Acro	polis	Mus	eum

A highlights report June 2013 - May 2014

year five

President's message

On the 20th June 2014 the new Acropolis Museum celebrates its first five years of operation. The over 6.5 million visitors in that period and the satisfaction commonly expressed about the quality of its services is public testimony to the Museum's contribution. It is no accident that one in four visitors has visited the Museum on two or more occasions in the past year.

A unique achievement internationally has the exhilibeen the Museum's ability to totally self-fund its operations since opening - indeed during five most difficult years of the economic exhibit a crisis. Careful management by the Museum's administration, targeted choices around expenditure, the continuous improvement and expansion of the permanent exhibition, the intense efforts of staff and the warm reception from the public all contributed interest to this result. We hope that the apparent detail ar recovery of the national economy will secure the necessary resources to enable even more rapid development of the Museum.

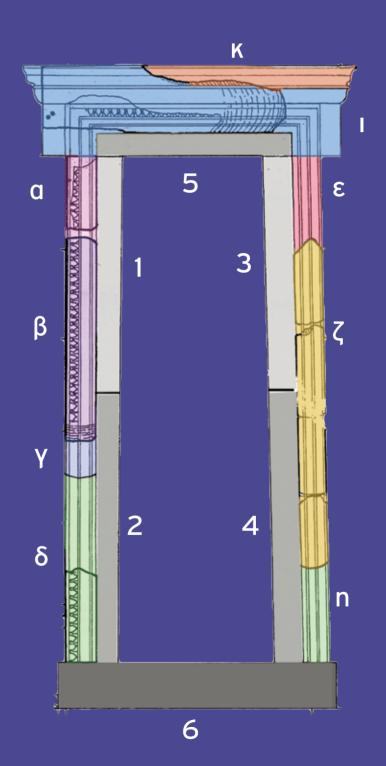
In the past year significant success was also achieved with work on the collections. The program focusing on the colors of the sculptures was greeted with enthusiasm by both visitors and experts. The diverse reconstructions of details on marble copies, on cast copies and with digital modeling allowed visitors to obtain a complete picture of the ancient sculptures and to creatively stimulate their interest. In the Parthenon Gallery the three dimensional scanning of the frieze provided its first results through four clear and impressive digital applications that highlight the original carving process of the frieze, its enrichment with bronze attachments, its violent seperation and its digital restoration. New technologies are increasingly finding their place in the Museum galleries offering essential tools to aid the understanding of the exhibits. The Museum is consistently conscious of the need to maintain the necessary balance between the authentic exhibit and the digital image it offers to visitors.

The production of exact cast copies of original works in the collection continued with particular care, and with an avid interest in the accurate presentation of detail and in some cases, the remaining traces of exhibit polychromy. A successful attempt to produce precise reduced scale copies was made, in this way making large exhibits accessible to the public.

