

Acropolis Museum

A highlights report
June 2012 - May 2013

year four

President's message

More and more of the hundreds of thousands visitors to the Acropolis Museum are rediscovering the lure of the works of the ancient world and enjoying the grandeur of the sculptures of classical Greece. The Museum's objective is to transform such enthusiasm into a more substantial relationship between visitors and this ancient cultural heritage which has remained an inspiration for over 25 centuries.

In the past year the Museum once again coordinated all its operations with the visitor as central reference point. Using many different strategies the museum attempts to make visitors real participants in its research program on the interpretation and comprehension of its exhibits. In the systematic efforts to reconstitute the lost colors of the sculptures, the visitor becomes familiar with interesting methods, both those in natural space and digital, with an opportunity to gain specialized historical knowledge about the ancients' view of their world and its artistic endeavors.

In a similar spirit of innovation, the Museum established a workshop, or *The Lab* as it is known, on its second floor. There, archaeologists and conservators present techniques that were applied in antiquity to create the exhibits seen today in the Museum. In this way visitors' admiration of art can be reinforced with access to evidence based knowledge.

In order to achieve an even deeper understanding of the exquisite Parthenon

frieze, an exhaustive resource has been developed arising from the highly detailed and precise digital scanning of the sculpted surface of the frieze undertaken by the Museum in cooperation with the University of Thessaloniki and the technical company GeoAnalysis. At the same time, responding to the contemporary research needs of the academic community and the interests of visitors, the Museum has commenced an extensive program of digitalizing its exhibits and the contents of its storerooms for publication on the web. This invaluable information will be widely accessible and will subsequently support the production of a series of digital applications that will place the exhibits in a wider historical context.

The Acropolis Museum embraces music. Following the positive response of the Athens based Embassies of Austria, France, Ireland, Spain and Poland to the Museum's invitation to participate in its programs, this year the Archaic Gallery flooded with the melodies of music from various parts of Europe in a series of events that ran from February to April.

The celebration of International Museums Day demonstrated the public's fondness for the Acropolis Museum. By midnight of the 18th May the Museum's ticket data system had registered 22,190 visitors in 16 hours of the Museum's continuous operation. A wonderfully lively concert in the Museum's courtyard presented by youth from Dion Pieria enthused the public, as did museum archaeologist-host presentations

on the topic of the day which was the small votives of Athens and in particular the fiery roosters of antiquity.

Museum administration effectively dealt with the daily challenges of operation. Museum staff also worked with exemplary enthusiasm to achieve this result. The Presidential Decree of 20 May 2013 formalizing the Museum's Organization came into effect on 20 May 2013 and will reinforce the Museum's development as an institution.

International recognition of the Acropolis Museum was recently reflected in The Times of London's research, rating the Museum third amongst the 50 best museums in the world.

Dimitrios Pandermalis
President



Βραδιές Μουσικής

στο ΜΟΥΣΕΙΟ ΑΚΡΟΠΟΛΗΣ

Musical Evenings

at the ACROPOLIS MUSEUM



ΜΟΥΣΕΙΟ ΑΚΡΟΠΟΛΗΣ / ACROPOLIS MUSEUM

Βραδιά Πανσελήνου στο Μουσείο Ακρόπολης

Full Moon special event
at the Acropolis Museum

Παρασκευή
Friday

31.8.2012



Συναυλία του Μουσικού Σχολείου Βόλου
στις 9:30 μ.μ. στο προαύλιο του Μουσείου.

Performance by the Music School
of Volos at 9:30 p.m. in the Museum's
entrance courtyard.

Ώρες λειτουργίας: 8 π.μ. έως τα μεσάνυχτα
(ελεύθερη είσοδος από τις 9 μ.μ. έως τα μεσάνυχτα).

Museum open from 8 a.m. until 12 midnight
(free entrance 9 p.m. onwards).



