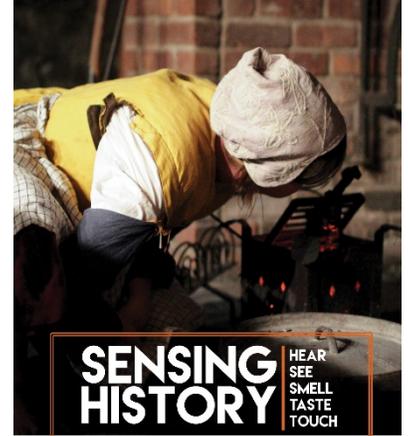


# GREATER HUDSON HERITAGE NETWORK

Serving Heritage Keepers in New York State

At GHHN's 2016 Annual Conference, we are engaging in a sensory exploration of the past. Discover and share strategies for using sound, taste, scent, touch, and sight to engage audiences in heritage collections and environments.



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## PROGRAM

9:00 AM BREAKFAST AND EXHIBIT HALL  
9:30 AM WELCOME AND INTRODUCTIONS

10:00 AM **KEYNOTE:** TOUCHING TALES OF HISTORIC SPIRIT - SENSING HERITAGE THROUGH INTERACTIVE STORYTELLING, AND SENSORY JOURNEYS

**Jonathan Kruk**, *Master Storyteller*

We kick off our Annual Conference with Master Storyteller Jonathan Kruk as he demonstrates how to draw out the drama evident at historic sites with well-told tales. Jonathan re-creates Hudson River information and history as stimulating adventures. Look to be enchanted and educated with ways to better tell your site's story.

10:50 AM EXHIBIT HALL AND COFFEE BREAK

11:10 AM **CONCURRENT SESSIONS:**

*Break out presentations by your peers: choose one*

**A. Experiencing the Lowell Thomas Collection: Making a Large Multi-Media Collection Available to Researchers Around the Globe**

**Location: North Classroom**

*John Ansley, PhD, Nicola Shayer, and Monish Singh, Marist College*

Lowell Thomas was a house-hold name during the first half of the 20th century. He launched his career through his travelogues just after WWI when he made T.E. Lawrence famous as Lawrence of Arabia. Thomas went on to host his highly popular radio news show on NBC and CBS starting in 1930 and it continued for forty-six years until he retired in 1976. During the past nine years the Marist College Archives and Special Collections has been working to make this 2,200 linear foot collection more accessible to researchers by digitizing various formats of audio, photographic images, motion picture film, and objects. The collection contains approximately 39,000 images, 4,100 cans of motion picture film, hundreds of hours of audio, several hundred objects, and 1,000,000 documents. This presentation will discuss the logistics of this multi-year project, its outcomes, and the tools the Marist Archives has developed to further this project and how Marist is sharing these tools with other institutions. The presenters will show audio and visual examples of how they are making documents, photographs, 3D objects, and video available to researchers around the globe.

## B. Now and Long Ago with My Five Senses

### Location: South Classroom

*Lisa DiMarzo, Boscobel House and Gardens*

Boscobel's school programs offer unique, meaningful, and sensory-filled experiences that use primary sources to help students explore life and lifestyles of the early Republic. 'Now and Long Ago' uses the five senses to fully engage students as they compare and contrast everyday objects from the past with items used today. Students see and touch items such as a chamber pot, brown soap, sugar; smell familiar scents such as mint; listen to musical sounds; and taste pure sugar making this experiential program immersive and memorable.

## C. Matters of Taste: Adapting Food History Programming to Fit Visitor Interests

### Location: Classroom C

*Erin Czernecki, Crailo State Historic Site; Amanda Massie, New York State Parks, Recreation and Historic Preservation; Lavada Nahon, Historic Food Works and Valerie Balint, The Olana Partnership*

In this panel we hope to tickle your taste buds by illustrating how you can use food as a springboard for many types of programming. We will discuss examples which teach social, industrial and economic history, illustrate historic cooking techniques or recipes, or utilize food tasting as a way of drawing in new visitors to historic sites. Whether an actual hands on cooking workshop, demonstration and tasting, or lecture, this panel will present a variety of employed models which can be adapted to a site's individual needs or circumstances.

