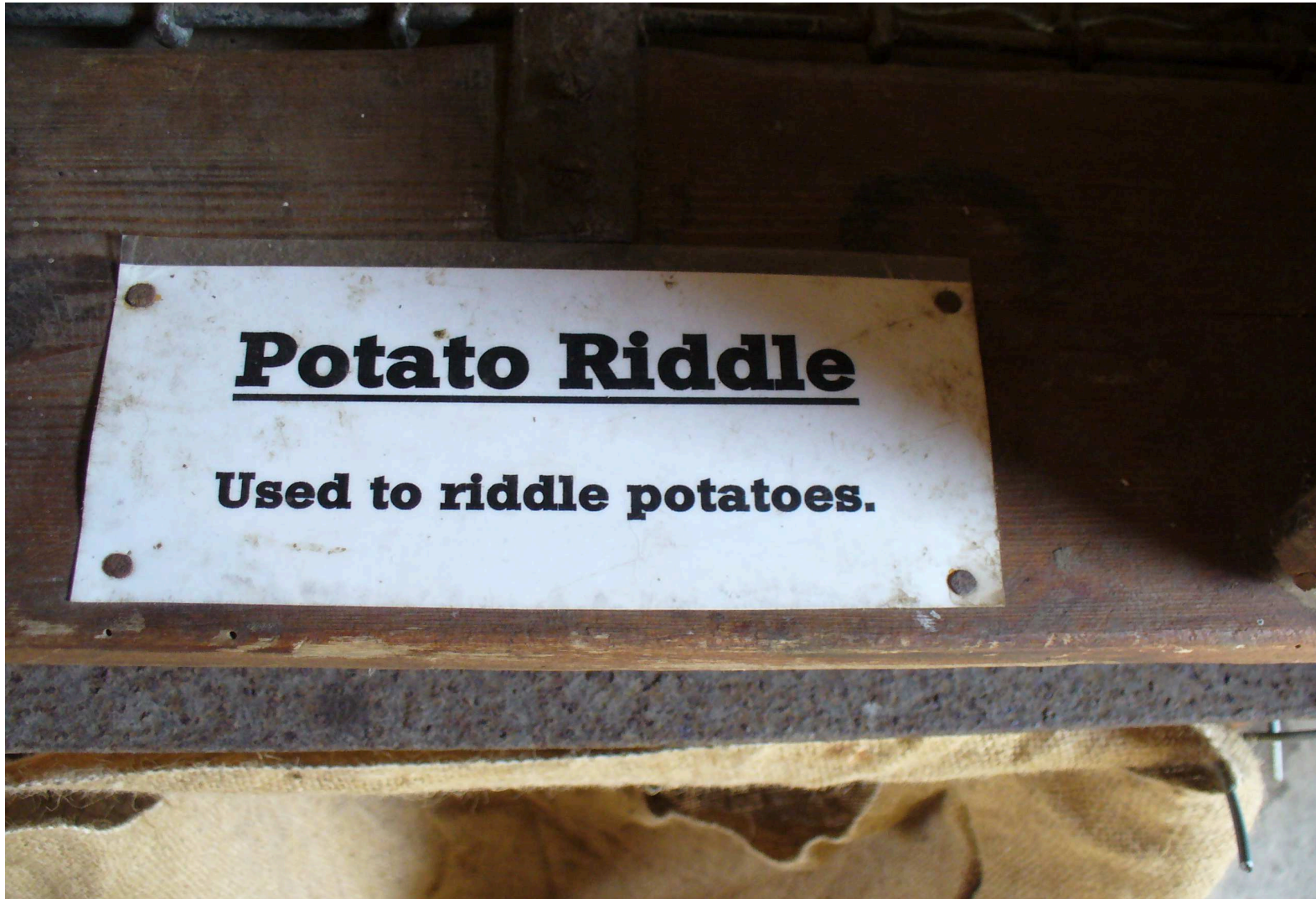


*Diagram of the ore processing flow from the mine to the ovens.*

# An historic monument itself



'Interpretation' which adds nothing



# Panels, technology, 'first person'



## Grym y gelyn ar waith yn gyflym

**Yn frawychus o effeithlon, cafodd Castell a muriau tref Conwy eu codi mewn cwta bedair blynedd.**

Roedd Conwy ym mlaen y gad o ran technoleg filwrol, ac roedd yma furiau, tyrau a thyredau trwchus ac uchel, bob un yn safu seathu marwol a'r cyfan yn sefyllar graig gadarn. Mewn ymosodiad, gallai ystafelloedd y brenin gael eu hamddiffyn ar wahân. Roedd cyflenwad da o ddŵr croyw a glanfa bwrpasol, felly roedd modd gwrthsefyll gwarchae.

O dan haen o renndr gwyn drammatig ei olwg, doedd dim byd tebyg o ran graddfa nag erchylltra wedd'i weld o'r blaen ar y tirlun yma. Y ffâl neu'r cyfrwys yn unig fyddai'n meiddio ymosod ar Conwy. Awn ar wib i 1401...

