



HERAND

Herand:

- a village within a unique landscape by the Hardangerfjord
- a community of 230 residents
- a rich and diverse cultural landscape
- 9000 years of cultural history
- the new Landscape Park

In recent decades, many villages and rural areas in Norway have been characterised by the closure of farms and depopulation. The village of Herand has been able to reverse the trend, re-enlivening this community of 230 inhabitants in a rich and vibrant cultural landscape. The farmers and villagers have cooperated in their use of the landscape as a resource, taking numerous measures at wealth creation based on the natural, cultural and historical value of the landscape. Today the community is characterised by enthusiasm and optimism.

The transformation started about 13 years ago, and the community is still very much engaged in a process whereby the above-mentioned resources are being developed. There has been a targeted effort to establish a Landscape Park and to create a strategy for offering varied activities and recreational products that will continue to make living in the area more attractive. The Landscape Park helps increase accessibility for visitors, offering insight into many aspects, especially underscoring the interrelationship between landscape, flora and fauna, culture and settlement.

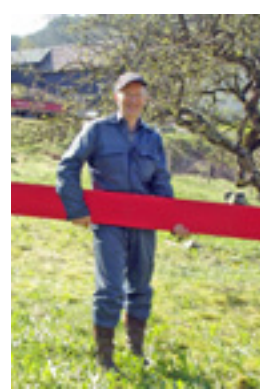
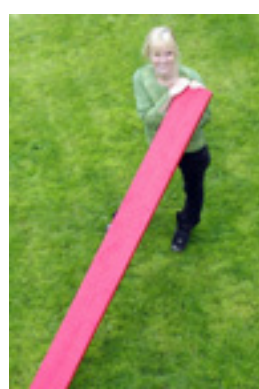
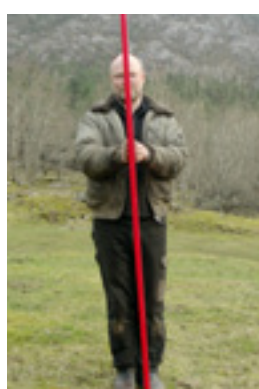
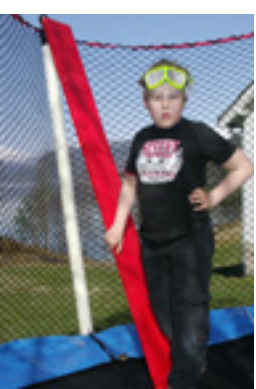
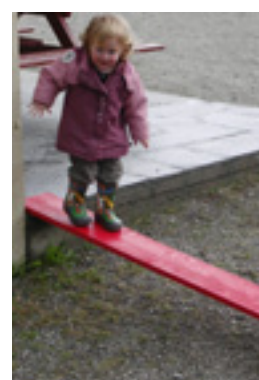
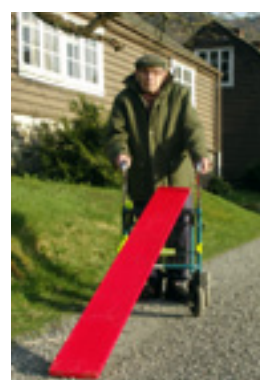
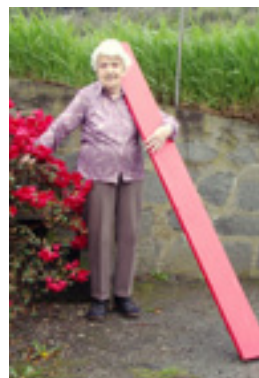
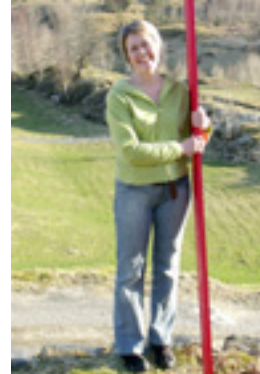
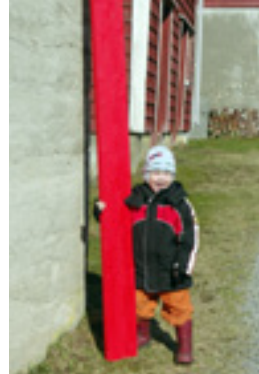
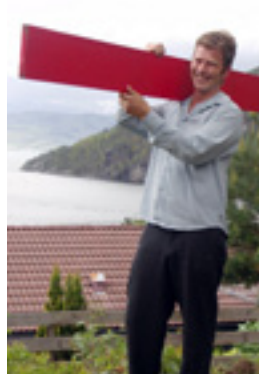
Herand has a unique potential to become a regional beacon and a knowledge base with regards to the cultural landscape and the cultural heritage that is associated with the village and settlement patterns of the surrounding area. Our wish is that this application will succeed in highlighting some of those qualities that form this potential, documenting what has so far been done, as well as the determination and collaborative spirit that are prevailing to develop it further.



