

Acropolis Museum

A highlights report
June 2020 – May 2021



12 years

President's message

On 20 June, 2021 the Acropolis Museum celebrates its twelfth anniversary in its new premises, having undergone its most difficult year to date. The building remained closed to the public, due to the Covid-19 pandemic, from November, 2020 to 13 May, 2021 and most of its programs were suspended.

Nevertheless, the Acropolis Museum, in accordance with its core mission of public outreach, has responded to the external conditions of the pandemic environment, fallen into step with the rapid, recent social developments and approached the Museum's downtime rather as an opportunity – to significantly upgrade the Museum's digital presence.

This has been accomplished through the innovative program 'Creation of a Digital Acropolis Museum', an extensive undertaking that has now opened new avenues of interaction and communication with the public.

The cutting-edge project has made the most of a diverse assemblage of digital materials, as a means to enhance the entertainment value and experiential impact of a visit to the Museum for both our in-person and online audiences. Its results highlight the multifaceted aspects of the Museum's exhibits and have created an exciting new world for both young and old.

At the same time, the Museum's usual maintenance, repair and cleaning works within its galleries and other spaces have continued, without interruption, while taking

all necessary measures for the protection of health.

The recent momentous pandemic has proven a challenge for all museums to be able to reopen their doors, welcome visitors once again and be attentive and responsive to their expectations and needs.

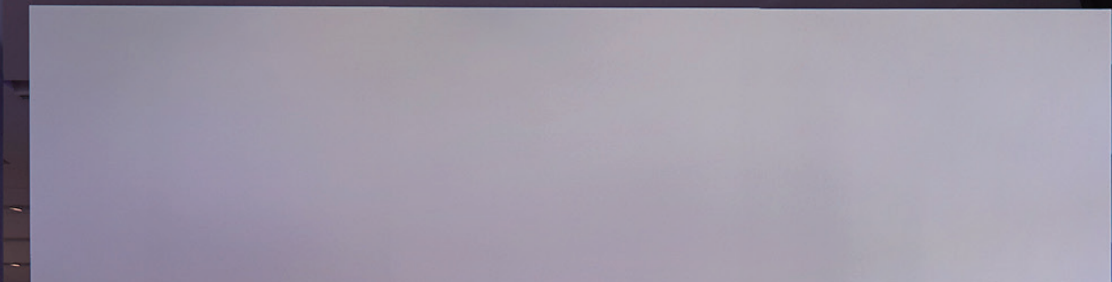
The Acropolis Museum, now refreshed and renewed, carries on with its mission.

I would like to thank again this year the Ministry of Culture and Sports, the Ephorate of Antiquities of Athens and the Acropolis Restoration Service for all their valuable cooperation.

Dimitrios Pandermalis
President of the Acropolis Museum



102.8



What is it?
A marble statue, among the finest of the Archaic period, the head of the head is a masterpiece, her offering to the goddess Athena.

When was it made? 600-570 BC

Where was it found? On the Acropolis, near the Propylaea

Where will it find it? On the 3rd floor, in the Archaic Propylaea Gallery, No. 101, 102