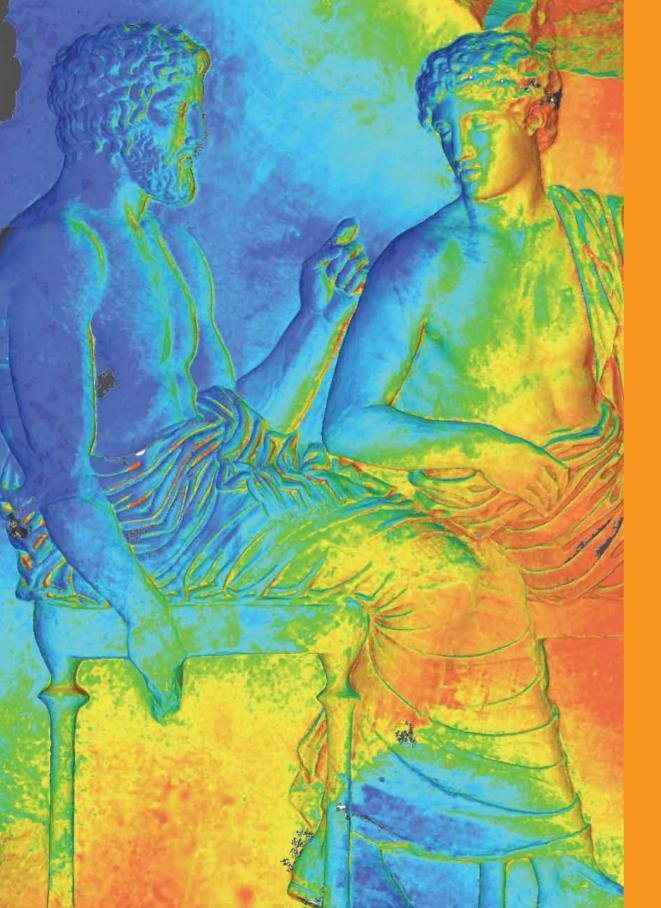
In its five years of operation the Museum has serviced large crowds with an onaverage of over 3000 visitors daily. Staff met the challenge through continuous vigilance and by making a sustained effort to maintain high standards of service. For the Museum, it is particularly important that visitors are comfortable; that they develop their own personal experience in the galleries and that they feel personally welcomed in spite of comprising the individual members of a crowd. In the first six months of 2014 during the Greek Presidency of the European Union, the Museum received a large number of political leaders, senior officials and support staff to whom our ever obliging staff presented the Museum's emblematic works. The Museum's facilities and services were made available to support the many meetings, conferences and seminars of the Presidency, as well as our restaurant with its spectacular views of the Rock of the Acropolis.

In its first five years of life the Acropolis Museum has fulfilled our country's high expectations and succeeded in being recognized amongst the three best museums in the world. Now it requires the State, to recognize its contribution and to address the key administrative issues associated with its operation, so that it can continue to develop without impediment.

