The background of the journal cover features a dark green and black color palette. It is decorated with various geometric shapes, including triangles and lines, some of which are semi-transparent. A prominent silhouette of a coronavirus particle is visible in the center, with several smaller, fainter virus silhoules scattered throughout the lower half of the cover.

ARCHEOSTORIE®
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ARCHAEOLOGY

VOLUME 4 / 2020

Topic of the Year: Connective (T)issue

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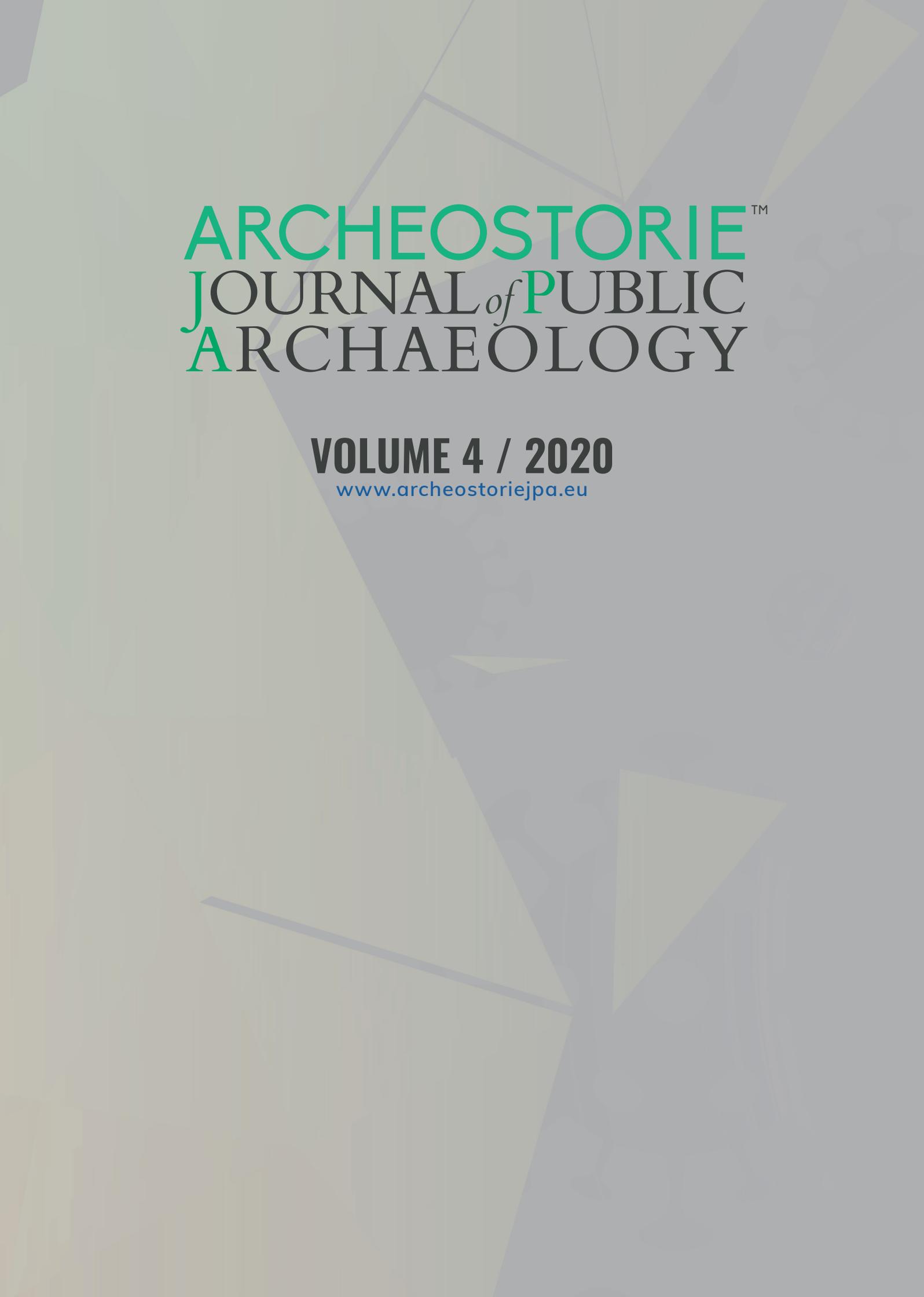
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Review: Archeologia pubblica in Italia

Roberta Menegazzi

Centro Ricerche Archeologiche e Scavi di Torino per il Medio Oriente e l'Asia, roberta.menegazzi@centroscavitorino.it

Archeologia pubblica in Italia (Strumenti per la didattica e la ricerca, 211), M. Nucciotti, C. Bonacchi, C. Molducci (a cura di), Firenze 2019, Firenze University Press, 320 pp. ISSN 2704-6249 (print) 2704-5870 (online), ISBN 978-88-6453-941-6 (print) 978-88-6453-942-3 (online PDF)

