

Eleonora Pappalardo
Dipartimento di Scienze della Formazione
Università di Catania

Communicating Archaeology and Connecting City and University

This paper deals with a project, carried out by the Dipartimento di Scienze della Formazione of the University of Catania, aimed to establish an official collaboration with one of the main territorial institutions responsible for the conservation and valorisation of Greek and Roman archaeological monuments of the territory. The result of the project was the creation of a multimedia laboratory of communication of archaeological heritage, where students of the course of Tourism are directly involved in the creation of multimedia products aimed to enhance the Catania's territory. The cooperation between the Department and the public institutions managing archaeological heritage allowed the birth of some sort of "system" of mutual exchange: students can make experience of the monuments of the city by attending Seminars held by the responsible of the institutions and by visiting and studying the monuments having free access to them; in the meantime, the results of their studies and the multimedia products of their annual work are at disposition of the institutions themselves and of the city in general. One important goal was made last year, with the creation and presentation to the public of a documentary having as subject the Roman Amphitheatre laying in the centre of the city, realized through a wide collaboration Between the University and the Parco Archeologico Greco Romano di Catania, Regione Sicilia, Provincia Regionale di Catania, Zammù Multimedia (University Web TV).

The documentary (<https://www.youtube.com/watch?v=fL-yz6km5G4>) is in absolute the first one having the Catania's amphitheatre as subject. It provides an efficient media in order to convey information about the city's history and cultural richness.

It could be used, along with others multimedia products of this kind, in order to promote the city of Catania in Italy and abroad, by allowing the incoming of visitors and favouring the knowledge of the cultural heritage at an internal level.

The project was born by the consciousness that in a period of global decline, the memory of the past could become a value. To valorise archaeological monuments by improving their knowledge and communicating their history, means to conceive them as resources, and, as in other social domains, resource, if well managed, means development.

Dott.ssa Eleonora Pappalardo

Laureata in Lettere Classiche con indirizzo archeologico presso l'Università degli Studi di Catania, ha conseguito il diploma di specializzazione in archeologia classica e il dottorato di ricerca presso l'Università degli Studi di Torino. Da dieci anni è collaboratrice alla ricerca e docente di Archeologia classica presso il Dip. Di Scienze della Formazione dell'Università di Catania.

Gli interessi scientifici riguardano due ambiti distinti dell'archeologia, per ognuno dei quali ha conseguito l'abilitazione scientifica nazionale a prof. Di seconda fascia: Archeologia Classica ed Archeologia del Vicino Oriente Antico. Ha svolto attività di expertise scientifica presso musei stranieri, quali l'Hermitage di San Pietroburgo, il British Museum, l'Iraq Museum di Baghdad, il National Museum di Ashgabad (Turkmenistan), l'Ashmolean Museum di Oxford. Fa parte della Missione Archeologica Italiana a Creta dell'Università di Catania e della Missione Archeologica Italiana in Iraq e in Turkmenistan dell'Università di Torino. È autrice di tre monografie e diversi articoli e saggi scientifici inerenti entrambi gli interessi di ricerca.

Da due anni coordina il Laboratorio Multimediale di Comunicazione dei Beni Archeologici del Dipartimento di Scienze della Formazione.