

OUTPUT T2.3

Learning Interaction

Concept Paper

Title Best practice workshop on site strengthening
through living history incentives

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Author(s) Danube University Krems (DUK)

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Contents

1. Topic.....	2
2. Aim and Educational Objective.....	2
3. Target Groups.....	3
4. Schedule.....	3
5. Implementation and Approach.....	4
6. Teaching Contents	5
6.1. Theoretical Knowledge Conveyed	5
6.2. Material Used.....	5
7. Output Produced by Participants	7
8. Assessment of Participants’ Performance	7
9. Case Study: Respective Living Danube Limes Event	11
9.1. Contribution to Project Objectives	11
9.2. Feedback of Participants.....	11
9.3. Recapitulation of Organisers.....	12
9.4. Annex A: Event Report of Respective Living Danube Limes Event.....	13
9.5. Annex B: Supporting Material (e.g. presentations photos, etc.)	13

1. Topic

Archaeological sites have a high potential for disseminating history and historical knowledge and for creating a better understanding of cultural identity – if thoughtfully developed and authentically, but sustainably, treated; the latter is sometimes treated as contradiction. A successful and accurate knowledge transfer can not only be enhanced through the creation of museum and visitor site clusters but requires a well-developed and sustainable concept of different illustrations and actions, aimed at individual target groups and groups of visitors, which let the visitor become part of the scene and history by giving him or her a glimpse into what history might have looked like at a certain point of time – thus not only transferring knowledge but also experience.¹

The sustainable implementation of such measures can also have a positive effect on tourism and economic performance. A good example for a successfully developed and managed site is the Roman City of Carnuntum, located on the Danube in the East of Austria, between Vienna and Bratislava. Besides the Museum Carnuntinum in Bad Deutsch-Altenburg, which houses original finds, the main attraction is the archaeological park with its reconstructed Roman quarter, based on the remains of the 4th century CE. Carnuntum not only offers what they call “time travel tours”, in which guides are dressed as Romans taking the visitors on a stroll through their city, but also a number of living history festivals per year – from Imperial times to Late Antiquity, from gladiatorial fights in one of the amphitheatres to people living in the reconstructed Roman buildings during the festival.

2. Aim and Educational Objective

The aim of the workshop was to convey a successful possibility and case study for sustainable and profitable use of historical and archaeological sites to the participants, especially the ones responsible for the management and development of the Living Danube Limes pilot sites. Besides living history events this included physical and virtual reality reconstructions and their use in reaching defined target groups of the individual sites. Great care was taken to make sure that not only one site was presented to the participants, but that a potpourri of different sites, geographical challenges, conservational statuses and historical settings was presented.

¹ See further: Brenker, F., Living History und Wissenschaft. Einige Überlegungen zur jeweiligen Methode, deren Grenzen und Möglichkeiten der gegenseitigen Ergänzung, *Experimentelle Archäologie in Europa 13 – Bilanz 2014*, 2014, pp. 177–186, p. 180; Schöbel, G., Experimental Archaeology, in: V. Agnew / J. Lamb / J. Tomann (eds.), *The Routledge Handbook of Reenactment Studies. Key Terms in the Field*, Routledge, 2020, pp. 67–73; Mölders, D., Archäologie als Edutainment. Können Reenactment und Living History historische Lebenswelten erklären?, in: L. Benková / V. Guichard (eds.), *Gestion et présentation des oppida. Un panorama européen. Management and presentation of oppida. A European overview. Actes de la table ronde de Beroun (CZ), 26 septembre 2007*, Bibracte 2008, pp. 155–164, p. 158; Brand-Schwarz, U., Nur Klamauk oder sinnvolle Vermittlung? Living History in der Museumspädagogik, *Museumsmittellungen Rheinland-Pfalz*, 2005, pp. 151–158, p. 152; Junkelmann, M., Das Phänomen der zeitgenössischen „Römergruppen“, in: I. Jensen / A. Wieczorek (eds.), *Dino, Zeus und Asterix. Zeitzeuge Archäologie in Werbung, Kunst und Alltag heute*. Beier & Beran 2002, pp. 73–90, p. 76; Burandt, B. A. N., Zwischen Archäologie und Sandalenfilm – Chancen und Problematiken „kostümierter“ Wissensvermittlung am Welterbe Limes, in: Matesic, S. (ed.), *Interdisziplinäre Forschungen zum Limes. Beiträge zum Welterbe Limes 10*, WBG Theiss 2020, pp. 202–212, pp. 204–205; Hadden 1999: R.L. Hadden, *Reliving the Civil War. A Reenactor's Handbook* (Mechanicsburg 1999).

