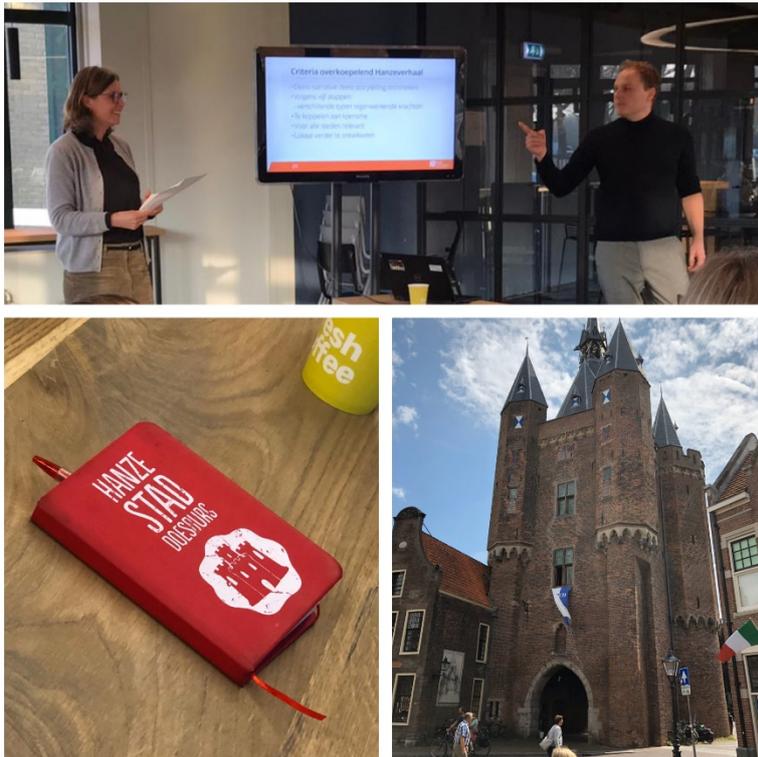


Leven-de-Hanze!

Storytelling research & design project for Hanzesteden

30 January 2020

On January 21st 2020, a team of BUAs storytelling researchers & experts delivered the final presentation of a storytelling project for Hanzesteden Marketing and the Province of Gelderland. Our assignment was to develop an overarching story and storylines to enhance and connect (the marketing of) the 9 beautiful Hanze cities along the river IJssel.



We did desk research into the history, culture, DNA and current marketing of the Hanze, and fieldresearch through participant observation and stakeholder interviews. One of the mayor findings was that the Hanze (a medieval, international “network” of merchants and cities) was never officially concluded and, as such, is still very much alive through the entrepreneurial people (involved in tourism) in the 9 cities. This led to the storytelling concept: Leven-de-Hanze! i.e. (Long) Live-the-Hanze! The overarching story we developed connects the Hanze-past to the Hanze-present and will be exhibited in the various local visitor centres or museums. On a local level, we propose to connect a “Hanzeaat” of the past (i.e. a merchant) to a “Hanzeaat” of the present (i.e. a shopkeeper) and tell their stories as a double portrait. For this purpose, we developed the so-called Hanze-web, an instrument that helps in the selection and creation of these local stories. Our team consisted of Else Krijgsheld, Juriaan van Waalwijk (project leads), Moniek Hover (professor storytelling), Bertine Bargeman, Niels Wittkampf, Jeanine Haanen and Frank Ouwens.

Breda University of Applied Sciences highly values learning communities. In this research & design project, we involved 4th year students of the minor Storytelling & Experiences in the research phase and in the creative phase. The students presented their outcomes as well in Zwolle.

Both presentations were received with great enthusiasm. We look forward to the follow-up of this project!

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