Dimitrios Pandermalis President







Our visitors

Total

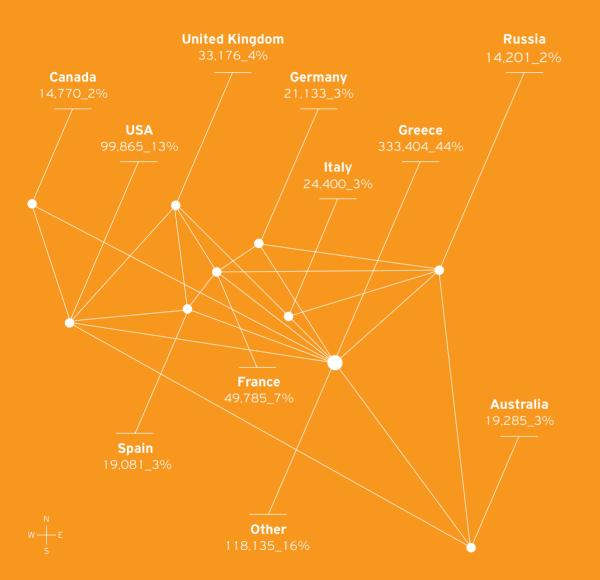
1,161,555

arriving independently

846,954 27%

visitors arriving in organized groups

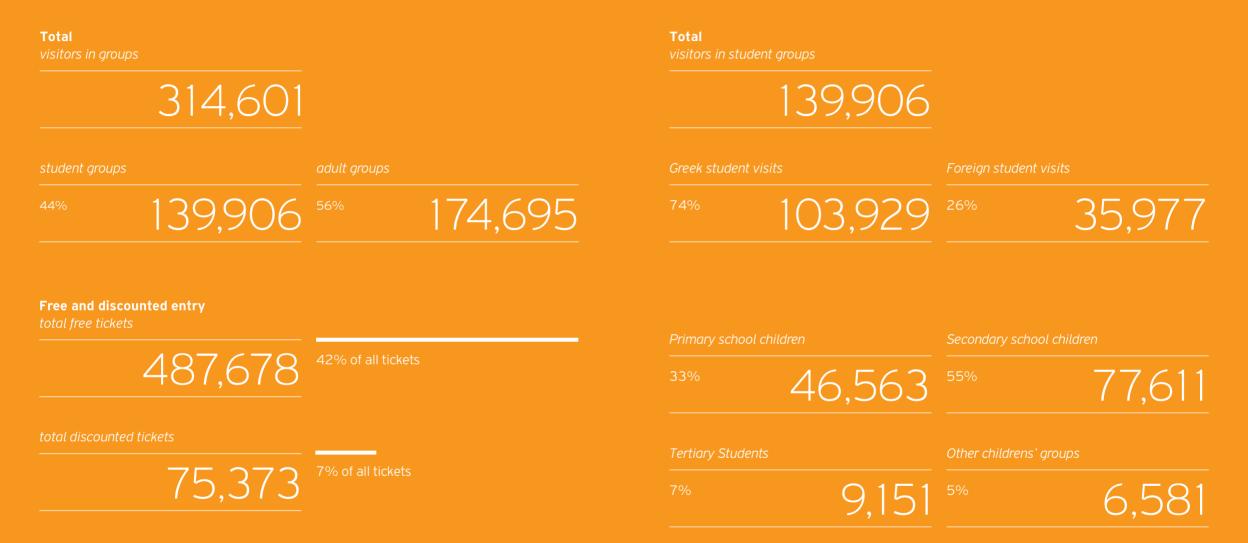
314,601



Greek	333,855	45%
English	172,755	23%
French	58,487	8%
Spanish	33,391	5%
German	25,298	3%
Italian	24,292	3%
Russian	14,804	2%
Portuguese	10,427	2%
Chinese	10,141	1%
Dutch	9,889	1%
Other language	\$ 51,896	7%

* excludes special events, restaurant patrons and virtual reality theater entries

School visitors



Virtual visitors

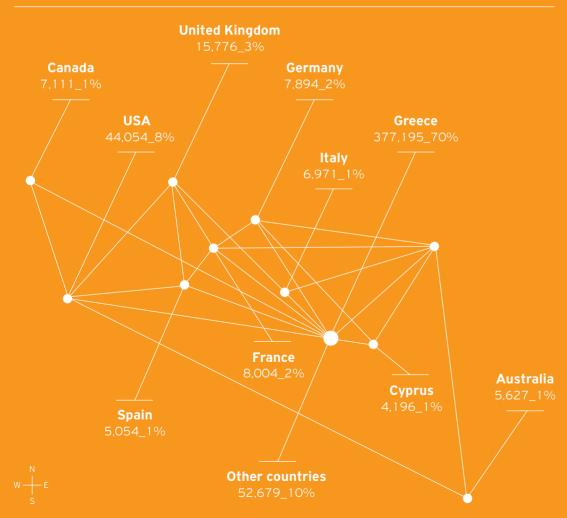
Total

number of visitors to museum website

534,561

Main countries

of website visitors



Facebook total number of friends

Source countries



for friends		
Greece	316,812	76%
USA	16,380	4%
Cyprus	8,867	2%
Germany	7,531	2%
United Kingdom	6,767	2%
Italy	5,369	1%
Australia	4,124	1%
Serbia	3,295	1%
Canada	2,435	1%
Other countries	40,560	10%

Changes and improvements to the permanent exhibition

New exhibits

A rotating mechanism comprising the timber pole and pile that ground together the adjoining surfaces of drums that made up the Parthenon columns, was moved from the Museum storerooms to the second floor 'Lab' area and displayed for the first time in a specially designed case. The grinding process removed irregularities on the surfaces ensuring the 'perfect fit' of the drums.