Our visitors*

Total visitors

156,245

Visitors arriving independently

79%

153,525

Visitors arriving in organised groups

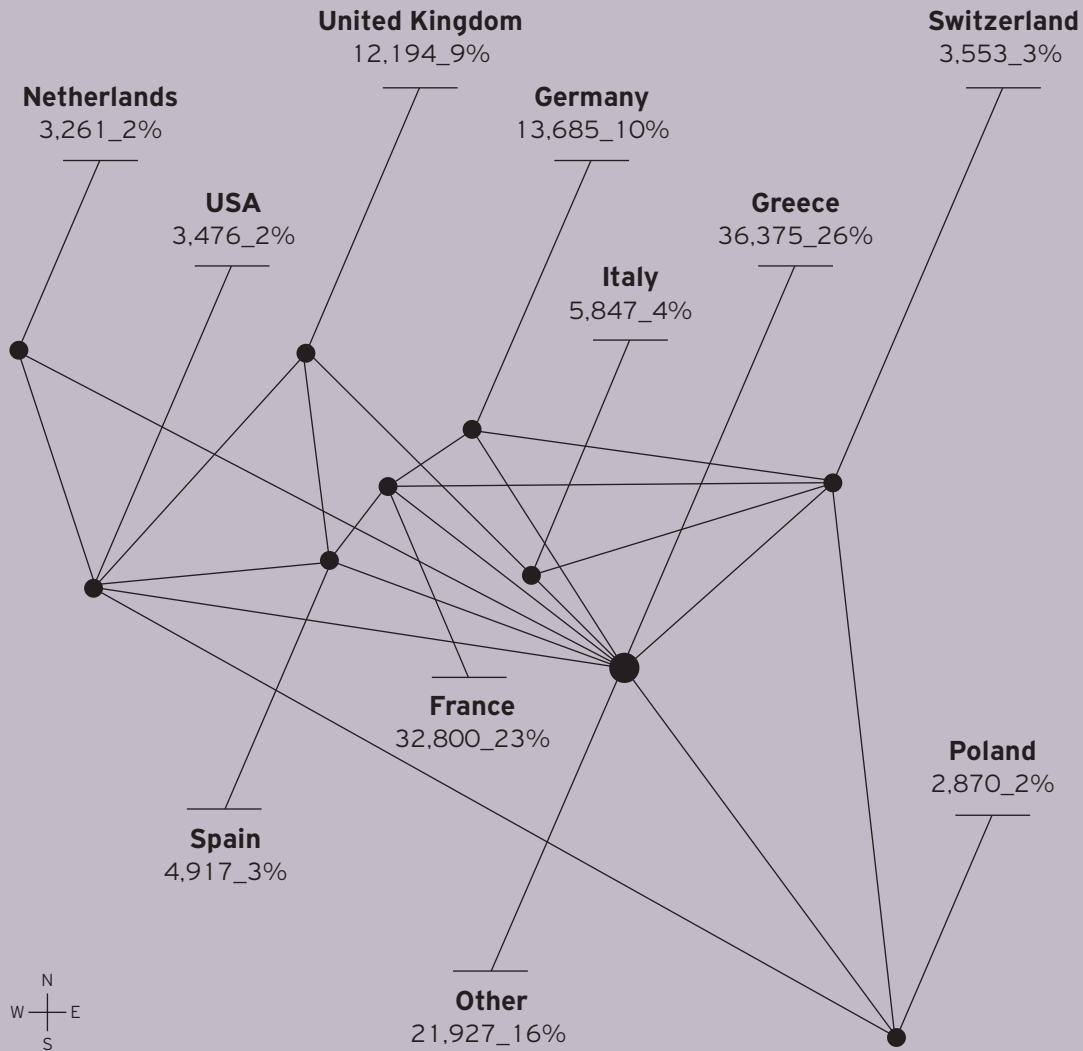
21%

2,720

* From 3 November 2020 to 13 May 2021, the Museum closed due to emergency health measures taken against the corona virus (Covid-19).

Main countries of origin*

for visitors arriving independently



Total visitors*

140,905

Main languages spoken*

by visitors arriving independently



* These figures concern the time periods 15 June until 2 November 2020 and 14 May until 31 May 2021. Visitors of events and restaurant customers are not included.

