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**“The Impact of Dialogue with Visitors
on – AOAM Management”**

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Introduction

The second international symposium at Viminacium “The Impact of Dialogue with Visitors on AOAM Management” is the eight Conference of OpenArch and belongs to the regular meetings of all of the OpenArch partners, allowing them to participate with presentations/lectures and within discussion groups. OpenArch workshops are also opened for Archaeological Open-Air Museums’ staff, aiming to encourage exchanging insight into specific methods and improving each other’s skills/abilities. Besides OpenArch partners, this symposium gathers scientists and museum curators from the Balkan region and from Serbia itself. Therefore, during this conference, local archaeological sites and parks in Serbia and its neighbouring countries shall be presented.

The sessions are focused on the Dialogue with the Visitor and its links to other work packages, such as the Dialogue with Museum Organizations, the Dialogue with Skills and the Dialogue with Science. Two experiments, which shall be presented within the Experimental Archaeology, are inspired with ancient warrior techniques and fighting skills. The aim of the symposium is to bring closer experiences of the OpenArch partners who are mostly from the Western European countries (Calafell (CAT), Foteviken (SE), Kierikki (FI), Archeon (NL), Hunebedcentrum (NL), AÖZA (DE), Terramara di Montale (IT), National Museum Wales (UK), University of Exeter (UK), Viminacium (RS) and EXARC (NL)) and experts from Serbia as well as Balkan region. For them, these experiences can be valuable in solving challenges in management of Archaeological Parks and in turning the already existing archaeological sites into future archaeological parks. Since the OpenArch is one of the successful Culture program projects, it can be a good model for all institutions in Serbia, in order to answer the question: how to make a sustainable EU project? Hoping that this symposium shall indeed offer many interesting and informative presentations, we expect to publish the conference proceedings.

The dialogue with the Visitors

- Mojca Vomer Gojkovič, Nataša Kolar (Ptuj Ormož Regional Museum, Slovenia)

“Archaeological park vicus Fortunae – projects and problems”

Cultural heritage is one of the most important elements of our identity, therefore its protection and restoration are of extreme importance as well as rendering it public in order to foster the establishment of the identity and encourage creativity inspired by the heritage. The project Archaeological park “Vicus Fortunae” is based on the Roman provincial archaeology and heritage from the Roman era.

The area around the community of Hajdina, where the park is planned, is well known from different archaeological periods. The most important among them spanned from the 1st to the 5th century when this area was a constituent part of the Roman ager Poetovio, and the Roman town itself (Colonia Ulpia Traiana Poetovio), a part of which was Hajdina then called vicus Fortunae. The archaeological park is planned on the site noted for its rich archaeological cultural heritage. In the past a few research works were carried out yielding some interesting evidence – in its near vicinity two Mithras’ temples were discovered of which the first remains in situ and will be a constituent part of the future archaeological park.

Cultural heritage from the Roman period is particularly rich in the mentioned area, and a few Roman monuments are presented in situ; the movable Roman heritage of the area can be seen in museums in Styria.

Roman settlement of the contemporary cultural, political and economic site represents nowadays an unexploited advantage for a social and cultural development. The cooperation between institutions in charge of the presentation of heritage is at its beginnings. The monuments are improperly marked and often devoid of any explanatory note; consequently the awareness of the importance of archaeological heritage among citizens and visitors is inadequate. Due to the insufficient education the general public cannot participate in the preservation of the cultural heritage, and attempts of creativity inspired by the heritage are scarce.

- **Adrian Ardet and Lucia Carmen Ardet** (County Museum of Ethnography and Border Regiment, Romania)

“Archaeological parks in Romania Archaeological Reservation from Tibiscum: Case Study”

In Romania, for the protection and enhancement of ancient heritage are arranged some representative archaeological parks, disposed throughout the country.

In this case we mention:

1. Biosphere Reservation “Danube Delta”, which includes archaeological heritage of Istria-Sino area of 400ha.
2. Dacian fortifications from Orastie Mountains, near Hunedoara. The six fortresses (Sarmizegetusa, Lunca-Piatra Roşie, Costeşti-Blidaru, Costeşti-Cetăţuie, Căpâlna and Baniţa) that formed the defensive system of Decebal, are now part of UNESCO world heritage.
3. Roman archaeological reservations from Ulpia Traiana, Porolissum, Drobeta and Tibiscum.