Dispersed architectural fragments recognized as belonging to the monumental marble window frame from the east wall of the cella of the Erectheion, were originally presented in a reconstruction in 1983 at the National Gallery of Greece. In 2008 the surviving fragments were transferred to the former Acropolis Museum, and after necessary conservation and correction of the angle of the pilasters, it was remounted in the new Museum in October 2013. With a total height of 3.47 meters the frame is displayed next to a scale model of the Erectheion, enabling visitors to locate the window's original position on the ancient monument. The richness and quality of the sculptural decoration of the original fragments is a significant example of the lonic architecture of the Erectheion.

Reunification of fragments with their exhibits

The delicate work of identifying and matching fragments to surviving sculptures continued in the Museum's archaeological storerooms. This year four separate sculptures were augmented with their missing pieces, which were located amongst the fragments of the storerooms. The complex work of conservation also continued on marble, ceramic and bronze finds as well as on mosaic floor surfaces.

 $13-17^{6\%}$ $18-24^{23\%}$ $25-34^{30\%}$ $35-44^{23\%}$ $45-54^{11\%}$ $55+^{6\%}$

Unknown 19

On site care provided by museum doctor total number of visitors attended

Age

total number of staff consultations

New Friends

6,118



25.318

Changes in the display

One of the most emblematic sculptures of the archaic period is the famous 'Calf Bearer' (Acr. 624). The sculpture was remounted in public view in the Museum's galleries, removing the bulky supports that substituted for the sculptures' missing calves and replacing them with lighter stainless steel elements. This lighter intervention detracts less from the original aesthetics of the sculpture and enables visitors to obtain a more balanced picture of the exhibit. In accord with careful examination of the sculpture's original proportions, the overall height of the statue has been reduced from the earlier established 1.65 meters to 1.61 meters.

Two west metopes (13 and 14) of the Parthenon were conserved and mounted between the stainless steel columns of the Parthenon Gallery.

Kore 679, 'The Peplos Kore' was scanned and digitalized so that visitors can appreciate the appearance of color as it is thought to have appeared when applied to the original Parian marble. The digital image is projected next to the original sculpture in the Archaic Gallery. In May 2014, Kore 673 that is temporarily on Ioan and exhibited at the Italian Presidential Palace, was also presented to the public in the Archaic Gallery, colored in a digital form.

Completion of the lazer cleaning of the Caryatids

After two and a half years of intensive systematic work aimed at removing soot deposits and layers of black crust from the lazer cleaning of the Caryatids is complete. The cleaning process was undertaken by Museum conservators in cooperation with the Institute of Electronic Structure and Laser of the Foundation for Research in Crete, attracting international recognition for its contribution to public understanding of museum conservation work from the International Institute for Conservation. The conservation process was observed in-situ in the Museum by thousands of visitors on a video screen televising the conservators at work with the lazer.

Visitors can now appreciate these monumental sculptures with the crystalline surface of the original marble of their making, while areas of the statues' skin now reveal a light orange patina also found on the sculptures of the Parthenon.

Completion of the digital scanning of the parthenon frieze

digital scanning of the Parthenon frieze the preliminary results of the project being presented at a workshop held by the Museum. The purpose of this project technology and advanced photogrammetric methods. A total of 45 frieze blocks and 67 fragments of the original frieze were scanned in the Acropolis Museum with an average of 12,000 measurement points for each block. The British Museum facilitated the Project's scanning of 57 frieze blocks and 4 fragments with the use of 3 dimensional photogrammetric was applied to a cast copy of Block VI of the east frieze at the Skulpturhalle Basel in Switzerland as the block no longer survives in its original form. An immense resource of detailed information has been obtained, significantly aiding future series of reconstructions of blocks of the frieze and their historic misadventures has commenced to be produced on video for

This project was jointly undertaken with the Laboratory of Machine Tools and Manufacturing Engineering of the Aristotle University of Thessaloniki and the technical company Geoanalysis.

