

# Nordic World Heritage Conference Programme 2024

## World Heritage: From Interpretation to Communication



Photo by Anne Kalliola

### Monday 2nd of September

11:00 Pre-tour departs from Helsinki-Vantaa airport, look for the info desk

13:00 Pre-tour arrives at Verla (Verlantie 295, 47850 Verla) and lunch at restaurant Verla. Those arriving by their own transportation join the tour.

14:00 Guided tour of Verla World Heritage Site

16:00 Pre-tour leaves Verla and heads to the accommodation in Jyväskylä

18:00 Pre-tour ends in Jyväskylä

19:30 Travel to Aalto2 Museum Center from Lutakonaukio (40100 Jyväskylä)

20:00 The welcoming event starts, welcoming words by Foundation of Petäjävesi Old Church Development Manager Katriina Koponen, Visit Jyväskylä Region Project Manager Johanna Maasola and Thingvellir National Park Director Einar Á.E Sæmundsen

20:30 Cocktails and canapés

21:00 Free time to see the exhibitions of Aalto2 Museum Center

22:00 Welcoming event ends and buses transport guests to hotels

## Tuesday 3rd of September

9:00 Travel to Alkio College from Lutakonaukio

10:00 Conference registration

10:30 Greetings of Minister of Science and Culture Sari Multala

10:45 Greetings of UNESCO by Debuty Director of World Heritage Jyoti Hosagrahar

10:50 Greetings of ICOMOS by Vice-President Riin Alatalu

11:00 Presentation: Outstanding Universal Value by Finnish Heritage Agency Head of Development Stefan Wessman

11:30 Break

11:50 Presentation: Interpretation Work and Visitor Survey in Finland by World Heritage Sites in Finland Project Manager Laura Heikkilä

12:15 Presentation: Examples, The Utilisations of the Visitor Survey in Finland, by Kvarken Archipelago World Heritage Coordinator Malin Henriksson & Rauma City Culture- and Museum Services Chief Curator Hanna-Leena Salminen

12:45 Summary and instructions

13:00 and 13:30 staggered lunch

14:00 and 14:30 staggered travel to Oravivuori Measurement Point of Stuve Geodetic Arc

14:30 Oravivuori site visit

16:45 Travel to Jyväskylä

17:30 and 18.00 Buses arrive Jyväskylä

19:00 Free time or Viilu-sauna or Seminaarinmäki campus tour

## Wednesday 4th of September

9:00 Travel to Petäjävesi and Miilu conference room

09:50 Speech by Arto Kummala, Mayor of Petäjävesi

10:00 Keynote presentation: Engaging the World: Relevance, Relationships and Re-Imagining the Communication of Global Heritage by Nottingham Trent University Professor Mike Robinson

11:00 Break

11:15 Presentation: StruveNorth - a journey along the Northern parts of the World Heritage Struve Geodetic Arc by Lapland UAS RDI Specialist Eila Seppänen

11:45 Presentation: Forging Connections: World Heritage Volunteer (WHV) Camps in Tanum and Suomenlinna by Vitlycke museum Museum Educator and Event Coordinator Emma Backelin & Governing Body of Suomenlinna Event Coordinator Aino Osola

12:15 Presentation: Intangible World Heritage -Theme by the Governing Body of Suomenlinna Restoration Manager Miia Perkkiö

12:45 Presentation: European Heritage Label and Interpretation: The Seminaarinmäki Campus of the Jyväskylän University by JYU Senior Researcher Katja Mäkinen

13:15 Lunch at Masuuni restaurant

14:15 Presentation: Interpreting and conveying 900 years of faith, culture and craftsmanship by Urnes Stave Church World Heritage Coordinator Karoline Grytten

14:45 Presentation: Stevns Klint Experience – a new visitor center communicating a World Heritage Site by Stevns Klint World Heritage Site Consultant Tove Damholt

15:15 Presentation: Let's create the Central Finland World Heritage Center by National Land Survey of Finland World Heritage Coordinator Ulla Mikkanen & Foundation of Petäjävesi Old Church Development Manager Katriina Koponen

15:45 Summary, instructions and a break

16:40 Travel to Petäjävesi Old Church

17:00 Petäjävesi Old Church site visit

17:10 Welcome speeches by Vicar Laura Laitinen and Chairperson of Foundation of Petäjävesi Old Church Hanna Hautamäki

17:15 Group photo

17:10 Welcome speeches by Vicar Laura Laitinen and Chairperson of Foundation of Petäjävesi Old Church Hanna Hautamäki

17:15 Group photo

17:20 Guided tour by guide Johanna Jylhä

18:00 Song performance by Katriina and Olli Koponen

18:10 Free sightseeing in the church

18:30 Travel to Maatilamatkailu Kumpunen

19:00 Traditional dinner at Maatilamatkailu Kumpunen

21:30 Travel to Jyväskylä

22:10 Arrival at Lutankonaukio Jyväskylä

## Thursday 5th of September

8:30 Travel to Seminaarinmäki Campus

9:00 Presentation: Preparing a National Serial Nomination: Aalto Architectural Works – a Human Dimension to Modern Movement by Finnish heritage Agency Project Manager Niina Svartström

10:00 Presentation: Introduction of the 2025 conference by Stevns Klint Site Manger Eva Waldorff and Stevns Klint World Heritage Site Consultant Tove Damholt

10:30 Summary and farewell, post-tour instructions

10:45 Coffee break and end of the conference

11:30 Travel back to hotels or the post-tour begins

12:45 Tour of Alvar Aalto's Säynätsalo Town Hall

14:45 Post-tour departs for Helsinki-Vantaa airport

18:00 Post-tour arrives at Helsinki-Vantaa airport. End of the tour.



The Association of  
World Heritage Sites  
in Finland