© Photo: Svein Petter Kveim

These images are part of "Edge", a thesis project submitted for a Master of Landscape Architecture at the Bergen School of Architecture in 2007.

The red boards symbolise the unity and cooperation of the villagers, and for their project, the aim of which is to preserve as well as develop the natural, cultural and historical values of the cultural landscape.



There are many enthusiasts who should be mentioned. Here are a few of them:

Jon Steinar Skeie

He was the prime driving force behind the establishment of the Community Association of Herand. For a number of years he has served as chairman and been the key figure behind the collaborative efforts of Herand's 230 villagers. He was instrumental in the establishment of Herand's Landscape Park. Herand is now one of seven pilot landscape park projects in the County of Hordaland. Skeie is a full-time farmer, who is innovative in his approach. He has a reputation as a man with a big heart who involves himself in everything from community projects to the protection of lapwings and other bird species.

Arne Mælen

As farmer and artist, Arne Mælen is an exponent of daring innovation and investment in agriculture. In addition to being an active farmer, he has invested millions of kroner in an art and cultural centre that hosts exhibitions, concerts, courses and seminars, serves traditional food and provides accommodation.

Berit and Haldor Tuvin

Their farm is located in the centre of the community. Its terrain makes it unsuited for modern machinery and farming methods, but thanks to their dedication and hard work, their farm looks like a well-kept park. The couple allows the village to use a significant part of their farm as commons – the beach and marina, and the area around the old mill and water-driven saw. Without the Tuvins' dedication and generosity, the village of Herand would look very different.

Arjen Stolk

Originally from The Netherlands, he is a good example of people discovering Herand and making it their own. He describes the village as "my Shangri La", praising the beauty of the land and the people. Arjen Stolk is an ardent participant in all events and voluntary work.

Sølve Hansen and Marit Huus

They run the local store, which lies at the heart of Herand and is a natural gathering point. With a customer base limited to 230 residents plus visitors, they are true enthusiasts, always ready to share ideas and ready to contribute to activities after closing time.

Dan Danielsen

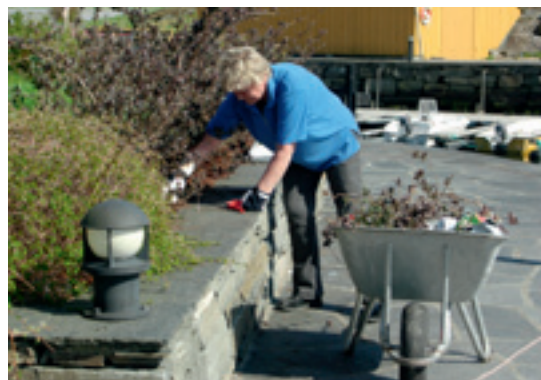
He is a bureaucrat who is a farmer's friend. Untiringly he helps write applications for grants and funding, and is an enthusiastic driving force, contributing to all measures that aim to preserve cultural monuments and the local heritage.

Margretha Eiken

As editor of the village newspaper and writer of its history, she has enthusiastically supported development of the Landscape Park.

Una Eiken

She is Hardanger's ambassador-at-large, a driving force for culture-based enterprise. Although there are only 230 residents in Herand, there are activities in the village every day – and she participates in most of them.



The residents of the village

The last Saturday in April of every year is the big day for village volunteer work. All residents, young and old, participate according to their ability, making the village as attractive as possible for the summer. Colourful annuals are planted, the village is tidied, and a coat of fresh paint is applied where needed. Unlike many places, there is no vandalism in Herand – not a single flower has even been harmed. Everyone shares a desire to beautify the village, and to preserve and responsibly develop the resources of the surrounding landscape. After all, it is a key part of the villagers' identity.

Welcome to **HERAND!**

HERAND

is a unique village – and a worthy candidate for the Landscape Award of the Council of Europe 2011

Herand = Wholeness

as a complete “organism” – of landscape, farming and enterprise, people and history.

Herand is a unique place, the qualities of which have secured the livelihood of its inhabitants ever since the ice-cap retreated 9000 years ago. Herand represents a rare opportunity to develop and deepen our understanding of man’s relationship to the landscape and natural resources.

Foto: Dirk Kohlmann.



