

CULTURAL-EXPERIENCES FOR AND WITH CITIZENS - ESCAPE AND 'REBUILDING THE ABBEY'

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For four years, the Danish concept eEscape has worked with the dissemination of cultural heritage in an inclusive way by engaging the public and working across professional boundaries. Behind the concept are partners, one does not usually see collaborate to create cultural experiences for and with citizens.

eEscape is a collaboration between Museum Skanderborg, Skanderborg Art Council, Visit Skanderborg and Skanderborg Local Council, Denmark. The cooperation works because there is mutual respect between the respective partners and their different professions. The main purpose is to create cultural heritage experiences in places where archaeological excavations have revealed important findings. The art acts as a mediator for the process. Through its visual means, the art can act as intermediary link between the present and the past. In this way, the nature and spirit of the place are made available in a new and different way.

eEscape views cultural heritage as a resource and by involving locals and guests, ownership and commitment to the cultural heritage associated with the site is created. In this way, value for the surrounding community is generated for both landowners, locals and tourists.

This presentation will provide an example of how cross-border collaboration can engage the public and create ownership for a common cultural heritage. The case presented is the eEscape event 'Rebuilding the Abbey', which took place in May 2017, where the French artist Olivier Grossetête together with several thousand volunteers created a 17 meter high sculpture of cardboard.

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