

A woman with a teal hair clip, wearing a green jacket, is sitting in a forest. She is looking out at the trees. The background is a dense forest with many thin tree trunks and green foliage. The lighting is soft and natural, suggesting a sunny day. The overall mood is peaceful and contemplative.

ICH IN THE MUSEUM STRATEGY: THE CASE OF LUSTO – THE FINNISH FOREST MUSEUM

Nordic Museums and Intangible Cultural Heritage, Webinar Tuesday 20th October 2020

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Photo: Timo Kilpeläinen, Lusto

LUSTO – THE FINNISH FOREST MUSEUM

- **National museum** responsible for forest culture in Finland – the interaction between man and the forest from past to the future
- In the recent years Lusto has **been renewing its museum concept** greatly; the key has been **the concept of human-forest relationship (HFR)**



WHY THE FINNISH FOREST MUSEUM USES THE CONCEPT OF HFR?

- Lusto has been **using the concept since 2014**
- Lusto “found” the concept in the work related to **intangible cultural heritage (ICH)** in Finland
- The Finnish Heritage Agency invited Lusto in defining the ICH phenomena related to forests for UNESCO’s ICH Convention in Finland 2014
- In Lusto we **ended up highlighting the multidimensional relationship with the forest in Finland**, which includes the entire range of Finnish forest culture **instead of a single phenomenon**
- We defined this as ICH, living heritage, which is **present in the lives of people and communities**
- By doing this we actually **recognized a self-evident everyday phenomenon to which most Finns can identify; we made something invisible visible**
- **HFR has proven to be a great tool for interaction and enhancer of understanding** on forest related issues and also for analyzing forest related phenomena



Photo: Timo Kilpeläinen / Lusto

■ THE HUMAN-FOREST RELATIONSHIP IN FINLAND AS AN ICH ELEMENT

The human-forest relationship in Finland was submitted for **the status of living heritage**, it was **among the first to be included in the National Inventory of Living Heritage** in 2017.

