

Keswick Museum - UNESCO exhibition

## **GRAPHIC** CONCEPTS

Presentation

**20 November 2019**



© Presented by

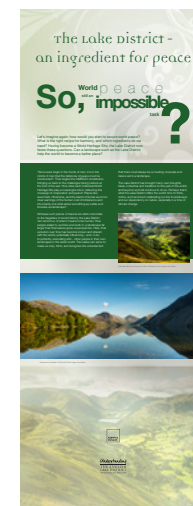
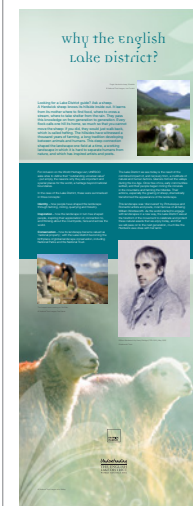
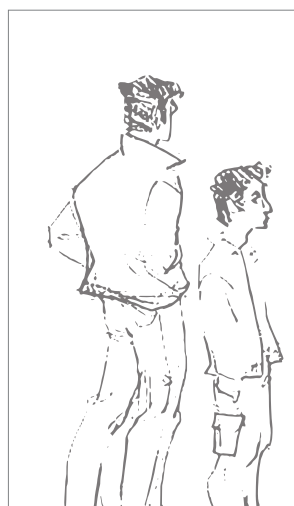
**vertigo**

**Vertigo Creative Studio Limited**

3 Oswin Road | Brailsford Industrial Park | Braunstone | Leicester | LE3 1HR

T: 0116 2795052

Door



Corner of room



Example of aluminium furniture - Designed for temporary exhibitions, easily built and broke down. Being modular it can be built in several configurations. This example shows the display standing in front of the radiator on the wall.

# A recipe for peace?

## World **p e a c e** an **impossible** task **?**

Let's just imagine: how would you start to secure world peace? What is the right recipe for harmony, and which ingredients do we need? These were the questions facing a group of nations as they formed UNESCO in 1945 – The United Nations Educational, Scientific and Cultural Organization – with the aim of ending the cycle of terrible wars the peoples of the world had suffered.

The abandoned battlefields of the two world wars were not just evidence of troop movements, battles, and statistics. They were places of terror, pain and death, and left deep physical scars on the landscape, and even deeper emotional scars on the survivors. Both bore witness to a terrible past, and were reminders of the barbarity of which human beings are capable.

Neither economic treaties between nations nor political arrangements between governments to unite nations are sufficient to ensure peace and security. There needs to be an ethos of peace for the world, free from political doctrines and competing ideologies, based on principles such as dignity, equality and mutual respect, above the level of the nation state. This was the ambitious aim of the founders of UNESCO in 1945, as they set down the principal philosophy of the institution.

There was a need to unite nations and people in a different way for the future, focusing on shared values and humanity rather than economics. With these aspirations, the participating countries decided to create an organisation that would promote world peace, and try to prevent further war, through cooperation.

This meant using the lessons of the past and an appreciation of cultural differences to help understand the present, and create a better shared future. The strategies focused on education, international exchange of ideas and knowledge, protection of heritage, and learning from shared culture and science. These fundamental aims are unchanged, and this exhibition suggests that all World Heritage Sites might contribute to the fostering a culture of peace.

On behalf of Keswick Museum I would like to thank the funders of this exhibition.

- Arts Council England
- Lake District National Park Authority
- Trustees of Keswick Museum






I would like to express a special thank you to everybody who offered advice, provided content and helped editing this exhibition.

- Professor Peter Stone (UNESCO Chair in Cultural Property Protection and Peace at Newcastle University)
- UNESCO World Heritage Centre Paris
- Alan McCool (Engagement Officer for the English Lake District World Heritage Site)
- John Scott (Management Plan Coordinator for Hadrian's Wall WHS)
- Bill Johnson (Editor)
- Patricia Weeks (Ancient Wall World Heritage Site Coordinator at Historic Environment Scotland)
- Dorothy Hind, John Rothwell, Sally Newton, Margaret Martinale, Cathy Smith (volunteers of Keswick Museum)
- Jessie Elms, Maurice Parkhurst (National Trust)



**KESWICK MUSEUM**

*Understanding*  
 THE ENGLISH LAKE DISTRICT  
 WORLD HERITAGE SITE

# The creation of an institution



United Nations  
Educational, Scientific and  
Cultural Organization

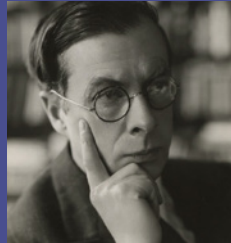


The English Lake District  
inscribed on the World  
Heritage List in 2017

The Second World War quickly followed the First, and both were terrible events in global history, with many millions killed, both on and off the battlefields. Those that were left were shocked and fearful. A group of people from various countries came together to find a way to secure lasting peace worldwide. They founded UNESCO as part of the United Nations, having decided that nations need to learn from one another, respecting the cultural diversity of the peoples of the world, and sharing and celebrating their similarities and differences by promoting wider education and fundamental freedoms.

