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DYNAMIZATION OF ARCHEOLOGICAL HERITAGE IN SPAIN. PERSPECTIVES FROM OUR EXPERIENCES IN ATAPUERCA (BURGOS) AND ARQUEOPINTO (MADRID) IN OTHER WORDS TO TOUCH IS A MUST

ABSTRACT

Our presentation will explore, from the author's experiences, how heritage dynamization can promote knowledge and the need to understand cultural, educational and archaeological resources, as an element of social cohesion. The goal of Paleorama is to engage people of all ages in the daily life of our ancestors and to increase their understanding of their skills, resources and strategies.

As a company involved in the democratization of culture and the search for new means for exploration of knowledge, we develop and manage open-air museums where we perform the human evolution journey, with complete scientific rigor, from the earliest African ancestors up to the main keys of European and Spanish culture, supplemented by a great variety of dramatized workshops for a complete understanding of techniques and processes used in antiquity.

Keywords: dynamization, heritage, education, reconstructions, open-air museums, Atapuerca, Arqueopinto, Spain, prehistory, workshop, digital.

1. - ABOUT US: PALEORAMA S.L.

We are a company formed by professionals of archeology and education, with extensive experience in the archaeological, experimental archeology, education, pedagogy, scanning and digital environments field. So that, this background defines us as an absolutely solvent and professional group with dilated experience, pioneers in Spain since 1993.

2. - WHAT DO WE PURSUE (MISSION, VISION, VALUES)

We believe in cultural heritage as a factor of social cohesion. We want to bring archaeo-

logical heritage to the general public in a simple, understandable, friendly, but without losing the scientific rigor. Our job is not only educational, it is also formative and cultural.

All this from two perspectives: business and scientific field. That is, teaching with rigor, accessible and from a business perspective to look for an economically sustainable management.

There cannot be culture managing without an enterprise culture. We believe in private management of public spaces through a clear communication plan for the society and under the supervision of the administration. It imposes a professional and responsible management fully integrated into the vicissitudes of business and multidisciplinary character.



Fig. 1 Primitivos (Primitives): the seed of our approximation to audience

This management should tend at zero cost by the administrations. That takes training, professionalism, passion, emotion, imagination and creativity. To achieve these goals, the team, people are the key to success. Without the human element, the lens is merely a document of intentions, and that is not going to be able to provide the mission, values and vision in a passionate way.

Money is only a complement necessary, but secondary. If the goal is social, cultural and educational, economic sense cannot be the main target. It exists as a fundamental premise, but not to be understood as the main objective of the mission of education and training.

That is why there is no direct relationship between investment, infrastructure and management success. Human capital and educational awareness of heritage values should be the main thing.

3. - OUR ORIGINS PRIMITIVOS (PRIMITIVOS):

Primitivos was a pioneering idea that emerged in Spain in 1993 from the hands of Paleorama when no one hardly were doing heritage revitalization activities based on personal experience. The courses were held in a wild natural

setting where the participant, in an interesting, participatory and dynamic, came directly in contact with original raw materials used in the past, flint, wood, bone, vegetable fiber, ocher, and metamorphic rocks and a long list of items, usually ordinary, that they would convert by themselves into prehistoric tools, fuel or food, using processes and techniques reconstructed from archaeological and ethnographic record. Thus constituted, the first prehistoric leisure activity conducted in Spain, a program of revitalization of the prehistoric environment as the main resource that was conducted between 1993 and 2002.

The primitives courses, that at no time intended to train specialists in prehistory or experimental archeology, generated in the participants interest in its past, new attitudes of preservation and respect for the natural and archaeological heritage and stimulated the desire to know more about ourselves. These and not others, were the targets of Primitives. In the training, the participant had the opportunity to become the protagonist taking home, a genuine and a real experience of survival and ancient techniques.

The typology of the groups was varied, graduates in architecture, archeology, biology, computer science, students and amateurs of prehistory. The recurrence rate for the courses (which repeat-



Fig. 2 Planning, analysis and study of maintenance for further success

ed), was over 40%, and the seats are covered with a year in advance. The groups were limited to a maximum of 25-30 people (Fig. 1).

ATAPUERCA AND ARQUEOPINTO OPEN AIR MUSEUMS

Over the time, professional and enterprise

development led to the creation from zero, of two open air archaeological parks.

They are open air archaeological parks whose objective is the dynamization of the archaeological heritage, in which Spain has plenty of examples from the earliest Paleolithic to modern times.

The revitalization project we developed at both Atapuerca (Burgos) and Arqueopinto (Madrid), required several years to generate sustain-



Fig. 3 Archaeological Reconstructions and reenactment

able or self-funded management programs.

These work projects arises from:

- A hard and deep analysis of the environment, needs and possibilities that could provide this type of activity (potential communications, villages nearby, accessibility, etc.).

- Study and forecast maintenance costs. This section is a main key in managing spaces because poor planning will mean an increase in the economic needs of the project, sometimes unaffordable, causing the deterioration of educational quality proposal.

- Recognition of the quality of educational provision. What seems important is not the quantity, but also quality, and secondly, that the recognition of the importance of an archaeological site, for example, immediately does not turns its environment in capacity business.

- Therefore, it is necessary to make a clear quality educational offering in response to the needs of the environment, both by typology of offering, as well as responsiveness and adaptation to the context.

Both Atapuerca and Arqueopinto Open Air Museums, have taken years of analysis and in-depth knowledge to carry out this system and evaluation of system self-sustainable and quality management.

