



BOTHNIA BUSINESS HERITAGE NETWORK

Newsletter 9
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SKELLEFTEÅ

The power of **STORYTELLING** - shining a light on our cultural heritage

Join us for our next network meeting for cultural heritage actors! This time we get to listen to Robert Herrala, Lillemor Skogheden, and Theresa Eriksson from the Nordic Storytelling Centre. They will present how they work with oral storytelling and how storytelling can be used by organisations and companies to raise their profile. They will also give us inspiring examples of how powerful storytelling can be.



Skellefteå museum/online
November 13 at 13.00-15.00

(Note! Swedish time)



*Evenemanget hålls på engelska, men om du vill kan du tala svenska i diskussionerna.
Tapahduma pidetään englanniksi, mutta halutessasi saat puhua suomea keskusteluissa.*



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“It’s rewarding to start seeing the tangible results of this process”

We interviewed two cultural heritage professionals involved in the BBH project to get their thoughts on the network and the process the project has created.

Martin Witting-Backman / Stundars Open-Air Museum:

The project has certainly brought additional stress and made us tackle tasks we wouldn’t have done independently – but in a positive way, and with beneficial results. The project has pushed us to complete tasks as “homework” between sessions, which has driven us further than we would have reached on our own. The upcoming meetings every two weeks have also helped us stay on track, even when the work felt challenging.



Thanks to the project, we now have a nearly completed product ready to offer the public. We’ve been encouraged to step outside our comfort zone and think creatively about how to meet the various expectations that have emerged. Having the project act as a “third wheel” outside our usual routines has proven helpful, as it has introduced fresh perspectives and a productive disruption of our standard workflow. It’s rewarding to start seeing the tangible results of this process.

The project’s network meetings have been an invaluable opportunity to connect with other cultural heritage professionals around the Gulf of Bothnia, expanding our awareness of our peers in this field. Recently, Stundars discussed event planning with the Hägnan open-air museum in Luleå, focusing on organizing our respective Christmas markets.

Mikaela Kurula / Anders Chydenius Foundation:



Mikaela Kurula, the managing director of the Anders Chydenius Foundation and a board member of Nanoq rf, describes the BBH project as a valuable addition to her education, providing hands-on, practical training that complements her studies at Åbo Akademi University. She explains that the project has equipped her with concrete tools for approaching businesses in her role as a cultural heritage professional. Additionally, the BBH network has been a source of inspiration, allowing her to build new connections with colleagues in the field. The success of this project has sparked her interest in other cultural initiatives, and she is keen to participate in similar projects in the future.



**Ralf Blomqvist gave us much to think about during his lecture
"Talk the walk! How to engage and communicate with business customers"
for the BBH Network on September 10:**

"Looking at old stuff in old houses isn't enough anymore. People expect more and they essentially expect experiences."

"Change actually begins with challenging your own thought models."

"I just want to point out that companies don't buy anything. People buy."

"We don't have to do all the stuff ourselves. We can actually team up with people."

"Don't look at what you sell, but put yourself into the customers' shoes and look at what the customers are buying."

"Talk about the customers story and not your own."



Greetings from our friend in the Czech Republic:

Reimagining the Museum Visitor - Insights from Ralf Blomqvist's Workshop



Ivana Valášková
Head of the Centre
for Creative Museology
of the Hradec Králové Region

Nothing has captivated me recently quite like Ralf Blomqvist's workshop. Its content was very similar to those I've heard lately, but the way he presented the museum visitor as a consumer fascinated me and made me reflect on their needs in contrast to the offerings of the memory institution from a different perspective. We don't need to lower our standards, but just as IKEA's hot dog draws people in, our museums should create that irresistible 'hot dog' experience, leaving visitors excited for more.

Take my hat off to you and wish you the best. It's wonderful to meet people who also find it meaningful to energize museums, so they don't become forgotten. Just like us in the Centre for creative museology.

SAVE THE DATES!

December 18, 2024
MORNING
COFFEE
online at 9 - 10
(Swedish time)

[JOIN US HERE](#)

January 29, 2025
MORNING
COFFEE
online at 9 - 10
(Swedish time)

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Contact

Questions or comments?
Feel free to contact us!

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Vi talar även svenska
Puhumme myös suomea