In 1942, governments from a number of European countries sent representatives to the United Kingdom for the Conference of Allied Ministers of Education (CAME). The Second World War was far from over, but these countries were looking for options to promote education as a vital tool to secure reconciliation once peace was restored.

After the end of the Second World War, 44 representatives from different countries met in London to build on that idea. France and the United Kingdom initiated a United Nations conference. The meeting lasted over several days during which the participants decided to found an organisation which focuses on education, science and culture, based on international cooperation and exchange of knowledge. The principal aim of this new UNESCO was to help prevent another world war and to secure lasting peace by raising awareness of humanity's shared values and heritage, and promoting education for all. On the 4th of November 1946, 30 countries signed the UNESCO constitution, and Britain's Julian Huxley became its first Director General.



Sir Julian Huxley  
by Massimo Lotti  
London 1941, 1993  
© National Portrait Gallery, London



World flags in front of UNESCO headquarters in Paris, France.

UNESCO is an agency of the UN (United Nations) based in Paris, with currently 193 member countries. Its aims have expanded to include contemporary global issues, including the fight against poverty and illiteracy in developing countries, the elimination of gender inequalities, and raising the awareness of climate change.

Together, the UN and UNESCO logos show the connection between nature and cultural sites. The UNESCO temple stands for the people and the human-made landscape; the UN circle represents the world and nature.

KESWICK  
MUSEUM

Understanding  
THE ENGLISH  
LAKE DISTRICT  
WORLD HERITAGE SITE

# what is heritage?

U.A.R. - Abu Simbel (Nubia)  
 The reconstruction of the Abu Simbel Temples was completed on their new elevated sites in September 1988. Shown here: an instance of the facade of the Great Temple representing Ramesses II (1250-1223 B.C.)  
 © UNESCO / Dominique Rogier

As a child, I liked to play in a small ruined castle close to my home village. Climbing walls, finding secret passages: it was my world. As teenagers it became our meeting place. Whenever I return, it reminds me of my childhood, my youth, and gives a feeling of home. If someone were to destroy the castle, it would be a great personal loss. Our heritage comprises the places, objects, and traditions we would like to preserve, to show others and to remember. UNESCO protects special places for all of humankind. They even moved a huge ancient Egyptian monument that would have been drowned by a new dam.



Having the war still at the back of their minds, UNESCO saw a need to protect and celebrate sites of special significance to the cultural heritage of humanity. Protection of cultural property in conflict was the subject matter of the 1954 Hague Convention, and UNESCO came into action with their first emergency intervention shortly afterwards.

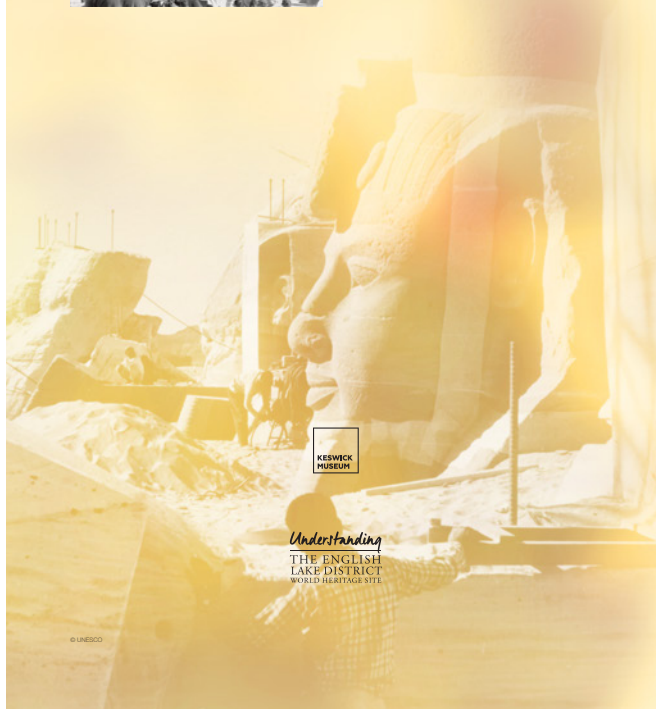
Egypt had decided to build the Aswan High Dam to harness the power of the river Nile. The Nile Valley contained a number of treasures of ancient Egyptian civilisation, in particular the Abu Simbel temples, which would have been lost under the waters of Lake Nasser, the huge new reservoir formed by the building of the dam. UNESCO launched a campaign and, such was the site's importance, it was able to raise enough money from 50 countries to relocate the temples to higher ground nearby. The temples were cut up, the stones numbered for re-assembly, then re-erected stone by stone on the new site. However, the rescue has raised the question: is this still the same place?