School visitors

Total visitors in groups

2,720

Student groups

10%

278

Adult groups

90%

2,442

Total free-admission tickets

65,251

42% of all tickets

Total discounted admission tickets

5,248

3% of all tickets

Total general admission tickets

85,746

55% of all tickets

Total visitors in school groups

278

Greek school students

49%

136

Foreign school students

51%

142

Primary school students

5%

15

Secondary school students

54%

150

Tertiary school students

31%

85

Other school students

10%

28

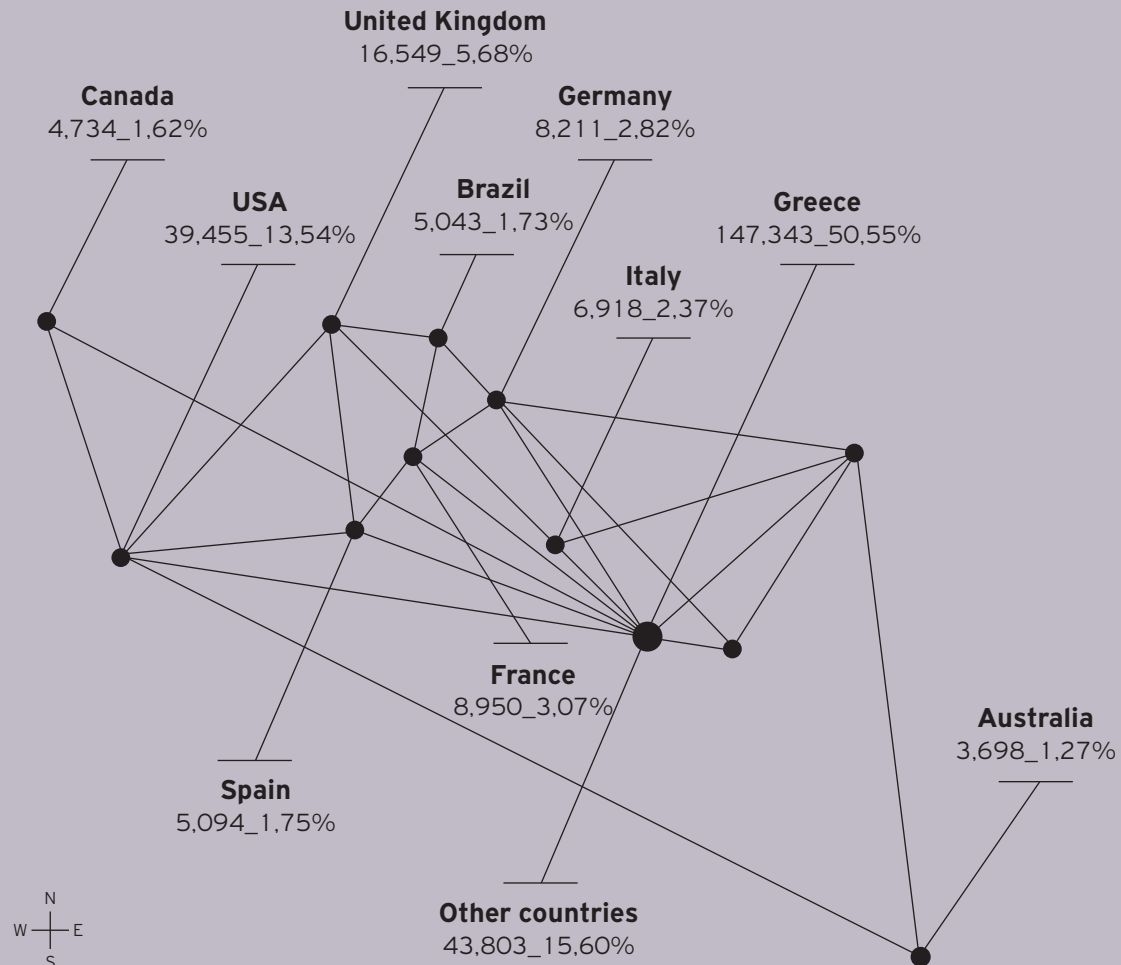
The above data was collected and analyzed by the Visitors' Reception Department of the Acropolis Museum.