Herand – landscape and villagers, their history and livelihood

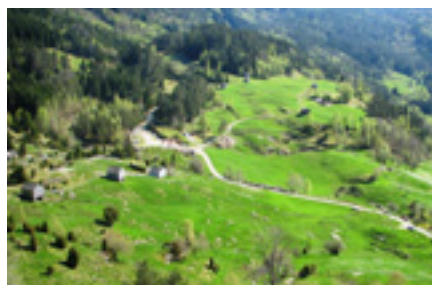
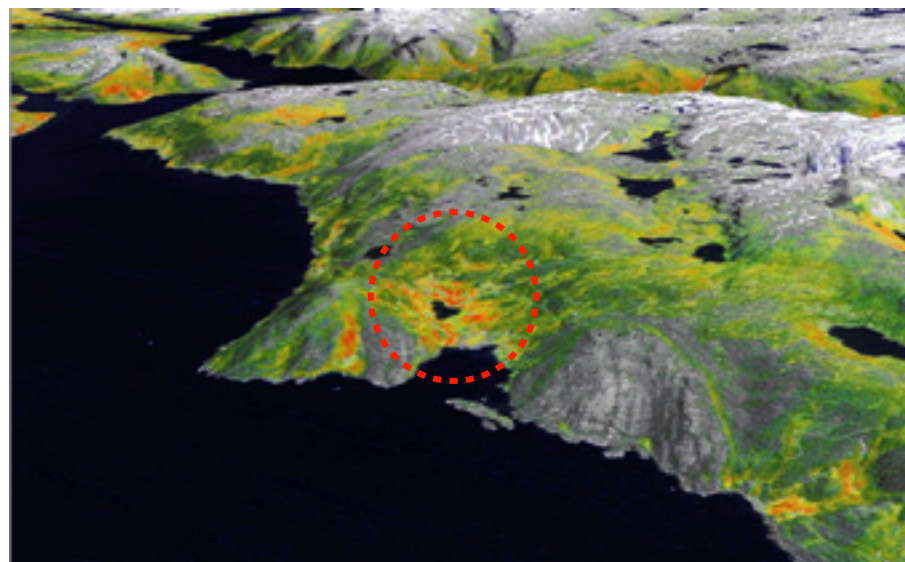
The potential: A distinct landscape is the basis for livelihood and identity

The satellite photo offers a good explanation of how Herand is closely linked to the distinct surrounding landscape and its natural resources. The little village lies sheltered by the fjord, with the harbour facing west and is embraced by low hills. Yellow and orange indicate cultivated land, while grey shows mountains and rocky ground with a high Ph value. Another identifying factor is the nearby Folgefonna glacier, seen in white.

The sharp contrasts of the landscape and bedrock indicate the fertile area with phyllite that provides the livelihood. This good soil, the area's west-facing orientation and mild climate make it ideal for agriculture.

The terracing of the landscape and the restored old barns bear witness of an old and versatile agriculture. The local livelihood has included traditional farming, fruit growing, forestry, fishing and boat building.

Thanks to the fertile soil and mild climate, the flora includes a number of plants that are normally found at more southerly latitudes. In the forests and mountains there is a rich diversity of animal and bird life.



Herand – landscape and villagers, their history and livelihood

A long history

Archaeological excavations show that people have lived in Herand for at least 9000 years, indicating that the area was deemed attractive and provided a comfortable livelihood.

Rock overhangs

In pre-historic times people found shelter in caves and beneath rock overhangs, protected from rain and snow. In Herand there are a number of such rock overhangs, and archaeological excavations have yielded finds from various periods.

Petroglyphs

In the middle of the village, there are some exceptional petroglyphs that probably date back to the late Bronze Age (1100–500 BCE). These depict boats, people, footprints, water and hunting pits. There are also circular symbols. Seen as a whole, these petroglyphs are believed to symbolise the lifecycle, the bounty of nature and the importance of the sun – most likely they had ritual significance. Perhaps people of Hardanger gathered at Herand for religious ceremonies.



Herand – landscape and villagers, their history and livelihood

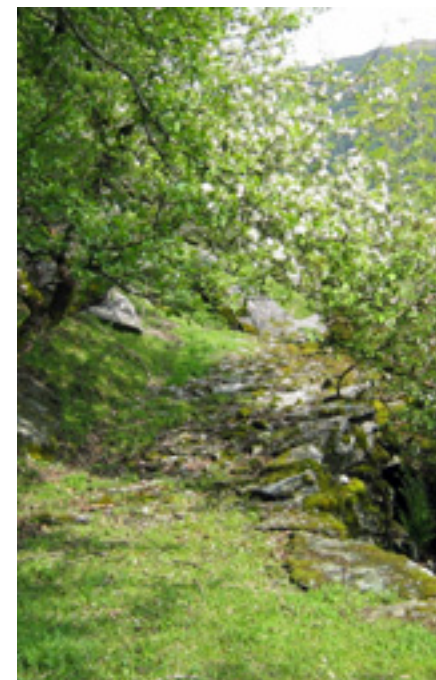
Recent history

Many of the older cultural monuments have been preserved and restored, and there are traces of old roads and trails throughout the Herand area.