Neutron 15 analysis

In August 2013 four objects from the Museum's storerooms travelled to the Paul Scherrer Institute in Villingen, Switzerland in order to be x rayed and to have experimental computerized tomography scans with neutron 15. The result of this research was exceptionally valuable as it provided previously unavailable insights into the original process and technique of the objects' making in antiquity.

Communicating the exhibits

Local and international exhibit loans

Between April and December 2013 the portrait of Alexander the Great (Acr. 1331) was loaned at the request of the IB Ephorate of Prehistoric and Classical Antiquities for the exhibition 'The continent of the Mediterranean and the Universe'. The Portrait of a Ruler (Acr.419) was loaned to the Museum of Cycladic Art from November 2013 to March 2014 for the exhibition 'Figures' loved and idealised: Illustrating the poems of C.P. Cavafy,' an exhibition held in Athens for the Year of Cavafy. For the exhibition held to honor Greece's Presidency of the European Union 'Nautilus: Navigating Greece', the Museum Ioaned the Bronze Lamp (Acr. 7038), the Lenorman Relief (Acr. 1339) and the bronze votive 'Youth on a Dolphin' (NAM X6626) from January to April 2014. For the purposes of the exhibition 'Classicata ed Europa, II destino europea della Grecia e dell' Italia' at the Palazzo del Quirinale in Rome, the Museum Ioaned Kore 673 and the Relief of Pensive Athina (Acr. 695) from March to July 2014.

The ivory tablet presenting 'Dioscurias' (M 2516) was loaned to the exhibition 'Heaven and Earth: Cities and Countryside in Byzantine Greece' in the United States for the year 2013-2014.

The Museum agreed to the extension of the loan of the relief (Acr. 13371) to the Institute of Classical Archaeology of the University of Heidelberg until December 2019.

Ancient polychromy of sculpture

Systematic research on the colored surfaces of the Museum's archaic sculptures continued with an international conference on ancient polychromy of sculpture at the Museum in November 2013. The conference was jointly organized by the Museum with the National Hellenic Research Foundation with the participation of international experts on color in ancient sculpture. As part of the proceedings Museum conservators provided an in situ presentation of the original process of applying authentic color to a copy of the sleeve of the archaic sculpture, the Kore of Antenor (Acr 681).

In October 2013 the Museum was able to introduce a further element of archaic color into the permanent exhibition. With the unique research undertaken by the National Bavarian Museum of Munich conservator, Ms Dagmar Drinkler, a section of the knitted legging of the 'Persian Rider' (Acr. 700) was recreated using the method thought to be the original weaving of that period and displayed next to the exhibit.

Release of the official Acropolis Museum Guide

In December 2013 the Museum released its first detailed Museum Guide. Authored and edited by Dimitrios Pandermalis, Stamatia Eleftheratou and Christina Vlassopoulou, the Guide offers a comprehensive presentation of the Museum's collections in their political, economic and cultural context. The Guide draws on extensive sources and the cumulative experience of the people responsible for the mounting of the Museum exhibition.

The Guide's English translation is underway with other key Museum visitor languages to follow.

Museum archaeologist - hosts in the galleries

Museum archaeologist-hosts continued to be available in the Museum's Archaic Gallery on a daily basis from 9.00 to 5.00 to respond to visitor questions and queries. From September 2013 visitors ware assisted in locating the archaeologist-hosts with the introduction of a permanent gallery sign post locating the hosts. Archaeologisthosts were also equipped with digital tablets, enabling them to respond to visitor enquiries with the aid of a rich array of audiovisual material.

Reading lounge program

Interested visitors are now able to benefit not only from the over 350 titles freely available in the Museum's second floor Reading Lounge, but also to regularly discuss archaeological and historical material relating to the Acropolis with Museum archaeologist – hosts. Introduced in February 2014, this program is available each Saturday morning with hosts supporting discussion with audio visual material stored on their portable digital tablets.