## D. Living History: Integrating Heirloom Seeds and Their Stories into the Public Experience of Cultural Collections

### Location: Classroom D

*Ken Greene, Hudson Valley Seed Library*

Seeds are living histories. When you plant a seed you grow its story. Just like humanities collections, artwork archives, and historic objects, seeds are saved and collected, and they come with telling stories. Seeds collections connect us to our heritage, engaging us through our senses, making history come alive. This visual presentation will share successful local and national models for integrating seeds and gardens into cultural institutions including museums, historic sites, and libraries, whether or not sites are able to plant a garden. By revaluing seeds as treasured cultural collections, we can connect seeds to humanities, arts, and science collections and deepen the meaning and impact of our cultural institutions. Seed collections can attract fresh community interest, create contemporary content, and keep history, culture and the arts alive in the Hudson Valley. Hilary Baum, founder of Baum Forum, will introduce this session.

**12:00 PM LUNCHEON**

**1:00 PM PRESENTATION OF THE Awards for Excellence**

**1:30 PM CONCURRENT SESSIONS:**

*Break out presentations by your peers: choose one*

## A. Sensing Summer

### Location: North Classroom

*Rylee Eterginoso and Amanda Straniere, Staten Island Museum*

Summer Nights was a series of events for the culturally minded who like to have fun. We designed programs and events featuring hands-on components as a way to engage new and existing patrons with the Museum's collection and the unique history of Staten Island. From crafting your own history-inspired cocktails and quick-pickles, to interactive film screenings utilizing all five senses and an innovative audio/visual experience referencing the silent film era of Staten Island, this series drew a large audience of first time visitors and repeated guests. We also experimented with a pop-up art exhibition paying tribute to Joey Giovinazzo, a videographer and local cable celebrity who has been capturing the precious moments of Islanders for over 25 years. These programs expanded the notion of history by including

recent contributions to Staten Island culture as well as bygone. Summer Nights hit or exceeded all of our capacity goals. This sold-out series brought new attention to our 130-year-old institution, generated extensive press coverage across multiple platforms, and resulted in several new memberships.

## **B. The Senses, Small Museums, and Small Budgets**

### **Location: South Classroom**

*Kelly Sweeney and Kelsey Brow, Morris-Jumel Mansion*

Come learn how to engage the senses in small museums on a shoestring budget. All five sense will be addressed, but touch and taste are primary. By increasing sensory engagement at the museum, through improved school tours, offering more add-on modules for school visits, interactive family workshops on weekends, and immersive public programming, visitorship and revenue has been generated. The first half of our session details our working process for increasing sensory engagement, offering real-life examples that worked (or didn't work) for our museum and ways you can adapt these to your institution and roadmaps for coming up with your own. The second half of the session is dedicated to putting some of these ideas into practice.

## **C. Hearing the Story: Enhancing Interpretive Offerings with Sound**

### **Location: Classroom C**

*Cordell Reaves, NYS Office of Parks, Recreation and Historic Preservation*

The human voice, music, and sound effects can be used to create more immersive experiences than static displays alone. During the course of the presentation, Reaves will explore real life examples of using relatively low tech solutions to create sound enhancements for exhibits. The presentation will also provide a basic overview of Sound Forge software and tips for recording and layering sounds without a studio.

## **D. A New View and Flavor for Interpreting 19th Century History At Two NYS Historic Sites**

### **Location: Classroom D**

*Elyse Goldberg and Aaron Robinson, Washington's Headquarters State Historic Site; Pam Malcom and Maria Reynolds, Staatsburgh State Historic Site*

This panel will explore the benefits and the challenges involved in the creation and implementation of two programs that give visitors a new way to experience the past at these historic sites. Both sites interpret different periods, but can find common ground in the successful implementation of these new and exciting programs that engage the senses. Elyse Goldberg and Aaron Robinson from Washington's Headquarters will discuss their program, Through Different Lenses, which uses stereoscopic views to visually transport the public between the site's current interpretation as General George Washington's 18th century headquarters, and the rooms as they appeared in 19th century to visitors to the country's first publicly owned historic site. Pam Malcolm and Maria Reynolds of Staatsburgh will discuss their Gilded Age Tea & Talk series which provides visitors the chance to listen to a talk that delves deeper into Gilded Age history and use the dining room for its original purpose of consuming food and drink. During the panel, we will provide attendees with stereoscopes and tea so they can get a sneak peek of each program.

