

5th International Conference
YOCOCU 2016
Youth in Conservation of Cultural Heritage



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YOCOCU 2016
Youth in Conservation of Cultural Heritage

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This publication presents some of the papers from the YOCOCU V International Conference (YOUTH in CONSERVATION of CULTURAL HERITAGE), held in Madrid, in September 2016 under the auspices of the Museo Nacional Centro de Arte Reina Sofía Department of Conservation-Restoration, the Instituto de Geociencias (CSIC-UCM), and the YOCOCU association.

The purpose of the conference is to promote intergenerational exchange and support the participation of young researchers in the conservation and study of cultural heritage. The main themes of the conference were subsequently compiled for publication as a way to make the discussion available to all who might be interested.

The 89 selected articles, representing more than 241 authors from more than 114 institutions and 19 countries, offer a glimpse into the enormous diversity of conference attendees. International participants came from Africa, the Americas, Asia, and Europe and from institutions as varied as the Istituto Italiano di Tecnologia, the University of Isfahan (Iran), Univerzitet u Novom Sadu (Serbia), and Universidad Autónoma Metropolitana (Mexico).

The selected papers reflect a broad range of cultural heritage conservation, from landscapes to time-based media art, including traditional and contemporary manifestations of material culture and intangible values managed by public and private institutions. The scope is addressed by the multidisciplinary approach often found in conservation-restoration practice, covering cases of nondestructive material analysis; technological innovation applied to intervention, diagnosis, and documentation; networks of shared scientific knowledge; outreach; education; and heritage at risk.

A forum for the exchange of experiences, the conference proved to be an exceptional opportunity for engaging new generations of conservator-restorers in sharing and enhancing recently produced knowledge. The goal of this initiative was the dissemination and debate of conservation practice as a strategy to preserve heritage for the future.

Last but not least, we acknowledge the generosity and continued support of the conference participants in preparing their results for publication, and to the organization board who made this project possible.

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Director of the Petrophysics Laboratory and the Geomaterials Department of the Instituto de Geociencias
(CSIC-UCM). Chair of YOCOCU 2016.

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Genius Loci: A Web-Based Initiative to Enhance Archaeological Resources

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INTRODUCTION

Archaeology belongs to communities: it defines, enriches, and enhances them.¹ For this reason, the Associazione Culturale Egeria plans to create a Web portal that can offer useful services to citizens, both professional archaeologists and amateurs, involving them directly in the dissemination of archaeological resources where they live. Genius Loci wants to be an archaeological website that offers various types of information depending on who uses it.

Despite accounting for less revenue than manufacturing or services, the tourism sector, which depends on Italy's cultural heritage, is likely to be the most reliable sector of the national economy over the long term.² The mission of Genius Loci will be to take care of and protect our cultural heritage by explaining its value to as many people as possible.

METHODS & METHODOLOGY

The Associazione Culturale Egeria is an association of archaeologists with experience in archaeology-oriented school activities.

Our journey started in November 2015 with an informal survey of more than 100 people to understand which archaeological sites they would like to know more about.

Although our region, northern Milan, includes more than 30 archaeological points of interest, the survey revealed that few people are aware of more than

one or two of the sites closest to their home and that knowledge of even those is poor. We then went further and tried to determine how interested citizens were in learning about the local archaeological sites and what interest there was in the rest of our country.

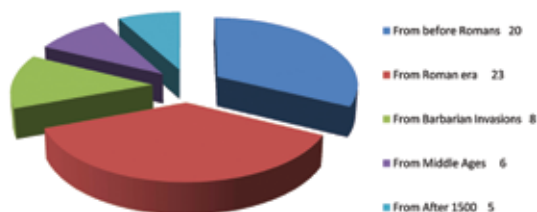
The results were clear and similar to national survey results: people are interested in cultural heritage sites, but only the main ones are known and visited (figs. 01–02). This is further confirmed by tourism reports. Although tourism is increasing and famous places are seeing more visitors, smaller and lesser-known places have not yet benefited.³

Our study raises several important issues.

