

# STYRT

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## Introduction STYRT

From 1939 to 1945, Europe was on fire. In an attempt to destroy or slow down the Nazi war industry, the Allies switched to massive bombing of a multitude of industrial enterprises and military targets throughout the German Empire. Initially, the actions took place during the day, but increasing casualties moved then to nightly operations.

Dangerous missions primarily sent out young English, Canadian, American, Australian, New Zealand, and South African men on missions from English air bases.

More than 463 aircraft were shot down and over 1171 Allied crew members lost their lives in Denmark - in the Sønderborg area alone, 12 aircraft crashed and 88 Allied crew members were killed or captured.

In order to not forget their history and to document the determination and sacrifice exhibited by thousands of Allies to crush the Nazi Empire, it is vital that history is told.

***STYRT is the working title of the project although changes to the name may occur.***





# Vision

With STYRT, we will tell the unknown story for many about the crashed planes and the fate of the crew members who were shot down over the island of Als during World War II. But also the story of air warfare for better or worse until today.

STYRT is a regional information center that, through good stories, will address the obvious dilemmas for the involved different nationalities.

STYRT emphasizes being unifying for the many nationalities and at the same time showing the horrors of war to the guests. Then as now.

# Goals

The STYRT experience center is a regional experience center with a phased development plan towards a national center.

STYRT conveys the main themes:

- The 12 crashed planes and their crews during World War II
- The untold story of the crews and their fate
- The significance of air warfare for the general warfare - with key highlights from then until today. Tells authentic stories right here where they took place.

Tells the stories on analog and digital platforms so that guests can feel the horrors of war with all their senses.

Provides opportunities for learning and reflection on war and its significance for democracy.

Inspires revisits as a result of the center's dynamic development with constantly new stories.





## Idea

A group of resourceful people from Sønderborg have been working for years to realize the idea of a “memorial center” somewhere in Als with the working title AFMCA (Air Force Memorial Center Als). A center where visitors gain an overview of the WW2 air war over Denmark, the enormous effort, and the sacrifices that the Allies undertook in the fight against dictatorship. An experience center where one can delve into details about planes and crews, as well as gain insight into the fates associated with those times.

The Danish Baltic island of Als is well chosen, as many planes crashed in a small area here. Every year on the days of the crashes, wreaths are laid and speeches are held for the victims. These commemoration days in Sønderborg Municipality are coordinated through a local contact committee for military traditions.

With an information center, we can create a platform for knowledge about the air war during World War II. The center can be the focal point for reaching out to the many crash sites scattered all over Denmark, perhaps involving schools and other stakeholders actively in the maintenance of grave sites and other activities.

# The Platforms

We envision a local platform with Sønderborg Municipality's memorials as the focal point, a national platform where all crash sites are brought into play, and we emphasize an overarching narrative that places air warfare in a larger perspective, encompassing the period during World War II and bringing knowledge up to the present day, where drones and missile systems set the agenda.

# The Story

The story is simple - it includes the crews, the machines, and the mission. Stories from back then until today with relevant and exciting highlights from the history of air warfare.





## Target Groups

STYRT has several primary target groups:

- The three generations
- Tourists in the local area
- School classes and students
- Holiday guests in the new resort on Nordals
- Descendants who still remember fallen family members

STYRT appeals to visitors from all generations. There should be clear diversity in the communication, so that everyone can relate on an equal level.

The focus is on tourists who vacation regionally. There is a great regional need for indoor activities lasting 1-2 hours. STYRT covers that need.

STYRT addresses schools on field trips, regional school classes, and students with a special interest in history, with alluring and curious communication. Children and young people's visits should act as a springboard for visits with parents and grandparents.

STYRT also attracts relatives of KIA's and POW's, as well as individuals and groups - local historical societies - with a special interest in air warfare during and after World War II.

# A Communication Interaction

A visit to STYRT and the 12 crash sites should be experienced as a cohesive whole. The exhibition center will have dramatic visualizations and interactive participation in the air war, accompanied by personal testimonies from the crew members. For children the story is linked to play and learning.

Visitors will experience a selection of the same stories that can be found at the 12 crash sites, where QR codes and an app are used on location at the memorials. This is exactly where it happened, and on their own devices, visitors will meet representatives from the crews who tell their story.

A historically organized route will be established in the Sønderborg area, where visitors can visit one or more of the 12 historical crash sites. From there, they can continue to the crash sites, each representing a historical location for a plane and its crew.





## Communication

STYRT brings the guest up close to the history with varying sensory impressions. The guest enters a narrative where each room and each digital and interactive activity brings them into the dramatic story. The dramatic scenarios connect the stories.

The use of light, sound, smell, and effects make the visit an experience where the sensation of “goose-bumps” and panic accompany the guest as they move through the center.

Both analog and digital interactivity are present, giving the guest a sense of suspense. You get the feeling of being in the middle of the story through engaging scenography. The story is told in a way that conveys the events from multiple sides and perspectives. The communication addresses the many dilemmas faced by both the Germans, soldiers and the Allies. The communication is unifying and inclusive with the aim of learning from history.