https://wiki.aineetonkulttuuriperinto.fi/wiki/The_forest_relationship_in_Finland

LUSTO'S FOREST-CULTURAL PERSPECTIVE

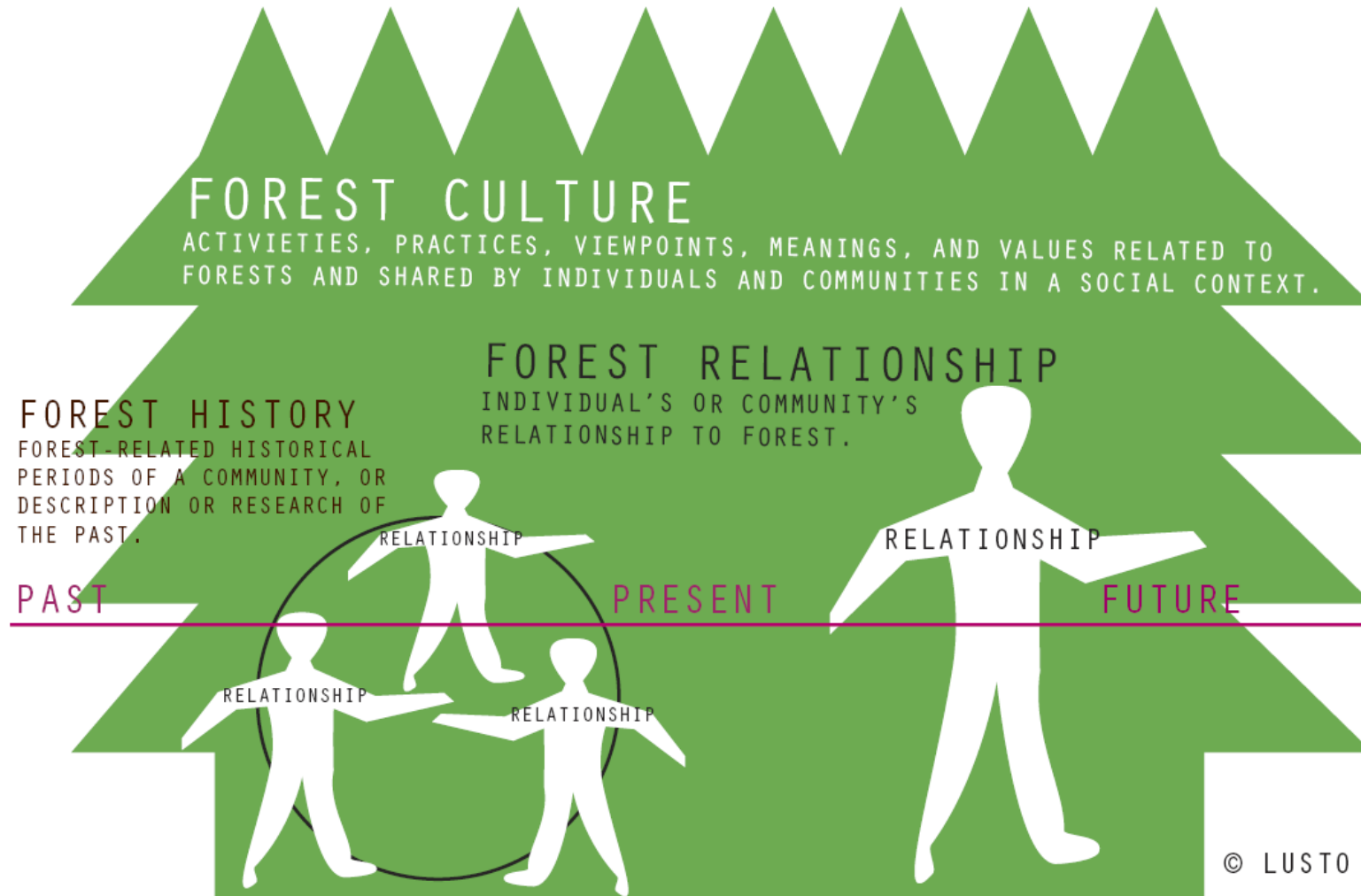




Photo: Seppo Palmgren, Museum of Vihti

■ INTANGIBLE, LIVING CULTURAL HERITAGE

Intangible cultural heritage is the **living heritage** which is **present** in people's or communities everyday **lives** and at celebrations, it covers all forms of human activity

It is something meaningful people and communities **cherish and practice** in their lives and **want to pass on** to next generations

Traditionally, culture has been divided into tangible and intangible culture; however, the distinction is artificial: **culture is a combination of intangible and tangible dimensions, they are inseparable, they are intertwined together**

(Kanerva & Mitchell (ed.) 2015)

■ IN THE CORE OF ICH

Communities, in particular indigenous communities, **groups** and, in some cases, **individuals**, play an **important role** in the production, safeguarding, maintenance and re-creation of the intangible cultural heritage

(The Convention for the Safeguarding of the Intangible Cultural Heritage)



Photo: Lusto's Forest Relationship Clinic in Johtajatulet leadership seminar in the forest of Evo, Finland. Pekka Äänismaa, Lusto

A PROCESS-ORIENTED APPROACH TO CULTURE

Culture is **constantly changing, living, evolving** and in many ways **interactive process** that both creates something **new and** preserves something **traditional** and there is always individual diversity in it

As culture is transmitted from one person to another, it is also **recreated, modified and varied**: individuals adopt something shared and, on the other hand, bring their own contribution to the shared

Culture is also located **on the whole timeline from the past to the future**: the past and the traditions influence the present and together they shape the future

(Björkholm 2015. In Kanerva & Mitchell ed.; Paaskoski 2008; Paaskoski & Karhunkorva 2018; Siivonen 2008)



ICH REVOLUTIONIZES THE CONCEPT OF CULTURAL HERITAGE – AND THE MUSEUMS



In Koli Forum event 2019 Lusto activated the participants to engage in forest relationship discussions and to record their forest relationships in up to two words on the chalkboards. Photo: Koli Forum ry, Lauri Hämäläinen

ICH's **strong community-based definition** changes not only the concept of cultural heritage but also cultural heritage work, including museum work

From protection, preservation or conservation towards **safeguarding**: supporting and reinforcing the tangible and intangible conditions that enable the continuous development, re-interpretation and **transmission of the cultural heritage** to future generations

In the context of ICH **it is not so much the final creation that is important, but the process** of its transmission to the next generation

Attention is shifting to civil society (organizations, communities, groups and, in some cases, individuals) and processes that maintain and transmit living heritage from one generation to the next

(Kanerva & Mitchell (ed.) 2015)



Photo: Forest Relationship Workshop for foresters in Lusto. Timo Kilpeläinen, Lusto

