

## Simon interviews: Marilyn about the QR Project

Simon So I wanted to just catch up about the QR project and Otto's art work.

Marilyn Yes

Simon The panels are all over Gouarec. It's quite successful isn't it?

Marilyn It is successful and the panels that are nearest to the campsite are the ones that have got the biggest hits.

Simon Aah, that's interesting

Marilyn But Er I spend my whole time putting the leaflets under the al because they fairly fast.

Simon OK

Marilyn So, there maybe many more visitors than actually use the QR code

Simon Right, they may just visit the sites.

Marilyn Well, certainly the older people don't necessarily have the right telephone

Simon Yeah, that's true

Marilyn But they do have grandchildren and that makes things a lot easier

Simon Yeah, so just to sort of recap for people who aren't aware of the project - this was a brainchild of yours from quite some time ago wasn't it?

Marilyn It took quite a long time to get up and working. The answer is that there's a German artist who created a book about Gouarec, and when you see a town through the eyes of someone else, or better still the eyes of an artist, you see a whole lot of things that you don't normally see. So once we decided that it would be a good idea for people to see the view of Gouarec that Otto had done, we thought my goodness we have to put a text and that is when the project took off.

Simon Ah, right, and whose idea was it to do the QR link, and for those people who don't know what a QR link is, QR are those funny square squiggly looking graphics that appear on everything these days. When you scan it with your camera, with the camera on your phone, a modern phone, it can take you to a link on a website. So what we have with the QR project here in Gouarec is the panels with Otto's graphic poster of the site, a short description and then QR codes for 3 languages, English, Breton and French. When you scan it it takes you to an audio recording, people who have an interesting story about the site, it might be someone talking about what happened during the war or whatever. So whose idea was it to do that, to put a QR code and to link it with

Marilyn Well first of all the idea was to go and see our local historian and said would you like to talk about, talk this through, so we can decide how we either put a text with the painting or we do a QR code. And he said it takes 2 hours for a church visit, so we thought we were talking about 2 minutes of attention of a passerby. And so we had to change our optic completely. And then we thought well let's stop talking history as such and start talking social history. Let's go to the old people's homes, let's show them the illustration and say now what happened here? do you have any souvenirs and it was like opening Pandora's box, out it all flowed. And we had to edit things really seriously because

Simon There are some great stories on there, and great memories, and of course some of the subjects were 100 years old.

Marilyn Yeah. So Marguerite is 103 and she has a very good memory, and she's a great story-teller

Simon Lucid and clear

Marilyn Absolutely. So she actually did 3 of the 10 places and then generally speaking people were very intrigued and pleased and participated and it was up to us to then edit it. And the idea of doing it in 3 languages was good as well a because the Breton language really needs promoting and b because there are a lot of tourists who are english speaking.



Simon So it's been a great success. Have you had direct positive feedback from people? Have you actually sort of run into tourists or visitors who have said oh this is really interesting? or we can see from the website visits that it has been successful.

Marilyn No, I have met people who have given their opinion and the first thing we did was to do a presentation to the press and the whole of the local political scene turned up and I think they will be planning on doing something similar in all towns around us.

Simon So Marilyn thank you very much for coming in and catching us up on that and let's see if the QR codes spread around Brittany.

Marilyn Yes, let's say it and thank you for your help because you are Mr QR code in our eyes and without you we couldn't have done this project.

Simon Well it was a pleasure, it was fun to work on it and I hope maybe I'll be working on some more.

Marilyn Exactly.

Simon OK, thank you.