ΜΟΥΣΕΙΟ ΑΚΡΟΠΟΛΗΣ / ACROPOLIS MUSEUM

Our visitors

Total
visitors

1,036,059

visitors arriving independently

74%

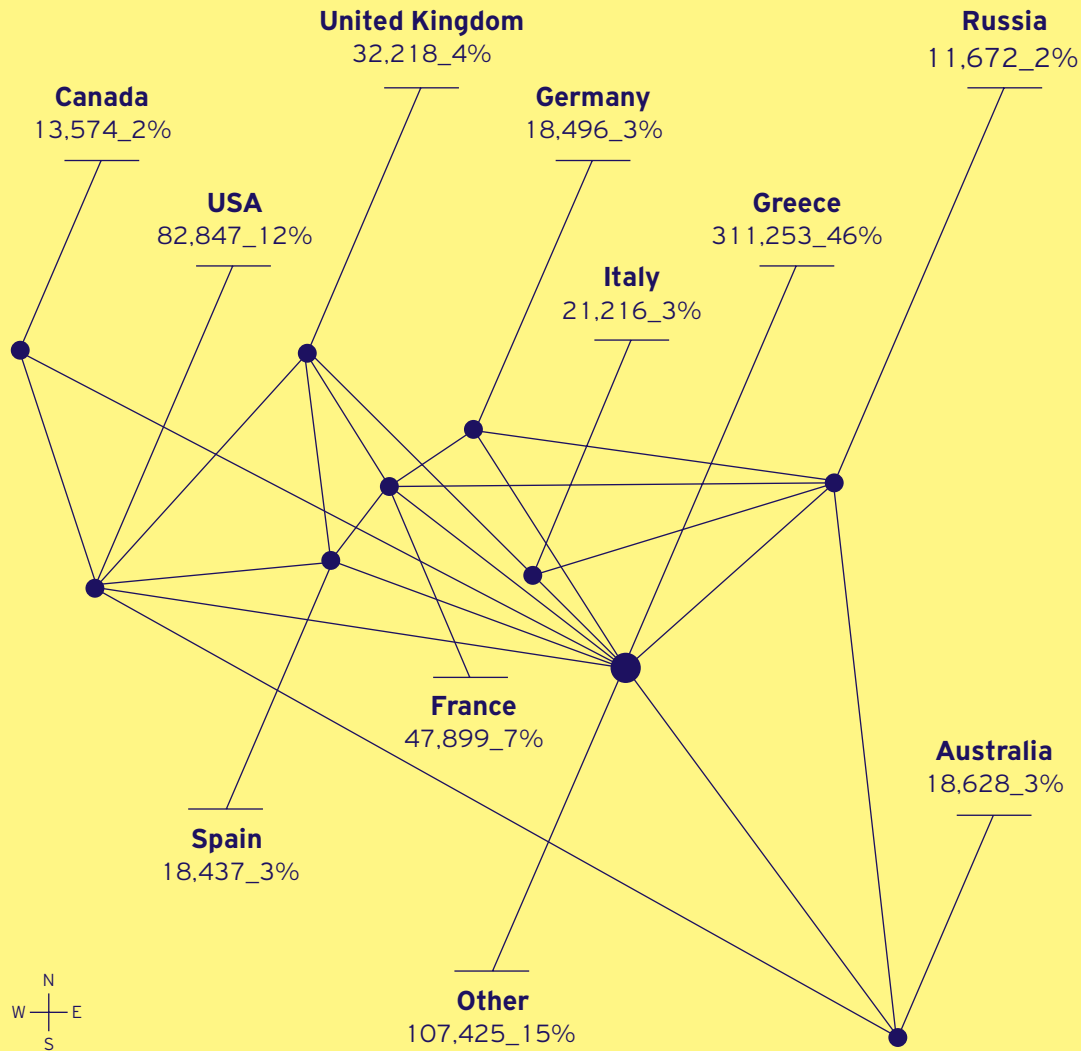
762,343

visitors arriving in organized groups

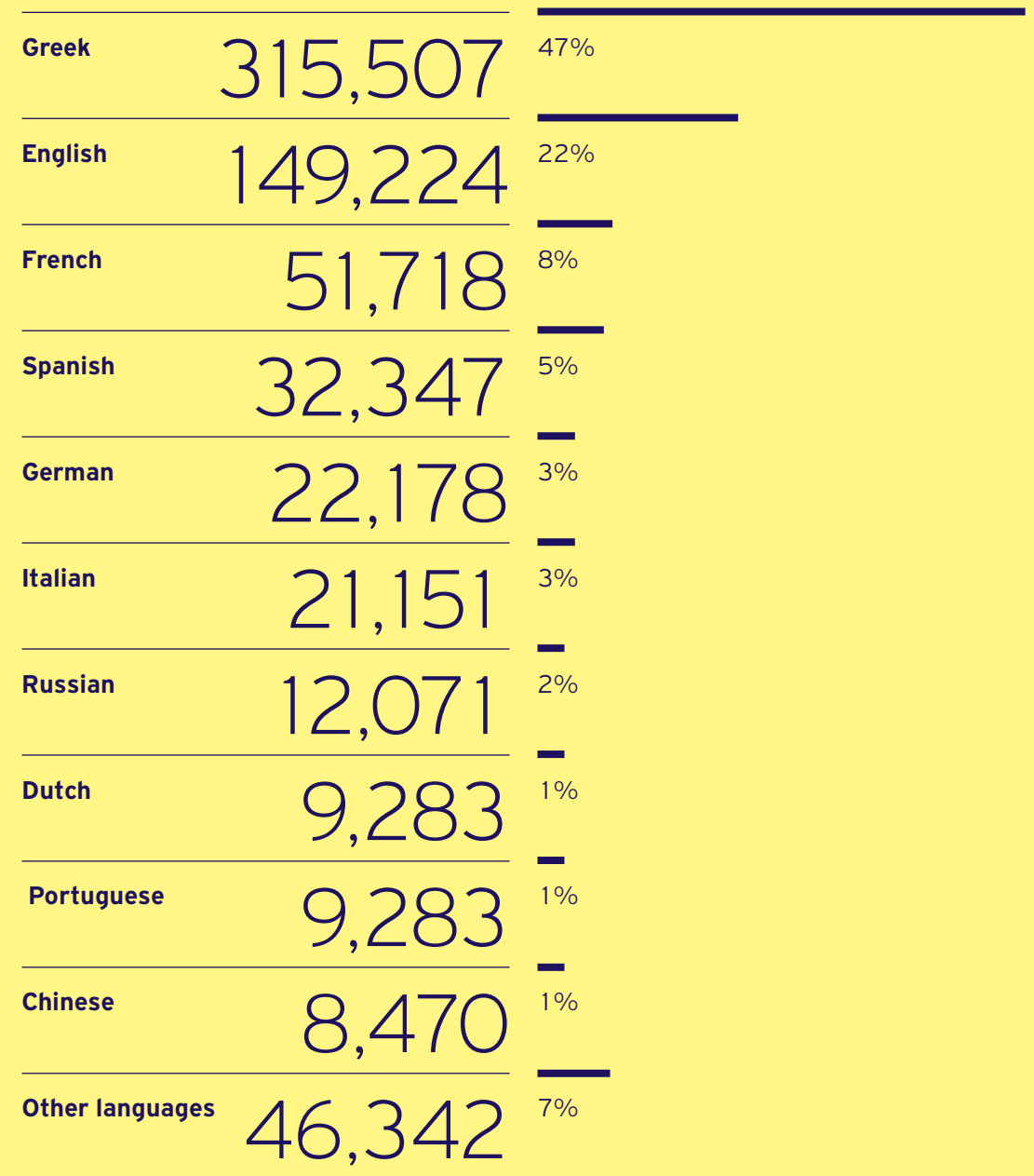
26%

273,716

Countries of origin
independent visitors



Languages spoken¹
by independent visitors



1. excludes special events, restaurant and Virtual Reality Theater entries

Total
visitors in groups

273,716

student groups

47%

128,677

adult groups

53%

145,039

Total free tickets

450,463

44%¹ of all tickets

Total discounted entry

62,998

6%² of all tickets

1. The Museum provides free entry to: children up to age 18 (EU countries); all children up to age 5; students of tertiary institutions (EU countries); Greek citizens performing military service; ICOMOS and ICOM members; tour guides; holders of the Ministry of Culture 'Free Card'; journalists; members of the 'Friends of the Acropolis'; official guests of the Greek State; visitors with disabilities and their carers; holders of the 'Culture Card'; Professors of Archaeology and members of the Greek Parliament – all with the presentation of the relevant and specified current and valid identity card for each circumstance.

2. Discounted entry is provided to: Children up to age 18 (non EU countries); Students of non EU tertiary institutions; holders of the International Student Identity Card; Greek citizens aged 65 and over; participants in the Organization of Public Housing and those in active service of the Security Forces - all with the presentation of the relevant and specified current and valid identity card for each circumstance.