Archaeological Reservation from Tibiscum is located at 6 km north of the town of Caransebeş where on an area of 17ha are protected some Roman monuments discovered by now, including military fort and part of the city. The reservation was established in 1976 by presidential decree and it is included in A category, monuments of the international importance. To highlight the archaeological site, in future time we propose the restoration of some of the monuments and effectively integrating the archaeological monuments in to an ensemble, which links the provincial capital of Dacia, Ulpia Traiana, to the capital of Moesia Superior, Viminacium.

- **Biljana Garevska** (Macedonian Museum of Natural History, Macedonia)

“Managing paleontological heritage in Republic of Macedonia”

The project for protection of fossil sites as natural reservoirs and its implementation started in 2013. The main object of the project was geo-mapping and recording of fossil sites and their aeriels concentrated in Central and Eastern part of Macedonia, along the Vardar River valley.

Importance of these localities lies in Pliocene sedimentary layers rich in non-renewable fossil materials which require specific actions in excavation, collecting of fossil materials stored and classified latter in the museum depot.

Within this documentation, field monitoring of already known paleontological sites was important part of the project. Monitoring was necessary for providing information about possible tomb riders and illegal excavations. The basics for managing paleontological

heritage emphasize communication, trust and corporation in the local communities and local museums. Next step was to put stress on GPS mapping of the sites, explaining geological stratigraphic data and photo-documentation. Collected data of GPS and GIS system will be used in further application which will be created to protect several localities as natural heritage, according to state laws.

In June 2014, four local communities called for preservation and conservation of fossil sites. In order to achieve this goal, the project was upgraded with interactive educational workshops on the subject of paleontological heritage. Local people were educated and trained to react in the case to prevent illegal collecting of fossil materials and destroying natural heritage. The aim of this project gained its purpose with the field information they provided.

In the last 30 years, paleontological material in the Republic of Macedonia is facing with lack good management. To achieve this goal, requires several principles: expertise of paleontologist, education of local communities and evidence supported by the state, in order to preserve, protect and promote natural heritage.

- **Olivera Ilić**, (Institute of Archaeology, Belgrade)

“1700 Years of the Edict of Milan: the Jubilee celebration in Viminacium”

In the Jubilee year, when the Christian world celebrates 17 centuries since the signing of the Edict of Tolerance – the Edict of Milan, through the proclamation of which, in 313 in Milan, Emperor Constantine allowed religious equality and stopped the persecution of Christians, the Archaeological Park Viminacium and the cities of Belgrade and Niš, the birthplace of Constantine the Great, were actively involved in a program to mark this important anniversary with a series of events.

One of the central events which marked the seventeen centuries since the official recognition of Christianity is the exhibition Constantine the Great and the Edict of Milan 313. The birth of Christianity in Roman provinces in the territory of Serbia, organised by the National Museum in Belgrade. It was initially displayed in the exhibition rooms at the ancient site of Viminacium, before moving to the atrium of the National Museum in Belgrade, concluding in Niš at the gallery of “Philip Morris”.

In addition to the exhibition, this date was marked by another exceptional event, Verdi’s opera Aida performed in the reconstructed Roman amphitheatre of Viminacium, by the ensemble of the National Theatre of Belgrade.

- **Radomir Ivanovic and Elena Karanfilovska** (Association Archaeologica, Macedonia)

“Arheo Park Brazda – a short documentary film”

The archeological site “Gradiste - Brazda” is situated 15 km north of Skopje. The site is classified as a fortified early antique settlement, dating from the 5th to the 3rd century BC. With the excavation of the monumental architectural edifice, known as “The Royal tomb” in 1986, the archeological site “Gradiste” claims a significant place in the archeological circles. With its specific characteristics, the Royal tomb at Brazda represents a unique building of its kind on the wider Balkan peninsula.

Unfortunately, through the years it didn’t receive the attention it deserves and to make things worse, the general public was completely unaware of its existence and more importantly, so was the world.

From the first time we laid eyes on this site, we knew that this is going to be the perfect example through which we will contribute to the promotion and protection of our cultural heritage and hopefully by doing that raise the awareness of the general public about the significance of this important monument.

