

From All of Us to All of You: Dissemination in archaeology

This session invites papers about dissemination in archaeology, present relationships between archaeologists and the public as well as future dissemination strategies. From the infancy of archaeology, dissemination of excavations and research results has occupied a vital part in the field of archaeology. Along with scientific research, hermeneutic analysis and interpretation and laborious fieldwork, dissemination has constituted the backbone of archaeological self-perception and identity, as well as its public legitimacy.

However, in recent years, archaeologists have had a tendency to hand over this important aspect of their profession to other fields of study, such as Museum studies and experience economy, thus distancing themselves and their profession from their main target audience: ordinary people in the streets. Today, we can rightfully ask the questions: Does dissemination still play a vital role in the archaeological professions? How do we bridge the gap between the public and the archaeologist, and how do we as archaeologists increase the public interest in our profession? Why should modern archaeology be concerned with dissemination at all?

This session invites papers in English on the following topics:

- 'On site' dissemination: theoretical and methodological considerations
- The museum as medium: experiences with and considerations on archaeological exhibitions
- Archaeological research and the public: dissemination of academic knowledge in archaeology
- Archaeology and the media: experiences with dissemination through traditional media (TV, radio, newspapers, magazines, etc.)
- Archaeology and cyberspace: experiences with dissemination in the digital world
- Writing and speaking archaeology: the language of dissemination
- Dissemination strategies in archaeology: future plans and efforts
- Archaeology, Reconstructions and Re-enactment – new ways of dissemination?

Chairs:

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Introduction

Abstract will be added later.

Zsófia Kölczé, Section for Archaeology, Institute of Culture and Society, Aarhus University
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Keynote speaker Mike Parker-Pearson: Dissemination Strategies in the Stonehenge Riverside Project

Abstract will be added later.

Mike Parker-Pearson, University of Sheffield, England, visiting professor at Section for Archaeology, Institute of Culture and Society, Aarhus University
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Experimental Archaeology in the OpenArch project – focus on reconstructions and re-enactment

OpenArch (01/01/2011–31/12/2015) is a Culture project funded by the European Commission. The project partners are members of EXARC, an ICOM Affiliated Organisation representing archaeological open air museums and experimental archaeology.

In OpenArch, eight museums and EXARC join forces to create a permanent partnership of archaeological open air museums throughout Europe. Our aim is to develop excellent experiences for the public, focusing on the intangible elements of past culture.

The tasks of the project are divided into seven Work Packages (WP´s). In our paper we present *Work Package 5 – Dialogue with Science*, which Kierikki is coordinating. The WP will focus on experimental archaeology and how it can improve the visitor experience in archaeological open air museums – how to bring quality and get one step up in experimental archaeology.

Archaeological remains and objects need to be interpreted to give meaning today. For interpretation, experiments are needed in order to understand how objects were made, how constructions can have looked like and how people in the past acted. Experiments will be defined in cooperation with experimental archaeology experts and universities. The experimental actions will,

however, be limited to those that have an immediate result on the visitor experience, or that can be used as visitor attractions by themselves.

All the partner museums will conduct experimental actions during the project. Our plan includes, for example, life experiments, reconstruction works, event development with re-enacting activities, and object replicating processes. These will be presented in more detail in our paper.

Miska Sliden & Leena Lehtinen, Kierikki Stone Age Centre, Finland (OpenArch -project partner)
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Archaeology – what's the point?

Abstract will be added later.

Louise Villadsen, Section for Archaeology, Institute of Culture and Society, Aarhus University

Dissemination in Archeology of Spanish Civil War as a civic tool for public engagement with memory

From its beginnings Archeology of Spanish Civil War (SCW) has been linked to Museology and Heritage Education what has allowed to carry out ways of public dissemination of archeology: conferences, public education projects, construction of museum, etc. Thus, this paper is aimed at presenting a preliminary analysis of these rich and diverse projects. Archeology of SCW is concerned with increase general public audience interest with the so-called process of recovery of historical memory due to the fact that its mains scope is using SCW sites as forums of contestation of official war memory narratives and because of concerning in relationship among archeology, society, memory and identity, archeology of SCW is aware of the importance of transmission of archaeological results. At the end these strategies must ensure to aid in constructing a civic conscience. At the same time, this way of practicing archeology based on archaeologists-communities dialogue is changing the perception of the own discipline. In this sense, we can assert that how archeology of SCW is being carried out is building bridges between society and archaeologist.

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Bringing it through - working with private organisations and local authorities in a non-museum setting

Abstract will be added later.

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Archaeology – Between Public Demands, Popular Culture and Democracy

In May 2008 Aros Viking Market was conducted in downtown, Aarhus, Denmark on the exact same spot the Vikings inhabited more than a thousand years ago. The Aros Viking Market was thus an extraordinary opportunity to communicate archaeology on site to an audience not necessarily knowing of or caring about the Viking Age and archaeology. Another important aspect was the modern Vikings re-enacting the Viking Age who participated in the Aros Viking Market. These modern Vikings are truly a resource for archaeologists because of their different knowledge of, and approach to, the Viking Age – we archaeologists might actually learn from them too.

Aros Viking Market was a different way of communicating archaeology to the public as well as a democratic approach to archaeology where not merely archaeologists have a say. With Aros Viking Market as a basis of collaboration between museums, archaeologists, publicity experts, city hall aldermen, modern Vikings and the public there is definitely potentials and possibilities for extending the collaboration in the future, and thus democratizing archaeology to a larger extent as well as improving our research and communication possibilities. With a more democratic approach to dissemination in archaeology we also need to embrace the needs and demands of the public – but how do we encourage that?

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Discussion

Chairwomen : Katrine Balsgaard Juul & Zsófia Kölcze

Concluding remarks

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