Virtual visitors

Total visitors to Museum website

289,798

Main countries of origin of Museum website visitors



Total friends on Museum Facebook page

423,228

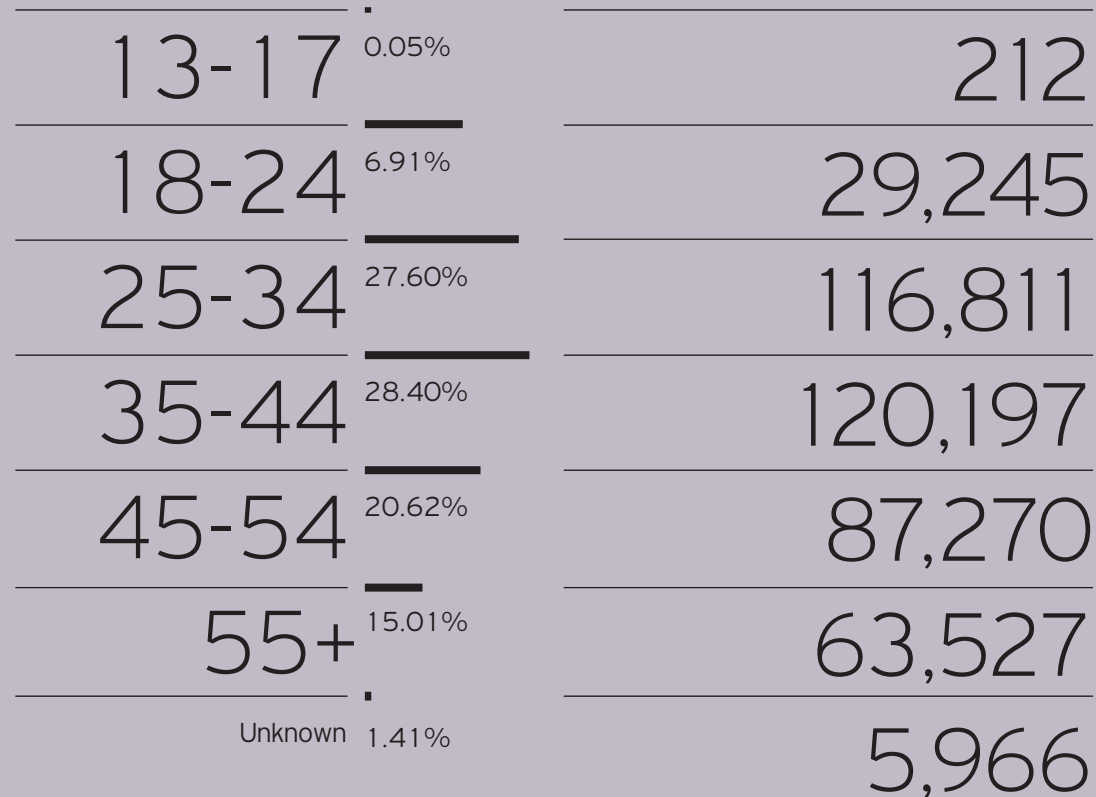
Main countries of origin

of friends on Museum Facebook page



Changes and improvements to the collections

Age of friends on Museum Facebook page



The above data was collected and analyzed by the Independent Office of Communications & Promotion of the Acropolis Museum.

The permanent collection

During the previous year, Kouros statue Acr. 596 was selected for conservation treatment and changes were made to the way it is presented in the Archaic Acropolis Gallery. The aim of the latter operations was to connect the body of the sculpture with its feet, plinth and base (Acr. 665), as well as to attach the fragment of the figure's lower leg (shin) (Acr. 182) without further reconstruction. Conservation procedures were also carried out on 84 objects exhibited in the Acropolis Slopes Gallery and two objects from the showcases of the Archaic Acropolis Gallery.

In addition, laser technology was used to enhance the cleaning of two blocks (DZXI, DZXII) of the Parthenon's west frieze; the sixth Caryatid (F) of the Erechtheion; and the marble throne Acr. 1366. With the execution of the above works, the Acropolis Museum's extensive program of laser cleaning has at last been completed, which began in 2006 in collaboration with the Institute of Electronic Structure and Laser of the Foundation for Research and Technology (FORTH) of Crete. During the period 2006-2021, a total of 70 sculptures and sculptural fragments from the Museum's collections were cleaned, as well as one object each from the American School of Classical Studies at Athens (ASCSA) and Greece's National History Museum.