The example of the Abu Simbel temples emphasised that there are sites which are of outstanding universal value, important to the whole of humanity, sites the whole world cares for, and a legal agreement was needed to protect and conserve them. This realisation led to the compilation of a list of the world's extraordinary places, which in 1972 became the World Heritage Site list, its aim being to prevent emergencies like that of the temples happening again.



IMAGE TOP LEFT: U.A.R. - Egypt - Nubia - Abu Simbel - 1965  
 The international campaign for the salvage of the Nubian Monuments was launched by UNESCO.

IMAGE LEFT: Work in progress on the dismantling of the Great Temple. Part of a head which has been cut away and which will be transported to the new site.  
 © UNESCO / Nouraldin



KESWICK MUSEUM

Understanding  
 THE ENGLISH LAKE DISTRICT  
 WORLD HERITAGE SITE

© UNESCO

# A warning - a reminder



Heritage is our legacy from the past. Heritage is what we create, and is a record of what we humans have achieved for good - or bad. We have heritage that we celebrate, and from which we take pride, that we pass on to future generations to enjoy. There are also important events from our past which are preserved as World Heritage Sites, reminders and warnings for our future.



**Auschwitz – symbol of the Holocaust**  
 Barbed wire fences, railway platforms, barracks, gas chambers and cremation ovens: these stark remains comprise the Auschwitz extermination camps in Poland. An industrial-scale killing machine established by Nazi Germany, the site bears witness to the mass murder of more than 1.5 million people, mostly Jews. Auschwitz today preserves the evidence of the people who were killed and the crimes committed, yet it also symbolises the strength of the human spirit and resistance in the records of the survivors.



**Hiroshima – symbol of destructive power**  
 A vast record of ferocious heat and blinding light followed by a lifetime of illness and death. On the 6th of August 1945, the bomber 'Enola Gay' dropped the world's first atomic bomb on the Japanese city of Hiroshima. Over 70,000 people died in an instant. Nuclear weapons became an instrument of terror. The Hiroshima Peace Memorial, known as the Genbaku ('A-Bomb') Dome, was the only structure left standing after the explosion. It is a reminder of the destructive power created by humans, and symbolises the pursuit of peace.



**Island of Gorée – symbol of human exploitation**  
 The tiny island of Gorée, 3.5km off the coast of Dakar, Senegal, was established as a trading station, the most lucrative and infamous cargo being enslaved people. It was the principal embarkation point for the transatlantic slave trade, and between the 15th and the 19th centuries, 100 million people boarded ships, never to return. The island is now a heritage destination for the African diaspora, and a place of contact rather than separation between the Western world and Africa, a space for reconciliation, exchange and learning.



Understanding  
 THE ENGLISH  
 LAKE DISTRICT  
 WORLD HERITAGE SITE



# why the english lake district?

Single Herdwick sheep, Warden  
 © National Trust Images, Joe Cornish



Looking for a Lake District guide? Ask a sheep. A Herdwick sheep knows its hillside inside out. It learns from its mother where to find food, where to cross a stream, where to take shelter from the rain. They pass this knowledge on from generation to generation. Every flock calls one hill its home, so much so that you cannot move the sheep: if you did, they would just walk back, which is called hefting. The hillsides have witnessed a thousand years of farming, a long tradition developing between animals and humans. This deep connection shaped the landscape one field at a time, a working landscape in which it is hard to separate humans from nature, and which has inspired artists and poets.

For inclusion on the World Heritage List, UNESCO asks sites to define their "outstanding universal value" - put simply, the reasons why they are important and special places for the world, a heritage beyond national boundaries.

In the case of the Lake District, these were summarised in three concepts:

**Identity** - how people have shaped the landscape through farming, mining, quarrying and forestry.

**Inspiration** - how the landscape in turn has shaped people, inspiring their appreciation of, connection to, and thinking about the countryside, here and across the world.

