

Culture and nature heritage- the power of Storytelling -summary

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Project Leader

StoryTagging/Northword





Northern Periphery and
Arctic Programme
2014-2020



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STORYTAGGING



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region
västerbotten



NORTHWORD
THE PLACE FOR CREATIVE STORYTAGGING



KVARKENRÅDET
MERENKURKUN
NEUVOSTO



NORTHWORD
THE PLACE FOR CREATIVE STORYTAGGING

Culture and nature Heritage: “NORTHWORD”

Project partnership:

- * Robert Gordon University, Scotland (project lead)
- * University of the Highlands and Islands, Scotland
- * (Kenozero national park, Russia, Arkangelsk),
- * Kvarken Council EGTC, Finland,
- * Region Västerbotten, tourism, Sverige
- * Ulster University, Northern Ireland
- * Causeway Coast and Glens Heritage Trust,
Northern Ireland

Placebased stories



The beginning of "storytelling"?

BONFIRE



ROCK PAINTINGS AND CARVINGS



Is this something new?

- Always existed: All human groups have their stories
- We usually tell more stories that have a kind of meaning
- The new thing: More and more people realize that it is possible to influence by stories/storytelling
- Create a brand by using stories.



Must everything be true?

- Yes, but you can be a bit flexible with the details and paint with a wide, colorful brush. The stories must be experienced by those involved as true and real
- Not too many numbers and facts in the stories. If you have facts, people dare not tell, because it may be wrong
- Allow individual interpretations of a story





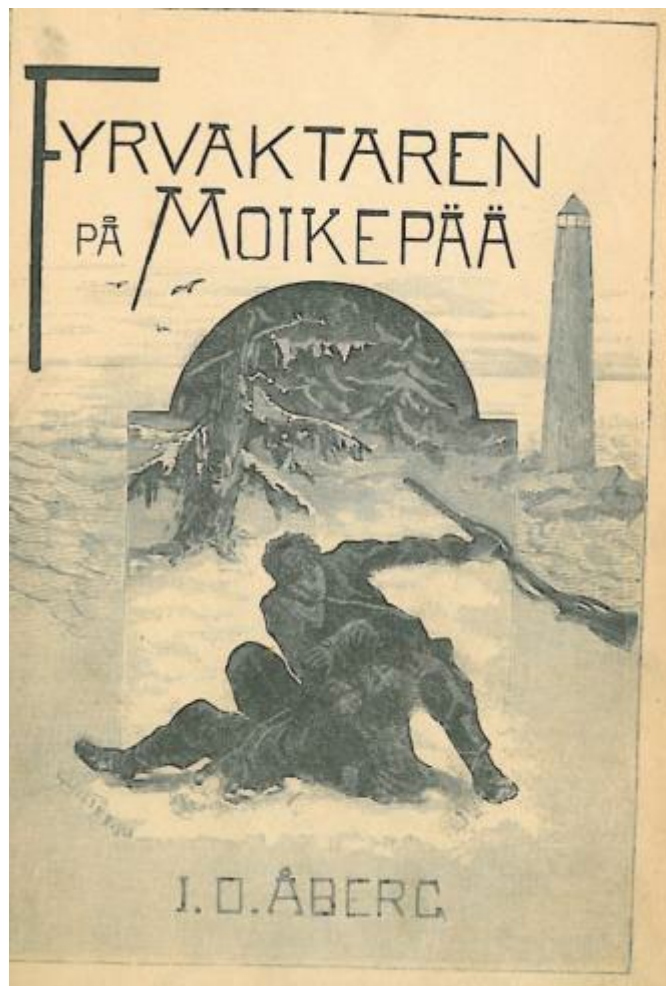
Story Arc/ Narrative Arc

- **1. Context** -Once upon a time...
- **2. Turning point**
- **3. Action**
- **4. Reversal**
- **5. Resolution** - Nowadays they live happily...

Ostrobothnian oldest beacon/lighthouse

- Mojkepä beacon 1668-1808,
- Replica of firepit build in 2001 after drawing from 1620s
- Today: Molpehällorna, former pilot station





A story about the lighthouse keeper Jakob Rautio, his youth love Katri, his arch enemy Russian soldier Nikita Tolstoi, the Russian capten Alexander Strogoi and the girl Selmi. An interested roadtrip from the forest in Häme to Moikepää lighthouse and how the destiny made it up- they meet again after 19 years.... To be continue!



