

# 1001 stories about Denmark

# 1001

## ...oplevelser fra mig til dig

**Mette Bom, senior web consultant Heritage Agency of Denmark**

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Let's watch a movie...

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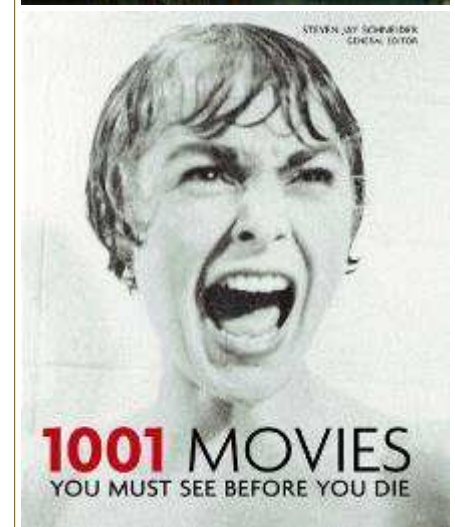
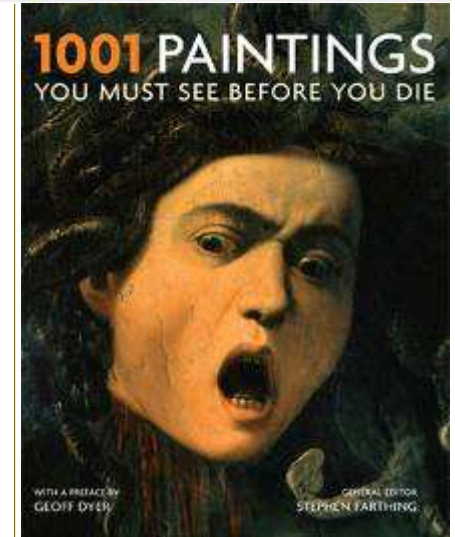


## What is it?

- **First social media site** to engage users in the heritage dialogue
- **Contains:** 1001 stories, 50 themes, timeline, tags, pictures, 180 experts involved
- Budget: **9,8 mio. Dkr.**
- **Places vary;** ancient tombstones, highway bridges, modern architecture, renaissance castles, burger joints and freetown "Christiania"

## Why did we do it?

- invite **new and younger** users to participate in the heritage dialogue
- mediate Danish history based on 1001 places found **outside cultural institutions**: Built-up heritage, ancient monuments, cultural environments and landscapes
- to promote a **broad definition** of cultural heritage - underlining the storytelling aspects



more objectives...

- underline **cultural heritage as a resource** for sustainable development
- to facilitate **information-sharing** with stakeholders such as e.g tourist-organisations, municipalities, museums
- to **activate local knowledge** and encourage users to share their every day experiences about heritage

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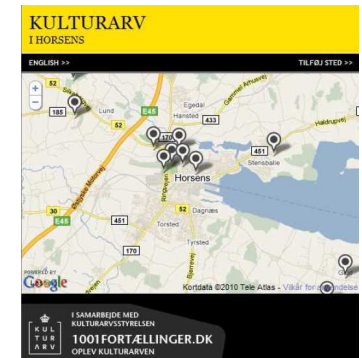
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## one website – several platforms sharing information and experiences

- Website
- Mobile phone, iPhone (Android)
- Widget/iframe
- Webservice
- POI til GPS
- Facebook
- newsletter, rss feed
- YouTube videos
- Google adwords and SEO



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# Who use it?

- ca. 20.000 monthly users
- time spent on website: 3 minutes
- 127 new profiles
- 47 new places added
- 1500 iPhone app users
- 899 Facebookfans, 287 newsletter subscribers
- International visitors 1) USA, 2) UK, 3) Germany 4) Norway
- Aktive widgets: 5

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# The Gisselfeld manor

## **The largest 16th century manor on Zealand**

Gisselfeld between Haslev and Næstved has been traced back to 1381. One of Denmark's largest estates and most powerful estates ever since, it now has 3,850 hectares of forest, fields and meadows. In 1755, Gisselfeld became a home for unmarried ladies of nobility, supervised by a "senior director" from the Danneskiold-Samsøe family. The three-winged main building was built by Peder Oxe in 1547-75 in a transitional style spanning late Gothic to Renaissance. It is one of the largest manor houses from the period. The impressive romantic park was landscaped in the 19th century complete with a carp pond and orangery. In fact, Hans Christian Andersen wrote his famous fairytale *The Ugly Duckling* while visiting Gisselfeld.

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# The Roskilde festival

Roskilde Festival is a music festival held once a year in June and July on a cattle showground near Roskilde. When it started in 1971, it was a private initiative, but it is now run by the Roskilde Foundation. The festival draws mainly on volunteer manpower, and the profit goes to educational and humanitarian causes. Roskilde Festival has consistently managed to renew itself in terms of music and peaked in the 1990s with about 115,000 visitors. This extreme success was almost its downfall and the number of visitors is now limited to 75,000 people. The festival is still the largest of its kind in Scandinavia and has put Roskilde on the world map.



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# What makes 1001 different in a european heritage context?

- Uses **social media as its core communication platform** to engage users 24/7 with no regard to race, gender, age, social status or nationality.
- interactive aspects make the site an ever **evolving and growing resource of heritage** communication
- based on a non-fixed, **broad and flexible understanding of heritage**
- aimed at **engaging young user groups** who traditionally are not interested in heritage
- based on **an open data and sharing principle** linking to both commercial and non-commercial sites within the heritage area.
- Mediates cultural heritage as an **active sustainable resource** both for the tourist industry and for the local development.

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## Lessons learned so far:

- users contribute! And they are nice!
- make a detailed PR-plan and use celebrities
- Use beta-launch – room for improvement



“The more you know, the more you care, the more you show, the more you share.”

Awareness is crucial to secure conservation.

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# Thanks!

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