Finally, the original casts of six slabs of the horizontal cornice of the eastern pediment of the Parthenon were studied and new moulds were created, then five new casts of hard plaster were produced in order to replace the existing slabs in the Parthenon Gallery.

Conservation

The Department of Conservation of Antiquities and Casts of the Directorate of Collections and Exhibitions carried out interventions on 134 additional movable artifacts, both ceramic and metal, retained in the Museum's archaeological storerooms. At the same time, a digital registry was created through the updating of conservation reports concerning 35 of the Department's bone objects and through the processing of 122 photos. In collaboration with the Ephorate of Antiquities of Western Attica, conservation treatments and the implementation of new support systems were carried out for the re-exhibition of six sculptures from the Eleusis Archaeological Museum (ME 5263; ME 5112; ME 5090; ME 5141; ME 5135 + 5137; ME 5077a).

Archaeological storerooms

The Department of Collections of Classical, Hellenistic and Roman Antiquities of the Directorate of Collections and Exhibitions carried out important work on the reorganization and arrangement of archaeological materials from the excavations of the 'Makrigiannis Plot' retained in the Museum's state-of-the-art archeological storerooms.

The Museum online

The archaeological excavation

Due to the special circumstances resulting from the Covid-19 pandemic, the scheduled exhibition of finds from the Museum's archaeological excavation has not yet taken place. However, the excavation continued to attract the public eye, while meticulous care of the excavation site by the Department of Archaeological Collections and Casts is ongoing, including continuous cleaning and further conservation of the ancient architectural remains.

Although the Acropolis Museum remained closed for many months over the past year, digital technology has reached out and blazed new avenues of communication with its homebound supporters, visitors and the general public. A cornucopia of applications developed through the program 'Creation of a Digital Acropolis Museum' (<https://theacropolismuseum.gr/psifiako-mouseio>), involving input from staff members from every department of the Museum, now digitally showcases, the multi-faceted aspects of the Museum's exhibits. The newly developed digital services, offering unique experiences both within the Museum's exhibition spaces and on the internet, have ultimately created an exciting new world for the Museum's local and global audience, both young and old alike.

The website

The Acropolis Museum's new website www.theacropolismuseum.gr offers a web portal with modern aesthetics that captures the essence of the Museum's mission, exhibitions, operations and activities, while also providing a broad spectrum of information and entertainment. The website, beyond introducing the Museum and its range of exhibition spaces, represents a primary, go-to resource for useful information on Museum visits, periodic exhibitions, activities, events, school and family activities, research, conservation and new technologies. Most importantly, the new website presents – for the first time on any Greek museum website – all of the Museum's displays, thereby rendering them accessible to the world community. Accompanying the 2,156 artifacts the

website already includes, to which will gradually be added additional objects currently retained in the archaeological storerooms, are extensive descriptions, an interactive glossary, rich bibliography, photographs, drawings and, in many cases, videos. The website is linked to social media platforms, available in both Greek and English and offers information on the organization of Museum visits in four additional languages. It also features multiple search tools; a versatile design to dynamically adapt to all devices; and user-friendly access to visitors with color blindness and other visual impairments. Development of the website has continued after its initial launch last year. Regular checks are made for detection and correction of possible malfunctions, while improvements to the site's operation and content are also ongoing, including the translation to English of artifact entries in the field 'Collections'.

Website for children

The Museum, aiming to establish a substantive, ever-evolving relationship with its little friends and their families, created and launched in late December 2020 the original website www.acropolismuseumkids.gr. This web portal is aimed at children of ages 6-12 from all over the world and invites them to participate in the fascinating world of the Acropolis Museum as active members. It features fun games, interesting videos and creative activities that motivate them to think, discover, experiment, be creative and most importantly have fun. To date, 29,000 visitors from 95 countries have accepted the invitation to join and

enjoy the Acropolis Museum Kids website, either as individual users or through educational institutions, thereby further strengthening the Museum's ties with its friends and visitors.