**Conservation** - how its landscape became valued as 'national property', with the Lake District becoming the birthplace of global landscape conservation, including National Parks and the National Trust.

The Lake District we see today is the result of the combined impact of, and recovery from, a multitude of natural and human factors. Glaciers formed the valleys during the Ice Age. Once free of ice, early communities settled, and their people began mining the minerals in the mountains and farming the hillsides. Their actions, especially the grazing of sheep, dramatically transformed the appearance of the landscape.

This landscape was 'discovered' by Picturesque and Romantic artists and poets, most famous of all being William Wordsworth. As the world started to engage with landscapes in a new way, the Lake District was at the forefront of the movement to celebrate and protect these natural assets that we enjoy today, and that we will pass on to the next generation, much like the Herdwick ewe does with her lamb.



The Ambleside team working on Crag Bay  
 © National Trust Images, Phil Harris



William Wordsworth by Henry Eckhof (c. 1805-1811), May 1806  
 Wordsworth Trust



Understanding  
 THE ENGLISH  
 LAKE DISTRICT  
 WORLD HERITAGE SITE

© National Trust Images, John Malley



# The Lake District - an ingredient for peace

So, <sup>World</sup>peace  
 still an <sup>task</sup>impossible?

Let's imagine again: how would you start to secure world peace? What is the right recipe for harmony, and which ingredients do we need? Having become a World Heritage Site, the Lake District now faces these questions. Can a landscape such as the Lake District help the world to become a better place?

"Since wars begin in the minds of men, it is in the minds of men that the defenses of peace must be constructed". Thus begins the UNESCO constitution, bringing us back to the challenges facing nations at the end of the war. How does each individual World Heritage Site play a meaningful role in delivering this message of cooperation and peace? Places like Auschwitz, Hiroshima, and the island of Gorko send out clear warnings of the human cost of intolerance and inhumanity, but what about something as subtle and timeless as landscape?

Whereas such places of trauma are stark memorials to the tragedies of recent history, the Lake District can remind us of what it means to be human. How people adapt to, and live and work in, a landscape far larger than themselves gives us perspective. Here, that evolution over time has become known and shared with the world, potentially influencing – and, more importantly, resonating with – other people in their own landscapes in the wider world. The Lakes can serve to make us stop, think, and recognise the universal fact

that there must always be a meeting of people and nature set in a landscape.

The Lake District has brought many new thoughts, ideas, industries and traditions to this part of the world, and beyond, and will continue to do so. Perhaps that's what the Lake District offers the world: time to think, notice, and reconnect celebrating our link to landscape and our dependency on nature, especially in a time of climate change.



Fountains Valley from Angles Tarn Pass, © National Trust Images John Malley



Windermere in Windermere, © National Trust Images John Malley



Understanding  
 THE ENGLISH  
 LAKE DISTRICT  
 WORLD HERITAGE SITE



# fragile beauty:

## caring for and sharing the landscape



© John Scott



© John Scott

This world is our heritage, all of it. The world should also be our legacy for the next generation. Knowing this obliges us to look after it as best we can. If World Heritage Sites record a list of the main achievements throughout the history of humanity, then we have a special duty to protect and preserve them for the rest of humankind, today and into the future.

**Find out what makes the Lake District special for you and let's all help ensure our Lake District remains a great place to live, work, and visit. Prevention is always better than cure: the National Park team have put together 7 ways to help you help the Lakes.**

**Be Adventure Smart**  
 Avoid accidents by preparing well for your adventure. Ask yourself three questions: Do I know where I am going? Have I checked the weather? Do I have the right gear?

**Travel green**  
 There are several options to easily explore without using a car: there are regular bus services throughout the Lake District, bus routes operate on Windermere, Derwentwater, Ullswater and Conistone Water, or you could go electric with a Tway (zero-emission car) or e-bike available to hire.


**Stay safe on the water**  
 Make sure you can be seen when you are out swimming by wearing a wetsuit cap and a tow float. If you own a boat, remember to check your life jackets and your CO2 detector.

**Leave no trace**  
 Leaving litter and your dogs behind can have a lasting impact on our wildlife and countryside. Help to keep this place special by taking it home with you. You can start making a change today by picking up litter you spot on your Lake District adventures.

**Protect the park from fire**  
 Need we say more?

**Reduce, reuse, recycle**  
 Pick up your plastic bottles, reusable bottles and coffee cups from visitor centres in Ullswater, Keswick, Bowness and in Brockhole on Windermere.

