



Culture



**NEARCH**  
**Meet the partners**  
**N°5**



Meet Maria Pia Guermandi

**Profession:**  
Archaeologist

**Institution:**  
Istituto Beni Culturali della Regione Emilia-Romagna (IBC) – Italy

**What is it you do exactly? (job title)**

I am responsible for European projects.

**What is your institution's involvement in the NEARCH project?**

IBC cooperates in assessing the image and perception of archaeology by European audiences expanding European participation in the digital Day of Archaeology, promoting dialogue and social integration in a multicultural society, participating as a host for mobility grants and artist residencies and coordinating a European Competition built on the theme "You(r) Archaeology – portraying your past" to explore people representations about "their" archaeological heritage.

**What attracted you in the NEARCH project and why did you wish to participate in it?**

IBC was partner of the ACE project and NEARCH project directs the research in the same patterns. In particular, for IBC it is very interesting to develop the analysis of the social role of Archaeology in times when funds for archaeological research are drastically reduced, especially in Italy. Some NEARCH specific actions try to find answers to these problems and themes.

**Are you and your team working on some activities in particular? If so, which ones?**

So far, as coordinator of action A4 (the European Competition "You(r) Archaeology – portraying your past" )we are very much involved in elaborating the International Call , the Category Forms, the communication campaign, selection rules, etc. We are also

currently working with the partners to shape a Pool Survey for general audiences and for political representatives at a National level. Work is progressing on promoting Nearch project in Italy in different cultural events on related topic (festivals, workshops, etc..) and with several means (website, cards, liflets, etc.), along with the efforts to establish scientific partnership with Academic and Archaeological Institutions (Soprintendenze and Universities). IBC is also part of the project artists in residency for CentQuatre in Paris.

**What is the aim of these activities?**

The aim of all our activities within NEARCH is to explore new, creative and useful ways (through the European Competition, the Pool Surveys, the artists' creations) to highlight the role of archaeology in community and to disseminate in the largest audience as possible NEARCH objectives, expectations and results of these actions archaeological field.

**What continuation would you give to some of the activities of the project?**

We believe that information that the International Call will bring about are very important sources for Museums and Sites to take inspiration from in the development of learning or inclusive projects for general or school audiences.

**What influences would you like NEARCH to have on archaeology and the work of archaeologists in general?**

We strongly hope that NEARCH will contribute to force a new European regulation for Archaeology sector, and especially in Italy where regulation is almost totally lacking nowadays in the field of preventive Archaeology. Moreover, NEARCH should influence and improve ways of people participation as a tool to reveal and to build the importance and the meaning of Archaeology in contemporary society.