3. Target Groups

The main target group of this workshop were experts responsible for the pilot sites of the Living Danube Limes project – museum managers, tourism developers, but also NGOs and interest groups working with and for the pilot sites along the river Danube (which were identified and chosen for their variety not only in historical use and conservation, but also in touristic exploitation and accessibility).

In addition to that main target group, local, regional and national public authorities were targeted (as being tightly connected to and interwoven with cultural heritage management and touristic exploitation, valorisation and development), as were higher education and research institutions.

4. Schedule

The one-week workshop, which due to Covid19 restrictions was carried out online and not on-site in Carnuntum (see chapter 5 below) contained two parts, amounting to 50% of the week each. The first part was a lecture series focusing on living history, site strengthening and interpretation and transfer, bringing good practice examples from sites along the Roman Frontier from Great Britain to the Black Sea. The second part was dedicated to syndicate working groups in which experts and interested participants discussed ideas relevant to the Living Danube Limes project and developed input taken up by and incorporated into the project. The topics discussed and developed in the syndicate working groups dealt with communication and museum clusters, living history, virtual reality and interpretation, and Covid19 challenges and possibilities – all of them related to the project itself and thus giving the participants the possibility to join the project developments with their ideas and their visions, which are then to be incorporated into deliverables and outputs of the project.

SITE STRENGTHENING THROUGH LIVING HISTORY AND VIRTUAL REALITY INCENTIVES PROGRAMME

Monday 22 March 2021, 0900-1330 CET		1110-1330		1140-1330	
CARNUNTUM AND LIVING HISTORY		The CE-Project VirtualArch - Visualize to Valorize. For a better Utilisation of hidden Archaeological Heritage in Central Europe		SYNDICATE WORKING GROUPS	
0900-1045		BLUEMED's Contribution to the Promotion of Underwater Museums through innovative Technologies		Communication & Museum Clusters	
Virtual Welcome to Carnuntum and the Workshop	Markus Wachter & Eduard Pollhammer	Hadrian's Wall: Understanding and Promoting the World Heritage of a Roman Frontier Monument		Living History, Virtual Reality & Interpretation	
Aims and Goals of Living Danube Limes Project & Introduction to Workshop	Anna Kaiser	ARCHEODANUBE-Archaeological Park in urban areas as a tool for Local Sustainable Development		Covid19 Challenges and Possibilities	
1045-1330		Danube's Archaeological eLandscapes - the visible and invisible Heritage of the Danube Region.			
Carnuntum - A Success Story	Marina Brandtner			Thursday 25 March 2021, 0900-1330 CET	
Living History, Reenactment, Reenactment - between Research and Popular Performance	Marko Jelusić			SYNDICATE WORKING GROUPS	
Get to know your Syndicate & Participants	Creative Participants Activity			Communication & Museum Clusters	
				Living History, Virtual Reality & Interpretation	
				Covid19 Challenges and Possibilities	
Tuesday 23 March 2021, 0900-1330 CET		Wednesday 24 March 2021, 0900-1330 CET		Friday 26 March 2021, 0900-1330 CET	
SITE STRENGTHENING		INTERPRETATION AND TRANSFER		SYNDICATE WORKING GROUPS	
0900-1110		0900-1140		Communication & Museum Clusters	
Introduction of Participants	Syndicates	Wisdom and History - Why Culture Connects Us		Living History, Virtual Reality & Interpretation	
Research, Reenactment and Reconstructions. Combining Science and Presentation in the LVR-Archaeological Park Xanten	Sebastian Held & Stephan Quick	All aboard! How the famous Roman Ships of Zwammerdam (NL) provide Opportunities for Entrepreneurship and Tourism on local, regional and (inter)national Levels		Covid19 Challenges and Possibilities	
Roman Festival Poetovio - Ptuj	Andrej Klasinc	Knowledge Transfer in Museums		Presentations & Discussion	
		Interpretation of the Danube Limes in Bavaria: Interpretation Framework and the Museum's Network		Presentations of Syndicates	
		EUSAIR Priorities and ARHKONTUR Project		Discussion	
				Closing of Workshop	