1. Knowledge should return to the people. Many cultural activities do not have a significant impact on local and/or nonprofessional audiences.
2. Knowledge should be reachable. Information about archaeological sites is hard to find and irregularly (or never) updated.
3. Knowledge should be easier. Nonspecialists, whether adults or schoolchildren, should be able to learn about local cultural heritage from sources that are understandable without compromising quality.

We decided to develop a program that could connect the three key participants in the archaeological panorama—schools, archaeologists, and interested people (e.g., tourists)—and allow them to participate

Since when does Milan exist, in your opinion?



Note: Right answer is From before Romans - Almost 1/3 (19) of interviewed was really wrong!

Fig. 01. Chiara Bozzi, Milan survey results, 2015. Free to use the picture.

Are there any archeological remains in your city? Have you ever visited them?

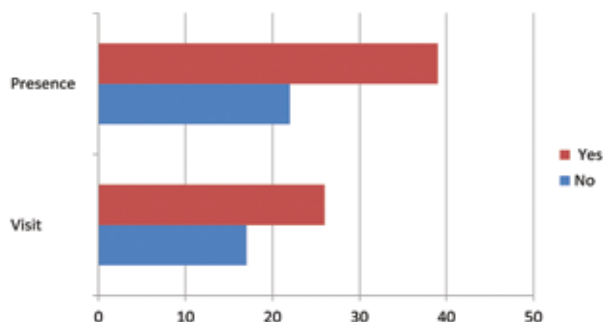


Fig. 02. Chiara Bozzi, archeological spots survey results, 2015. Free to use the picture.

in ways that would make the program self-sustaining and keep interest in cultural heritage alive.

We want to promote high-quality archaeology-oriented activities in schools. As a result of these activities, with the help of the students, we will produce shareable data sheets describing local cultural heritage sites of interest. These sheets will provide useful geographic details about local sites, a bibliography, images, addresses, and other information that can be useful for visiting the site.

We proposed to make these sheets available on a Web-based database with a map interface for easy access and the possibility to select specific reports. Because participating schools would include both primary and secondary schools, materials of varying complexity would be presented.

Archaeologists could then supplement, improve, and research the database records. Linking to

relevant articles and publications would result in a georeferenced bibliographic database. Such a research tool does not yet exist but would be extremely useful for the archaeological community.

Sharing the database via the Internet would allow everybody, including tourists, to quickly access information and to provide updates (e.g., new hours of operation, changes in access, or other logistical details).⁴

The portal that would host this database could be expanded to host additional features (including those requested by the audience); for example, it could host a database of teaching sheets, a virtual museum, experimental and laboratory results from our laboratories, and acknowledgment pages our collaborators.⁵

In addition, our related laboratory activities could be inserted into the Italian “school-job interchange,” which requires high school students to gain practical experience. In this way students could actively participate in the enhancement of the cultural heritage of their territory.

RESULTS & DISCUSSION

We submitted our project to Link On Labour, a European prize for young startups in northern Milan. After winning, we used the prize money to start our first round of school activities. These commenced in December 2016 at the Zandonai primary and secondary school in Cinisello Balsamo and will expand to other schools as agreements are signed and fundraising allows. In April 2016 we realized an exhibition that presented the results of our work to the public and provided a tactile visit, thanks to the realization of some 3D printed archaeological finds.

Already in development is an agreement with Virtus Loci, an institutional website that maps and locates interesting buildings in northern Milan.⁶ The agreement will allow us to implement a professional georeference website with a wide area of coverage, jumping from six cities to 33 without even publishing our beta website. The agreement will also allow us to concentrate on future developments, such as smartphone accessibility and new classroom activities (3D scans and reconstructions, conferences, etc.), and to develop communications campaigns.

CONCLUSIONS

Interest in Italian archaeology is high but imperfectly matched to available resources.

Providing people with a way to access the information they want, at the technical depth they want, is likely to attract more people to cultural heritage and make students aware of the resources that surround them. That will in turn improve attendance at and the protection of local points of interest.