The communication should be successful for everyone, providing a memorable experience for all guests, regardless of time, age, temperament, nationality and gender.



# Examples of Communication

*The possibilities and perspectives for communication are diverse, but here we have tried to provide a few examples of the communication efforts that should be included in STYRT.*

## **Cinema**

You begin your visit with an inspiring introduction film about air warfare from back then until now. You get into the right mood and are introduced to the visit at the exhibition center. The cinema shows several different film clips about air warfare, both from documentary films and fiction films.

## **The Digital Map Table of the Crash Sites**

At the large digital map table, you choose where to click for more information. All Danish crash sites are included in the multiple layers of communication on the map of Denmark. You select a location, and a picture of the bomber plane appears, along with a brief description of the time, payload, crew members, and their fate. Multiple people can choose simultaneously.

## **The 88 Silhouettes**

You slowly walk past the 88 steel silhouettes, full-sized representations of the crew members from the local crashes. On a screen above the silhouettes, the names of the 88 locally crashed crew members loop.

## **The Briefing Room**

You are participating in the briefing for your next mission. You are part of the crew on Lancaster LAN JB412, and you

will be going on a bombing raid against a ball bearing factory in Germany. Before leaving the briefing room, you write a farewell letter to your family.

## **The bomb tower - the air warfare simulator**

You take your position in the tail turret and prepare your Browning machine gun. You are being attacked by enemy fighters, you participate in a fierce air battle, and feel fear and cold sweat. You are hit by a direct hit. Fire, heat, noise, and vibrations hammer through your tower. Finally you bail out through the sluice and parachute down over Als.

## **The Wind Tunnel**

You continue in the wind tunnel, where you float in a violent wind through the air until your parachute opens.

## **Flight Simulator**

You take your seat in the pilot's chair. You take off from a British RAF airbase and fly over the North Sea heading for Als. You follow the navigation points along the way and see Als from the air. If you are not shot down, you continue to Berlin, where you select your target and drop bombs over an imaginary target.

## **The Merlin Engine**

You come across the large Merlin engine. You press the start button and the engine digitally starts with a loud roar. You rev it up and down on the throttle lever.

## **Drone Obstacle Course**

At the indoor drone obstacle course, you rent a drone. You are given a map showing the route you must follow using the drone's camera. You are eventually taken through the development from Lancaster bomber to drones.

## **Playground**

You observe the children at the playground. The playground is designed as an airport with a tower, machinery, and other aviation equipment for the children to play on.

## **The Talking Memorial Stone**

After a refreshment in the café, you follow the route into the terrain where the 12 crash sites are marked on the map. You visit the first one and activate the talking memorial stone via your phone. Here, you learn the story of the plane, the crew, and their fate.

# Company Structure

A professional management is established for the experience center. Representatives from the Air Force Memorial Center Als board members make up part of the board for the experience center.

An Advisory Board is attached to support the continued development of the center. The Advisory Board consists of representatives with ties to the local business community, tourism, historically knowledgeable professionals, educational institutions, and the political system in Sønderborg Municipality.

STYRT enters into a formal collaboration with Museum Sønderjylland, experience institutions, and tourism for joint marketing.

A manager is hired to oversee the operation and coordination of the center, including a small shop. Other workforce is taken care of by volunteers. The café is either leased out or operated by the center with paid staff supplemented by the efforts of volunteers.

It is desirable to construct an information center specifically built for this purpose, located somewhere on Als and preferably near Sønderborg Airport, and work on the architecture needs to be done.





# Economy and Operation

## Capital Budget

Budgeted area:	1200 m2 at DKK 20,000 per m2 .....	DKK	24,000,000
Exhibition area	400 m2 at DKK 25,000 per m2 .....	DKK	10,000,000

- Extensive:
- Foyer and café
  - Exhibition
  - Meeting room - auditorium
  - Office
  - Archive

Budgeted capital expenditure .....	DKK	34,000,000
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## Operating Budget

Revenues	20,000 paying adults at DKK 80.00 .....	DKK	1,600,000
	Café operation .....	DKK	200,000
	Shop .....	DKK	200,000
	Guided tours / lectures .....	DKK	50,000
		<b>DKK</b>	<b>2,500,000</b>

