

Llywodraeth Cymru Welsh Government

### Creativity is the key

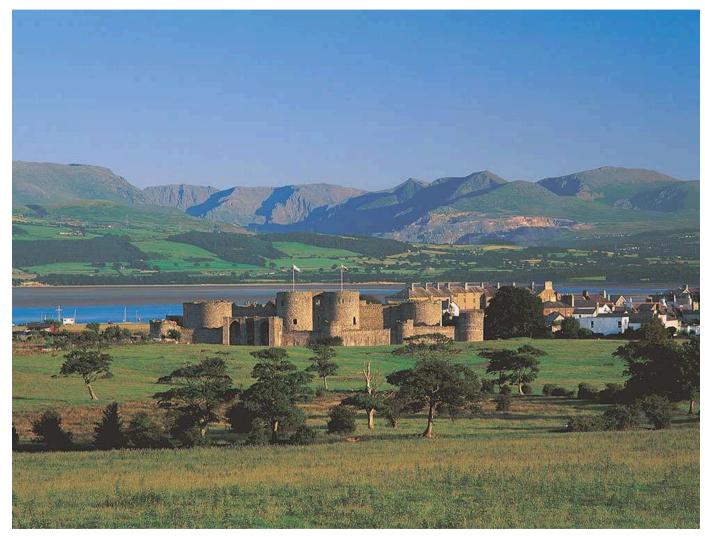
## Experiences with new (and old) media to connect with audiences





www.cadw.wales.gov.uk

#### 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



#### An historic monument itself



#### 'Interpretation' which adds nothing



#### Panels, technology, 'first person'

#### 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 architectur Beaumaris Castle – The ultimate castle that was never completed. Castle - A mighty fortress that fell to three sieges.

Dilynwch y storïau

y storratu hagor am Edward I drwy ymweld â'r henebion hyn: urfon – Palas brenhinol Edward a ysbrydolwyd gan bensaernïaet ures – Y castell gorau posibil, na chafodd erioed mo'i gwblhau. – Caer gadarn a syrthiodd mewn tri gwarchae.

#### 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 safle saethu 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 rendr gwyn dramatig ei olwg, doedd dim byd tebyg o ran graddfa nag erchylltra wedi'i weld o'r blaen ar y tirlun yma. Y ffôl neu'r cyfrwys yn unig fyddai'n meiddio ymosod ar Gonwy. Awn ar wib i 1401...

Historic Royal PALACES

#### A fearsome entrance

....



You had to be brave to enter Edward I's (1272-1307) Tower of London unannounced! Passing under fortified gate towers defended by archers, you might have heard the roar of lions upon crossing the causeways and drawbridges that spanned the water-filled moat. In front of you are the ruins of the first drawbridge pit. The drawbridge led to the now demolished Lion Tower barbican where later monarchs kept their menagerie of wild beasts.

Perhaps the roaring beasts would have reminded visitors of their king, as the Royal Arms of England was composed of three lions. Visitors could still see the big cats at the Tower until 1831-2 when the menagerie movad to the new London Zoo in Regent's Park. When archaeologists excavated the drawbridge pit and Lion Tower in 1936 they found skulls of medieval lions over 600 years old.



cut-away reconstruction showing how the 13th-century drawbridge might riked. When a pin was removed the bridge pinoted on its axis, the three poise weights sank into the receises and the drawbridge snapped shut aft. Skull of a mediaval ion from the menaparie accessate in 1056

Above right: This seal-bag, which protects the seal of Edward I, shows the 13th-ce

Sons le règne d'Édouaid (\* (127-107) il faillais faire preuve d'une bravoure héroitaie pour parfeiter dans la four de Londens sens y avoir été invité i d'a ette softans, les portes fontitées cachiaent sens y avoir été invité i avertes softantes de la carrier services de la calacitation avertes de la carrier de la carrier service de la carrier service avertes de la carrier pour les carriers de la carrier s'aventuere un les portes evés et chausses traves de la carrier. De avertes es travent les restes de la fosse du presem pour les doues de soveraise et also partes de la coste du presem pour les doues de soveraise et also partes este de la coste du presente pour les doues de soveraise et delation d'autoritation de la parte de la coste du presente pour les doues de soveraise delation d'autoritation de la parte animaux sanzages.