School visits

Total
visitors in student groups

128,677

*Preschoolers to tertiary students, Greek and foreign schools

Greek class visits

77%

98,687

Foreign school visits

23%

29,990

Primary school children

34%

43,947

Secondary school children

60%

76,655

Tertiary Students

6%

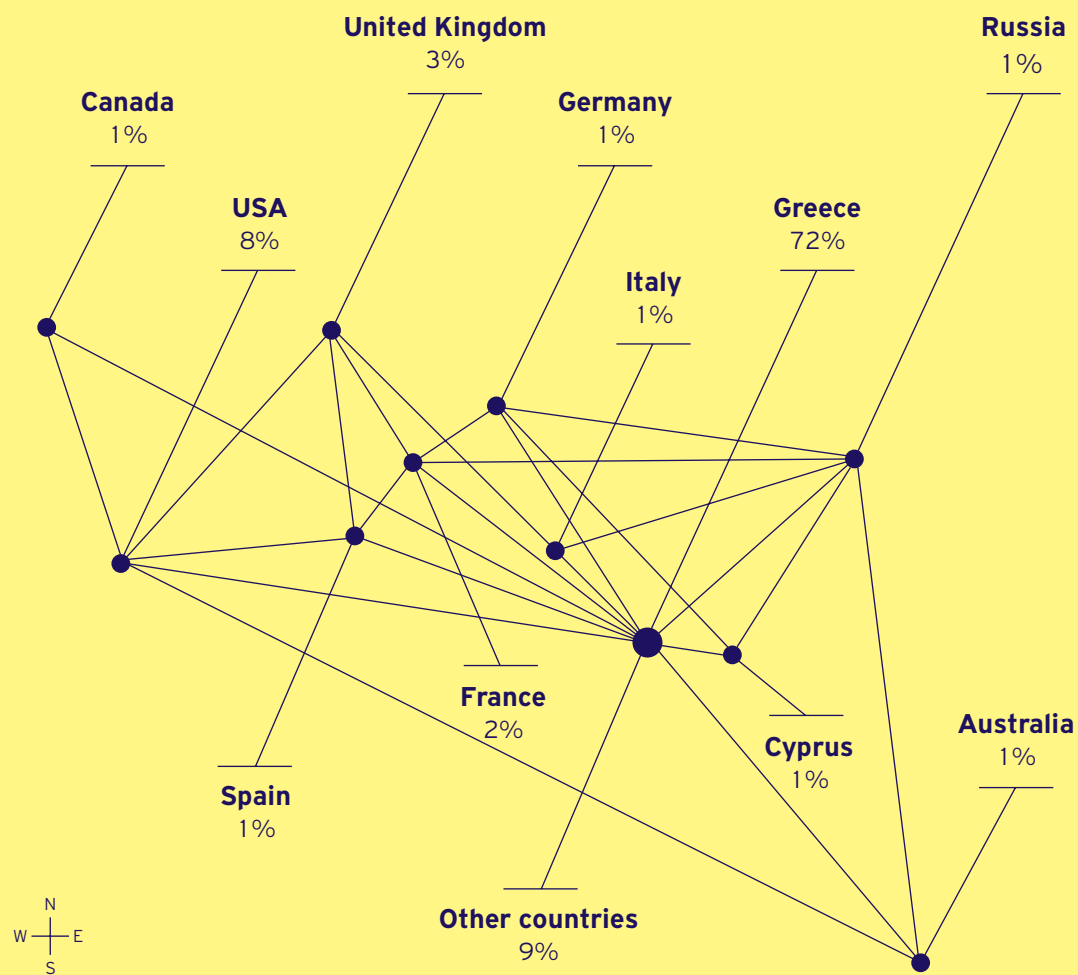
8,075

Virtual visitors

Total
number of visitors to museum website

465,943

Main countries
of visitors to museum website



Facebook
total number of friends

384,204

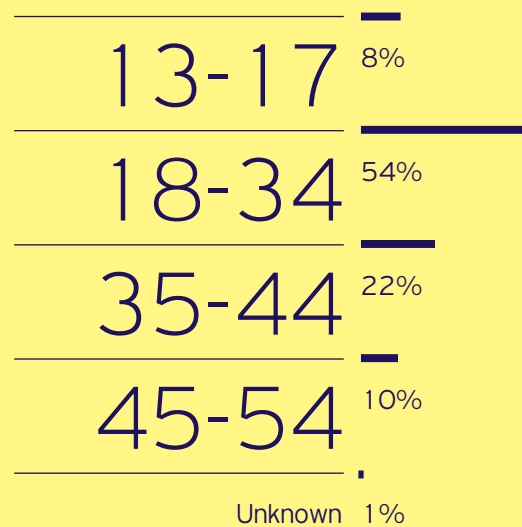
Main countries
of Facebook visitors

Greece	297.261	77%
USA	15.598	4%
Cyprus	8.476	2%
Germany	6.792	2%
United Kingdom	5.956	2%
Italy	4.736	1%
Australia	3.819	1%
Serbia	3.123	1%
Canada	2.283	1%
Other countries	36.160	9%