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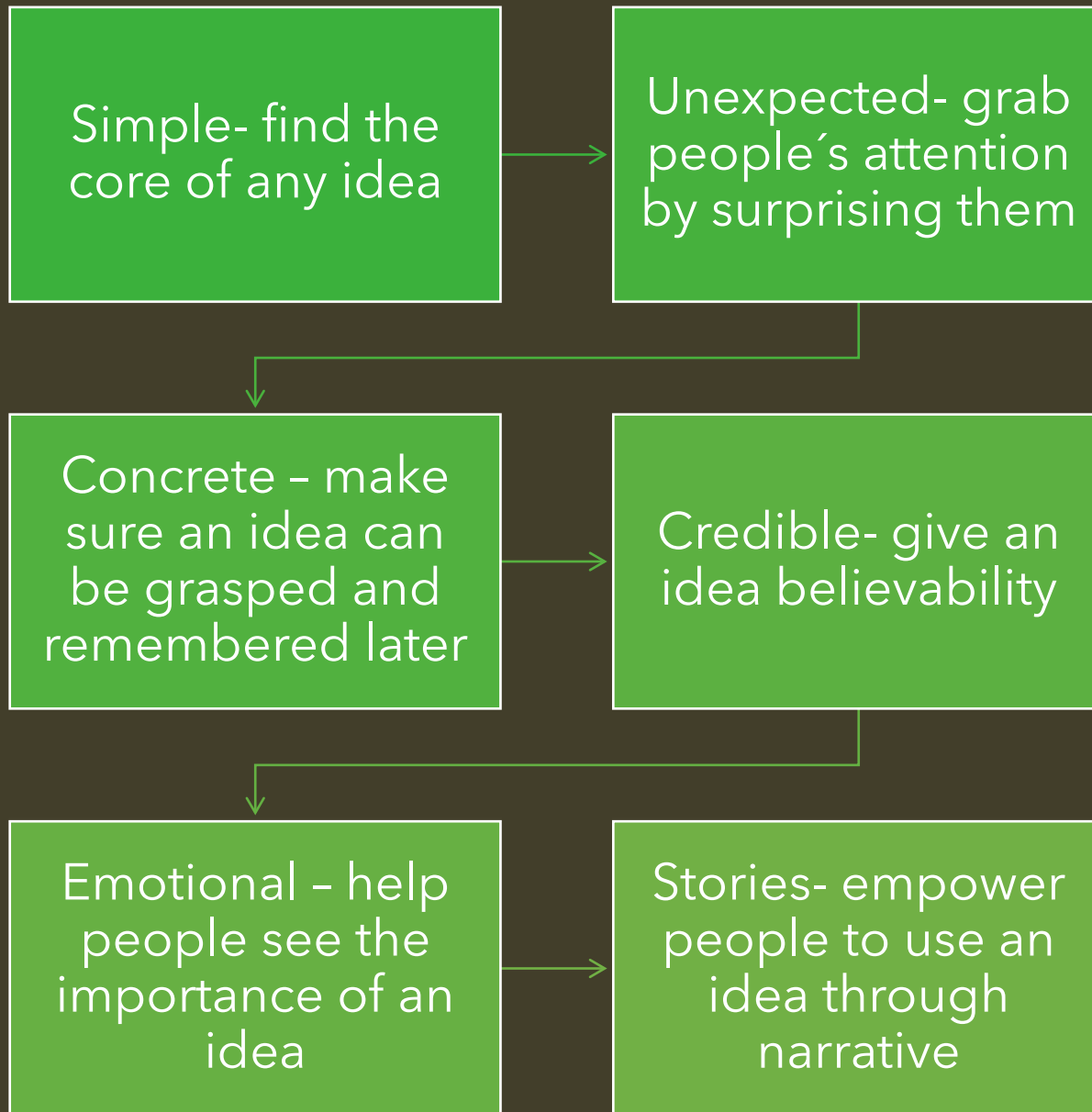
JAKOB RAUTIO – DEN SISTE FYRVAKTAREN PÅ

Moikepää fyr

Berättelser från världsarvet Kvarkens skärgård

JAKOB RAUTIO – DEN SISTE FYRVAKTAREN PÅ MOIKEPÄÄ FYR

MERENKURKKU
KVARKEN
WORLD HERITAGE SITE



SUCCESS

The background of the slide is a dark gray color with a light gray topographic map overlay. The map features several contour lines of varying thickness and spacing, representing elevation changes. The lines are more densely packed in the lower right quadrant and more widely spaced in the upper left quadrant. The overall effect is a subtle, artistic representation of a landscape.

You and Your World
Heritage Sites are
Storytellers!

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THANK YOU!