www.donau-uni.ac.at/dbu/workshop-carnuntum

Fig. 1 – Schedule of the workshop week.²

5. Implementation and Approach

Following the main aim of the workshop, which was to convey a successful possibility and case study for sustainable and profitable use of historical and archaeological sites to the participants, the initial plan foresaw the hosting of the workshop at the archaeological park of Carnuntum, combined with the living history event kicking off the season. This would have enabled the participants to get a live glimpse into a success story on the Danube Limes.

In addition to that lectures by experts on living history and site strengthening as well as interpretation of history and archaeology would have brought expertise from especially Great Britain, the Netherlands and Germany to the workshop. This focus was chosen because a) the English-speaking world has a long and continuous tradition of living history and reenactment,³ and b) the Roman borders in the named countries are listed as UNESCO World Heritage since a long time, thus have expertise in communicating the outstanding universal value of their sites to the public.

In the end the Covid19 situation did not allow for the workshop to take place on site in Carnuntum. In order to bring at least some of the spirit of Carnuntum to the workshop, a video presentation was produced, which features living history as final product of sound academic

² All figures: screenshots Danube University Krems, 2021.

³ See note 1 above.

research and work. This is also represented by the three sets in the video – the archaeological depot in Hainburg, in which the finds from the Carnuntum area are kept, researched, documented and preserved, the Museum Carnuntinum in Bad Deutsch-Altenburg, in which original finds are presented to the public, and the Roman City of Carnuntum, which is the archaeological park, in which buildings of one of the latest phases of Roman settlement, the 4th century CE, were reconstructed (based on archaeological findings and research) in order to a) allow the visitors to literally step into Roman times and b) preserve the Roman foundations and ruins beneath the modern structures, which means that the reconstructed Roman buildings serve as protection measure for the original Roman structures. The video is available online on YouTube with English subtitles:

<https://www.youtube.com/watch?v=xBW7MeO9mbs>

The structure of the workshop (see below chapter 6.1) was developed along the story line of getting to know the case study of Carnuntum and the project Living Danube Limes itself, followed by the aims of the workshop and an introduction into different versions of living history and re-enactment, followed by positive examples of site strengthening from other Roman archaeological parks and festivals, with a special focus also on heritage and structures that are still below ground and thus not immediately visible to the visitor or which are long decayed, but known to have been omnipresent in daily live, which was the case with boats and ships along the Danube. Building on the information on sites themselves was input on the connecting power of culture and heritage and once again good practice examples, this time on knowledge transfer to visitors and the general public, with a special focus on existing strategies in UNESCO World Heritage areas.

The second half of the workshop was dedicated to developing input, ideas and solutions for the Living Danube Limes project. For this the participants were split into three syndicate working groups, each of them tasked with developing content on a topic important for the project, with the knowledge that their products were to become part of the project itself and the final outputs. The composition of the participants of the workshop, who were all experts on specific fields of relevance for the project, enabled high quality results for the project implementation and led to a high satisfaction amongst the participants for a) being valued for their expertise and b) getting the chance to participate in the development of the project contents (see below chapter 9.1).

6. Teaching Contents

6.1. Theoretical Knowledge Conveyed

Theoretical knowledge was conveyed mainly in the first part of the workshop, with online lectures and a video on Carnuntum and its living history incentives – outlined in detail below. In addition to that the participants of the syndicate working groups profited from each other's knowledge in the second part of the workshop. The mixture of different expertise, geographical whereabouts and stages of development of the individual pilot sites represented allowed for a

high intensity learning in the second part of the workshop, tailored to the needs and questions of the participants and provoking new thoughts and ideas within everyone participating.

