

# FOR HERITAGE PILOT ACTION IN LJUBLJANA URBAN REGION



## VODNIK HOMESTEAD

a house of reading, writing and storytelling, presents a pilot project of the Ljubljana Urban Region. The homestead is managed by the **Divja Misel Institute**.

The pilot focused on the financial aspect of the management of cultural heritage buildings. The possibilities for future financing of Vodnik Homestead's activities were studied.

## THE 10-STEP METHODOLOGY

An important contribution of this pilot is in a **newly developed methodology** – a ten steps procedure, which assists project managers in their search for new financial sources. This procedure was applied to the Vodnikova Homestead case.

Divja Misel carries out a wide range of activities on the Homestead, all were assessed in line with the **10-step methodology**. The results showed, the most appropriate desired activity for the pilot implementation on Vodnik Homestead is the upgrade of the **Fairytale Studio**, one of the activities within the literature programmes for children.



## THE FAIRYTALE STUDIO

The Institute Divja misel established a **laboratory project Fairytale studio**, which explores how children and adults communicate and learn through stories. As proven by several researchers, encouraging storytelling in children has long-term positive consequences for the development of child's speech and later literacy, reading culture and thus general educational achievement of schoolchildren.

Within this laboratory, Divja misel **developed educational tools** intended to help professionals in education to incorporate storytelling into teaching process.

## STORYTELLING TOOLS

are **educational tools** intended to help to incorporate storytelling into teaching process.

The set contains **10 wooden cubes** in the size of 4x4x4 cm with two sets of symbols (fairy tale world (5 cubes / 30 motifs); everyday world (5 cubes / 30 motifs)).

The symbols are taken from folk tales and represent a set of fundamental fairy tale motifs. The design of the cubes follows Propp's theory of fairy tale structure and supports mastering narrative structures in the classroom.



## ADDITIONAL PRIVATE FUNDING

Within the pilot project, we have tested the **possibilities for the acquisition non-refundable financing from private sources** with the aim to acquire funds that will enable further development, production and marketing of the product to public schools.

The pilot site manager signed a **grant agreement with a strategic donator** to support the launch of the storytelling educational tools. By combining seed private investment capital with public financial sources, the pilot contributed to the long-term strategic partnership needed for making these tools sustainable on the market.

## RECOGNIZING THE SOCIAL VALUE

Through the implementation of our pilot project, the **City of Ljubljana has recognized the immense social value of the Fairytale studio**.

The City offered the Divja Misel Institute **additional premises** in a cultural heritage building in a prominent location in the City center. The Institute will operate from sites; in the Vodnik Homestead they will continue with their regular program and in the city center they will focus solely on activities of the Fairytale studio.