## Hostile takeover cemented with shock and awe

**With lightning efficiency Conwy Castle and town walls were built in just four years.**

At the cutting edge of military technology, Conwy boasted high thick walls, towers and turrets providing lethal fields of fire all bonded to a solid rock base. If attacked, the king's apartments could be defended separately. Well supplied with fresh water and with its own dock, sieges could be withstood.

Dramatically coated with a crisp white render, nothing of this scale or monstrosity had been seen before in this landscape. Only the foolhardy or the cunning would ever attempt to capture Conwy. Fast forward to 1401...

### Follow the story

You can discover more about Edward I by visiting these monuments:  
**Caernarfon Castle** – Edward's royal palace inspired by Roman imperial architecture.  
**Beaumaris Castle** – The ultimate castle that was never completed.  
**Harlech Castle** – A mighty fortress that fell to three sieges.

### Dilynwch y storïau

Gallwch ddisgyn rhagor am Edward I drwy ymweld â'r henebion hyn:  
**Castell Caernarfon** – Palas brenhinol Edward a ysbrydolwyd gan bensaernïaeth ymherodraeth Rhufein.  
**Castell Beaumaris** – Y castell gorau posibl, na chafodd erioed mo'i gwblhau.  
**Castell Harlech** – Caer gadarn a syrthiodd mewn tri gwarchae.





# Virtual or augmented reality



# Touchscreen interactivity



# 'Low tech' interactivity



# Living history and first person guides





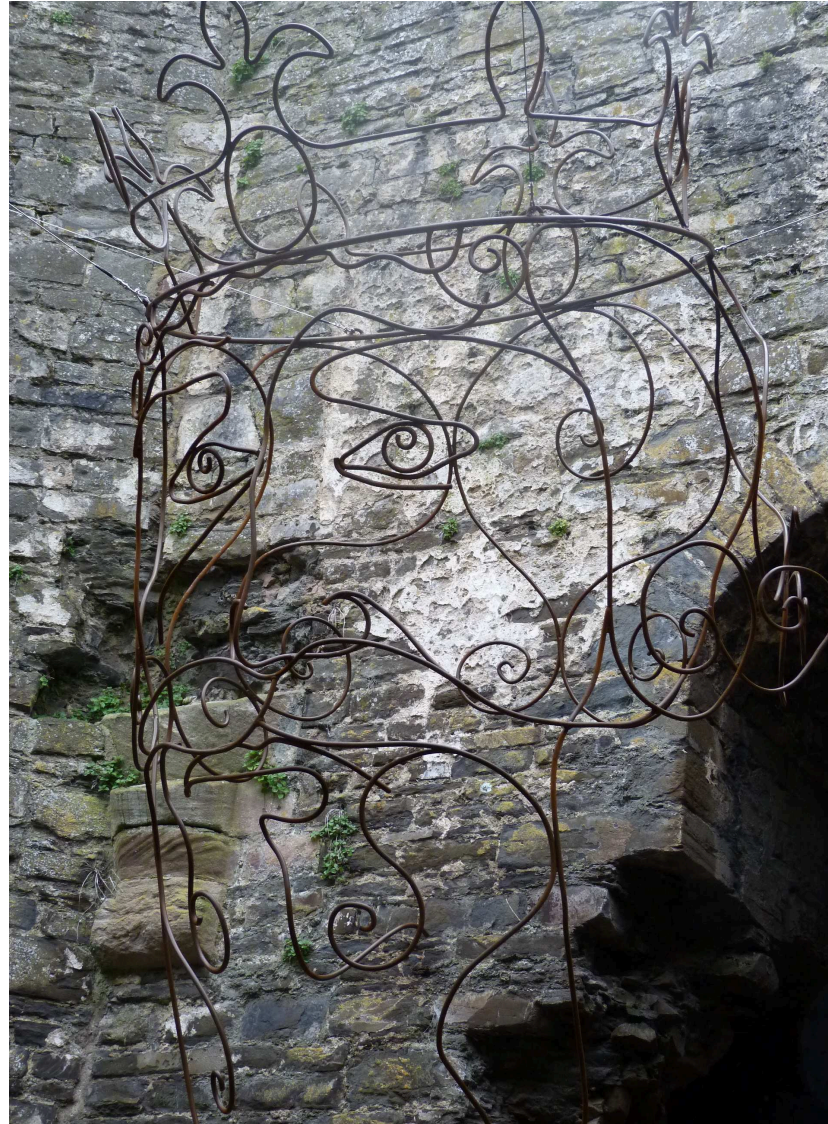
# Performance and spectacle







# Art as interpretation and storytelling





# A chance to participate



# Animation and mystery





**LISTEN -**

*this conversation changed the  
fortunes of great families  
and the map of Europe.*

## To summarise

- The mechanisms available are diverse
- A creative, imaginative approach matters more than the tools used
- Provide opportunities for visitors to unlock their own creative potential
- Without imagination and a creative spark, our interpretation is doomed to disappoint!

# How will we know if we are successful?

- Evaluation of visitor reaction, understanding and 'growth'
- Review what really works – and keeps working
- Review cost/benefit
  
- Cadw is keen to exchange ideas, experiences and evaluation approaches with EHHF colleagues.



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