**Stick to the paths**  
 With thousands of feet treading the fells every day, and people exploring off the beaten track, the landscape starts to pay for it. Woke up into repairing eroded paths by Fix the Fells rangers and volunteers. Take simple steps to stick to the paths.



National Trust ranger picking up litter Windale. © National Trust Images Paul Harris





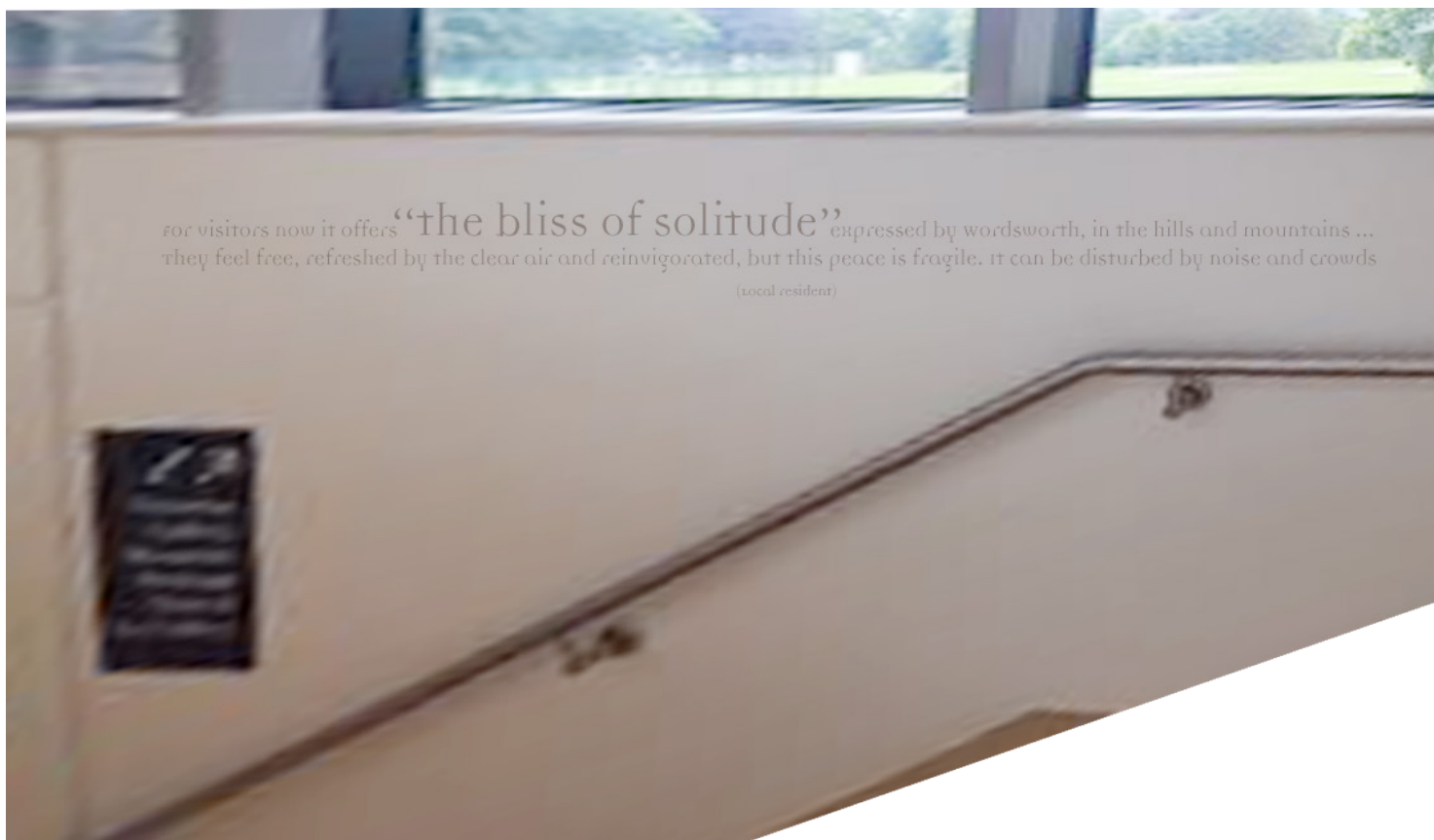
Example of quote applied to the wall in vinyl

since war  
begins  
in the  
minds  
of men and women,

it is in the minds  
of men and women  
that the  
defences  
of peace  
must be constructed

(UNESCO constitution)