After many years and many tries to realize the wishful idea, in 2012 we finally started working on the field in order to change the image of this important place turning it into an archeological park.

In this short documentary film we present the site Gradishte, the preparations and the making of the first archaeological park in Macedonia – Arheo Park Brazda.

The Dialogue with Science

- **Srdan Obradović** (Chivalric Company of Golden Keg, Serbia) and **Đorđe Mandrapa** (Chivalric Company of Saint Theodore Stratelates, Serbia)

“Living history as a form of experimental archeology and its role in the promotion and popularization of historical and archeological discoveries”

Living history and reenactment are highly developed activities in Europe with a long tradition. Their goal is, mostly, the revival of particular historical period using all available knowledge of the time. Living history is always a plausible view of the chosen historical moment. Its advantage is that it provides a practical insight into a particular moment of

history through all available knowledge, in a single place. This is how we have get opportunity to see historical data and archeological material, in an applied context, which makes its understanding easier. We could say that living history has a holistic approach, since all the knowledge we have about a historical moment is presented at one point and one place in order to display the entirety of life in a selected historical period.

In this paper, we would like to present organizations from Serbia engaged in these activities. There are two organizations – Chivalric Company of Saint Theodore Stratelates and the Chivalric Company of Golden Keg – which are focused on the latter half of the fourteenth century in Serbia. The aim of these organizations is to, to reconstruct the life of this period of Serbian history in its entirety, so far as archeological findings and historical material allow. We would like to present the advantages and possibilities of this approach in popularization of historical and archeological knowledge in Serbia, but also in the presentation of Serbian culture beyond the borders of Serbia through the cooperation with similar organizations from other parts of the world, which includes the participation of our organizations in the international events in Europe, while also hosting such events in Serbia.

- **Milica Tapavički-Ilić, Jelena Andelković Grašar** (Institute of Archaeology, Serbia)

“Science in service of management: Archaeological Park Viminacium”

The modern excavations of Viminacium began during the eighties of the 20th century. The Viminacium cemeteries were unearthed, as well as some parts of the former Roman city. Ever since 2000, the site is permanently being excavated, revealing many interesting finds and telling many interesting stories. They all lead to the opening of the Archaeological Park Viminacium.

Ever since it was opened in October 2006, the archaeological park of Viminacium developed its capacities and its offer to the visitors. In October 2006, visitors of this site were able to see the ancient Roman baths, the northern gate of the Viminacium legionary fort and the masuoleum. A small souverin shop also stood at their disposal. After several years, through advertizing and owing to an intensive co-operation with the Tourist Organization of Serbia (TOS), the number of visitors increased by thousands. A port was established at the Danube bank, near the site, allowing the Danube cruisers to stop and bring their passengers to Viminacium. In 2009, a replica of a Roman villa was built and ever since then, it was also possible for the Viminacium visitors to stay at the site overnight and enjoy Roman food. In 2013, the reconstructed amphitheatre was opened to the public. The last but not the least, in June 2014, the Mammoth Park, a specially designed facilities, was officially opened, with several mammoth skeletons exhibited in it. Numerous festivals and celebrations were held, as well as concerts.

The number of visitors permanently increased. The need for a better educated museum management emerged. The number of local people employed at the museum grew bigger. What was pure research at the beginning, turned into a complex set of challenges and questions to be answered in the years to come.

- **Vasilka Dimitrovska** (Haemus, Macedonia) and **Ivica Milevski** (University “Ss. Cyril and Methodus”, Macedonia)

“Heritage Recourse Management and Tourism Promotion of Northeast Macedonia”

The cultural, historical and natural heritage represent the basis for the tourist offer of a place, region, country or a wider area. In this respect, the Northeast region of the Republic of Macedonia is rich in contents, which have till recently been insufficiently presented to the public and thus poorly visited by tourists. Taking all specific spatial aspects into account, one of the most suitable ways for initial tourist activation of this region is the management of its natural, cultural, historical and archaeological resources.