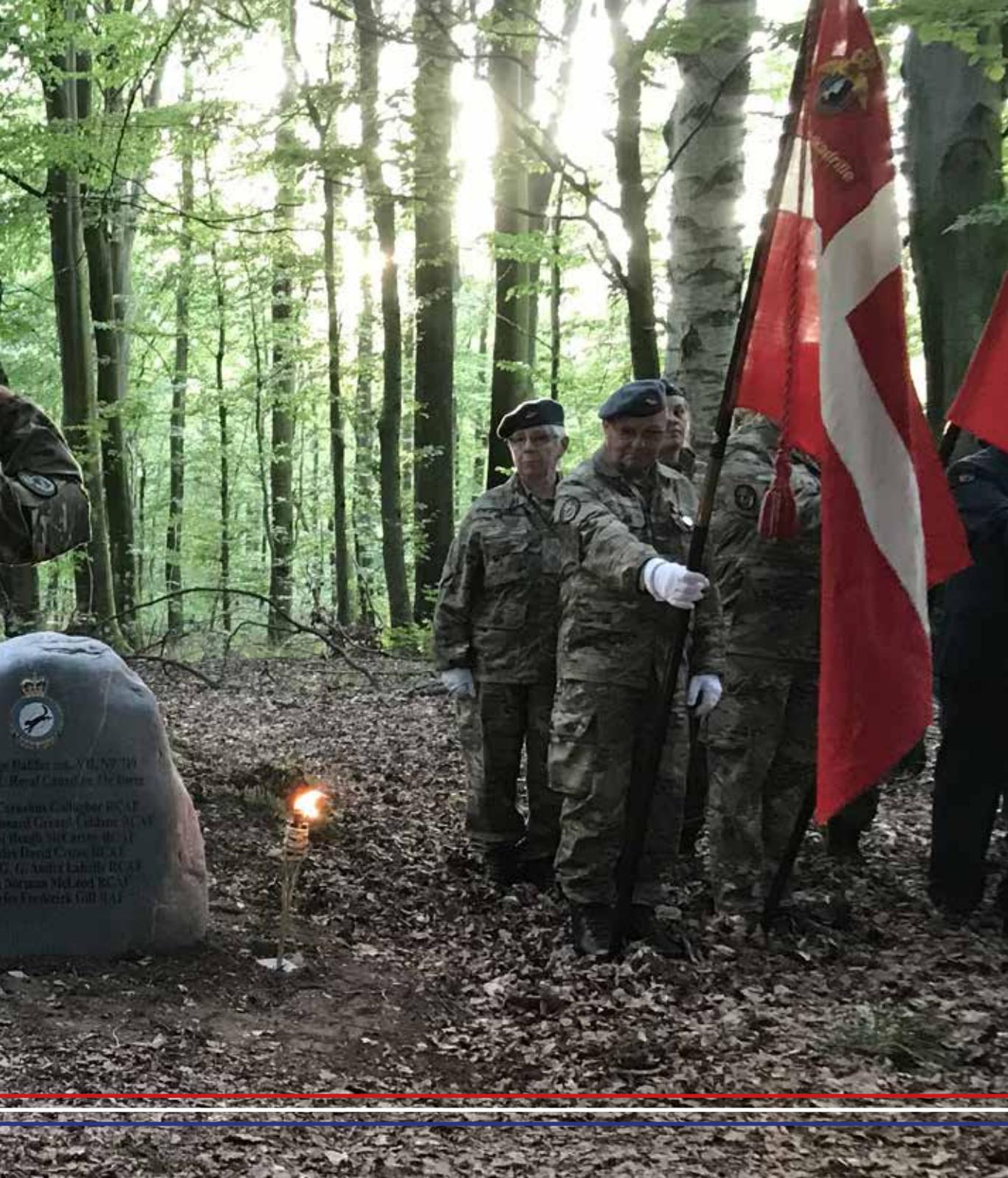
Expenses	Salaries .....	DKK	600,000
	Light, water, heating, cleaning .....	DKK	1,000,000
	Service contracts .....	DKK	200,000
	Development funds .....	DKK	100,000
	Other operating expenses * .....	DKK	600,000
		<b>DKK</b>	<b>2,500,000</b>

\*Outdoor areas, insurance, administration, marketing



  
Handley Page Halifax mk. III, MZ915  
Squadron 460, Royal Australian Air Force  
W.I. Alexander Hutchinson RAF  
U/Sgt Clive William Tansou RAF  
E/Sgt Keith Courtney Donald RAF  
Sgt William Henry Francis RAF  
Sgt John Traill Ditch RAF  
Sgt Benjamin D. M. Warren RAF  
Sgt James Gill RAF

R.A.F.  
16-9-1941



## STYRT

*The prospectus was prepared by HIM Projekt by John Hansen and Hans Ole Matthiesen, in collaboration with the board behind AFMCA and selected individuals with experience in dissemination. The editing was completed on December 15, 2023.*

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Sønderborg  
Udsigt i verdensklasse

  
WE IMPROVE YOUR LIFE

  
Handley Page Halifax mk. III, MZ915  
Squadron 466, Royal Australian Air Force  
Flt Alexander Hutchinson RAF  
ESgt Clive William Thomson RAAF  
ESgt Keith Curtney Donald RAAF  
Sgt William Henry Francis RAF  
Sgt John Traill Letch RAF  
Sgt Benjamin H. M. Warren RAF  
Sgt James Gill RAF

R.A.F.  
16-9-1944

  
Handley Page Halifax mk. VI, SF 719  
Squadron 422, Royal Canadian Air Force  
PO James Cornelius Gallagher RCNVR  
PO Joseph Edmund Gerald Collins RCNVR  
PO James David Cross RCNVR  
PO Joseph G. G. Andrew Labelle RCNVR  
PO Henry Norman Wickand RCNVR  
Sgt Charles Frederick Gill RAF



Backside photo. The memorial stones in Norteskov for xx and xx.