The first part of the week was structured into three main chapters, focusing on the case study Carnuntum, site strengthening and interpretation and transfer, but a clear-cut line between the three was not possible, and never intended, since the lectures were designed to flow into each other and to highlight that the topic is highly intertwined and it is not easy (or possible) to transect individual parts, but a cross-cutting approach is needed for success. The following topics were treated (either in form of lectures or videos), always accompanied by a question-and-answer session and discussion. Discussion was possible throughout the whole week, since the lecturers stayed for most of the workshop.

Carnuntum and living history

- Virtual visit to Carnuntum
- History and success story of Carnuntum and the Archaeological Park
- Living history, re-enactment, re-enactorism – between research and popular performance

Site strengthening

- Research, re-enactment and reconstructions – combining science and presentation in the LVR-Archaeological Park Xanten
- Roman Festival Poetovia – Ptuj
- The CE-Project VirtualArch – Visualize to Valorize. For a better utilisation of hidden archaeological heritage in Central Europe
- BLUEMED's contribution to the promotion of underwater museums through innovative technologies
- Hadrian's Wall – understanding and promoting the World Heritage of a Roman frontier monument
- ARCHEODANUBE – Archaeological parks in urban areas as a tool for local sustainable development
- Danube's Archaeological eLandscapes – the visible and invisible heritage of the Danube Region

Interpretation and transfer

- Wisdom and history – why culture connects us
- How the famous Roman ships of Zwammerdamm (NL) provide opportunities for entrepreneurship and tourism on local, regional and (inter)national levels
- Knowledge transfer in museums
- Interpretation of the Danube Limes in Bavaria – interpretation framework and the museum's network
- EUSAIR priorities and ARHKONTUR project

6.2. Material Used

The workshop took place via Zoom; the lecturers were invited to bring PowerPoint presentations with a lot of pictures, giving as much insight into the situations on-site as possible. Video material was encouraged (and transmitted via a link on a secure storage site in order to evade halting broadcast due to bad connection / failing bandwidth).

Question-and-answer sessions were part of each lecture and topic, as was the possibility for discussion with the lecturers but also amongst the participants – all of which brought immense and invaluable expertise with them (see further chapter 3 on target groups).

For the second part of the workshop break-out rooms for the individual working groups (and sub break-out rooms to split the syndicates even further) were created. Interactive online tools, such as Mural and Wonder.me, were used to facilitate an active cooperation between the members of the three syndicates.

7. Output Produced by Participants

The second half of the workshop was dedicated to developing input, ideas and solutions for the Living Danube Limes project. For this the participants were split into three syndicate working groups, each of them tasked with developing content on a topic important for the project, with the knowledge that their products were to become part of the project itself and the final outputs.

The following topics were treated and analysed in detail:

- Communicating the past to the present, communication between museums and sites along the whole Danube, importance and creation of museum clusters
- Chances, pros and cons of living history and re-enactment, virtual reality reconstructions and augmented reality
- Covid19 challenges and possibilities, especially in regard to communication and outreach

The output was presented to all the participants of the workshop at the end of the week and immediately discussed in the plenum, which led to further invaluable input that could immediately be used within the project, since the respective work package and deliverable leads were also the syndicate leads.

The following pictures provide insight into the cooperative syndicate work online:

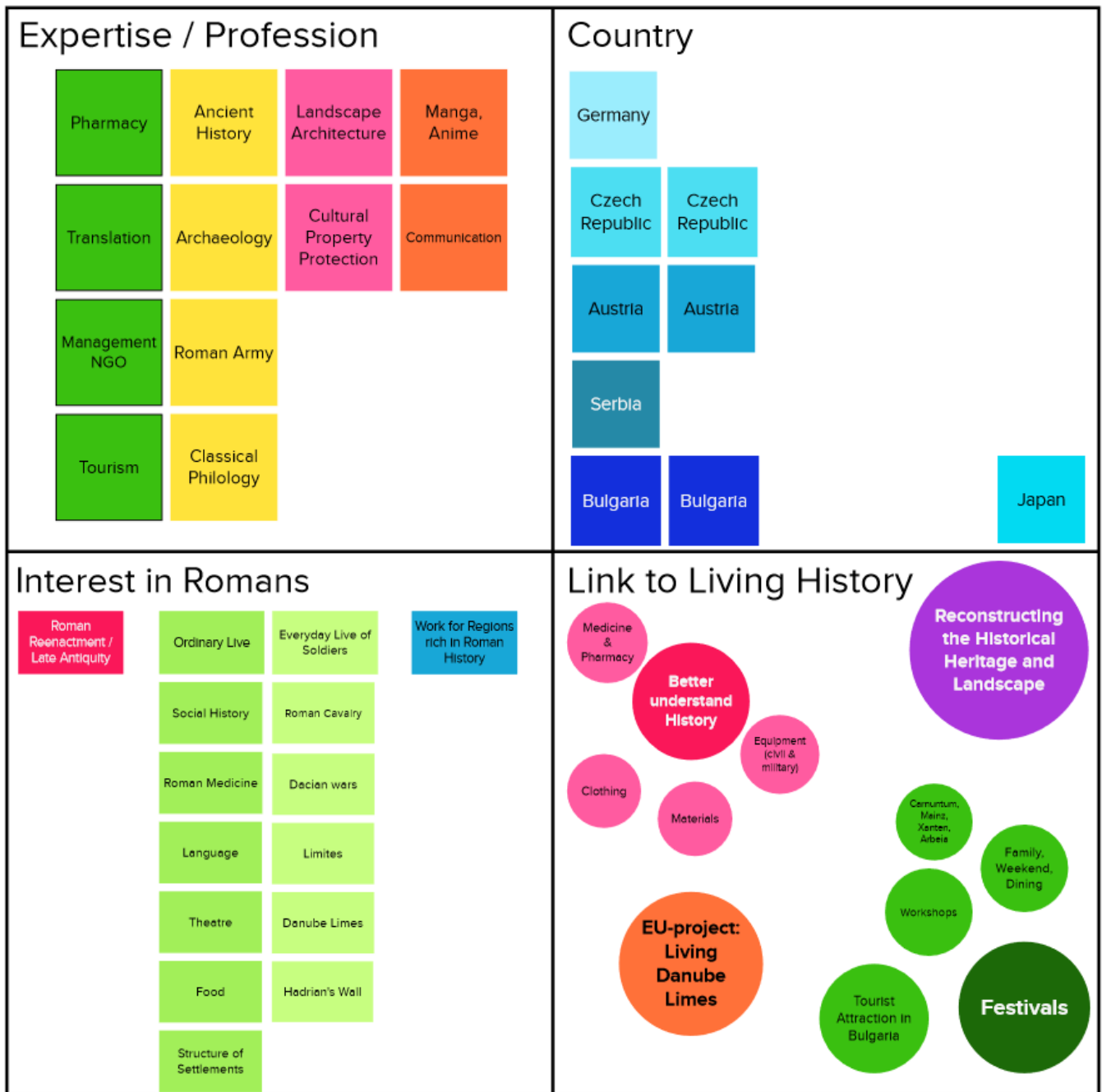


Fig. 2 – Composition of syndicate group.



Fig. 3 – Ideas on living history and re-enactment.