Multimedia applications

The development of a number of multimedia applications in conjunction with the program 'Creation of a Digital Acropolis Museum' has significantly enhanced the Museum's educational and entertainment capabilities both within the Museum's physical space and on its website. Designed in accordance with the general philosophy and museological approach of the Museum, they employ experiential and interactive methods to complement its exhibits, increase their comprehensibility, take into account the diversity of the visiting public, promote communication and interaction and offer a cutting-edge experience to visitors of all ages.

New spaces for visitors in the Museum

The Museum's recent acquisition of electronic equipment in conjunction with the program 'Creation of a Digital Acropolis Museum' has enabled the creation of two new visitor spaces on the Museum's second floor. In the Multimedia Center, visitors can now use touch screens to navigate a variety of fascinating stories and adventures related to some of the most important artifacts from the Acropolis. In the Kids Corner, our little friends can have fun with interactive digital games and delightful videos, which bring to life ancient myths, tell stories of the Acropolis and reveal fascinating aspects of the daily lives of ancient Athenians.

Research & documentation

Research

Researching the coloring of sculptures in antiquity remains a focus of the Museum. The Department of Conservation of Antiquities and Casts employed several state-of-the-art techniques, including special photographic imaging (UV - IR) for identifying paint traces on five sculptures (Acr. 595, DZ XI, Acr. 665 + 596, Acr. 1366, EIM1698) and elemental analysis with XRF on Acr. 7530. At the same time it performed 3D scans on seven objects (Acr. 640, Acr. 630, Acr. 596, Acr. 1331, Acr. 1339, Acr. 643, Acr. 7038) and on the model of the medieval Acropolis.

Digital documentation

Over the past year, the Department of Archaeological Collections has enriched the Collections Management System (MuseumPlus) with 730 new entries. It has also proceeded with the further documentation and completion of 290 old entries related to the Museum's permanent exhibition, and with the exhibition of its excavated movable finds.

At the same time, it has updated the Collections Management System, re-checking and correcting texts and fields and enriching the bibliography with 151 new titles. Technical inspections and corrections were also made in word functions linked to the Digital Collections' glossary on the website.

For purposes of enhanced documentation, seven drawings of objects were prepared, along with drawn reconstructions of six

sculptures, and the graphic processing was completed on 94 drawings and photographs.

Finally, the indexing of objects that come from the Acropolis and are held in other Greek museums (ceramics and bronze) was launched, with a compilation of catalogs and bibliographic documentation.

Photographic documentation

The Department of Archaeological Collections organized and supervised the photographic documentation of 1,413 finds and groups of objects from the excavations of the 'Makrigiannis Plot', in conjunction with the 'Creation of a Digital Acropolis Museum' project, as well as the photographing of 400 objects from the Museum's Sculptures Storeroom.

Digitization of archives

As part of the 'Creation of a Digital Acropolis Museum' project, the Department of Archaeological Collections completed the digitization of 32,155 archival pages including excavation schedules, catalogs of ancient finds, individual artifact records, rare books, photographs and transparencies, while the Department of Conservation of Antiquities and Casts similarly scanned 13,852 pages related to conservation reports, films and documentation drawings. In addition, the Department of Archaeological Collections scanned 90 drawings from old books, and it also organized the central digital storage system of the Museum (NAS), including the uploading, classification and editing of digitally scanned images, original

photographs and other digital materials. Likewise, for the Museum's photographic archives, it incorporated and classified 371 digital photographic records of exhibits maintained by the Ephorate of Antiquities of the City of Athens.