Changes and improvements to the permanent exhibition

Age

of Facebook friends



New Friends

since June 1st 2011

57,191

On site care provided by museum doctor

total number of visitors attended

4,908

total number of staff consultations

1,997

The Museum exhibition narrates the story of the Acropolis but also aims to inspire delight, excitement and curiosity in visitors. With this objective in mind the Museum continuously reviews the exhibition's performance and makes changes as required.

Exhibits

Archaeological excavations are now complete on the Acropolis however new additions to the Museum's collection occur when some of the few remaining original pieces on the monuments are removed for conservation purposes. In the past year the Museum received four new exhibits following their removal from the Parthenon by the Acropolis Conservation Service. South metope I and the west metopes II, XIII and XIV were conserved and now await laser cleaning prior to being moved into their permanent place in the Parthenon Gallery.

Reunification of fragments with exhibits

Museum storerooms hold over 5500 fragments from the Acropolis monuments and sculptures with the painstaking work of matching fragments to surviving sculptures being an ongoing challenge. This year five separate sculptures had missing pieces restored from amongst the fragments held in the storerooms: the *Kore of Antenor* received a small section below her left hand, *Kore 671* had a section of her left arm restored, and the second from right of

the four small horses of the *Hekatompedon* had part of its chest reinstated, the Statue of *Nike* had the left edge of her garment returned and Block I of the north frieze had a fragment of a male foot restored.

Laser cleaning in situ

The laser cleaning and conservation of the Caryatids, in cooperation with the Institute of Electronic Structure and Laser at the Foundation for Research and Technology in Crete continued in public view. Work on Caryatid D was completed and the cleaning and conservation of Caryatid B commenced.

The laser cleaning project's contribution to the public's understanding of museum conservation work was recognized by the International Institute for Conservation with the Institute awarding the Museum the 2012 KECK Award for the Museum's contribution 'towards promoting public understanding and appreciation of the accomplishments of the conservation profession'.

Digital scanning of the Parthenon frieze

The digital scanning of the Parthenon frieze and its fragments is a joint project with the Laboratory of Machine Tools and Manufacturing Engineering of the Aristotle University of Thessaloniki and the technical company GeoAnalysis. The scanning of the frieze blocks was completed.

Communicating the exhibits

The onsite archaeological excavation

An additional 1000 square meters of the archaeological excavation below the Museum was restored in public view. The selection, documentations and conservation of finds to be presented in the excavation's onsite museum continued and the museological design for the excavation was completed.

Archaic color

The Museum continued its research program on the traces of color preserved on its unique collection from the Archaic Period, in cooperation with Dr. T. Katsaros of the Byzantine and Christian Museum and Dr. T. Ganetsos of the Technological Institute of Lamia. The composition of the colored materials was further explored using new scanning technologies and Raman Spectroscopy. Other imaging techniques were also applied.

The findings informed the experimental application of natural pigment to details of exhibits sculpted on marble and to cast copies of the *Peploforos* and the so-called *Chiotissa Kore*. The application of color on marble rather than plaster was also presented using digital technology with the assistance of Ms Hara Sphyri, demonstrating the very different appearance of the original colored works. As this work has proceeded it has been presented in the Archaic Gallery.

The communication and discussion of research findings with specialists and the visiting public is another key element of this work, culminating in a gallery-based workshop in May 2013. The findings of research of archaeologist Dr. Vinzenz Brinkmann who has lead research in this field in the past 30 years and Acropolis Museum research was presented and discussed.

Stories about light

Between June and September 2012 the Museum presented short stories about light through the exhibits of its permanent collection. Supported with its own publication, this in-gallery themed activity was part of a cooperation and larger exhibition organized by the Technopolis of the Municipality of Athens. The exhibition presented the role that both natural and man-made light played in the daily life of the peoples of antiquity and how this can be understood through museum exhibits.