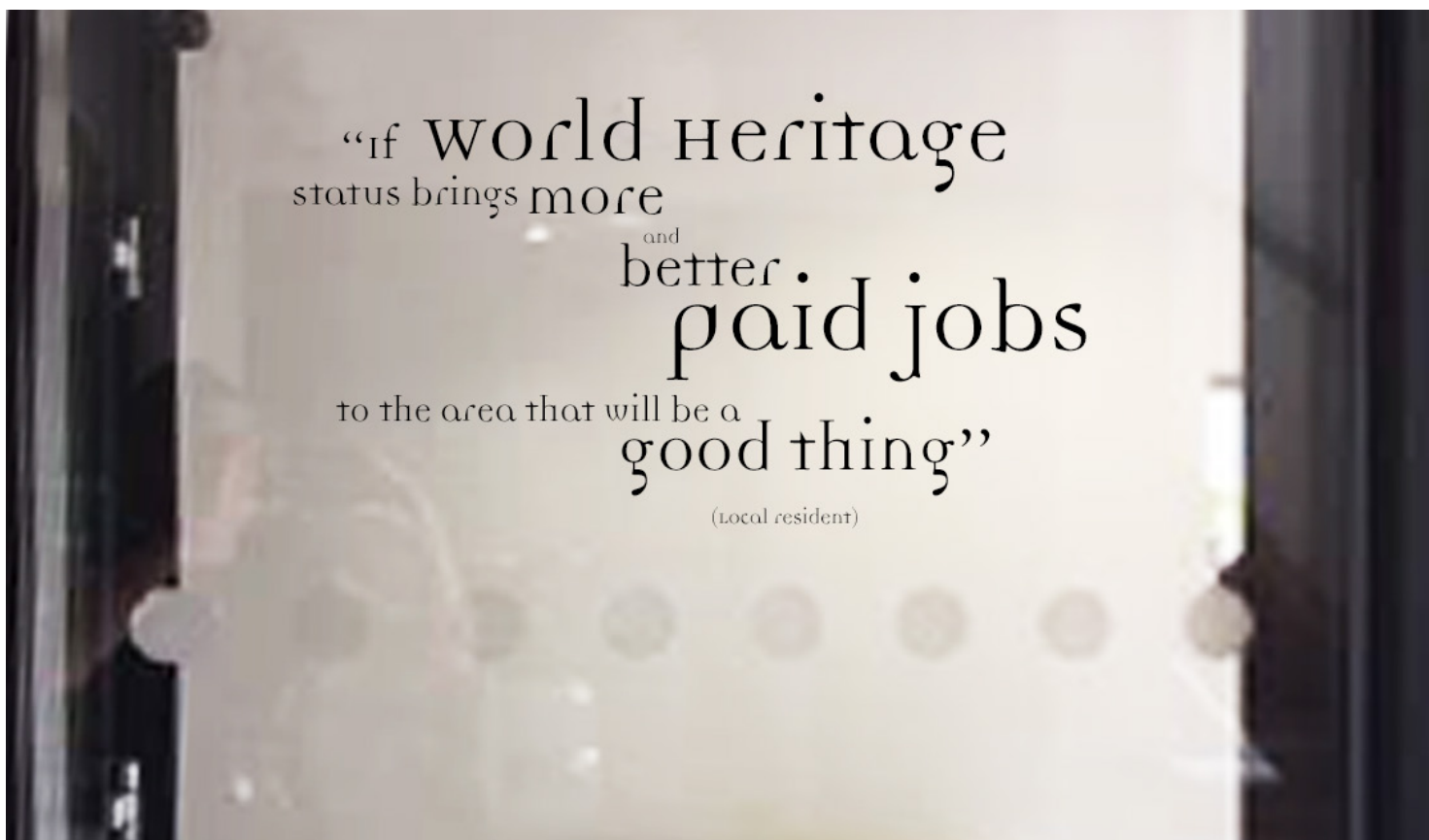




Example of quote applied to the wall in vinyl

for visitors now it offers “the bliss of solitude” expressed by wordsworth, in the hills and mountains ...  
they feel free, refreshed by the clear air and reinvigorated, but this peace is fragile. it can be disturbed by noise and crowds  
(Local resident)





Example of quote applied to the window in vinyl

“If World Heritage  
status brings more  
and  
better  
paid jobs  
to the area that will be a  
good thing”  
(Local resident)





