

RGS-IBG Annual International Conference 2010

- Mediating the Tourist Experience –

Navigating Old Worlds & New:

*using both the physical world and cyberspace to frame
military museum experiences*

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Culloden Visitor Centre & Battlefield

- <http://www.nts.org.uk/Culloden/PPF/VisitorCentre/Exhibition> -

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Cùil Lodair Culloden

PAST
PRESENT
& FUTURE

Past, Present and Future

- Before Culloden
- The Culloden Battle
- After Culloden
 - Highland Culture
- Culloden Today
 - The Memorial Cairn
 - Graves of the clans
 - Field of the English
 - Well of the dead
 - Cumberland stone
 - Old Leanach cottage
- New visitor centre
 - What's New?
 - New Exhibition
 - Virtual Tour
 - Consultants to the Culloden Project

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Culloden Information Leaflet





New exhibition

An exciting interpretive exhibition opened as part of the new visitor centre in December 2007. Using interactive characters that witnessed or were involved in the battle and incorporating the latest historical and archaeological evidence it tells the course of events through fresh eyes.

Included within the exhibition's Battle zone is the immersion theatre where you can experience first hand what it was like to be in the middle of the action at Culloden and displays of authentic weapons and artefacts found on the battlefield.

A hand held audio device with multi-language dialogue is available to take onto the battlefield to help you further understand the armies' manoeuvres and tactics.

Sound plays a key part in the exhibition with Gaelic as the dominant source language. The audio visual content uses the original words, song and music of the men and women who played their part in the fateful events and is delivered in the Gaelic spoken at the time of the battle. Displays of original Gaelic source material are shown through a variety of media.

National museums seem to be raising the benchmark:
How are small, specialist, museums to respond ?



Gurkha Museum, Winchester



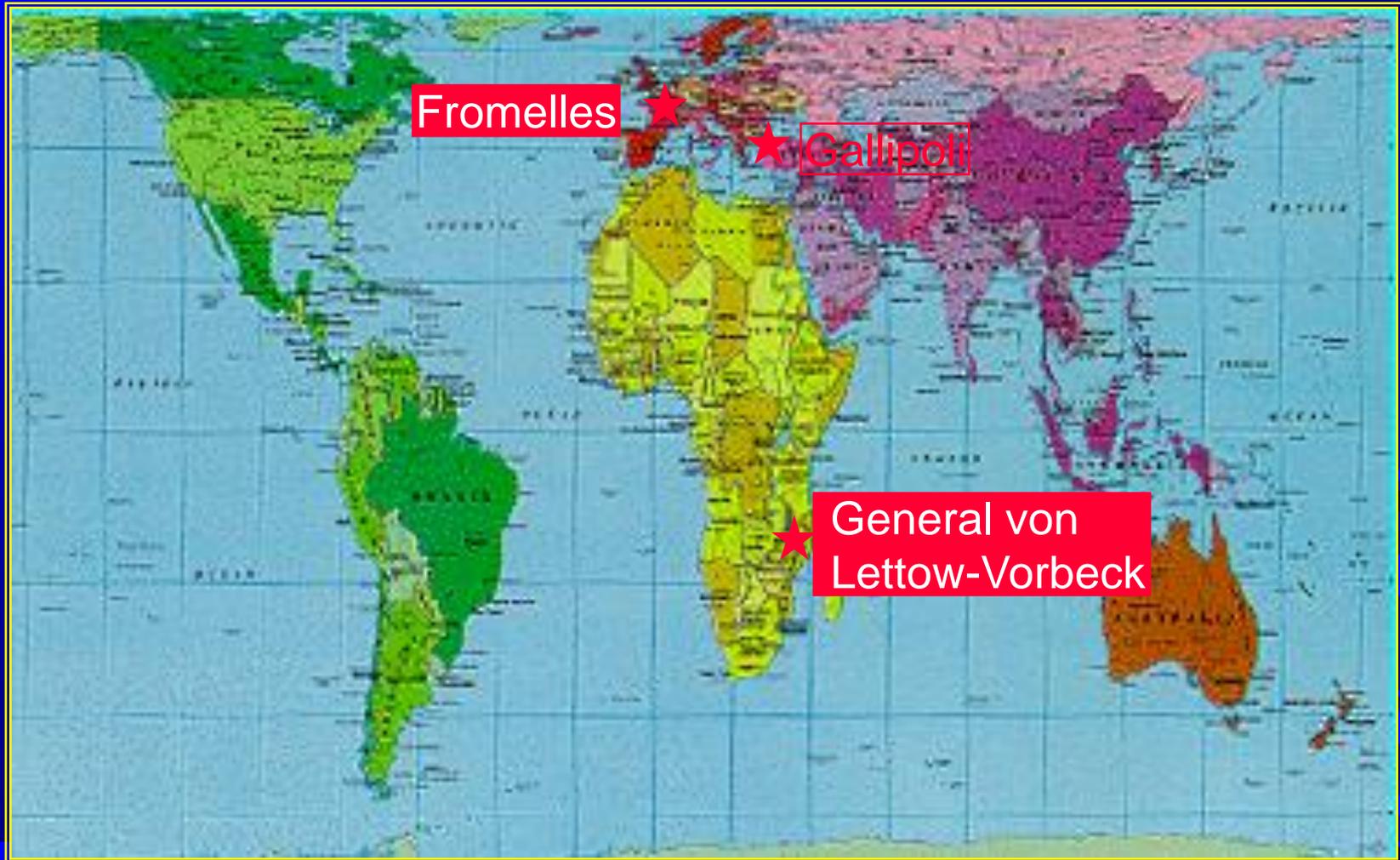
- change the gun, you change the conflict
- the *Gurkha Museum*, the *Museum of Army Flying* and the *Royal Logistic Corps Museum* are all presenting different facets of a `170 year conflict'