Water-driven saw

Through joint volunteer work, the villagers have restored an old water-driven saw that provides important documentation of a key period of local and national history. The sawmill at Herand has several saw blades and is still in operation. In fact, some of the villagers have established a company that produces specialty materials, which amongst other things have been used for restoring the Hanseatic Wharf in Bergen, a UNESCO World Heritage Site.

Herand bears witness of diversity, past and present. This photo shows an old, well-kept farm hamlet, known for its production of sheep, fruit and firewood. In the background we see a more modern enterprise – a smolt production facility.



Herand – landscape and **villagers**, their history and livelihood

A unique rural community, where the collaborative spirit and enthusiasm is alive and well

Ten years ago, the villagers established the Community Association of Herand (Bygdelaget i Herand). Since then the association has made an impressive effort to stimulate innovation and concrete measures. Through a combination of personal initiative and old-fashioned cooperation, a variety of volunteer projects has been launched. This has strengthened the sense of community, identity and local pride. One of the major joint projects realized through volunteer efforts has been the Cultural Trail. (See the description on next page.)

The Community Association is quick to inform villagers about new initiatives and developments. An example of a project that has proved profitable is Streif, in which suggested walks through the cultural landscape are combined with a taste of local food and culture. These events have been held in collaboration with the Bergen Mountain Touring Association.

www.herand.no

- Bygde vår
- I dag
Landskapspark-prosjekt
Historie
Reise til Herand
- Aktivitetar
- Kulturkalender
Aktivitetskalender
- Turistmål og informasjon
- Bedestrand
Kultursben
Båtmuseum
Helleristninger
Oppgangssag
Kvernhus
Båthavn
Overnatting
Turstiar
- Bedrifter
- Aqua Farms AS
Herand Handel
Herand Barnehage
Entreprenør Skeie
Arne Mølen
Vedproduksjon
Tre Tradisjon
Herand
Fonn Software AS
- Lag og organisasjonar
- Herand Bygdeblad
Herand Bygdelag
Herand Bedehus
Herand Båtlag
Herand Gammaldanslag
Herand Grannahus
Herand Idrettslag
Herand Kvinne og Familieklubb
Herand Musikklag
Herand Pensjonistlag
Herand Vasslag
Luren 4H
Lurveleven
Vil Syngje-Koret



Herand – landscape and **villagers**, their history and livelihood

The value of volunteer work

A new Cultural Trail

Herand's new Cultural Trail is well marked and offers a rewarding one to two hour walk, passing through temperate woodlands and a lush and varied flora, as well as exploring a number of sites that have cultural or historic significance. The trail was created through a cooperative effort.

Information boards along the trail provide useful information. The trail offers a rewarding experience of the natural and cultural landscape, and beautiful panoramas, combined with a great learning opportunity.

Additional trails have been cleared through Herand's landscape, irrespective of property lines, and are now well marked. There is a joint effort to clear the woodlands to create more open views, and to make these well-marked paths a fine experience for the entire family. The Cultural Trail has received positive feedback from ramblers and landowners alike.



Herand – landscape and villagers, their history and **livelihood**

Agriculture based on diversity and innovation

The owner of Mælen Farm has diversified in a surprising manner – making a major investment in a new art and cultural centre. In the basement is a woodcarving workshop. The new centre also offers concerts, tasty traditional food, accommodation, courses in woodcarving and other arts and, of course, art for sale.

Old pastures have been cleared and restored, and once again the landscape is open. In many places in Norway, the forests are invading the old cultural landscape. The community of Herand has a clear strategy of keeping the vistas open, and to protect and restore old trails and roads, allowing residents and visitors to enjoy the landscape surrounding the village.

On one of the nearby farms, sheep of a hardy breed that dates back to Viking times roam freely. They are slaughtered right on the farm, and the high-quality organic meat fetches a high price. That farm also spins and weaves the wool and offers handicrafts for sale, and it offers meals and accommodation to travellers. Currently the owner of the farm is building a shop for farm products, as well as a small meeting and conference facility.