# UNESCO world heritage sites

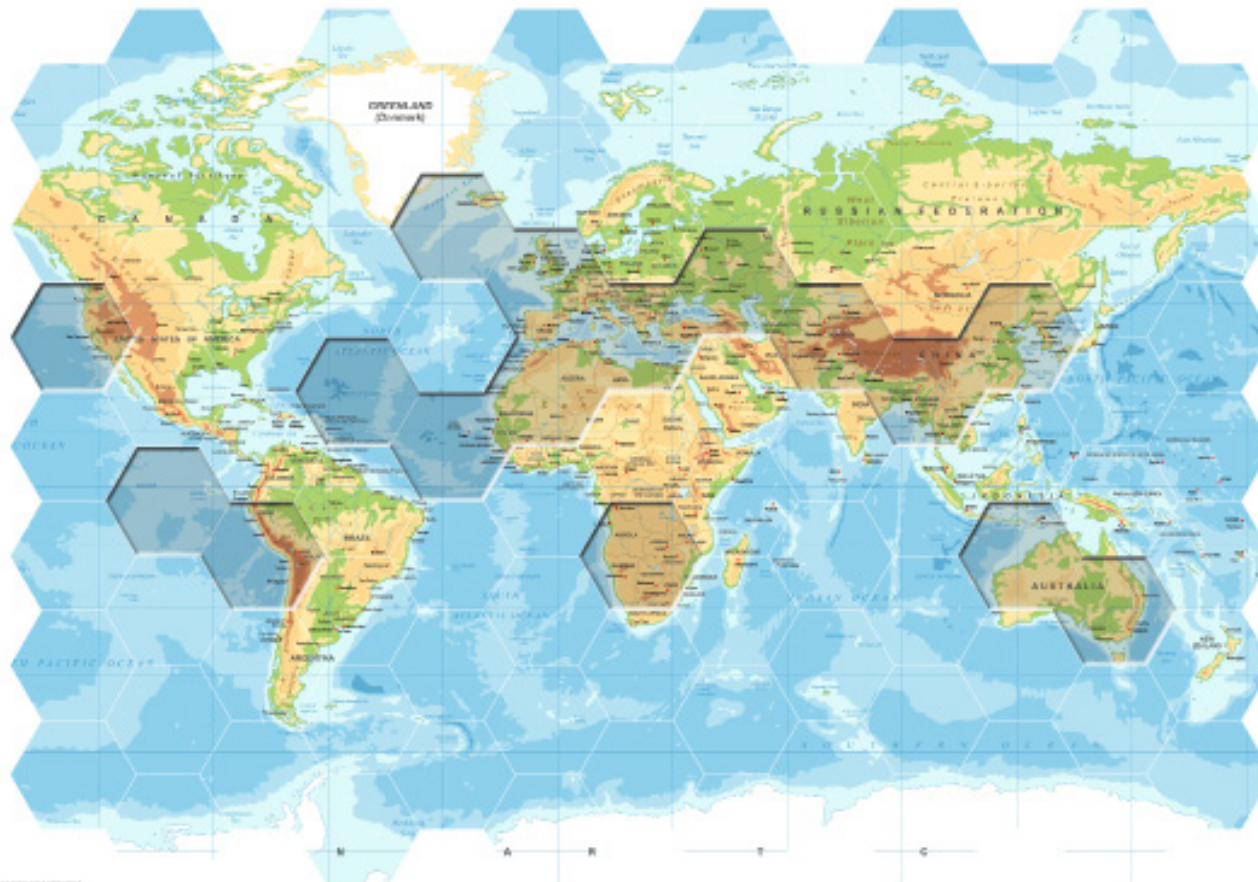
Do you know where these  
World Heritage Sites are located?

