

SESSION TITLE: **Building the past for the future. Open air museums: what chance in the 21st century**

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SESSION PROPOSAL:

In the last decades of the 20th century public archeology has demonstrated that it became a strong component of contemporary global culture. Its materialization happened in the form of archeoparks, an interface between science and popular culture. Archeoparks emerged in all European countries, as part of a strategy for developing local tourism. An archeo-park usually consists of a series of reconstructed architectural buildings which are the place for experiments of different nature, to cite only Lejre (Danemark), or Buster Farm (UK). Others, like the Ledro archeo-park, represent an annex to the local museum, having mostly an exotic role in the urban structure where it is implemented.

These reconstructions which shape contemporary imagination represent the result of a negotiation between archaeology and various other disciplines (architecture, art, etc.). What this session aims to discuss is whether such a strategy is viable in the 21st century, and how a change of the current paradigm of the design of archaeoparks could influence the reception of archaeology (and of the past) by the society.

We invite all scholars interested in the social role of archaeology to join us in exploring the future of the European public archaeology.

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