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## ARCHAEOLOGICAL SITE'S UTILIZATION AND POPULARIZATION-THE CASE OF THE ARCHAEOLOGICAL SITE KALE VINICA

### ABSTRACT

*Archaeological site Kale-Vinica is known in the world science because of the exclusive finds from the 5-th and the beginning of the 6-th century - the terracotta reliefs with Christian motifs, known mostly by its popular name as terracotta "icons".*

*Despite the very long archaeological researches (since 1985) and world-wide exhibitions of the reliefs (Rome, Vatican, Munich, Paris, Moscow etc.), the archaeological site is insufficiently scientifically and commercially popularized. It is still mostly a subject of interest for the experts only.*

*Vinica's City Museum recently started to shape the knowledge about the value of city's archaeological heritage, using the methods and the experience from archaeological sites in Japan.*

*This article is about the implementation of the action plan created together by experts from Ritsumeikan University in Kyoto and Vinica City Museum in which historic preservation methods are used to rejuvenate Vinica both economically and socially. The ideas that emerged from the action plan developed into bigger, international project called "Building Cross-Border Cultural Cooperation". After thirty long years, first steps into promoting Vinica's most famous archaeological site are made, and finally, archaeological heritage should no longer be shy about becoming brand and no longer afraid of popularity.*

**Keywords:** archaeology, utilization, popularization, eco tourism, terracotta icons, Vinica.

### INTRODUCTION

The value of a cultural resource cannot truly be measured, but professionals must try to establish one (Stern, 2004:3). According to the opinion by foreign and domestic professionals, the archaeological site Kale-Vinica, deserves a lot of attention.

Under Roman rule, one of the larger settlements within the area was positioned approximately in the present location of the town Vinica. Remains of that settlement have so far been found at several locations. However, its expansion throughout Roman time, is without doubt connected to the intensification of trading, mining, metal processing and pottery, of which there are serious traces, and the position on one of the main trading roads from that period. Throughout that period, the

need for protection of people and acquired goods was clearly raised, and therefore at the archaeological site Kale, as a convenient strategic point, a fortified city (castle) was erected (T.I, fig.1). The fortified city covered an interior surface of approximately 2.5 hectares (Balabanov, 2007:6).

During the Early Christian period, life in Vinica's fortress was in full bloom. We hereby take into consideration the archaeological finding of terracotta reliefs, also known as the terracotta icons from Vinica, a unique of this kind in the entire world. The terracotta icons are an affirmation of the highly developed knowledge of the Christian religion and its complex symbolism even in the 5-th centuries.

The terracotta icons from Vinica are clay plates, molded with the help of stone matrices so that their front contains a relief impression with a specific iconographic content made in several identical replicas. The motifs are from the Old and the New Testament. All relief forms have been created in a way that indicates a profound comprehension of the religion, which one rarely encounters outside the Byzantine metropolis (Dimitrova, 2012:13-16).

The significance of these artifacts is even greater because their purpose or exact function is still covered in mystery and lays hidden beneath the vast unexplored area around and in the fortress. Numerous archaeologists and art historians are still trying to solve the puzzle left by the former residents of the Vinica's fortress (T. II, fig.1, 2).

However, the archaeological site is insufficiently scientifically and commercially popularized and since it was first discovered in 1985, not up until 2010 the authorities started to work on its promotion in a more serious matter.

### **THE LONG TERM PROJECT "REDISCOVERING VINICA"**

During the one month course for cultural tourism development in Japan, a long term project called "Rediscovering Vinica" was developed by the author of this text in cooperation with Professor Masafumi Yamasaki from Ritsumeikan University in Kyoto.

The main goals of this project are:

1) Preservation and utilization of different historic structures and archaeological sites;

2) Maintaining historic landscape of the town and maintaining archaeological sites;

4) Inheriting and nurturing traditional events, traditional culture and arts.

Engaging entities:

1) Municipality of Vinica-administrative authorities;

2) Citizens and private organizations;

3) NGOs.

To fulfill the project objectives, Vinica Museum's team is trying to create new values for the existing historic heritage and to promote community development centered on historic and archaeological heritage. Also one of the measures is the nurture of the traditional culture and arts through joint efforts by the government and private enterprises.

### **ARCHAEOLOGICAL SITE KALE - UTILIZATION AND POPULARIZATION**

Within the project, the main role in fulfilling its goals has the utilization and popularization of the archaeological site Kale. The first step, along with the improvement of the infrastructure, is to change the concept from "dead heritage" to "living heritage".