'Sparkling' stories about fire at the acropolis museum

In October 2012 museum archaeologist-hosts presented short stories about fire drawn from everyday life, myth, religion and philosophy as expressed through exhibits of the permanent collection, in separate presentations to adults and children. This themed activity was part of the National Environment and Culture Program of the General Secretariat of Culture of the Ministry of Education and Religious Affairs, Culture and Sports.

Gallery talks

The program of gallery talks by museum archaeologist-hosts was expanded in the last 12 months.

Presentations on the *Ippeis*, the Kore of Antenor and the *Asklepieion* were conducted in the early part of the year, followed by themed presentations on the Museum's Archaic Color activities from July onwards. Special presentations, such as those for the 'sparkling stories about fire' and 'stories about light' were also incorporated into the gallery talk program.

Programs for children and families

Over 2,963 families from Greece and abroad borrowed the Museum's family backpack 'One Day at the Museum with the Goddess Athena' to play and learn in the Museum's galleries.

Following the introduction of the second family backpack 'Archaic Colors' in August 2012 a further 631 families enjoyed this pack of gallery-based activities. The family backpacks are written and designed by the Acropolis Restoration Service (YSMA) Education Team and are loaned free of charge to visitors.

As part of a wider program of celebrations, children participated in a series of workshops focusing on ancient Greek customs associated with welcoming the new

year offered in the Museum galleries and public areas during the Christmas period.

School programs

The Museum continues to host visits from students from many local schools and schools from abroad. A total of 128,677 students came to the Museum on a prearranged group visit. As always staff resources are not adequate to provide structured activities for all school groups however 174 schools and 7,515 students participated in presentations or activities with museum archaeologist-hosts and another 54 schools and 1,923 students participated in 'The Sculptures of the Parthenon' educational program operated by the YSMA Education Team.

Teacher training

Almost 1000 teachers from across the country attended the training session presented by the YSMA Education Team designed to enable teachers to run their own programs and constructive visits to the Acropolis Museum.

Technology and the digital museum

The Acropolis Museum was successful in entering the Operational Program of the National Strategic Reference Framework (2007 – 2013) with an extensive proposal of digital applications and programs.

This ambitious program will enable the Museum to digitalize its collections both for internal collection management purposes but also to be able to make its collections available in a digital format on the worldwide web. The program also foresees the production of a series of applications ranging from digital tours of the Museum to an internet based Kid's Club. An intensive process of preparation involving staff from many departments and disciplines across the Museum has commenced in order to develop precise project briefs for each digital application foreseen by the project.

Cultural Heritage Experiences through Socio- Personal Interactions and Storytelling (CHESS)

The Museum continued to have a central role in the CHESS research program which focuses on the production of prototype technology that enables the personalization of visitor audiovisual guides according to a series of personality types or '*personas*'. CHESS is an European Union funded program in cooperation with seven other European partners now in its third and final year. In the past 12 months Museum Project staff consolidated work on the development

of the 6 museum personas and wrote, staged and produced two animated stories for the piloting of the program. CHESS has provided the Museum with useful experience in the mounting of scenarios, stories and the complexities of digital story telling that will enhance the implementation of its larger digitalization project, referred to above.

Production of cast copies of museum exhibits

The Museum's Conservation Department continued to expand its production of precise high quality cast copies of select Museum exhibits, made available in the Museum's shops. Two new exhibits were reproduced namely a small *Gorgon* from the sculpture of Athena (Acr. 142) and a small head of a *Kore* (Acr. 635).

In addition the Department produced another 24 reproduction moulds including those for the *Peploforos*, *Artemis* and *Poseidon* from Block VI of the east Parthenon frieze, the bust of Aristotle and the so-called *Chiotissa* Kore.

Communicating the museum

The lab

A new innovative program that demonstrates the methods and technical processes of antiquity was introduced in January 2013. The program builds on the demonstrated interest of Museum visitors in the origins of the Museum exhibits. The Laboratory or '*The Lab*' for short, located on the second floor of the Museum, hosts daily presentations by conservators and museum archaeologist-hosts and also presents videos that demonstrate the techniques of ancient sculpting and technology. This is an ongoing activity with changing topics and talks over time. Currently visitors can observe the ancient techniques of production from cast mould to final marble sculpture as well as the ancient painting methods with natural materials and melted wax on marble sculpture.