The concept of “*Australia*” was:

- * born at Gallipoli
- * forged at Fromelles

General von Lettow-Vorbeck tied up the troops & ships those ANZACs needed, to survive



Fromelles

- <http://www.cwgc.org/fromelles/> -

Fromelles Map Here

Click: http://www.cwgc.org/fromelles/?page=english/battle-history/campaign_map

Fromelles Images Here



Fromelles

- <http://www.cwgc.org/fromelles/> -

Fromelles Map Here

Click: http://www.cwgc.org/fromelles/?page=english/battle-history/campaign_map

* the importance of Fromelles is overshadowed by:

[1] Gallipoli

[2] 1st Battle of the Somme

- * no tactical advantages resulted – no lasting gains were made
- * German machine guns on the *Sugarloaf* cut swathes through the Australian and British brigades – 5,533 Australians killed, wounded or missing [around 1,547 British killed, wounded or missing]
- * the water-table at Fromelles is one metre down – the *Sugarloaf* is one metre up
- * hence, Aussies talk of '*Hopping the bags*' – not '*Going over the top*'
- * Adolf Hitler was in a bunker there – but which one? *Shades of Dark Tourism on the Channel Islands*
- * casualties were the real '*forgotten*' at Fromelles – not the dead
- * *Pheasant Wood* grave site – move statue?



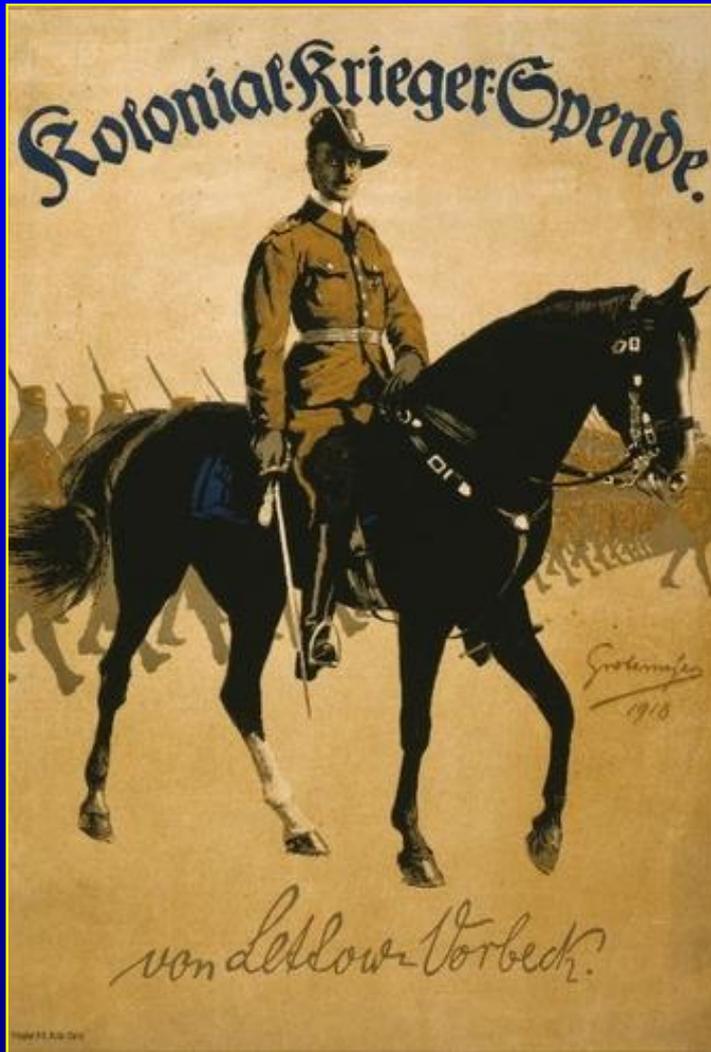
Fromelles memorial



Are the images of `Cobbers' and `Diggers' all Australian ?



If The *Sugarloaf*, At Fromelles, Is Hard To Communicate To Different Visitors ...