### **COMPARISON BETWEEN ARCHAEOLOGICAL HERITAGE AND LIVING HERITAGE FROM THE VIEWPOINT OF TOURISM PROMOTION<sup>1</sup>**

The implementation of this part of the project is through education and promotion of eco tourism. The ecotourism does not protect the heritage by putting up a fence, prohibiting the visitors to come in, but allows the visitors to access the archaeological site and the museum with proper management and lets them understand the biology and the attractiveness of what they are seeing. The visitors who deeply understand the value of the heritage through interpretation by eco tourism guide will recognize the importance of archaeological sites and start assisting in protection and management by

<sup>1</sup> By Professor Noriaki Nishiyama, Graduate School of Hokkaido University – Center for Advanced Tourism Studies, as a part of the lecture called "The view and issues of international cooperation on cultural heritage from the tourism perspective", not published.

	Tourism based on archaeological heritage	Tourism based on living heritage
<b>Successor of Heritage</b>	Archaeological heritage is usually separated from current society, culture and community.	Successors of a heritage concerned culture, live in the Heritage area.
<b>Potentiality of further heritage creation</b>	There are possibilities for experts to discover archaeological heritage.	There are possibilities for residents to create new cultural heritage (heritage for tourism).
<b>Tourism space and living space</b>	The archaeological site is separated from living environment.	Living space is shared with tourism space.
<b>Interpretation</b>	Only experts can interpret.	Residents can be interpreters.
<b>Significance</b>	There is a clear understanding concerning the value of archaeological sites and the method of maintenance.	There are difficulties in understanding the value and maintenance of the site because of its complexity.

giving donations or volunteering (T. III, fig. 1).

Ecotourism aims to expand the heritage protection movement based on the experience and activities. To change the ways things are done often involves detailed explanation of what is actually done and why it is valuable to those groups in society who have the power to affect change.

That's why this phase of the project which is in progress, is implemented through educational presentations and information events for local government authorities, interested non-governmental organizations and local residents.

The following presentations were held by our museum's staff:

- "How is done in Japan"- focused mainly on explaining the role of the Municipality in the action plan.
- "Days of craftsmanship"- distribution of promotional material in order to promote crafts and improve the quality of craft products (T. IV, fig. 1).
- "Cultural Heritage management and development of eco tourism".
- "The Archaeological Treasures of Vinica".

Along with this educational phase, in June 2011, a joint project between Macedonia and Bulgaria called "Building a Cross-Border Cultural Cooperation" was launched. The project's overall objective was to improve the economic,

social, cultural and ecological sustainability in the cross-border region, all by protection, promotion and sustainable utilization of cultural heritage. With a grant from European Union's IPA program, the main project activities were: construction of pedestrian way and bikeway to "St. Nikola" site near the town of Bansko, road construction, a parking lot and lighting for the archaeological site "Kale"-Vinica, as well as development of joint management plan for cultural sites, exchange of best practices in management of cultural sites through seminars. The part of the project concerning the archaeological site Kale was fully developed according to the priorities detected in the long term project "Rediscovering Vinica" (T. V, fig. 1).

In the last year, our museum started to work on another international project called "Innovative approaches to the use of cultural assets of the past for tourism development" (Project acronym-CULTURISMO). In this project, which is still developing, we want to use new technologies in promoting the cultural assets. The general project aim is promotion of archaeological heritage by using common tools, such as:

- Integrated Information Management Tool for handling information about the archaeological





T I fig. 1 Archaeological Site Kale - Vinica

sites in the area. The system will provide an open web-GIS platform for the archaeological, historical and cultural data to the public.

- Virtual/Interactive Museum, including virtual tours, interactive activities such as puzzles with the museum's exhibits, tests and riddles with images, text and music. Virtual visits will be allowed with the help of video cameras and mobile communication equipment (smart phones, pads est.)

- Summer schools and camps for survey and exchange of experience (<http://haemus.org.mk/vinica-field-school-2013/>).

The project consists of 6 logically linked work packages, which are divided into several

activities and sub-activities, and the Lake Biwa Museum in Japan is used as an example (T. VI, fig. 1)

## CONCLUSION

The mission of Vinica City Museum for protection and promotion of the archaeological site Kale started with the museum's opening in 2006. So far, the outputs and results are comprehensive. The projects that the museum is working on have become more than just a popularization of the archaeological sites and the cultural assets. They are of added value because of the direct connection to the sustainable development policy of the local society.



T II fig. 1 The Psychopomp Michael, terracotta relief

Archaeological heritage should no longer be shy about becoming brand and no longer afraid of popularity and the role of the museum in the society is also different. Museum are no longer passive viewers, they are taking active role in the social and economic development of their own community.

