

WP3 – Dialogue with the Visitor
Archeon and Vinimatum

Tuesday 23-04-2013 - Day 1
Dialogue with the Visitor

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| 9:30 | Jack Veldman, director of Archeon Welcome and introduction of Archeon | |
| 9:45 | Wim van der Weiden Chairman of the European <u>Museum</u> Academy, former museum director of Museon, Naturalis, Anno. <i>Reaching the Unreachable – dialogue with visitors-to-be</i> | |
| | ROOM A | ROOM B |
| 10:45 | Yvonne Kuhfus is actrice, writer, art director for Rijksmuseum, van Gogh museum, Singer museum, Wallraf-Richartz Museum. <i>Engaging and educating children through theatre in a museum</i> | Gunter Schöbel is director of the Pfahlbaumuseum Unteruhldingen , and president of the board of EXAR. Experimental Archaeology and the Dialogue with the Visitor |
| 11:30 | Coffee | |
| 11:45 | Paul Stork is partner at Fabrique, a multi-disciplinary bureau focusing on strategy, branding, visual identity and interactive media. Fabrique is responsible for websites such as ah.nl, d-reizen.nl, madurodam.nl, flexa.nl en rijksmuseum.nl. <i>Dialogue</i> | Ruben Smit is a lecturer at the Reinwardt Academy of Cultural Heritage, Amsterdam: museum learning, interpretation , exhibiting and theoretical museology/heritage studies. <i>Rethinking the experience from a learners point of view</i> |
| 12:30 | Plenary discussion on the morning lectures | |
| 13:00 | Lunch and guided tour in Archeon (optional at 13:30) | |
| | ROOM A | ROOM B |
| 14:15 | lecture and workshop Annemarie Pothaar has worked for a national park, historical museums, archaeological open-air museums and the Dutch Royal Armouries. <i>Active participatory workshop & theory on Creating Great Visitor Experiences</i> | Don Blaauw is director of studio NoMoreMondays, which develops interactive concepts and creations for mobile users and interactives in museums. <i>A playful dialogue with the mobile visitor</i> |
| | | 14:45 - 15:00 coffee |
| | | Hanne Marckmann is advertising and new media expert and is an educator and researcher at the Utrecht School of the Arts, focusing on learning through play. <i>The playful dialogue</i> |
| 15:45 | Welcome by Bas Eenhoorn Mayor of the City of Alphen aan den Rijn former castellum at the Roman Limes | |
| 16:00 | Janneke Kuysters Senior Advisor for Resultants. Former sales director of Efteling, Bataviawerf. <i>The economic and social relevance of heritage sites</i> | |
| 17:00 | Spare time | |
| 19:00 | Reception in Medieval Monastery | |
| 20:00 | Medieval Dinner | |



Culture Programme

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Wednesday 24 April - Day 2
Dialogue with Skills

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| 9:30 | Welcome and introduction to the second day: concept of <i>The Future of Food</i> | |
| 9:45 | Jaap Hogendoorn is Archeon employee since 1997 and currently the head of historical building reconstructions and art director of historical theatre in Archeon. <i>Putting on a show</i> | Food workshops in Archeon (the whole morning) Cooking in different time periods: - Mesolithic cooking with hot stones - Bronze Age soup, bread , stew, beer - Roman Age snacks - Medieval breadmaking, beer- brewing , preparing a meal |
| 10:30 | Coffee | |
| 10:45 | Yohan Creemers is chairman of the board at IxDA Nederland, partner at Ylab. <i>Routing, Wayfinding and the visitors experience</i> | |
| 12:30 | Lunch in the Monastery | |
| 13:00 | Mark Driessen is lecturer and researcher of Archaeology, Leiden University. <i>The Udhruh Archaeological Project: an international and interdisciplinary research program</i> | Rüdiger Kelm is director of the Archaeological-Ecological Museum Albersdorf. <i>Food, drink and culinary practices in ancient times</i> |
| 13:45 | Monique van den Dries is lecturer and researcher of Archaeology (heritage management), Leiden University. <i>A dialogue with the 'visitor' of Tell Balata</i> | Alan Outram is Head of Archaeology at Exeter University. <i>Food and fat in prehistory: some examples from experimental archaeology</i> |
| 14:30 | Boudewijn Goudswaard is director of Missing Link. <i>Telling tales of the spot on the spot</i> | Bill Schindler is an associate Professor of Anthropology and Archaeology at Washington College in Chestertown, Maryland <i>Interpreting Prehistoric Foodways to the Public: An Opportunity and Responsibility</i> |
| 15:30 | Food tasting in the Medieval Cloister garden | |
| 16:30 | Bus leaves for Leiden for the evening programme | |
| 17:15 | A visit to the Dutch National Museum of Antiquities (Rijksmuseum van Oudheden – RMO), including a exclusive preview of their upcoming expositions. | |
| 19:00 | Boat trip through the Medieval city centre (OpenArch members only) | |
| 19:45 | Bus leaves for Archeon | |
| 20:30 | Dinner and evening programme | |



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Thursday 25 April - Day 3

Dialogue with the Visitor

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| 9:30 | Welcome and introduction 3rd day Room A | |
| 9:35 | Peter Jongste is project manager, senior consultant and senior archaeologist with Hazenberg Archaeology. Presenting with Leo Wolterbeek , founder of Woud & Beek, specializing in historical architectural reconstructions. <i>Involving the visitor in the reconstruction of a Bronze Age farmhouse. Including a visit to the reconstruction in Archeon</i> | |
| 10:40 | David Richardson trained from 1986 till 1988 with Southampton Archaeology Unit. He started Legio Secundo Augusta a Roman Living History Society" initially taking part in events for English Heritage - National Trust - Museum Services in 1987. David introduced Living History into schools. He began film works supplying props, sets, extras & costume to the - BBC - History Channel - National Geographic - Time Team etc. <i>"For" and "Against" presenting in the "first person" OR To be or not to be</i> | |
| 11:10 | Dorothee Olthof is on the board of the Dutch Society for Experimental Archaeology <i>The dialogue with adult visitors</i> | |
| 11:40 | Lieke Visser is coordinator of the prehistoric section of Archeon <i>Dialogue with Children</i> | |
| 12:00 | Lunch in the monastery | |
| 12:30 | Workshop Bastiaan Smit and Bart van Gerwen | Room B12:30 - 15:30 OpenArch Steering Committee Meeting |
| | Bastiaan Smit works as a storyteller and actor for Stadsavonturen and others. <i>Telling the story, how to create an experience</i> Bart van Gerwen is director of Wind Mee Werken and Works as storyteller and actor for Stadsavonturen | |
| 14:30 | Coffee | |
| 16:00 | EXARC Annual General Meeting (AGM) | Free time for those not attending the EXARC AGM, time to visit the park |
| 17:00 | Bus to Archeon from the hotel | |
| 19:00 | Roman Dinner Traditional Roman party | |



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