Gallery talks

Gallery talks have become a regular feature of the Museum, enabling visitors to access a broad range of thematic talks on a changing program of topics. Talks are increasingly more interactive and take the format of discussion between participants and Museum archaeologist-hosts rather than presentation. The program of weekly gallery talks by Museum archaeologist hosts now includes three regular topics (The Parthenon, 'Masterpieces at the Acropolis Museum' and 'Archaic Colors') in both Greek and English with one talk a week in French. Each Saturday mid day from February 2014, a new exhibition based topic is introduced by archaeologist-hosts for interested visitors. Special occasional talks were also held throughout the year on the Parthenon frieze, 'the Other Gods of the Acropolis', the Architectural Decoration of the Acropolis Monuments, 'Archaic color' and the 'The Acropolis Hare' as additional activities for visitors on Museum free entry days.

Children's workshop activities

Now a Christmas tradition, the Museum again ran workshops for children on the ancient Greek customs welcoming the new year in December 2013. New programs included cooking from antiquity and the making of handicrafts ('Gifts for Gods and Mortals'). The national day of 28th October 2013 was also celebrated with children with a series of workshops for 8-12 year olds on Myths in Pictures: 'Hercules and Hydra' and the 'Centaurs and Lapiths'.

Regular Sunday morning workshops for children aged 4-6 and 8-12 years of age were introduced in March 2014, with changing themes including myths in pictures, games amongst the statues, cooking sweets from antiquity and many others. Museum host-archaeologists provide stimulating and creative activities that make the Museum a lively venue for families with young children.

Independent learning: backpacks and family trails

The Museum supports independent learning by making available backpacks filled with activities and 'family trails' for families with young children, free of charge.

Over 2768 families from Greece and abroad used the Museum's family backpack 'One Day at the Museum with the Goddess Athena' to play and learn in the Museum's galleries, and 491 families used the 'Archaic Colors' backpack of exhibit focused activities.

In May 2014 the Museum's first two 'family trail' brochures were released. These individual theme based activities focus families on a 'trail' of exhibits throughout the Museum. The trails require less time and effort than the larger back pack, but still offer guidance for a structured activity in the galleries that makes Museum visits fun. 'An invitation to a party with the gods of Olympus' for children aged 8-11 and 'Counting 1-10 at the Acropolis Museum' for 5-8 year olds are the first in a series of family trails to be developed in the coming months.

The family backpacks and family trails are written and designed by the Acropolis Restoration Service Education Team for the Acropolis Museum.

School programs

In the past year the Museum continued to receive a large number of school visits from local schools and schools from abroad, with demand for educational programs in excess of available Museum resources.

In order to support schools and teachers in preparing and conducting their Museum visit without Museum staff, guidelines for before, after, and during a proposed Museum visit, lesson plans and student work sheets are now available on the Museum website for 'The sculptures of the Parthenon'. Materials are also selectively available on the website for other topics targeting primary school groups, with a view to these resources increasing in their availability over time.

Programs designed and delivered by Museum staff were transformed over the past year to be more intensely activity oriented with students required to participate more actively, interacting and reflecting on the exhibits and the stories that accompany them. Six separate topics and activities of choice were offered to primary school classes and four topics for high school classes receiving programs. Over 139,900 students came to the Museum on an organized group visit with 200 school groups having presentations or activities with Museum staff. Information on all programs is available on the Museum website http://www. theacropolismuseum.gr/en/content/schoolvisits

Teacher training

Educational seminars for 92 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 visits to the Acropolis Museum.

New technologies and the digital museum

The Museum was officially approved to receive funds to implement a large program of digitalization in March 2013 under the National Strategic Reference Framework (2007 – 2013) (ESPA) including the development of a digital data base of its collections and the production of a large number of digital applications to be made available both in the Museum and on the Museum website.