## **2:30 CONCURRENT SESSIONS**

*Break out presentations by your peers: choose one*

## **A. A Sense of (Virtual) Place: Pokemon Go and Millennial Engagement**

### **Location: North Classroom**

*Mary Zawacki and Michael Maloney, Schenectady County Historical Society*

Pokemon Go instantly revolutionized the way millennials are interacting with their environments. At SCHS, this meant hundreds of 20-30 somethings walking around our historic neighborhood, stopping at landmarks, catching Pokemon, and talking about the community they've built. SCHS stepped in as an unofficial spokesman for the game in Schenectady, and received significant press for its Pokemon Go History Tour, which brought in over 100 people -- many millennials -- for a night of game playing and history. Going forward, how can smart phones, virtual reality, and games be used a way to generate interest, engagement, and community around museums, libraries, and historical societies?

## B. "What's The Sense In That?"

### Location: South Classroom

*Jennifer Bruntill, Kara Gaffken, and Courtney Russo, Historic Huguenot Street*

Historic Huguenot Street staff will discuss how they've created immersive sensory experiences to engage visitors in history and attract new audiences to their site. In this presentation, the panel will explore the successes and challenges of incorporating the five senses into daily tours, school programs, and special events. Conference attendees will get the opportunity to partake in some of these hands-on, sensory experiences through the passing around of scent sticks, a reproduction early 18th century musket, a yummy/historical treat, and more! The presentation will stress the importance of providing sensory experiences based on the seven ways in which individuals learn and, therefore, engage with museums. The panel will also highlight the significance of partnering with local businesses and getting creative!

## C. Smells & Tastes of the 19th Century Kitchen

### Location: Classroom C

*Pat Mead and Deanna Berkemeier, Genesee Country Village & Museum; Pamela Cooley, Freelance instructor at Hanford Mills Museum, Genesee Country Village and Museum, and The Farmers' Museum*

This panel will discuss the many ways Genesee Country Village & Museum and Hanford Mills have found to enhance the visitor experience through appealing to the senses of our visitors. Whether in one of the 4 operating kitchens, the heirloom gardens, the apothecary shop or our Confectionery, engaging visitors through smells and tastes is a great way to make their visit memorable. Presentation will include visuals and tastings.

## D. Search and Discover: Using Interactive Sculpture to Foster Inclusiveness in a Historic Setting

### Location: Classroom D

*Caroline R. Drabik and Ansel Lurio, Historic House Trust of NYC; Artist MJ Levy Dickson, Search and Discovery* was a one-day program during which people with disabilities interacted with the glass creations of artist MJ Levy Dickson. Engaging directly with an outdoor installation of touchable art glass pieces on the grounds of the Bartow-Pell Mansion Museum, participants were able to touch, pick up, explore the safe glass pieces of their choice and explore and discover the pieces relationships with the colors, shapes, and textures that they found around them on the grounds of the Mansion. The exercise offered the opportunity to participate in the art process as participants were able to touch an installation and engage with it. It also offered people with disabilities the ability to participate because of the sensory nature of the exercise and tactile nature of the art. And it offered the Museum the ability to reach out to those groups that would otherwise be challenged or prohibited from engaging in the Museum experience in a traditional manner.

**3:20 PM EXHIBIT HALL AND COFFEE BREAK**

**3:50 PM SPECIAL PERFORMANCE**

**Songs for Freedom: Music in the Antislavery Cause**

**Location: West Gallery**

*Dutchess AntiSlavery Singers*

This a cappella historical singing group will perform songs of the abolitionist movement, using them to tell briefly the history of public antislavery activism in the United States from the 1830s through the Civil War and Emancipation. Peter Bunten, co-coordinator, and at least a quartet of additional Singers will perform, in period costume from 1860. Singers will bring copies of curriculum materials and links to their website and YouTube videos for educators who may like to incorporate this into their classroom teaching. More information and YouTube links online at:

<https://pages.vassar.edu/mhantislaveryhistoryproject/antislavery-singers/>

**4:30 PM SEND-OFF**

## OFFICE HOURS

This year, we are again offering office hours that give you the opportunity to speak directly with representatives from the following grant funding organizations: New York State Council on the Arts (NYSCA), New York Council for the Humanities (NYCH), Preservation League of New York State, Hudson River Valley National Heritage Area. The Connecting to New York's Collections Circuit Riders will also be on hand to answer your collections care questions. Office hours will be on-going throughout the Conference. Appointments are first come, first served.

**Sign-up sheets will be located at the Check-In Desk at the Conference.** The check box on the Conference Registration is **NOT** the sign up - it is simply to aid us in gauging interest so our representatives may be properly prepared.

## GET SOCIAL WITH US!

Use [#sensinghistory](#) for all your posts and pictures from the Conference!