

# Egypt: Cologne Aswan Summer School on Heritage Management and Storytelling

What makes a good story?

Five elements are indispensable, marketing specialists tell us: a reason why you are telling it, a hero, a conflict situation as starting point, and it should evoke an emotional response and have “shareability”. Following Simon Sinek’s *Start with Why*, we also started our introduction to the topic of CASSHS 2017 – Heritage Management and Storytelling – with “why”, followed by “how” and then by “what”. “A good story, however, does more than inform or amplify. It adds value to the topic,” we are told.

Storytelling has become a key issue in creating, conserving and promoting heritage.

CASSHS 2017 focused on three main aspects of heritage management: 1. Conservation, integrating cultural and natural as well as tangible and intangible heritage; 2. Pluralizing Pasts, showing how singular professional

narration about heritage is being more and more replaced by a multitude of interpretations by different voices, and identity building and human rights are becoming central issues for any heritage manager; this leading directly to, 3. Heritage Promotion and awareness-raising for heritage topics and a discussion of traditional and new methods to realize it.

Also this year, students from Aswan and Cologne from different disciplines met again in Cologne and in Aswan. In addition, new partners from the TH Cologne and the Arab Academy for Science, Technology and Maritime Transport in Aswan joined our team to realize one of the most fruitful programs on the topic. Prof. Friederike Waentig and colleagues from the Conservation Studies Institute at the TH Koeln introduced us to the field of preventive conservation and explained decision-making in conservation on different objects under conservation in their workshops.

Dr. Monica Hanna from the Arab Academy gave a first-



hand account of the problems and negative effects on heritage protection and management in Egypt in the years since 2011. This situation makes clear to anybody responsible for heritage how important it is to involve communities in an up-to-date heritage management process. Storytelling was also experienced in different formats of visits to heritage assets and sites. On a trip to Nuremberg, we enjoyed a walking tour through the historic city, the president of Altstadtfreunde e.V. Nuremberg himself being our committed guide, and a bus video tour on the huge Nazi party rally grounds and to the memorial of the Nuremberg trials. And on a Segway tour, we had the chance to explore industrial heritage and renaturation in Dortmund.

Among the many trips to different sites in the governorate of Aswan, certainly the visit to the temples at New es-Sebua and New Amada was fascinating and inspiring – and exciting when a tire of our car burst on the desert road. The temples at these sites on the shore of Lake Nasser were also translocated during the salvage campaign in the 1960s and are part of World Heritage in Nubia. The Arab Academy is currently working on a comprehensive concept for better management and promotion of these sites. In groups, the students developed some aspects towards a strategy for integrated management and improved marketing of Aswan and its heritage. Their interesting presentations at the closing session of the successful summer school made obvious the importance of this topic, which we are planning to develop further together with the students in workshops – and hopefully during the next Cologne Aswan Summer School in Heritage Studies.