Music

Music continued to form an integral part of the Museum's program of activities commencing with the Museum's third birthday celebrations in June 2012. Musical performances by various groups were performed throughout the Museum from morning to midnight in a 'Musical journey through Greek and international music creations'. In July 2012 the Museum welcomed summer with an evening concert by the Athens Municipality Philharmonic Orchestra in the Museum's entrance courtyard. The August Full Moon was celebrated with another evening concert performed by the Music School of Volos, and in September the Museum honored World Tourism Day with a concert performed by the Orchestra of Colors in the Museum's Archaic Gallery. This special event was filmed for use in the international promotion of Greece by the Ministry of Tourism and the National Tourist Organization.

Between February and April 2013 a series of fortnightly evening performances with music groups from across the world, provided visitors with the unique opportunity to see the archaic exhibition with music, or to enjoy the performance on the second floor balcony that overlooks the Archaic Gallery. Musical performances were arranged in cooperation with the French Institute and the Athens-based Embassies of Ireland, the Republic of Poland, Spain and Austria.

Web site

The Museum adopted a new website infrastructure in order to provide a more user friendly and interactive format to its virtual visitors.

Staff development

The Museum consolidated its focus on staff training and development with the Board of Directors adopting a policy on staff training in late 2012. The policy formalizes the Museum's commitment to supporting staff training and development as an important strategy in assuring a flexible, skilled and professional Museum workforce. Between October to December and January to March two programs of training were provided for staff on topics ranging from workplace based German language training for a number of the Museum's visitor service delivery departments with the generous support of the Goethe Institute of Athens, management training for middle management staff provided by the National School of Public Administration and Local Government, customer service training for the Front Desk and Shop staff and visits to external agencies as well as a series of outside speakers for archaeologists and conservators.

...a few more words about the museum

Presenting the Spyros Louis Cup

In a friendly cooperation with the Stavros Niarchos Foundation and since August 2012, the Acropolis Museum has hosted the display of the silver cup offered by the French philhellene M. Bréal for the Olympic Games of 1896. The marathon runner Spyros Louis won it providing his country with its first international award.

Operating hours

One of the Museum's innovations has been its extended opening hours - 8.00 to 20.00, 6 days a week – with Friday evening opening to 22.00 between 1 April to 31 October each year and in the winter months from 9.00 to 17.00 Tuesday to Thursdays, 9.00 to 20.00 Saturdays and Sundays and on Fridays from 9.00 till 22.00 (late night opening). The Museum maintains extended hours so that the public has a greater opportunity to visit the Museum and to maximize the use of its world class facilities.

Special midnight closures also enable visitors to frequently enjoy the Museum facilities late into the night. This operation requires additional staff rosters, higher operational costs and greater management effort.

Programs and services

Museum archaeologist–hosts

The Museum attempts to encourage visitors to engage with the exhibits. The design of the exhibition aims to provide a close interaction with the exhibits for visitors, and other program initiatives are inspired by the same objective. Our museum archaeologist –hosts are available to answer visitor questions in the galleries on a daily basis from 9.00 to 17.00. This innovation aims to give visitors the capacity to ask questions

about the Museum and the exhibits and to personalize their visit.

Gallery talks

Visitors also have the opportunity to interact with museum archaeologist-hosts in a more structured manner with a regular program of Greek and English language, thematically based language gallery talks.

Backpack program

The Museum wishes to encourage families to adopt the Museum as a destination for an informative and enjoyable social outing. Free exhibit centered activities with the One Day at the Museum Backpack Program have been introduced and are slowly being expanded. Each backpack has a series of games and activities that families can carry and use whilst in the galleries or while sitting in one of the Museum's public spaces.

Virtual reality projections

The Museum's Virtual Reality Theater provides weekend projections of informative 3 dimensional videos produced by YSMA. Over time this program is being enriched with films of greater variety and different subjects.

Reading lounge

The Museum's reading lounge is located on the second floor and overlooks the ground floor gallery and the Hekatompedon. Here visitors can relax and enjoy free access to a large range of publications related to the Museum collections.

Free internet access

Free internet access is provided in the Museum Reading Lounge, and the Museum restaurant and ground floor café.

Parents' room

For parents with young children, a Parents' Room is available on the first floor with baby changing facilities and comfortable chairs for feeding.