Key preparation has been undertaken for the implementation of the project with a detailed description and plan for all the proposed digital applications being developed. For the Museum's exhibit data base, work was undertaken by Museum archaeologists to determine the information fields to be maintained for each exhibit and the software for the data base was purchased. Existing information and records across the Museum's collections to be scanned or that serve as sources for the final information base was consolidated into catalogues of objects, photos and excavation diaries. Model texts and guidelines for the writing of the 10,000 data profiles to be eventually made available to the public on the Museum website were also developed. Proposed scenarios for the individual digital applications were prepared and continue to be detailed for further research and documentation by Project-specific staff, for which the process of recruitment commenced.

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

This three year European Union funded research program was a cooperation with seven other European partners and concluded officially in January 2014. As a result of an invitation from the European Commission to the Acropolis Museum to participate in its prestigious 'Innovation Convention', showcasing exemplary Commission funded research and innovation programs, the program was extended to late March 2014. CHESS at the Acropolis Museum developed a range of useful experiences and products for Museum use. The project developed 5 'personas' – model Acropolis Museum visitor profiles for which tours could be developed and tailored. The 'authoring tool' intended to assist cultural institutions author their own audiovisual 'stories' for visitors, was piloted and although requiring further development by technical project partners, will be of long term benefit to the Museum. The internal Museum experience of the complexities of developing digital stories for Museum visitors from historic and archaeological sources and its exhibits will stand the Museum in good stead. The three animated stories targeting two personas that were developed in the life of the project will also be incorporated into the Museum's wider program of multimedia productions.

Museum exhibit cast copies production

The production of high quality cast copies of select Museum exhibits continues to be an objective of the Museum. This year the Museum's Conservation Department produced 11 new moulds from Museum exhibits and over 2000 reproductions for sale in the Museum's shops. These included reproductions of: the head of Athena Parthenos (Acr.635), the head of the Blond Boy (Acr.689), the Gorgon from the aegis of Athena (Ac.142), the Head of a Kore (Acr. 643) and the Head of Poseidon and the Head of Artemis, both from Block VI of the east frieze of the Parthenon. Moulds and cast copies of the Chiotissa Kore with patina (Acr. 675), the Head of the Peplos Kore (Acr. 679), a fragment of the portrait of Iris from the east frieze (Acr. 855) and Block III of the west frieze reduced on a scale of 1:10, were also produced.

Hosting the Greek Presidency of the European Union

As part of the extensive hospitality the Museum extended to the various delegations and groups that met in Athens in the context of the Greek Presidency of the European Union, Museum archaeologisthosts presented the Museum's collections to over 122 groups between January and June 2014 comprising over 5000 visitors. These guests included elected officials, high level government representatives, their associates, European Committee members and other officials.

Communicating the museum

Extended hours

Music

In order to meet the demand from this year's projected increase in visitors the Museum introduced Monday openings for the summer period. From the 1st April until 31st October 2014 the Museum is open Mondays from 8.00 am to 4.00 pm with 8.00 am to 8.00 pm opening on all other days excepting Fridays, when the Museum galleries remain open until 10.00 pm. Music has become a key part of Museum programming since its opening.

On the occasion of the Museum's fourth birthday celebrations in June 2013, celebrations included a performance by the Philharmonic Brass Band of the City of Athens in the Museum forecourt. In July 2013 the Museum hosted dance performances of the Tango Acropolis Festival also in the Museum forecourt. In October 2013 and with the support of the Embassy of Hungary the duet, Edan Duo performed music of renowned Hungarian composers on the balcony overlooking the Archaic Gallery.

The Museum's Christmas Program was as always, enriched with musical performances. This year featured the students of the Music School of Ilios with carols performed by the School's Brass Band. Visitors also enjoyed the sounds of the historic Military Band of Athens during the festive period. The winter music program closed with an event facilitated by the Embassy of the Grand Duchy of Luxembourg in February 2014 with an evening performance by piano soloist, Cathy Krier dedicated to the music of Jean- Philippe Rameau and Gyorgy Ligeti.

Museum presentations locally and abroad

This year the Museum President, Dimitrios Pandermalis presented the Museum to a range of forums both locally and internationally.