In the period 2009 to 2014, the Northeast region of Macedonia has seen the implementation of several projects, including the creation of strategies for the development of tourism in general; evaluation study of natural and cultural potentials for development of alternative tourism; and study for mapping the travel routes and setting up information charts. These projects were mostly focused on identification and evaluation of natural and cultural resources, at the same time representing community values. Due to the diversity of resources, the influence of its results was estimated to affect long-term planning in many spheres regarding the local development.

An attempt was made to create a significant number of tourist products, for the benefit of the tourists, as well as the local community, by generating economic development. As a conclusion, we would like to point out that the most important determinant in promoting natural and cultural resources is a thematic unit based on the identification of similar or the same locations that build a product. Thus, the main goal of any tourist product based on heritage is to make itself recognizable in local, regional, but also international frames.

- **Nemanja Mrđić, Snežana Golubović** (Institute of Archaeology, Serbia)

“Vision of development – Serbian section of Roman Limes”

In the year 2012 began the International Project in which Serbia is participant with the main aim to inscribe all Roman limes sections to the UNESCO World Heritage List. The benefits of becoming a world heritage site are rather considerable. The development of tourism and the regional economy that normally follows this achievement greatly improves the quality of life of the local populations and brings international prestige, although the obligations of the national and local government will be enlarged. It is expected that financial expenses, as well as incomes, will rise due to larger tourist traffic. The length of the Serbian limes section is actually 450 km. Archaeological research on the sites has lasted for more than 130 years. The Roman road through the Iron Gates with imperial tablets (best known is the Trajan’s tablet – Tabula Traiana) was one of the most iconic marvels of military architecture. It represents unique and innovative number of solutions how to construct walk path in nearly impossible circumstances. It was the masterpiece of Roman military engineering. The Bridge was another one and at the same time represents the longest bridge in antiquity. Conserved and presented remains are visible on both banks of the river. However, the situation from site to site differs enormously. Some sites, like Singidunum are under modern settlements. On the other hand, Viminacium city and the legionary fort are away from modern settlements. So, at some sites there are unlimited possibilities for the presentation, reconstruction and visualisation, but at the others there are restrictions imposed on the development of modern cities. There is one especially interesting idea to use hologram technology for the visualisation of the Roman Bridge without interfering with the navigation of modern ships. It is of not less importance to proceed with popularisation and education related to Roman heritage since it will help to raise awareness of its importance among the local population and help with the preservation of archaeological remains.

- **Rüdiger Kelm**, (AÖZA, Germany)

“Educational Principles of the Stone Age Park in Albersdorf (Germany)”

The basis for the education and mediation of the „Stone Age Park Dithmarschen“ in Albersdorf are the detailed knowledge about the place itself (nature and archaeology) and the recent research results from cooperations with the universities of Hamburg and Kiel. This facts give in combination with the general aim of our communications (which is: knowledge causes better protection of nature and culture by touristical use, information and sensibilisation) the conceptual ground for our work with the visitors, to combine research and mediation and to combine information and emotion (in our „Stone Age landscape“, in our „Stone Age village“ and in the county museum).

Our educational principle is that knowledge about the past helps to understand and create present times (also as part of the modern sustainability discussion); the interactive presentation and demonstration of different issues in an „original“ environment leads to the (differentiated) use of our park area as a „playground“ for the visitors.

To gain better results in educational means we are working regularly on the evaluation of our work, both internal and external (f. e. with questionnaires for the visitors and for our staff and with official certifications for our institution).

The practical and theoretical training of our educational staff in seminars in winter time is very important for the quality of the education. All staff members have signed a general (written) „mission“ of our institution, where our aims are stated (but are also regularly evaluated, if they are practical in dynamic structures).

Literature: R. Kelm, Die frühe Kulturlandschaft der Region Albersdorf – Grundlagen, Erfassung und Vermittlung der urgeschichtlichen Mensch-Umwelt-Beziehungen in einer Geestlandschaft. EcoSys – Beiträge zur Ökosystemforschung, Suppl. Bd. 45. Kiel 2006 (with English abstract).

- **Steve Burrow**, (National History Museum, Wales-UK)

“Visitor research and disabled access at St Fagans National History Museum”

In 2012, Amgueddfa Cymru – National Museum Wales, commissioned a large scale visitor survey across all of its sites, including St Fagans National History Museum, a large open-air museum just outside the capital city of Cardiff. This survey has given us a much clearer view of who our visitors are, where they come from and what they think when they’ve visited us. Some of the highlights of this work will be presented in this paper.