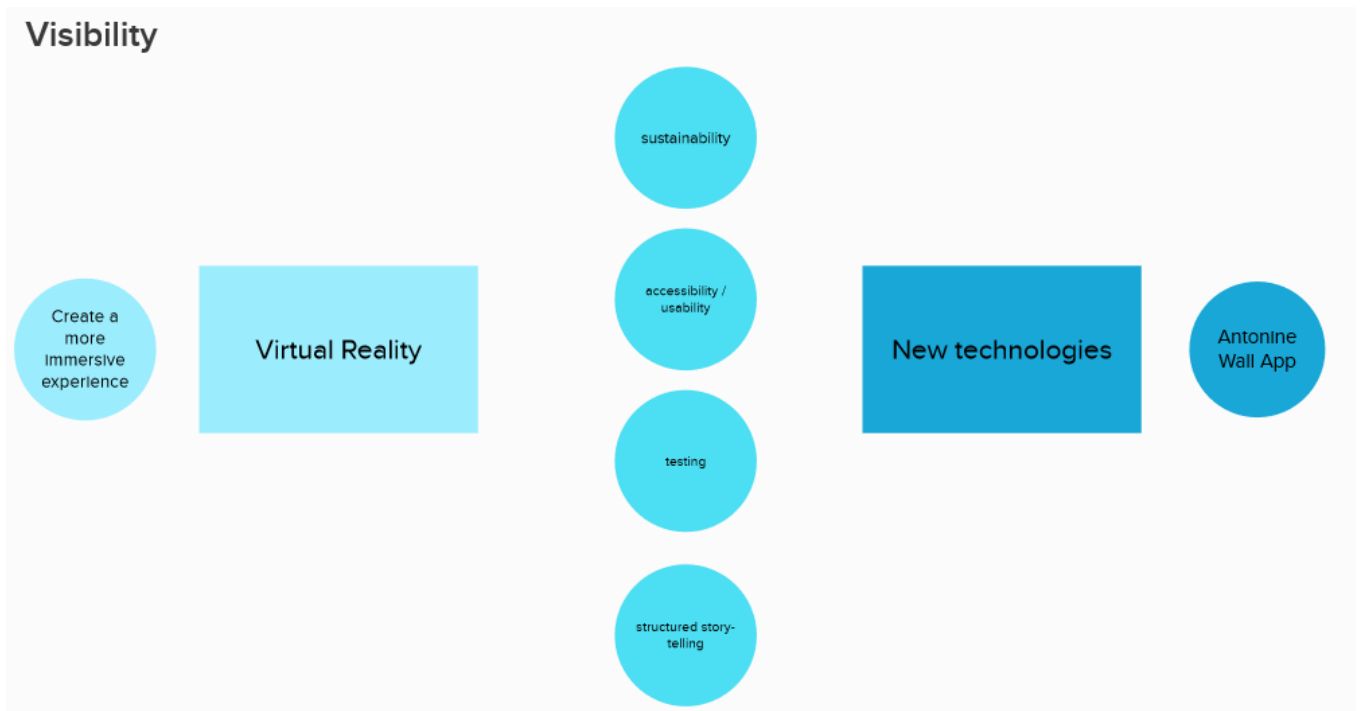
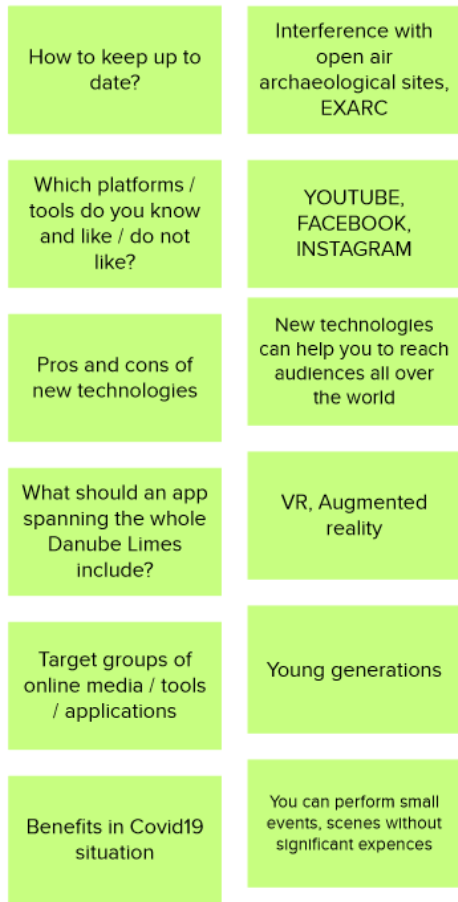


Fig. 4 – Visibility matters, in this case focused on virtual reality and new technologies.

New Technologies



Virtual Reality



Fig. 6 - Details on virtual reality.

Fig. 5 - Details on new technologies.