Archaeology should stop being seen as a “boring topic” and start being offered to people in ways that are less threatening.

CURRICULUM VITAE

Chiara Bozzi is a freelance archaeologist. She collaborates with the Università Cattolica del Sacro Cuore of Milan as a subject matter expert for the teaching of classical archaeology. She has expertise in the creation of educational workshops.

Matteo Tortosa is a technical product designer at Miasuki.com, a major startup in Milan in the luxury apparel sector. He holds a degree in industrial product design from the Politecnico di Milano. He is interested in new technologies.

Alessandro Bona is an archaeologist and subject matter expert for the teaching of numismatics at the Università Cattolica del Sacro Cuore in Milan. He is also an external collaborator with the Pontificio Istituto di Archeologia Cristiana in Rome.

Ricky Radaelli is an archaeologist. He has worked as a designer of archaeological finds in an international research project involving the University of Manchester, Cambridge University, and the University of South Florida.

Riccardo Valente is an archaeologist. He completed a PhD at the Politecnico di Milano on the application of relevant advanced methods for archaeological excavation (3D photogrammetry).

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(Endnotes)

- 1 For a definition of *public archaeology*, see Paterlini, A., and Ripanti, F., “Che cos’è l’archeologia pubblica?” *Archeostorie*, 6 July 2016, <http://www.archeostorie.it/la-versione-di-archeostorie/che-cose-larcheologia-pubblica> [25-07-2016].
- 2 The “Report on Tourism 2016” notes that tourism is an important sector for the Italian economy, worth 10% of the gross domestic product. See Scurati, M., “Turismo culturale in Italia: tesoro da 12,5 miliardi l’anno”, *InsiemePer—Idee per il Tuo Business*, 1 July 2016, <https://www.insiemeper.eu/it/news/2016/07/turismo-culturale-italia.html> [25-07-2016].
- 3 In 2016, attendance at Italian museums increased by 12% compared to 2015 (i.e., 1.2 million persons in more), which led to a 12% increase in receipts (up €18.5 million). For example, the Lombard museums were visited by 1.791.931 people. See Ministero dei beni e delle attività culturali e del turismo, “2016. Tutti i numeri dei #museiitaliani”, 7 January 2017, http://www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/MibacUnif/Comunicati/visualizza_asset.html_892096923.html [15-03-2016]. The Milan Expo drew 21.5 million visitors (of which only 6.5 million were foreigners) in 184 days. See ANSA, “Expo, tutti i numeri di Milano 2015”, 31 October 2015, http://www.ansa.it/canale_expo2015/notizie/news/2015/10/31/expo-tutti-i-numeri-di-milano-2015_95c81616-fb76-4814-a2de-78e8e6b10be0.html [25-07-2016]). However, tourists visit the same places. Tripadvisor.it’s ranking of the top ten things to do in Milan includes the Dome (with the terraces), the Last Supper, the Vittorio Emanuele II Gallery, the Sforzesco Castle, and the Monumental Cemetery.
- 4 One recent newspaper article stressed the link between tourists and the use of digital platforms for cultural heritage. Greco, A., “Il turismo straniero cresce in Italia, ma l’offerta digitale del patrimonio è arretrata”, *La Repubblica*, 18 July 2016, http://www.repubblica.it/economia/2016/07/18/news/il_turismo_straniero_cresce_in_italia_ma_l_offerta_digitale_del_patrimonio_e_arretrata-144329210/ [25-07-2016].
- 5 An example of an archaeology-themed Web portal was recently presented to the city of Milan thanks to the collaboration of public institutions and four universities. Soprintendenza Archeologia della Lombardia, *Milano Archeologia*, <http://www.milanoarcheologia.beniculturali.it/> [25-07-2016].
- 6 Consorzio Sistema Bibliotecario Nord Ovest, *Virtus Loci—alla scoperta del territorio*, <http://www.virtusloci.it/> [25-07-2016].