One conclusion of particular interest was that St Fagans receives a large number of disabled visitors throughout the year. Some of the implications of this result will be explored in relation to the presentation of our buildings.

- **Steve Burrow**, (National History Museum, Wales-UK)

“Growing thatch from ancient spelt: an experiment in mass-production at St Fagans National History Museum”

Evidence for the roofing of prehistoric buildings very rarely survives in the archaeological record and perhaps in consequence, less consideration is given to this subject than to other parts of building reconstruction. During the reconstruction of a group of Iron Age round-

houses at St Fagans it became clear that the original inhabitants had access to spelt – an ideal thatching material. In consequence, the decision was made to grow sufficient spelt to thatch the two large roundhouses. This paper will present, in brief, the results of this project to date.

The Dialogue with Skills

- **Vesna Živanić** (Hometown museum Paraćin, Serbia)

“The Macro - lithics usage in the pottery production in Neolithic of the Central Balkans, some archeological and experimental evidences”

Implementation of macro-lithics in ceramic production in Neolithic of the central Balkans is not usual topic. Therefore our work was focused on experimental implementation of macro-lithics in process of smoothing and polishing ceramics' surface. In the first step we examined empirical evidence of tools with cutting edge usage in process of smoothing, in which we included the bone and shell tools with the aim of efficiency evaluation based on their morpho-metrical characteristics. The process of surface polishing and decoration was done by stone polisher. The tools were implemented on pottery which were half - dried under different time periods, manufactured from clay different in origin, fabric and fashioned in different size and design. The results can be used as the answer for recognition of ceramics workshops on the Neolithic settlements and determination of fabrics of processed pottery as well. In further research it should be determine examined raw materials mechanical property such as wear resistance - working edge dulling that have important impact to productivity and choice in smoothing process.

- **Manousos Kambouris** (Koryvantes association, Greece)

“Warfare in Mycenaean times: the Iliad as a paradigm and the applications emerging for experimental archaeology”

If read without prejudice, the Homeric poems present an unequalled wealth of information on the bronze age, especially regarding warfare. Much more vivid and elaborate than Egyptian and Hatti bureaucratic or commemorative/propaganda records (and the similar mycenaean/[ylean/theban respective) they produce information on geopolitical situation and alliances, armies size, organization and deployment, troop types, tactics, chain of

command and weaponering, meaning weapons proper, intended and possible uses and techniques. Such references must be cross-examined with literary and material evidence and representative arts. But some intrinsic issues, as are the dressing of battle lines, the proper use of weapons, the fabrication of weaponry and support equipment and the implicated metallurgy, an art of the gods, need the assistance of reenactment and experimental archaeology/experimental history to be elucidated in order to obtain a more cohesive and nearer to the truth perspective.

- **Nikolaos Kleisiaris** (Koryvantes association, Greece)

“Reconstructing the “Dipylon” Shield. Experimental archaeology, experiential testing and modern educational adaptations”

The Dipylon shield is a massive elliptical full-body shield with two characteristic side openings, often referred to as the intermediate stage between the mycenaean Figure-of-eight and archaic Boeotian shields. For reasons not yet known to us it was the only full-body shield that survived in the 1st millennium BC until the end of the 8th century when it was finally abandoned for the benefit of the smaller Boeotian. Association “KORYVANTES” in year 2011 deployed an experimental archaeology project, for the first-ever proper reconstruction of this shield, that could answer all the archeologist’s questions about the nature of this -800years in use-weapon. The multifunctional experiment gave interesting results that have been presented in papers, but also promoted to the audience through public demonstrations/presentations in Archaeological festivals and cultural/educational events ,emerging in the best way the modern experiential perspective on the study of the ancient Greek battle fair.

The Dialogue with Museum Organizations

- **Eliana Gavrilović** (National Museum in Belgrade, Serbia)

“Museum’s children’s book as a communication tool with young visitors”

In the last decades, following the change in different spheres of everyday life, museums enriched their role in society in education, popularization of science, development of cultural needs, and entertainment. Communication with visitors is performed through various media, among which Internet and electronic media in general have predominated.