In both interpretive centers have clear preference, imagination (originality), innovation (singularity), and training (rigor and professionalism), as keys to coordinate the supply. Their quality depends, not only on investment in infrastructure, the available budget, the prestige of the place with which you are associated to, or national and international recognition, but their ability to teach values to provide an emotional experience to the visitor (which contributes something meaningful in his life), its ability to meet the public needs and establish new perceptions and attitudes towards something or promote actions in favor of something.

These would be the **keywords** that define our archaeological parks:

Open air Parks.

Archaeology.

Reconstructions with rigor.

Play and experiment is a must.

Wide Educational offering: Guided visits and workshops adapted to the needs of each group (age, group category, special needs, etc.), School groups and families, adult training, etc.

Social values in both, content and accessibility to that content as a initiative of access for people with different disabilities.

- Bringing Prehistory and the Atapuerca site



Fig. 4 Wide Educational offer



Fig. 5 Archaeological Reproductions

to deaf people (facilitate the access of a collective communication barriers into cultural resources from the province). We made a bid to facilitate the training of people with this kind of sensorial disabilities, facing their labor insertion.

- Enhance integration between deaf and hearing through workshops and activities related to archaeological and historical heritage. As a result of this commitment, we get the labor insertion of two guides for the Atapuerca park.

PALEOMANÍAS

This third basic component in the Paleorama policy aims to bring tangible archaeological heritage to the public, as well as a financing system.

The thematic merchandising requires investigation. Research, primarily oriented to the singularity of the site, in order to rescue and select the main relevant aspects with the greatest persistent, interpretive and evocative potential: firstly we get a souvenir, that evokes what we have visited and, secondly, oriented to our target market sector (students, families, adults, professionals, etc.).

The object itself is not the goal. This should answer a personal need to enjoy an object that otherwise would be impossible to handle. In

addition, these objects causes a taste for knowledge (material in which is manufactured, symbolic representation, historical importance in the related stage, etc.)

In this sense, Paleorama tries to produce the most significant elements of human prehistory, creating a catalog of more than 300 elements that can be ordered as a single unit, or inside a didactic luggage as a response to school needs in education.

DEVELOPMENT OF NEW RESEARCH LINES AND ACCESSIBILITY OF HERITAGE. RESEARCH AND DEVELOPMENT

As we said before, these projects must be subject to continuous analysis, evaluation and improvement, both in infrastructure and in educational media. In this case Paleorama, aims to generate an awareness of heritage values, where the population should be the focus of exploration and a fundamental part of intervention on the quality of it.

With this idea, Paleorama is developing a range of programs focused on the disclosure of information to the general public as an Open Source model, where all individuals, companies and institutions can take advantage of Paleora-



Fig. 6 Archaeological Ceramic Reproductions

ma’s experience, to improve the quality of the supply, education values, archaeological studies or accessibility projects.

MANAGEMENT AND ENHANCEMENT PROJECTS: Open Source information, Proto-Franchise Model (export knowledge), Accessibility and Revitalization Awards and Scholarships in Experimental Archaeology.

Open source is a way to share all kinds of useful information on license free to use (our is free experience for anyone to take advantage on and evolve with it).

We develop the same idea with revitalization awards as well as scholarships in Experimental Archaeology. Everything is part of the same. You have to share, in order to produce quality information already contrasted. This is the main



Fig. 7 Digital Media

goal of our work.

Arqueómetro: Under a website environment into which is going to be displayed all data from archaeological visited sites (timetables, access, basic information about the site, interpretation centers, media, etc.), people will use these resources as an initial guide. However, all this information will be completed with the proper analysis of visitors, where they can express their evaluations (prices, access, treatment, educational offering, etc ...) in order to know the reality of the site itself.

It is a way to generate a comprehensive resource assessment, becoming an analysis tool.

DEVELOPMENT OF INNOVATIVE PROJECTS USING DIGITAL TOOLS: 3D MEDIA

We are interested in digital tools as a way to approach heritage from a modern perspective.

The digital offer must be the result of a deep archaeological study to generate the sought scientific outcome. Without this premise, any attempt to generate a credible offer, will become a mere graphical representation.

Our intention is, therefore, a great scientific and technical effort, because with the digital on-line 3D models generated by photogrammetric procedures accompanying deep explanatory material in addition, we intend to create a free heritage database.

In this sense, we are generating a complete catalog of scanned heritage and archaeological objects, analyzable, as a school and educational resource.

REZIME

DINAMIZACIJA ARHEOLOŠKOG NASLEĐA U ŠPANIJI. PERSPEKTIVE NA OSNOVU ISKUSTAVA U ATAPUERKI (BURGOS) I ARKVEOPINTO (MADRID)

Ključne reči: dinamizacija, nasleđe, obrazovanje, rekonstrukcije, muzeji na otvorenom, Atapuerka, Arkveopinto, Španija, praistorija, radionica.

U demokratizaciji kulture i potrage za novim sredstvima kojima možemo da prezentujemo prošlost, razvili smo muzeje na otvorenom gde se odvijaju putovanja kroz ljudsku evoluciju, uz potpunu primenu naučnih principa. Možemo pratiti evoluciju ljudske vrste od najranijih afričkih predaka pa sve do savremenog doba i glavnih događaja u evropskoj i španskoj kulturi. Ovakav vid prezentovanja prošlosti dopunjen je organizovanjem velikog broja radionica radi boljeg razumevanja tehnika i procesa koji su korišćeni tokom različitih istorijskih epoha.