In August 2013 he presented at the Olympus Festival in northern Greece and in October at the Acropolis Restoration Service Conference in Athens. In November 2013 he was guest speaker at the joint Argentian OSDE Foundation and Argentine Council for International Relations annual event in Buenos Aires. In December 2013 he participated in the 'One City, One School' Conference organized by the Onassis Cultural Centre, the Onassis Foundation and the Organization for Culture, Sports and Youth of the City of Athens.

In January 2014 he presented the Second Annual Alpha Bank Lecture organized by the University of Cyprus in Nicosia and in March presented a lecture at the Eighth Annual Conference of the Greek College of Pediatricians.

In April 2013 archaeologists Stamatia Eleftheratou presented the archaeological excavation at th base of the Museum to the Friends of the Cycladic Museum and in November of the same year presented the excavation to the Friends of the Acropolis at the Acropolis Museum.

Staff development

This year's staff development program was held between January and March 2014. The Museum's cooperation with the National School of Public Administration and Local Government continued with an intense program supporting Museum middle managers. Shop staff was provided with in service training to further strengthen their customer service skills and training was provided to various Departmental staff to gain higher level skills in Photo shop and video production.

In the past year the Museum library was endowed with over 2000 new publications provided by various organizations and foundations.

Display of the Spyros Louis Cup

The Museum agreed to extend the period of the display of the silver cup won by Spyros Louis at the Olympic Games in 1896, continuing the cooperation with the Cup's owner, the Stavros Niarchos Foundation.

We thank SAMSUNG Electronics Hellas for its continuing contribution to the Acropolis Museum.

International recognition

2013

TripAdvisor Traveler's Choice Award (July 2013)

The Acropolis Museum was nominated 4th best in the list of 25 Best Museums in Europe by travelers and 13th amongst the 25 best museums of the world for the TripAdvisor Traveler's Choice Awards.

2014

International Mimar Sinan Prize (January 2014)

An award for Excellence in the Mediterranean Basin for the non-Mediterranean architect Bernard Tschumi, for his contribution to Mediterranean Excellency with his work on the Acropolis Museum.

Museum restaurant in the International media (January 2014)

The Museum restaurant received international recognition in the popular media following the Toronto Star's nomination of the restaurant as one of the 5 top museum restaurants across the world.

ArchDaily editors nomination (May 2014)

ArchDaily nominates the Acropolis Museum amongst the 20 best museums in the world.





Board members



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Eleni Kourinou Ephor First Ephorate for Prehistoric and Classical Antiquities of the Ministry of Culture (until November 2013)

Kathy Paraschi Architect Engineer **Text** Niki Dollis

Graphics and illustrations

Illustrative depiction of the sections of the south window of the east wall of the Erectheion. A. Papanicolaou, C. Vasileadis

Three dimensional digital reconstruction of Block VI of the east frieze of the Parthenon. Acropolis Museum, the Laboratory of Machine Tools and Manufacturing Engineering of the Aristotle University of Thessaloniki and Geoanalysis.

Detail of the rendering of the relief of Block VI of the east frieze of the Parthenon using the 3 dimensional photogrammetric reconstruction method. Acropolis Museum, the Laboratory of Machine Tools and Manufacturing Engineering of the Aristotle University of Thessaloniki and Geoanalysis.

Contours by depth of the relief surface of Block II of the west frieze of the Parthenon, after analysis of data procured from the 3 dimensional scan. Acropolis Museum, the Laboratory of Machine Tools and Manufacturing Engineering of the Aristotle University of Thessaloniki and Geoanalysis.

Three dimensional digital scan of Block III of the west frieze of the Parthenon with colored grading of the relief. Acropolis Museum, the Laboratory of Machine Tools and Manufacturing Engineering of the Aristotle University of Thessaloniki and Geoanalysis.

Mapping of layers of soot deposits and layers of black crust on the east side of Caryatid C. Vasileadis

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