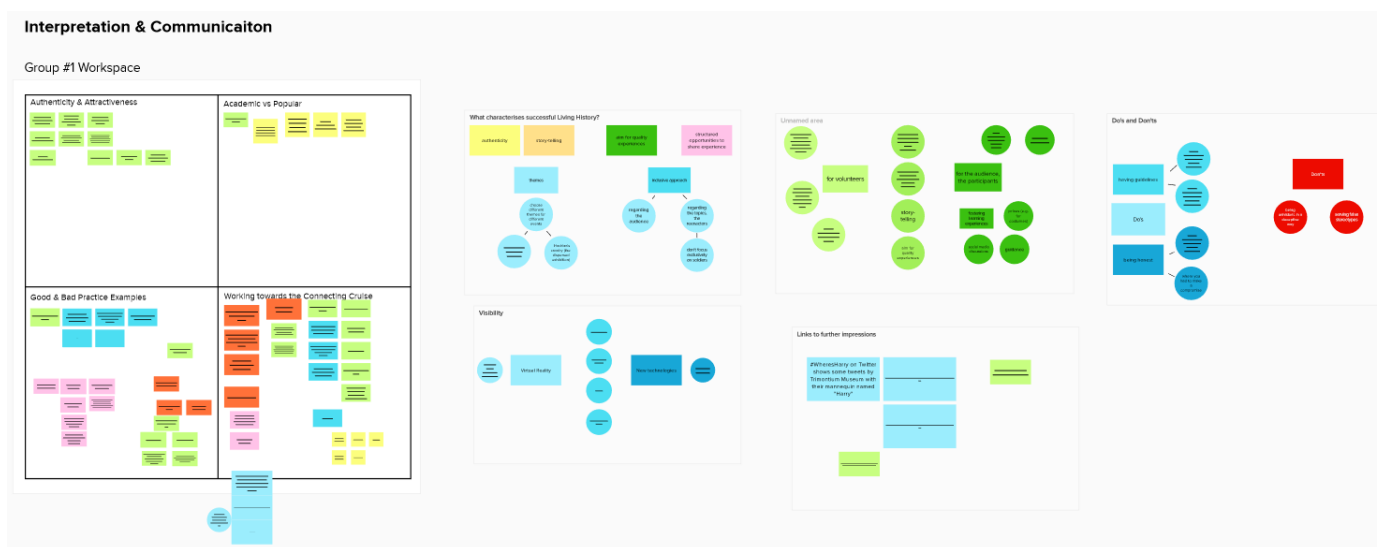


Fig. 7 - Screenshot of the total Mural working board.

8. Assessment of Participants' Performance (if applicable)

The workshop ended with the presentation of the work, findings and ideas of the three syndicate working groups, followed by a lengthy discussion, bringing together all topics discussed, and threads developed at the workshop.

9. Case Study: Respective Living Danube Limes Event

9.1. Contribution to Project Objectives

The results of the workshop contribute to the following work packages/project deliverables/outputs/general incentives:

- D.T2.1.1 – Identification and establishment of the museum structure in the Danube Limes region
- D.T2.1.2 Consolidation of museum sites in the context of Danube Limes museum clusters
- D.T2.2.2 Connecting Danube river cruise
- D.T2.3.1 Virtual reality reconstructions for pilot sites
- D.T2.3.2 Implementation of virtual reality reconstructions on pilot sites
- D.T2.5.1 Living history festivals and events
- D.T2.5.4 Promotional and educational video for broad dissemination of project outputs 3 – living history
- D.C.5.5 Video documentation of the project
- D.C.5.7 Video on living history in Carnuntum
- WPI2 to WPI8

In addition to that the participation of thematically related projects within the DTP programme led to reinforced cooperation between the projects and synergies in the implementation in the upcoming periods.

The keynote lecture on why culture is important and culture and cultural heritage connect people contributed to the overall objective of the project with highlighting the unifying power of culture and heritage in general, but especially in the Danube Region, covered by the EUSDR.

9.2. Feedback of Participants

81,8% of the participants of the workshop were highly satisfied, 18,2% were satisfied, amounting to a total of 100% satisfaction (numbers rounded).