[Pre WWI] the future *General Paul von Lettow-Vorbeck* learns his fighting skills in colonial wars, including the *Boxer Rebellion* and the alleged genocide of the *Herero* – the latter is the 'hidden' story as to why the recent "The Prisoner" TV series has such 'interesting' locations

[Although not the senior officer and against direct diplomatic orders] *Colonel Paul von Lettow-Vorbeck*, Germany, oversees an undefeated guerrilla campaign in *German East Africa*; drawing the [overwhelming] British and Indian invading forces deeper inland, before harrying them [with a force that varies between 3,000-12,000 men] and leading raids into the British colonies of Kenya and Rhodesia [so as to occupy a much larger force of *Allied* troops and ships] as well as Portuguese colonies – learning of the *Armistice*, some weeks after hostilities ended in Europe, whilst in the midst of a series of raids on forts in Rhodesia [uniquely, his troops will parade through Berlin still armed]

Lettow-Vorbeck trades territory for time and sees his role as tying up allied forces; that should be elsewhere, e.g. *Dardanelles* and France - *Lettow-Vorbeck* frustrated and saw-off several *Allied* commanders, becoming the only German commander to take British territory

Receiving no supplies, after 1916, *Lettow-Vorbeck* sows crops where he plans to be and manufactures shoes, uniforms and medicine from alternative sources – he is unaware that Germany builds the world's largest airship [L59 *Zeppelin*] and tries to fly it four times further than any airship has flown, as a one-way supply mission

Amongst the *Allied* soldiers killed is the 65-year old *Captain Frederick Selous DSO* [one of the templates for *Allan Quatermain*, who led *Teddy Roosevelt's 1909 safari*]; *Lettow-Vorbeck* sent his condolences - *Selous* is commemorated by the *Selous Game Reserve* [now a *WHS*] and at *Winsford Walled Garden*, Devon, laid out for his sister [Maria Medley]

The overall legacy of this campaign, for Africa, is not a proud one.

[After WWI] Following the failure of the [right-wing] *Kapp Putsch*, Germany, *General Paul von Lettow-Vorbeck* is credited with being coerced into resigning from the army; previously, he had overseen *Freikorps* troops that had helped to crush the *Spartacist* uprising, Hamburg and survived an assassination attempt – an approach [later] from Hitler will receive a 'rude response'



If The *Sugarloaf*, At Fromelles, Is Hard To Communicate To Different Visitors ...



Tales of Things website:

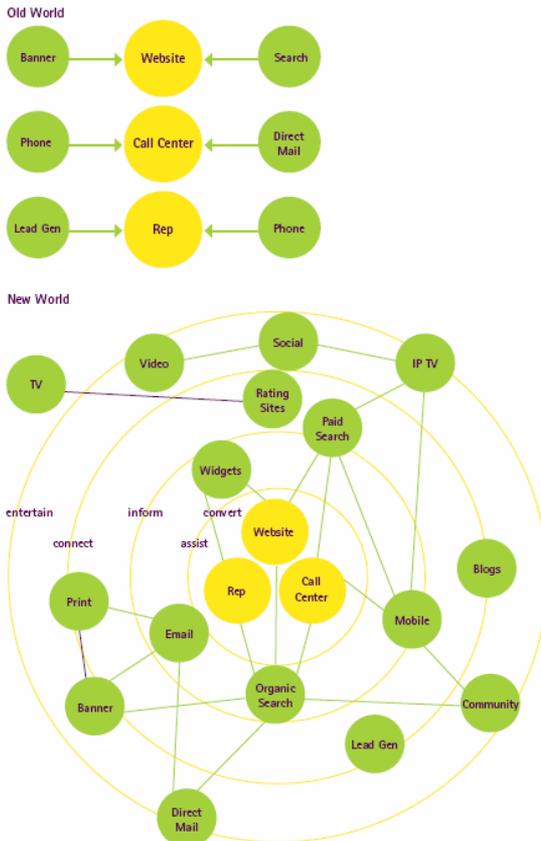


Source::

Wikipedia

Web 2.1, however, enables you to address the General von Lettow-Vorbeck story - and to:

Figure 2. Consumers' changing preferences and behaviors have made online life more complicated for providers of all kinds.



- * offer *mass customisation of experiences*
- * draw all manner of *deliberate* and *accidental* visitors into the centre of your web
- * reverse communications [in a moment] – in a way you didn't see during the Icelandic ash cloud debacle
- * put the museum in your pocket and in your palm
- * bring the archives out from the warehouse
- * address the `Edutainment' debate
- * strengthen social inclusion – e.g. multiple languages/cultures, signing for the deaf, haptic touchscreens for the blind,
- * curate the artefacts and evidence of current campaigns

Time for Questions

Two examples of interest:

Museum of London Street Museum App:

[1] http://news.bbc.co.uk/local/london/hi/people_and_places/newsid_8919000/8919107.stm

[2] <http://www.museumoflondon.org.uk/MuseumOfLondon/Resources/app/you-are-here-app/index.html>

Danebury Iron Age Hill Fort - Augmented Reality: <http://www.youtube.com/watch?v=Dr-PL-8jg0>

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