New paths through landscape and culture

Those who walk the first Cultural Trail will learn much about Herand's cultural history – about the old fruit orchards, excavations and discoveries made at Stone Age sites, unusual geological formations, and traces of ancient roads and trails. Over the past few years, numerous such trails have been established, and they run like veins through the community's landscape and history. Some explore the immediate vicinity of the village, others lead to mountain farms and pastures, or even up to the amazing Folgefonna glacier. A shared feature of these trails is that they unveil traces of those who lived here long before us. The landscape is the living history book of Herand, and its pages are explored on foot.

The standardised signs are easy to recognise, and there are numerous information boards that cast light on the local cultural heritage and the many trail options. All trails start at Herand's Centre of Cultural History.

One of the National Tourist Roads passes through Herand. These are scenic roads that are especially designed to enhance the traveller's experience of the beauty of the surrounding landscape. They truly are highlights.



The Centre of Cultural History

In conjunction with the Landscape Park, a large permanent exhibition has been established in the old school building. The focus is on Herand's long and colourful history and fascinating cultural landscape. Large images show glimpses of everyday life in Herand – past and present. The exhibition contains many references that point to the surrounding landscape, and describe theme trails, inviting visitors to explore it on their own. The admission fee helps to finance operation of the Landscape Park and its continued development.



Foto: Ane Bysheim, Arkikon.



Foto: Ane Bysheim, Arkikon.

Herand's Landscape Park – a collaborative effort

Defining an area as a landscape park is a strategy that opens for Geotourism and other recreationally oriented business. A key part of this strategy is to preserve and develop distinct or unique qualities of the natural and cultural landscape, that are deemed especially attractive and worthy of preservation.

This is a new and sustainable form of development that requires innovative thinking and willingness to change. The residents of Herand have proved they possess these qualities. The status of Landscape Park is not a pretext, but rather a long-term project that gradually evolves. Local residents must agree on a common idea, stand together and find new forms of cooperation, daring to whole-heartedly support their products, so that the community as a whole may succeed.

Ever crucial is a good collaborative environment and networking. In this regards, the people of Herand have a major advantage – until 40 years ago the village had no road connection with the outside world. Thus, there is a long tradition of self-reliance and cooperation.



The landscape parks of Hordaland County share a number of common traits:

- The landscape parks are part of a network that shares a common purpose and similar qualities.
- Landscape parks are locally organised and have their own statutes.
- The parks allow for suitable local commercial activity.
- The respective local authorities are responsible for the development of their landscape parks.
- The cultural landscape, buildings and cultural heritage are preserved and developed in accordance with the local distinctive characteristics, environment, culture and aesthetics.
- Geotourism is a key principle in developing tourism.
- The landscape parks aim to make the cultural landscape readily available to the public.
- There is a focus on local traditional fare and food products – “Food with a history” – preferably using organic ingredients.
- Landscape parks aim to increase public understanding of the environment, and the inherent value of the natural and cultural landscapes.
- Local history and heritage are essential aspects of the park's identity and brand.

Norwegian landscape parks will soon have a new, joint website: www.herandlandskapspark.no

HERAND

**a unique village and a worthy candidate for
the Landscape Award of the Council of Europe 2011**

The village of Herand is a leader in embracing innovative models for the management of cultural landscapes. The entire community stands united behind a systematic long-term project, confident that the inherent value of the landscape, its local distinctiveness, and the traditions and identity of Hardanger landscape can be used creatively to provide new income in a time when agriculture is facing difficult challenges.



Highlights of recent developments in Herand:

- 1997 Herand Bygdelag (community association) is founded.
- 1998 Mobilisation of the local community starts in earnest.
- 2001 Herand was presented with Hordaland County's Environmental Award.
- 2001 Herand performed a landscape analysis.
- 2002 Herand is one of the founders of Forum Folgefonn, a network that strives to develop a common identity and brand for the entire Folgefonnhalvøya (Folgefonn Peninsula).
- 2002 Herand establishes the first of a series of lengthy hiking trails.
- 2003 Herand is selected as an excursion destination for delegates to the Nordic Cultural Conference.
- 2005–2006 Herand is host to Streif – a guided exploration of the countryside and local food traditions.
- 2006 Herand establishes a company to coordinate, enhance and market its offerings to tourists and travellers.
- 2006 Herand carries out extensive excavation work and documents the village's 9000-year-old cultural history.
- 2006 Herand participates in the project Landscape Parks of Hordaland County.
- 2008 Herand receives both regional and national landscape awards.
- 2009 Herand opens a Centre of Cultural History.

Graphic design: Tema Design

