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OPEN ARCH

Een Cultuur Project van vijf jaar met 11 partners, gebaseerd op de sterke punten van EXARC - haar netwerk en internationale perspectief. OpenArch zet een permanent netwerk op van archeologische openluchtmusea, verhoogt de standaarden van de deelnemers en verbetert de ervaring voor de bezoekers in heel Europa.

2011-2015

23-25 april 2013 THE DIALOGUE WITH THE VISITOR

Internationaal OpenArch Congres

in **ARCHEON** ALPHEN A/D RIJN



With the support of the Culture Program of the European Union



Zie voor meer informatie:
www.openarch.eu



- Lezingen van onder anderen:
- Wim van der Weiden (European Museum Academy)
 - Janneke Kuysters (Resultants)
 - Ruben Smit (Reinwardt Academie)
 - Hendrik Henrichs (Universiteit Utrecht)
 - Gunter Schöbel (Pfahlbaumuseum Unteruhldingen)
 - Mark Driessen (Universiteit Leiden)
 - Kars Alfrink (Hubbub Gamedesign)



Jack Veldman

Dear OpenArch friends, participants and guests on this 5th OpenArch meeting
“Dialogue with the visitor”.
Tell the right story right.

The OpenArch project started in 2011 with 11 partners and 5 work packages.

We, Archeon in the Netherlands and Vinimatium from Belgrade are partners in
the WP3

WP3 is about THIS dialogue with the visitor

What do we tell our visitor, so to set up and maintain a quality system.

And

How do we tell the things we do want to tell.

What: The first item in a more scientific and desk research work plan

How: To tell the story is what this meeting is all about.

We are very anxious with you to start this conference and to keep going on with this WP3.

Wich has to be and has to give us all a better performance at the end of our project in 2015.

As introduction we show you our team:

- Jack Veldman
- Monique Veldman
- Wiel van der Mark
- Marc van Hasselt
- Peter Zweistra
- Joerie van Sister
- Cindy van Nierop
- Rosella Reeuwijk
- Saskia



And followed by a short movie about Archeon



Today you will see Archeon in its full operation.

We have booked today 1252 schoolchildren together with 244 teachers and parents for their accompany.

We do offer in our three section guided tours; 6 in each section so 18 tours in the morning and 18 in the afternoon.

Makes 36 tours with the groups of 20 children is a total of 720 persons in a guided tour.

The other visitors have their own program together with a passport for the primary schools and a adventure tour and all can do the activities we offer them.

We offer two shows: the joust at 12 'o clock for about 20 minutes.

At the end of the day we present our gladiator fight in the arena with up to 1500 seats.

But... we at Archeon are exactly like your business and park at your site.

We have and face the same challenges and difficulties.

Big or small; the size is not the issue.

Authenticity, staff and volunteers, education, teachers going their own way, wheather: to much sun or to much rain.

The local authority who do not understands you and our neighbors etc.

All the challenges we have to face every day with 10, 100 or 1000 visitors.

We all know.

It is al about the visitor. The visitor who chose our archeological open air museum, because they are looking for something different, something special.

We have to offer them a nice day out in a memorable surrounding of the past. And this can not be found anywhere else because we are real.

But we have to be open to look for new ways to perform in this changing world.

And do remember what the two monks said to each other as they thought they were blessed with the only wisdom.

Good conference.