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*Cultural Resource Management on Public Lands:*



T II fig. 2 The Sixty-sixth Old Testament Psalm, terracotta relief

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## REZIME

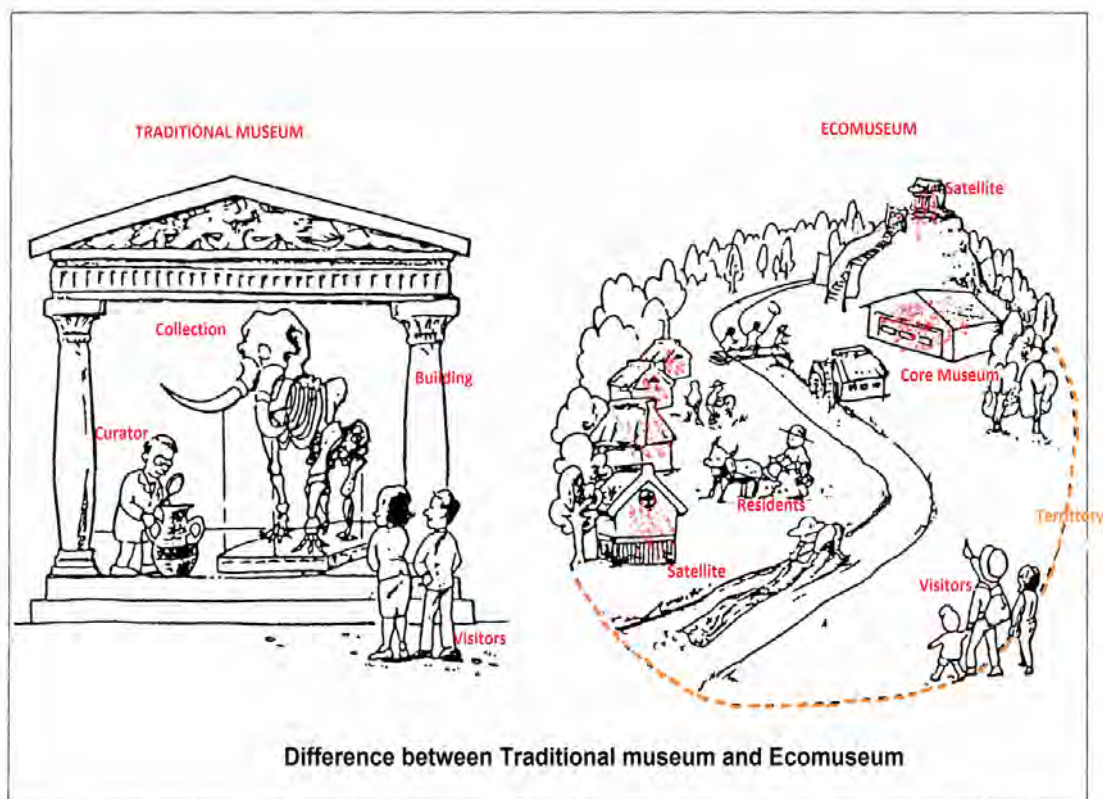
### UTILIZACIJA I POPULARIZACIJA ARHEOLOŠKIH LOKALITETA KROZ PRIMER ARHEOLOŠKOG LOKALITETA “KALE” U VINICI

**Ključne reči:** arheologija, utilizacija, ekoturizam, terakotne ikone, Vinica.

Arheološki lokalitet Kale – Vinica poznat je u svetskoj arheološkoj nauci kao ekskluzivno arheološko nalazište terakotnih ikona iz 5. i 6. Veka. Tu su poznate keramičke ploče sa hrišćanskim motivima iz Starog i Novog Zaveta. Arheološki lokalitet Kale nije dovoljno poznat naučnoj kao i široj javnosti, nije komercijalno popularizovan i pored veoma dugog perioda istraživanja (početkom 1985. godine) i brojnih izložba terakotnih ikona širom sveta (Rim, Vatikan, Minhen, Pariz, Moskva i td).

Muzej grada Vinice je nedavno počeo da oblikuje znanje o vrednosti arheološkog nasleđa,





T III fig. 1 The Difference between Traditional and Eco Museum (by By Professor Noriaki Nishiyama, Graduate School of Hokkaido University - Center for Advanced Tourism Studies)

koristeći metode i rutine koje se primenjuju u Japanu.

Ovaj članak se odnosi na implementaciju akcionog plana koji je kreiran u saradnji sa ekspertima iz Ricumejkan Univerziteta u Kjotu.