Regierungszeit von König Edward (2024-000) Worbei an den von Bogenschützen bewachten Festungstummet konnte man zuweilen das Gebrull der Loven hören, wenn man die Fußteige und zugbrücken überquerte, die sich über den mit Wasser befühlten Walgnabe zum Vorwerk des heute nicht mehr erhaltenen Lon Artense fühlte. Dur zur hörzwerk des heute nicht mehr erhaltenen Lon Kniene fühlte. Dur

negro que ter valiente para entrar en la Torre de Londres de Eduardo I protegicios para entrar al paras balos las torres forticadas de la puerto protegicios para entra senos de las terres entraristadas de la querto calzadas y puentas encos de las elementas por el deos enundas do Delante e encuentran las funsas de la forse estendan por el deos mundado. Delante levadoro llevata a la hoy desparancials parte de mundado. Del entre levadoro llevata a la hoy desparancials parte de mundado. El quente los posteriores monarcas guardadas au colúcicios de admunde pueda donde

C222-1307) service service reals. Torre di Londo e di Eduardo 1 (222-1307) service service anno 42 diretto e service anno 42 diretto e d'accesso forticate difese degla service anno 42 diretto e ponti levato i che si estendevano sopra il fossanto colto, i entido e diretta e l'orgàto de leoni. Di fonda e voi si trovano i read dalla fassa del penn pome levato che conducene al barbacano della torre dei Lacon (in seguido demotino, difficata di vari si organo i reagli dalla fassa del penn pome levato che conducene al barbacano della torre dei Lacon (in seguido demotino, difficata di vari si organo i per costare al terragilo di animali ferci.

Yean nuod au drarato maad gasho Tower-ka (Takidab) Edward (1222-303) au diagoo ani logus is sheepin Yahara aad hoos mareysis taalooyinka o au diagoo ani logus dhigayo, ee ay ciidamada lethka jiro ganisadu difaacayaan, oxkaada ka yaa magantay gunaan labaar, marki aad ka gudbeysay ji koto loo gaadi awa jiraa magantay gunaan labaar, marki aad ka gudbeysay ji koto loo gaadi awa jiraa, horkanda kaabaara (tawerdag) oo ducha ka maraya bali biyo ku jiraan, horkanda kaabaara (tawerdag) oo ducha ka maraya bali biyo ku jiraan, horkanda kaabaara (tawerdag) oo ducha ka maraya bali biyo ku jiraan, horkanda kaabaara (tawerdag) oo ducha ka maraya bali biyo ku jiraan, horkanda kaabaara (tawerdag) aa ducha ya dinge on moe fiyo e hone. Biriji la labak aara waxaya ne aabaayada ah duchageda ku hayaan axayawaandooda waxayn ee aabaayada ah duchageda ah duchage ah ku hayaan axayawaandooda waxayn ee aabaayada ah duchage duchaga duchaga duchaga ku hayaan axayawaandooda waxayn ee aabaayada ah duchage duchaga duchag

лиша сонялнова отваживание, проемонуть в подрожения Тауро без прогламения за ракном Зурода (122): 1307. Осектопене, констрания у претактичение ворога под принески пурочнитик, в гранит раскам сред за инстранов продраживае под принески пурования и принатира принатира и претактичения подраживае под принески принатира принатира принатира принатира и принатира претактичения. Повенова Повен Сноса укрепления дее распользато укрепления Ливнова Башик. Просе сноса укрепления дее распользато под принески.

取大ぎの第内なしばエドワードー世 (1272~1307年)のロンドン部に入るには豊美が必要 だった! 料手で耐傷が固められた門様の下をくり抜けなから、水を灌えた凄に驚かる読 は優と土手道を溜るとき、ライオンの状え目が増ごえてきたことだろう自の前に見えるの よ、最初の時ね様の落して読い読みは残っていないライオン・タワーと呼ばれた外 別に続いていて、ここには、後世の自主途が野鮮を飲みた物の配合でかれていた。

에고 없이 에트워드 1세 (1272-1307)의 원인 타위에 들어 가려면 강실정이라야 합니던 강승용이 인단히 방어하고 있는 총통 같은 게이로 타워 별용 통과에서 독길과 물로 해워진 호 위의 도개교를 관재면 사자들의 으프랑데는 소리가 올림지도 요즘니다. 바로 앞에 보인는 게 첫번째 도자교과 완재합니다. 이 도기교를 따라 가면 더군은 무너지고 없는 사자 타워 의보가 있었는데, 추기 왕들은 이곳에서 아수들을 위웁습니다.

你必须十分要数、才能悄悄地造人爱德尊一世(1272-1307年)的榆款塔?在穿通弓箭 手艇包守你的大門球機、超過堤道和爆炸器组织的所植物,你也你會碰到到于的玩量。 在次你的那些我一边很我的建满的废他,吊桶道住现已废除的狮子塔望着,低来的君王 盘棍在這種關繫野生動物。

#### 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







#### 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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