Emergency medical service

The Museum provides emergency medical care for visitors and staff with a doctor's clinic.

Museum shops

The Museum Shops are managed and stocked with the goal of further extending the memory of the museum visit at home for visitors by offering quality goods and publications for purchase. Proceeds from the Museum shops go directly to the Museum and support its operational costs.

Museum restaurant and café

The Museum Restaurant and Café is managed and operated by a private company. Their brief is to provide high quality Greek foods and services integrated into the life and activities of the Museum.

Management

The Acropolis Museum is the first Greek state archaeological museum to operate under the direction of a Board of Management and the supervision of the General Secretariat of Culture of the Ministry of Education and Religious Affairs, Culture and Sport.

This introduces a degree of decentralized decision-making and a capacity to act a little more quickly on decisions that affect the museum's operation and the visitor experience

Income and Expenditure

To date the Acropolis Museum has not received any State funding, and operates on its income and savings. This provides a clear motivation to try and inspire visitors, as it is visitors that enable the Museum to fund its operation. Ticket prices have been maintained at a deliberately low level to encourage and enable attendance by the public, while the Museum attempts to minimize its expenditure. Eligible visitors that do not pay entry comprised 44% of all

visitors this year – an extreme challenge for an institution that relies on its income alone.

Quality

Constant efforts are made to provide a quality experience for visitors and to offer quality services. Although this cannot always be achieved it is the Museum's ongoing objective.

More information on the Museum is available on our website www.theacropolismuseum.gr or by becoming an Acropolis Museum Facebook friend

International recognition

2012

Trip Advisor Award for Excellence

2012

Awarded the International Institute for Conservation 2012 KECK Award for the Museum's contribution '*towards promoting public understanding and appreciation of the accomplishments of the conservation profession*'

2013

The Sunday Times (Britain) places the Acropolis Museum third in a list of the best 50 museums of the world

Archaic Colors

Commencing 31.7.2012



ACROPOLIS MUSEUM



stories
about light
at the Acropolis
Museum



An activity in parallel with the exhibition
“Light on light: an illuminating story”
being presented at
the Municipality of Athens “Technopolis”

Μια εορταστική μέρα στο Μουσείο Ακρόπολης

Η αρχαία Ειρεσιώνη (από τη λέξη εἶρος, ἔριον = μαλλί προβάτου) ήταν ένα καταστόλιστο κλαδί ελιάς. Πάνω του κρεμούσαν νήματα από άσπρο και κόκκινο μαλλί, σύκα, καρύδια, αμύγδαλα, κάστανα, μικρά μπουκαλάκια γεμάτα κρασί, μέλι και λάδι και άλλα αντικείμενα.

Το αποτέλεσμα ήταν τόσο φανταχτερό όσο το σημερινό χριστουγεννιάτικο δέντρο!



Board members

President

Dimitrios Pandermalis

Archaeologist, Professor Emeritus of
Archaeology
Aristotle University of Thessaloniki

Members

Giorgos Kaminis

Mayor of Athens

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Director of the Construction Project,
Organization for the Construction of the
Acropolis Museum

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First Ephorate for Prehistoric and Classical
Antiquities, General Secretariat of Culture,
Ministry of Education and Religious Affairs,
Culture and Sports

Kathy Paraschi

Architect Engineer

Costis Dallas

Associate Professor, Communication, Media
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Graphics and illustrations

Rooster, illustration for the folder of the Acropolis Museum Commemorative Medal for International Museum Day 2013.
Design: Stavroula Poulos

Flyer for the Acropolis Museum Musical Evenings February to April 2013.
Design: Tasos Georgiou

Flyer for Full Moon Special Event 2012.
Design: Tasos Georgiou

Flyer for the Acropolis Museum Archaic Color activities.
Design: Tasos Georgiou

Block VI, North Frieze of the Parthenon 3D image from laser scan from the Digitising the Parthenon Project (Acropolis Museum, Laboratory of Machine Tools and Manufacturing Engineering of the Aristotle University of Thessaloniki, GeoAnalysis)

From the Acropolis Museum Publication Stories about Light at the Acropolis Museum.
Design: Velissarios Voutsas & Elpida Bouboulou.

Acropolis Museum Children's Festive Season YSMA Workshop Activity Sheet
Design: Elena Zournatzi

Annual report design

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June 2013
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