



Communicating Archaeology to the Public

- a NEARCH workshop

Time: 10th November 2014 at 9:00-18:00

Location: The Museum of Antiquities, Olof Wijksgatan 6, first floor, Gothenburg

The NEARCH project, funded by the European Commission for 5 years (2013-2018) in the framework of the Culture program, is a European-wide cooperation network of 14 partners from 10 countries. NEARCH aims to study the different dimensions of public participation in archaeology today and to propose new ways of working and cooperating in a profession strongly concerned by the current economic crisis. The University of Gothenburg is one of the partners in the project and this workshop is the second of four to be arranged in Gothenburg dedicated to issues raised within NEARCH.

Communication is a key word if you want to share knowledge, research and new discoveries. But *how* we communicate is also a key question. We might for example write a report, do a guided tour, design an information sign or open up a Facebook site.

In this workshop we will tell about some ongoing projects around Europe within NEARCH, and how they are communicating with the public. Also, we will get to know what a master education in Public Archaeology considers important issues within their program. The morning will be from an archaeological point of view, but in the afternoon we will change perspectives and listen to and participate in other ways of telling stories and how to communicate with the public.

In the spirit of the famous interpreter Freeman Tilden and his fifth principle of good interpretation (1957) the workshop aim to consider communicating with the audience not to be about instruction, but instead about provocation, meaning that the main thing to accomplish is provoking people to think for themselves and in doing so, to find their own personal meanings and connections within heritage.



New ways of
Engaging audiences
Activating societal
relations and
Renewing practices in
Cultural
Heritage



Culture



UNIVERSITY OF GOTHENBURG

Program

09.00 – 09.30 **Coffee**

09.30 – 09.45 *Welcome*, Anita Synnestvedt (Gothenburg University)

09.45 – 10.15 *Nya Lödöse*, Christina Toreld (Västarvet)

10.15 – 11.00 *NEARCH projects*, Anita Synnestvedt (Gothenburg University)

11.00 -12.00 *Economy, Stupid. - Ways of looking at Public Archaeology and defining it.*
Tim Schadla Hall (University College London, UCL)

A brief history of how IOA became the first place to offer a postgraduate course in Public Archaeology- together with a survey of successes and failures and results of graduate careers afterwards. Defining Public Archaeology and some challenges for the future within the wider discipline, and a brief run through what it is and what it is not, and who it is for! A series of case studies that attempt to justify the position – and the points that make it different!

12.00 -13.00 **Lunch**

13.00 – 14.30 *Aha - Now I See It in Front of Me*, Tomas Carlsson, (Fabula Storytelling)

Oral storytelling is the key to an ordinary visitor deepening their experience of history and archaeology. The scientist or guide must create interpretations for a layperson to facilitate their comprehension and to give a context; and through oral narrative the skeleton of the information can be given flesh and blood.

Gain insights into the differences between a lecture and oral storytelling, and hear about various examples of where storytelling is already used.

14.30 -15.00 **Coffee**

15.00 – 16.30 *How Anna Jonsdotter became Queen of Bredfjället*, Marcus Lundstedt & Christopher Eliasson (Freelance photographers). Petra Borell (Communication officer, Västarvet)

Can modern photography make more people interested in our past? Swedish photographers Marcus Lundstedt and Christopher Eliasson will explain how they gave new life to peasant girl Anna Jonsdotter. And made tens of thousands of people fascinated, angry and impressed by the destiny of her and other young mothers who gave birth to bastard children in 19: th century Sweden.

The project was during 2012 exhibited at Bohusläns museum. The Communication officer Petra Borell did a public survey and discovered interesting results in how the public experienced this story and the nearby exhibition in the museum. In the survey new target groups was allowed to speak (as for example youngsters under the age of 15) which presented new insights and perspectives of the exhibitions.

16.30 **Discussion and mingle with snacks and beverage**

Last date for notification is November 1st to: Anita.synnestvedt@archaeology.gu.se