The parts of the workshop and contents enjoyed most by the participants (single choice) were the syndicate working groups (33,3%), information on the case study Carnuntum (27,3%), archaeological parks and festivals in general (21,2%), successful examples for developments and implementation (of living history incentives, virtual reality reconstructions, physical reconstructions – 15,2%).

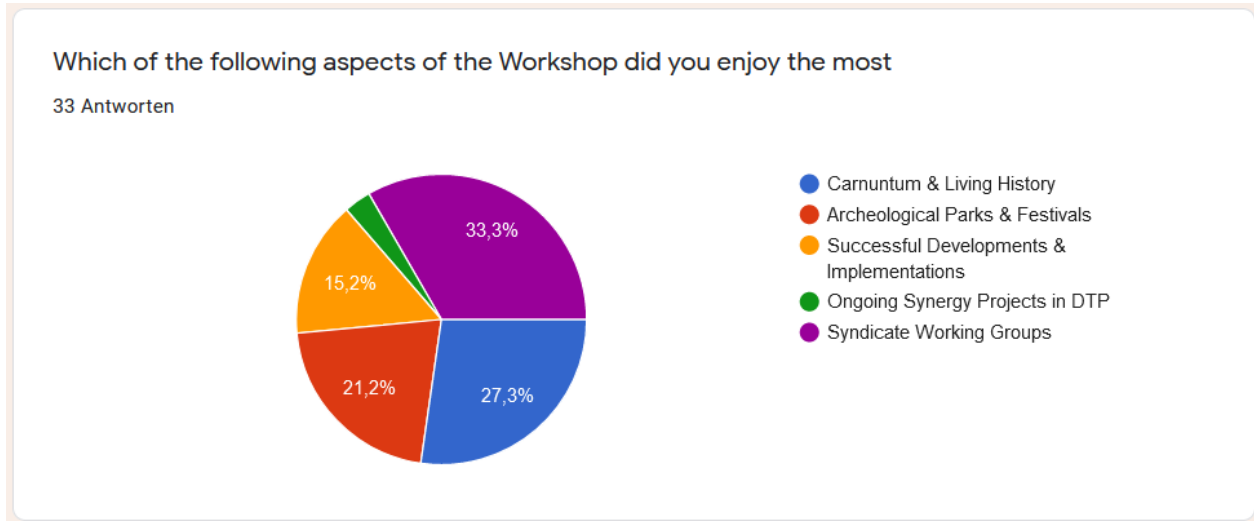


Fig. 8 – Thematic parts of the workshop enjoyed the most by the participants.

9.3. Recapitulation of Organisers

The substitution of the on-site event with the online version did not allow for the feeling and diving into the spirit of living history conducted as event in reconstructed Roman buildings, but did allow for a high number of participants, 91 altogether.

Some of the information to be gained by the visit on site could be transported via the video, which was scripted to convey all the steps from academic research of an object to its use in living history and re-enactment in historical and archaeological knowledge transfer and interpretation.

The video and the lectures, which were recorded, are available online via the project's YouTube channel, thus enabling a broader outreach than a physical event on-site would have had.

The mixture of theoretical inputs with expert lectures and a "hands-on-approach" (though in the virtual space) in the syndicate working groups turned out as good mixture and was highly appreciated by the participants.

Giving the participants of the workshop, which were by no means all partners of the project, the possibility to become part of the project and to develop inputs that would directly feed into the project developments and outputs was highly appreciated as well. To put this incentive in the first third of time of the project was a good choice.

Wise choosing of lecturers led to their participation in most of the workshop, which in turn led to fruitful discussions between the lecturers, but especially between the participants and the lecturers and thus an immense knowledge and especially expertise transfer between caretakers and museum specialists of the individual sites and museums along the Danube and with sites in Great Britain, the Netherlands, and Germany, which have huge knowledge in transferring knowledge to the public as UNESCO World Heritage sites.

9.4. Annex A: Event Report of Respective Living Danube Limes Event

9.5. Annex B: Supporting Material (e.g., presentations, photos, etc.)

- Presentations of lecturers.