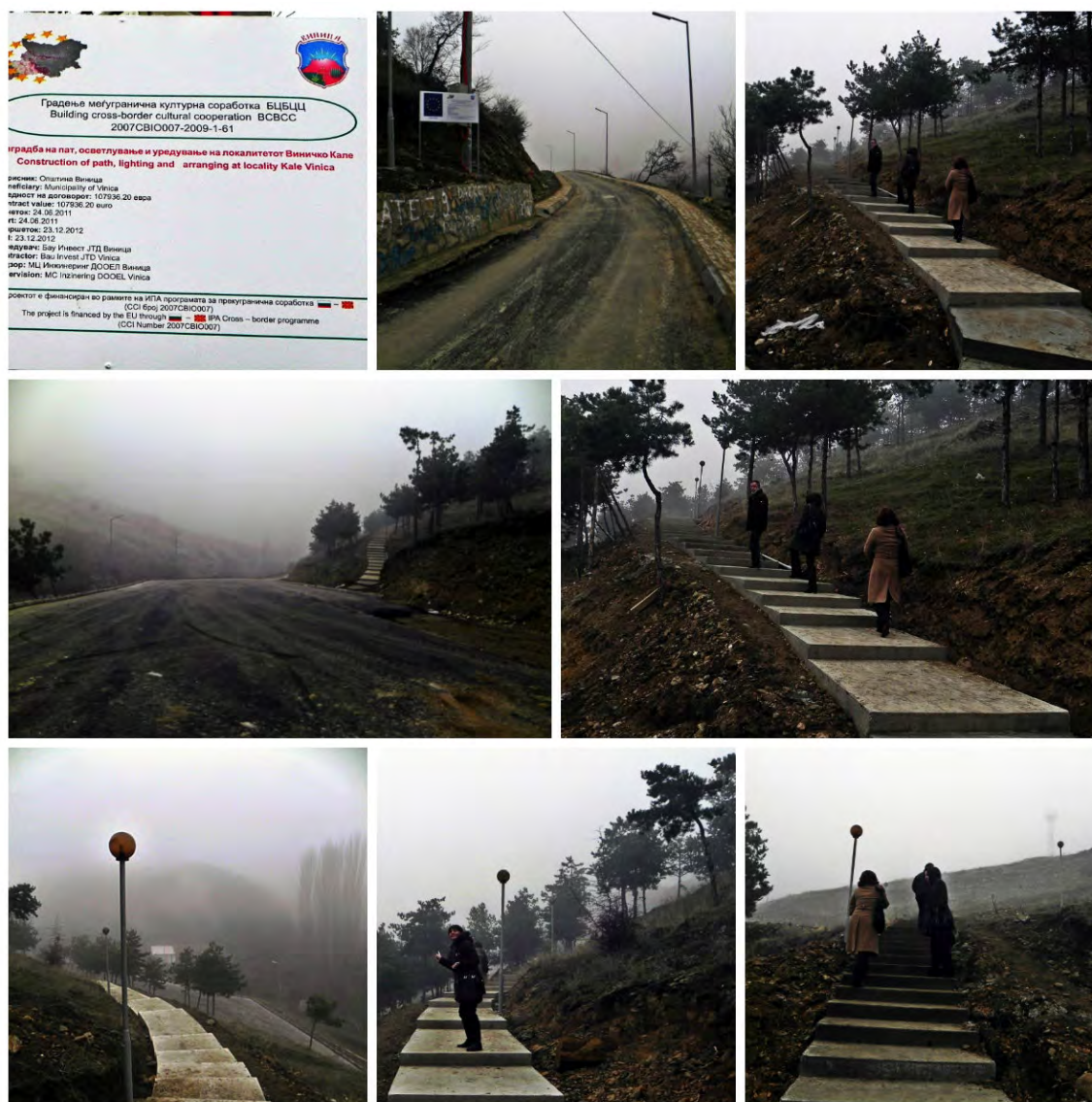
Naime, radi se o ekonomskom i socijalnom razvoju Vinice koristeći se potencijalom kulturnog i arheološkog nasleđa. Ideje koje su proizašle iz desetogodišnjeg plana, razvile su se u veliki međunarodni projekat nazvan "Izgradnja međugranične kulturne saradnje". Sa ovim projektom je predviđeno infrastrukturno uređenje arheološkog lokaliteta Kale, čime bi se omogućilo turistima da lakše dođu do lokaliteta i kao i večernje posete nalazištu. Realizacija ovog projekta je samo mali deo akcionog plana, a radi se i na edukaciji targetnih grupa. Sledeći korak, veoma malom muzeja grada Vinice, je digitalizacija samog muzeja i razvoj koncepta o eko muzeju.

Svi ovi projekti imaju za cilj da iskoriste veoma veliki potencijal arheološkog nasleđa Vinice za turističku promociju grada i time doprineti ekonomskom i socijalnom razvitku. Arhe-

ološko nasleđe se ne mora više stideti brendiranja kao komercijalni i nenaučni momenat njegove popularizacije, a uloga muzeja u društvu postaje jedan od nosioca ekonomskog napretka.



T IV fig. 1 educational leaflet



T V fig. 1 Project “Building Cross-Border Cultural Cooperation”





T VI fig. 1 Lake Biwa Museum, Japan