Digital Storytelling as an Asset for Intangible Heritage
Prisma Västra Götaland – a digital arena for people, stories and places with history.
Our mission

- To spread knowledge about the industrial society
- To provide tools for everyone to contribute with stories
- Increasing the number of visitors to the industrial heritage sites
- To create greater participation in discussions of today's society
Four rhetorical questions

- How does it look in today's Västra Götaland?
- How has it become like this?
- In which direction is the development going?
- How do we want it to be?
Structure: the map, the stories & the search engine
The map shows places with exhibitions, stories, information and so on…
Så var det på NOHAB - Rapport från gubbarna i bläställ

Stories – with timeline
Stories – detailed storytelling

Rysskranen i Trollhättan

Långe leve rysskranen!
Stories in mixed media formats: text, images, film, audio...
Our starting points

- People
- Places
- Stories
PEOPLE
- The traditions, the experiences & the events
PLACES
- The scenes for community development
STORIES
- The oral history, not the objects
Core thesis on intangible heritage

- **Traditional, contemporary and living at the same time**: Intangible cultural heritage does not only represent inherited traditions from the past but also contemporary rural and urban practices in which diverse cultural groups take part.

- **Inclusive**: It contributes to social cohesion, encouraging a sense of identity and responsibility which helps individuals to feel part of one or different communities and to feel part of society at large;

- **Representative**: Knowledge of traditions, skills and customs are passed on to the rest of the community, from generation to generation, or to other communities.

- **Community-based**: Intangible cultural heritage can only be heritage when it is recognized as such by the communities, groups or individuals that create, maintain and transmit it.
How intangible heritage connects and interacts with people.
IS IT POSSIBLE TO COLLECT AND SHARE 150 YEARS OF COMMUNITY DEVELOPMENT AT ONE PLACE?

Our main challenge when setting up the website.
We use a broad range of partners, networks & associations
Prisma Västra Götaland gathers…

- 100 + industrial heritage sites and labour history museums in West Sweden
- Networks, compounds, civil society…
- Anyone who wants to contribute with a (relevant) story
What is your story?

Some thoughts on digital storytelling and intangible heritage
Digital storytelling

Dramatize your content using storytelling methods

- Narrative-led and story-based rather than plain information
- Multilayered – using text, photo, film, sound, drawing, infographics or what suits the content best
- Decide on a narrative structure
Create content that matters

Effective communication addresses both the left and right side of the brain – an interaction between logical and emotional senses.
Your content must make sense

Use the 5 Ws … and an H.

- Who did that?
- What happened?
- Where did it take place?
- When did it take place?
- Why did that happen?

- How did it happen?
And it’s not always about you …

- Curate
- Explore together
- Co Create
- Initiate relationships
- Let networks evolve
Concept is key

- Insight
- Content
- Audience
- Performance
- Channels
Don’t think outside the box – if you don’t have a relevant content on the inside.
A collaboration between people and networks whom together tells a coherent story.
We forge, we weave, we sail, we operate trains, we build boats, we bake bread in stone ovens, we carve stone, we drive steamboats, we make knots, we work timber, we dig peat, we blow glass, we weave baskets, we make paper, we mill, we operate locks, we ride trams, we preserve, and run small and large machines.

This is what the networks of the Homestead Movement and Labour History Museums tells us that they do…
LET’S MAKE THAT DIGITAL AND THE KNOWLEDGE ACCESSIBLE FOR EVERYONE!

Shared knowledge is expanding knowledge...
A network of content creators

- We use the full network of competences – museum staff, informants, journalists, communication officers, retired workers…

- We also write columns ourselves to paint the broader picture or to start up a discussion on a certain topic – like urbanization, new lifestyles, migration…
Storytelling, intangible heritage and sustainable tourism development

- The artefacts are merely alive without a story that connects with people
- In West Sweden, as well as from an international perspective, we see an increasing volume of cultural heritage tourists
Why not make it easy for them to explore, experience and be a part of our common history?
What lies ahead…

- CHRISTA Workshops in storytelling
- Develop the map on the website www.prismavg.se
- More stories, films and chronicles
- Launch a podcast on cultural heritage and community development
- Develop GPS-driven stories together with TripTale.
"Our history tells us more about ourselves than we can imagine, about who we are, why we think the way we do and why we live the way we do. Our past is the key to understand our present, but also to create our future. If we don’t know where we come from, how can we know where we are going?"

The future is a long and winding road…
Thank you!

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