ICH CHALLENGES RETHINKING THE ROLE OF MUSEUM

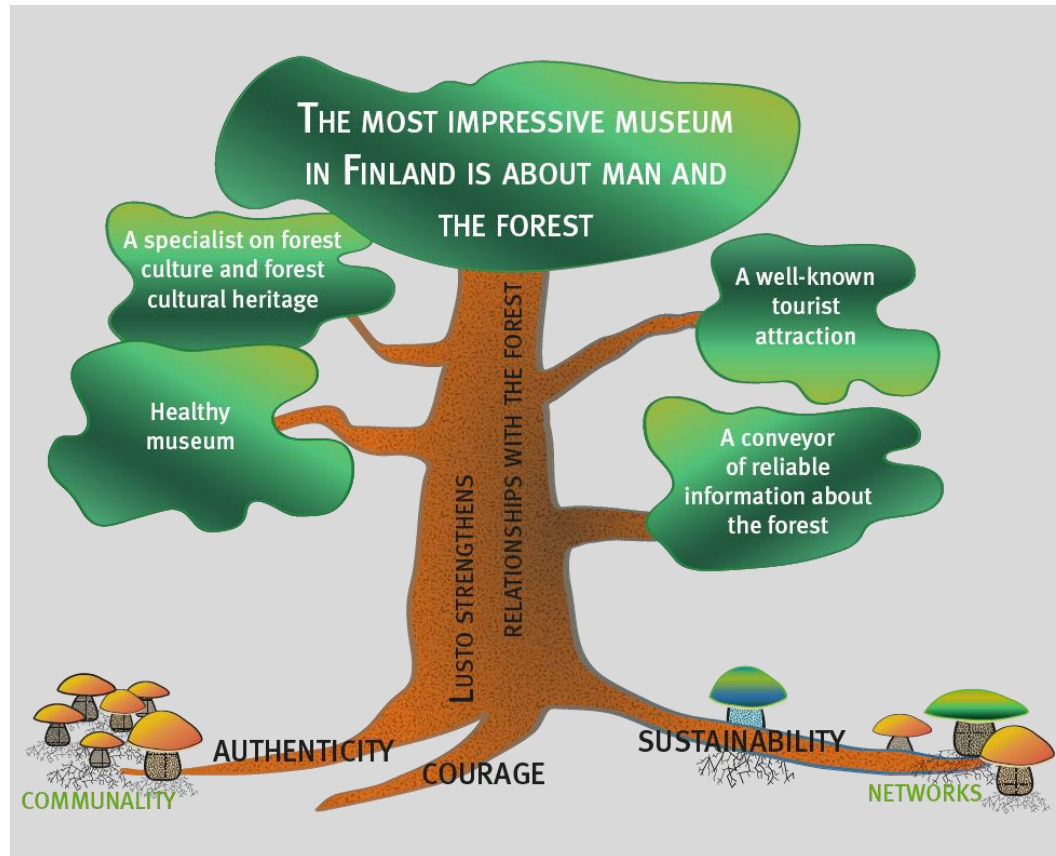
How museums can **safeguard something that is alive**, constantly renewing and maintained by communities?

Communities and groups should be strongly **involved** throughout the cultural heritage process, both as witnesses and as mediators and maintainers of the cultural heritage

The very **definition of the museum** needs to be **reviewed** and its scope **widened**

(Kanerva & Mitchell (ed.) 2015)

LUSTO'S ANSWER TO THE CHALLENGE



- In the context of ICH Lusto has re-defined the museum's mission 2018: Lusto strengthens individuals' and communities' relationships with the forest in Finland → *before: records, researches and displays evidence related to forest culture and forest history*
- Museum is not just a collection, exhibition or building but a service to its stakeholders and to the whole society

(Lusto's Strategy 2018)



LUSTO'S ACTIVITIES RELATED TO THE HUMAN-FOREST RELATIONSHIP IN FINLAND

- The concept HFR has made the forest museum **more topical**
- Due to HFR work, Lusto is now for instance a member of The National Forest Council which follows the implementation of National Forest Strategy
- In Lusto there are **many projects going on concerning HFR and new museum services based on HFR thinking**
- www.metsasuhteita.fi/en

Thank you!
www.lusto.fi/en
www.metsasuhteita.fi/en

LUSTO

Finnish Forest Museum