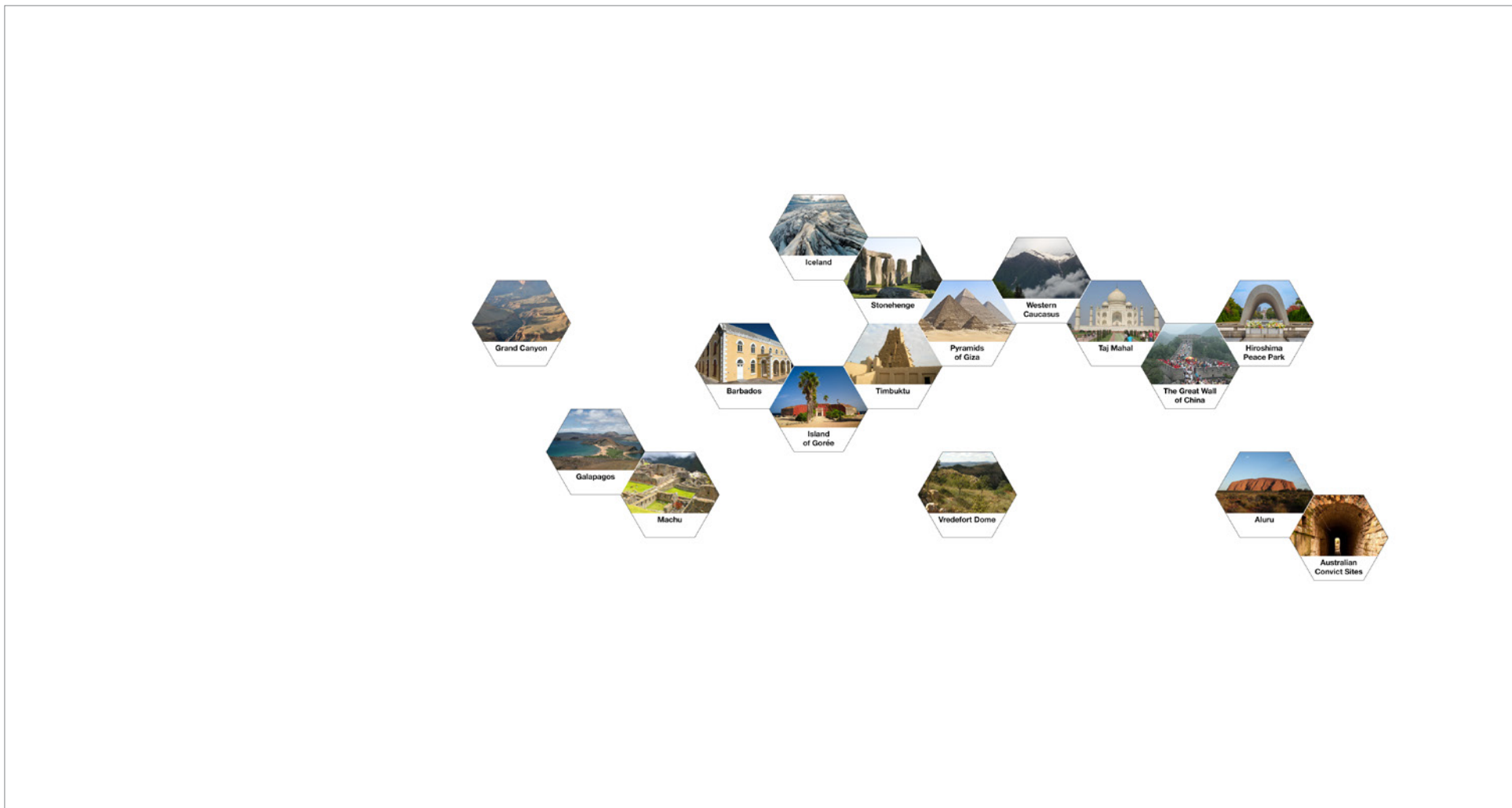
Position the tiles where you think they belong.

Please keep  
tiles in here,  
when not in use



*Understanding*  
THE ENGLISH  
LAKE DISTRICT  
WORLD HERITAGE SITE





The English Lake District  
a world heritage site



Supported using public funding by  
**ARTS COUNCIL ENGLAND**

*Understanding*  
THE ENGLISH LAKE DISTRICT  
WORLD HERITAGE SITE

Lake District  
National Park

**KESWICK MUSEUM**

**UNESCO exhibition in**  
**Keswick Museum's Fitz Park Gallery**

From 14th October 2019 until January 31st 2020

**Free admission**  
Open daily from 10am- 4pm

Station Road, Keswick CA12 4NF  
T: 017687 73263 W: www.kmag.org.uk

since war  
begins  
in the  
minds  
of men and women,

it is in the minds  
of men and women  
that the  
defences  
of peace  
must be constructed  
(UNESCO CONSTITUTION)

This exhibition explores what it means to be a World Heritage Site (WHS). It gives an overview on UNESCO's Core Values, the overarching purpose and ethos of the Institution. It looks at the Lake District as a WHS, and further Sites around the world.

begins  
since war  
begins  
in the  
minds  
of men and women,

it is in the minds  
of men and women  
that the  
defences  
of peace  
must be constructed  
(UNESCO CONSTITUTION)

## CONTACT DETAILS



**Vertigo Creative Studio Limited**

3 Oswin Road | Brailsford Industrial Park | Braunstone | Leicester | LE3 1HR

e [jmoseley@vertigo-creative.com](mailto:jmoseley@vertigo-creative.com)

w [www.vertigo-creative.com](http://www.vertigo-creative.com)

T: 0116 2795052