In this contributed parallel development of different devices, like smartphones, tablets, e-books, iPods and others that enable procurement of information in a short time span, playing thematic games, and reading of texts or good books.

However, experiences of museums around the world testify that books, as classic media, have still great appeal among visitors. This is especially pertinent for children's books, toys and social games for the young, whose design and development represent a specific challenge for museum professionals and associates, like psychologists, pedagogues, and illustrators. Children's books are highly present in all types of museums, from technical, natural history museums, to art history ones, archaeological, and particularly specialized children's museums.

In this paper, we will present publication of the National Museum in Belgrade from 2006, which were prepared for children and young, age from 3 to 15, and possible development of this specific museum offer for the younger.

- **Sanja Rutić and Ljubiša Vasiljević** (National Museum Kruševac, Serbia)

“Early Byzantine Fortress Ukosa - Grad Stalać”

Archaeological site Ukosa located within a settlement Grad Stalać, near the fort from the period of the late Middle Ages. The site is located on Mojsinje mountains, above the left bank of the South Morava river.

The first small archaeological excavations were carried out in 1986. It has been established continuity of settlement from the Iron Age to the Middle Ages. Starting from 2009., Research is being carried out under the project of multidisciplinary research Mojsinje-Poslon complex.

Studies have shown that the site was first inhabited during the Iron Age. Pottery finds indicate the possibility of a fortification from the La Tene period. With the Roman conquest temporarily cease the use of the strategic benefits of the site. It is money and other archaeological material from the second half of the fourth century testify to the resettlement. Of particular importance is the finding hoard of 115 Roman coins.

The most striking remains of early Byzantine fortress built in the sixth century. Lines of the fortress walls of the period followed the configuration of mountain terrain on which they were built. Part of the walls was discovered on the west side, where the slope becomes very steep part. At the site are found the remains of several buildings and waste pits. From the archaeological materials are present ceramics, fibulae, medical instruments, objects made of bone... It was noted that the existence of the graves of the dead buried with different orientation of the skeleton.

Continuation of life at the site after a period of Avar-Slavic invasions, confirming findings dated to the period of the VIII - XI century. Finding a silver cross with an image of Christ crucified points to the final stage of life fortifications in the late medieval period.

- **Dragan Jacanović and Teodora Branković** (National Museum Požarevac, Serbia)

“The importance of the removable archaeological exhibitions for presentation of archaeological cultural heritage”

In 2013-2014, the National museum in Požarevac, together with the Caransebes County Museum and within the project of cross-border co-operation, had developed a common project named „IMPERIUM ROMANUM“. Among other museum activities, a mobile exhibition entitled „The Roman marble of Viminacium” was organized. It was presented in five towns of the North, Middle and South Banat, as well as in Bor and Baničevo counties, in the towns of Čoka, Sečanj, Bela Crkva, Majdanpek and Golubac. Apart from the educational and pedagogical goal, this exhibition aimed to test the interest of the population for our archaeological heritage and to try and find new ways of its presentation and promotion. The topic about Roman marble was chosen because of the exclusiveness of Viminacium itself and its place within the cultural heritage of Serbia, because this kind of material is very attractive, easy to transport and secure. For this exhibiton, fifty objects were chosen, divided into several categories: sculptures, reliefs, portraits and tombstones with inscriptions. The objects were freely exhibited, enabling the visitors to touch them or even hold some of them in their hands. There were no accompanying texts, except for the brief introduction, since we chose to always have a custodian explaining the exhibition. The mobile space (a container), in which the exhibition was shown, was always placed in town centers, enabling easy access. Although there was no extra advertising, it was a very successfull and well-visited exhibition. Many of the visitors returned to visit it several times. Among them, there were people who have never visited a museum before. This exhibition showed to many of the museologists that it is false to believe that people are not interested in museums or museum activities and that exhibitions always require proper spaces, lighting, show-cases and above all, lots of money. During twenty-five days, the exhibition “The Roman marble of Viminacium”, placed in a simple container, attracted almost 30 000 visitors. It showed us a new way of developing our museological and educational work, but also the possibility of including people in keeping and protecting our cultural heritage.

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