

Call for Papers and Posters

Hygge & Heritage – World Heritage and Local Services Seminar

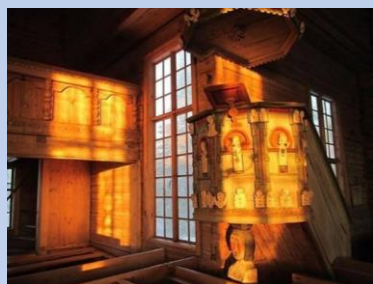
18 – 20 November 2018, Korpilahti & Petäjävesi, Finland



Hygge [hue-gah] is a Danish word to describe an atmosphere of warmth, wellbeing, and cosiness when you feel at peace and able to enjoy simple pleasures and being in the moment.



At the end of November, as the days grow darker and colder in Central Finland and the people retreat into the comfort and warmth of their homes, we invite you to come to **Petäjävesi and Korpilahti** to indulge in two of our favourite things: Hygge & Heritage!



The Hygge & Heritage – World Heritage and Local Services Seminar brings together all those that are interested in developing lesser-known World Heritage Sites and their impact on **local communities, organizations and businesses.**



Join us at the World Heritage Sites of Petäjävesi Old Church and Struve Geodetic Arc – Puolakka to be inspired, network, develop fresh ideas on how to sustainably develop World Heritage Sites and the areas surrounding them with a specific focus on local services.



This Seminar is the closing event of the *World Heritage sites' boost to local services* project, with project partners: Humak University of Applied Sciences, Local Action Groups (LAG) Jyväskylä and Vesuri.

Programme



Sunday November 18th, Petäjävesi Old Church

16.00 - 17.30 Concert at Petäjävesi Old Church.

Just when it is getting dark, to get is the spirit of “Hygge & Heritage”, we will all gather at the beautiful Petäjävesi Old Church for a concert.



Monday November 19th, Petäjävesi Culture Centre

Morning

Plenary talks: Laura Heikkilä (Finnish World Heritage Association); Stefan Wessmann (Finnish Heritage Agency); Peter DeBrine – to be confirmed (UNESCO World Heritage Centre); Sjoerd van der Linde (Studio Louter); Annamari Maukonen (HUMAK)

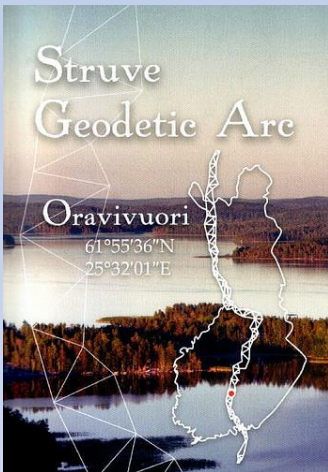
Networking & Mini fair with e.g. local producers' products and art.

Afternoon

Parallel Workshops

Evening

Farm-to-Fork Gala Dinner (prepared by local producers with local products)



Tuesday November 20th, Themed Routes & Closing Ceremony

Morning Six themed Routes through the region and lunch.

Afternoon Closing Ceremony, Petäjävesi Culture Centre
Presentation: Susanna Markkola (Culture Finland / Visit Finland)
Three Case Studies of other (World) Heritage Sites and their Innovations



Wednesday November 21st, Optional Alvar Aalto Tour

Workshop Themes and Abstract Submission

We invite presentations of case-studies during the workshops in the afternoon of Monday 19 November. We welcome presentations for the following themes:

- Visitor Analysis
- Destination Management
- Pedagogic Innovations and Approaches to UNESCO World Heritage
- Marketing Strategy
- Interpretation tools
- Co-operation and Development Around Serial and Transnational World Heritage Sites

You can present your case-study as a 10-minute oral presentation or as a poster.

We are planning to publish the conference outcomes and case-studies in an **E-publication**. If you would like your case-study to be considered for inclusion in the publication please let us know when you submit your abstract and be prepared to submit your full paper of 2000 words during the conference.

The language of this conference is English.



Instructions

Oral Presentation

Email your 300-word abstract as a Microsoft Word .doc or .docx attachment to hyggeheritage@humak.fi. Please include the following information in your email:

- Name
- Institutional affiliation (if any)
- Contact information (including preferred email address)
- Workshop theme
- If would you like to have your case-study included in the e-publication.

Poster Presentation

We offer everyone the opportunity to present their case-study. The posters on A2 format will be designed and printed by the organizers of the Hygge & Heritage Seminar and are **free of charge!** For composing the posters we need:

- 4 photos of your case-study, preferably 300 dpi (dots per inch)
- A project description in English **or Finnish** (title, description, region, possible results, partners, contact details etc.)

The posters will be on display during the entire Seminar. Afterwards the posters will also be made digitally available through the Seminar website!

Please send your poster information to: hyggeheritage@humak.fi

Timetable for submission of abstracts and posters:

1 July 2018: Deadline for submission of abstracts and posters material.

15 August 2018: Selected speakers notified of their selection

20 November 2018: Submission full paper for inclusion in e-publication

18-20 November 2018: Hygge&Heritage Seminar

Registration

Hygge & Heritage Full Package

Early Bird Fee (until 31 July)	€110, -
Regular Fee	€150, -
Student Fee	€110, -

This fee includes: Transfer from/to Jyväskylä city centre / train station; transport during Seminar between the venues and the accommodations; church concert 18 Nov; lunch on 19&20 Nov; dinner on 20 Nov; conference material; themed routes on 19 Nov.

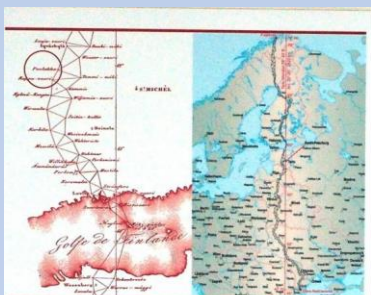
Hygge & Heritage Mini € 30, -

This fee includes: Conference material; lunch on 19 & 20 Nov; church concert 18 Nov.

The registration deadline is: 22 October

Optional Alvar Aalto Tour € 30, -
Wednesday 21 November

To register, please follow the instructions on the Seminar website: <http://hygge-and-heritage-seminar.humak.fi/register/>



Oravivuori, Korpilahti

*The Struve
Geodetic Arc*



For more information about the Seminar and the Alvar Aalto Tour please visit the Seminar website: <http://hygge-and-heritage-seminar.humak.fi>.

Contact: hyggeheritage@humak.fi