Publications by Museum staff

The Acropolis Museum's staff archaeologists contribute to the promotion of scientific research and archaeological and historical knowledge by studying and publishing individual artifacts or groups of objects from the Museum's collections. Over the past year, three studies have been published in collaborative volumes containing the proceedings of archaeological conferences:

- R. Jacob, "Parthenoneia – Pseudoparthenoneia – Metaparthenoneia" (in Greek), pp. 245-56 in A. Delivorrias et al. (eds.), SPONDI. A Tribute to the Memory of George Despinis. Benaki Museum Journal, 12th Suppl., Athens, 2020.
- St. Eleftheratou, "The Makrigiannis Plot. Transformations of the Urban Landscape during Late Antiquity", pp. 74-103 in H. Saradi, A. Dellaporta (eds.), Byzantine Athens. Proceedings of a Conference. October 21–23, 2016, Byzantine and Christian Museum, Athens; Byzantine and Christian Museum, Athens, 2021.
- A. Kouveli and E. Manoli, «The Amphorae from the Wells of an Athenian House, Late 2nd – 6th c. AD: Exploring Trends, Trading Routes, and Contacts», pp. 104-27 in H. Saradi, A. Dellaporta (eds.), Byzantine Athens. Proceedings of a Conference. October 21–23, 2016, Byzantine and Christian Museum, Athens; Byzantine and Christian Museum, Athens, 2021.

Development of the Museum Library

The Department of Archaeological Collections has continued the enrichment of the Acropolis Museum Library with the acquisition of 162 new titles, their registration in the library database and the organization of existing materials into thematic units.

Promotion of the exhibits

Most of the Museum's programs for presenting and promoting its exhibits were suspended this past year, due to restrictive measures related to the Covid-19 pandemic, such as educational programs and family backpacks on loan.

Gallery talks and discussions

During the Museum's limited period of operation in which it was open to the public, the Department of Educational Programs of the Directorate of Collections and Exhibitions provided an opportunity to Greek and foreign visitors to attend a series of thematic presentations.

Every Friday night, from 19 June to 9 October 2020, a total of 427 visitors attended the program 'A walk in the Museum with an Archaeologist'. Every Thursday, Saturday and Sunday morning, from 20 June to 11 October 2020, a total of 592 visitors attended the program 'Walking in the Ancient Neighborhood of the Acropolis Museum'. Every Friday morning, from 19 June to 9 October 2020, a total of 194 visitors attended the program 'The Lost Statue of Athena Parthenos'. For the remainder of the time, the Department of Educational Programs took the opportunity to prepare a series of new programs aimed at various groups and age levels, while also presenting the Museum and its collections to VIP guests, using a portable electronic communication system (Whisper).

Production of cast reproductions of Museum exhibits

The Workshop for the Production of Casts, in the Department of Conservation of Antiquities and Casts, has produced about 1,370 casts of high-quality acrylic resin or plaster. Production of bronze copies also continued, in collaboration with an external workshop (foundry). In addition, four production molds were created and high-precision patinas were applied with painted details to eleven cast copies. Finally, production enhancement experiments were performed using new materials for the production of molds and patinas.

Study, photography and filming of exhibits

The Department of Archaeological Collections managed a large number of requests from Greek and foreign citizens during the past year. It issued 93 licenses for permission to take and use photographs, six licenses for filming and five licenses for the study of archaeological materials. It also responded to four questionnaires submitted by university students and twelve archaeology-related inquiries.

School visits

During the Museum's limited period of operation, the number of students visiting under prearranged group bookings reached 278, of which 51% were foreigners and 49% were Greeks.

Promotion of the Museum

Participation in temporary exhibitions

Although the past year has been difficult, due to the Covid-19 pandemic's severe impact on cultural institutions around the world, the Acropolis Museum continued to collaborate with other organizations through the lending of exhibits for presentations at other museums.

Specifically, the Museum participated in the digital exhibition 'The Battle of Salamis', organized by the Directorate of Exhibitions and Educational Programs of the Ministry of Culture, with its provision of seven digital exhibits from its collections and the associated writing of entries by its Department of Archaeological Collections. The exhibits included the Kore statue Acr. 1360; the Kouros statue Acr. 665; the lamp in the form of a warship EAM X 7038; the relief with a representation of a trireme Acr. 1339; the 'Acropolis Treasure' 1886; blocks from the south frieze of the temple of Athena Nike (Acr. 18139, 18144, 18135); and the 'Nike of Callimachus' Acr. 690. In addition, the Museum, in collaboration with three foreign cultural institutions, including the Royal Ontario Museum in Toronto, the Antonino Salinas Regional Archaeological Museum in Palermo and the NY Carlsberg Glyptotek in Copenhagen, is preparing to send exhibits for presentation at temporary exhibitions organized by the above institutions.

Museum presentations, local and abroad

During the past year, the President of the Museum, Prof. Dimitrios Pandermalis, has represented the Acropolis Museum in a series of domestic and international conferences held online.

In August 2020, he participated in the 49th Olympus Festival of Dion, with a talk entitled 'Melina's Struggle for the Parthenon Sculptures'.

On 10 April 2021, Prof. Pandermalis presented the Museum and its collections in a virtual tour entitled 'Light – Fos', organized by the Hellenic American Chamber of Commerce, while on 11 April 2020 he participated in the public online discussion '200 + 20 Years in Captivity. The Parthenon Sculptures from Elgin to Boris', organized by the group Culture through Politics.

On 6 May 2021, the Head of the Museum's Collections and Exhibitions Department, Stamatia Eleftheratou, presented the Museum's archaeological excavation in an online lecture entitled 'Detecting Late Antiquity in a District South of the Acropolis. The case of the Makrigiannis Plot', offered as part of the lecture series When Our World Became Christian, organized by the Open University of Cyprus.

Music at the Museum

On 28 August 2020, the Museum's visitors had the opportunity to attend the concert 'Meeting with Mozart' in the Museum's courtyard, presented by the Athens State Orchestra, within the program 'All Greece, One Culture' organized by the Ministry of Culture & Sports.

Museum's E-shop

The Museum has intensified its efforts for the development of the e-shop, which is scheduled to be operational in the second half of 2021.

Staff training

During the Museum's period of operation in which it was open to the public, seasonal personnel hired for summer positions received introductory training from the Directorate of Visitor Reception. This training included presentations by members of the Museum's management staff concerning operations, services and on-site training.

International recognition

2021
Experts' Choice Award – Tripexpert

The Acropolis Museum would like to express its gratitude to SAMSUNG Electronics Hellas, for its invaluable, ongoing support.







Acropolis Museum Board of Directors

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Dimitrios Pandermalis
Professor of Archaeology

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Ο Πάριος ἵππος
Τὸ ἵππος ὄχημα πρὸς ματαίωση ἀποστέλλεται ἐν τῷ
ἔσω κέντρῳ τοῦ ἰσοβάθρου ἰσοβάθρου
ἀπὸ τῆς ἑξῆς ἑξῆς.
The Trojan Horse rider

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Photographs

Giorgos Vitsaropoulos

Front cover - back cover:

View of the Archaic Acropolis Gallery on the first floor of the Museum.

1. Northwest corner of the Parthenon Gallery on the third floor of the Museum with view of the Parthenon.

2. 'From the Museum Collections': an inventive interactive application installed on the ground floor including the Museum's exhibit highlights. The application was designed on the occasion of the 'Creation of a Digital Acropolis Museum' project that was integrated in the Regional Operational Programme Attica 2014-2020.

3. Visitor in the Archaic Acropolis Gallery. Copyright Athens News Agency, Orestis Panagiotou.

4. Snapshot from visitor tour in the Parthenon Gallery with the use of audio guide headsets.

5. View of the Kids Corner on the second floor of the Museum with fun digital games, wonderful videos and the imaginative LEGO® model of the Acropolis.

6. The 'Persian or Scythian Rider' (Acr. 606) in the Archaic Acropolis Gallery.

Design

G Design Studio

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