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The First Italian Congress on Public Archaeology took place in 2012 with the aim of contributing to the definition of methodologies and areas of intervention for public archaeology in Italy. To this end, the event focused on the presentation of the experiences developed at the time and the assessment of the role of archaeology in the social, economic, and cultural development of communities. The volume, published seven years later, provides an updated overview of the variety of perspectives and practices that emerged during the two-day congress. In accordance with the definition of public archaeology adopted by the scientific committee, the papers are organised into five sections dedicated to archaeology and cultural identity, the professional figure and training of the archaeologist, communication, archaeology and enhancement of the territory, and regulatory and legal aspects, respectively. These sections clearly address strongly interconnected themes, which are treated separately for the purpose of highlighting the various areas in which the archaeological discipline, here considered in terms of public archaeology, has the potential to produce positive changes which are beneficial to professionals in the field and, above all, to the different social actors they engage with. Not coincidentally, all the listed themes are touched upon in the contribution by Giovanni Maria Flick, President Emeritus of the Constitutional Court, which follows the editors' forewords and offers an ideal opening for the volume. The challenges that archaeology has to face in order for its perception to change from public cost to factor of social, economic, and cultural

development, perfectly filter through Flick's words. These challenges range from the search for a balance within the discipline that, even with an opening to the contributions of science and technology, would allow the retention of a humanistic profile, to the role of archaeology in the construction of inclusive, and not exclusive and exclusionary cultural identities. They include the difficult equilibrium between socio-cultural and economic growth targets in the use of heritage, as well as the complexities of the dialogue between State, Regions, and Local Authorities, which, according to the Italian Constitution (with the reform of Title V), oversee heritage protection and enhancement. Lastly, they concern the centrality of territory and landscape and the need for a synergistic cooperation between the public, private, and private-social sectors to ensure their adequate enhancement.

This complex collection of ideas and programmatic indications represents the perfect framework for the twenty-three papers that make up the abovementioned sections. The section dedicated to archaeology and identity, a theme defined as "slippery" in Guido Vannini's final contribution, includes papers by Carlo Lippolis, Hamlet Petrosyan, and Angela Corolla. The first two, in particular, illustrate with perfect clarity the risks of instrumentalising the past when the archaeologist operates in conflict zones (Iraq and Nagorno Karabakh respectively). The case discussed by Angela Corolla, instead, presents a completely different scenario, as it shows how the excavations conducted in Salerno between

1988 and 1992 have contributed to the rebirth of its old town and the construction of a shared identity with historical roots in the figure of the Lombard prince Arechis II. Also in this case, however, the rediscovery of the past is not without risks. Indeed, as acutely pointed out by Daniele Manacorda, there are, on the one hand, potential issues of its trivialisation and reduction to a mere commercial brand, and, on the other, risks of its exploitation to the advantage of stagnant projects with a narrow, parochial scope, such as the referendum proposal for the creation of a new region named Principality of Salerno. As Vannini underlines, the knowledge of the past can represent a useful tool for decoding a complex and multifaceted present, offering a meeting ground for divided and often instrumentalised communities. The positive role of archaeology in relation to the construction of multicultural identities is also addressed by Maria Pia Guermandi with regards to a European identity, and by Andrzej Buko, in connection with the site of Chelm (south-eastern Poland), where Byzantine and Roman architectural and religious traditions intersect. Finally, the contradictions in the recent past of a country poised between the vestiges of ancient times, tradition, and modernity, emerge with strength in Alberto Moravia's observations from his travels in Syria, which are presented in a paper by the prematurely deceased Ettore Janulardo.

The section focusing on the figure and training of the archaeologist opens with the lucid analysis of Giuliano Volpe. Starting from a quite merciless depiction of the conditions of archaeology in Italy, which is described as plagued by self-referentiality, exclusively looking at the past and incapable of having a positive impact on the cultural debate and policies of the last few years, the contributor identifies public archaeology as the path to pursue in order to establish a stronger connection between theory and practice. In this context, research and knowledge can translate into tools to facilitate participative processes, social cohesion, enhancement, and sustainable development. Outspokenly critical of the bureaucratic restrictions imposed by the Ministry of Cultural Heritage and by the Superintendencies, which risk to paralyse excavations carried out under concession agreements, Philippe Pergola suggests the creation of independent review bodies

operating at an interregional or national level and modelled on the French CIRA and CNRA as a possible solution. Lastly, Guido Guarducci, Stefano Valentini, and Julian Bogdani (CAMNES) propose the creation of a School of Archaeological Heritage Management in Florence. This project is aimed at responding to the problem of unemployment among graduates in the cultural heritage sector in Italy and at addressing the existing lack of homogeneity in the recognition of the professional qualification of archaeologist at a European level. The proposal would see its foundations in the establishment of a collaborative network between universities and public and private research institutions.

The rich section dedicated to the communication with the public highlights, in its totality, the fundamental importance of this field of action for the archaeologist. As underlined by the dearly departed Massimo Montella in his paper about the relationship between archaeology and economy, which opens the homonymous section, if the value of archaeological heritage is not widely perceived, it means that archaeological assets have not been adequately presented. Therefore, it is the duty of the archaeologist in charge of the research to find the most suitable and effective channel for making scientifically validated data accessible to a non-specialist audience. This concept is expressed by Piero Pruneti, Director of the journal "Archeologia Viva", in his interview with Chiara Molducci and Laura Lazzerini, and is reiterated by the authors of contributions that provide an account of practical experiences. In particular, Marinella Pasquinucci deals with the topic of underwater archaeology, field with a great appeal for a public that is often unaware of the divide between scientific research, pseudo-archaeology, and looting of underwater heritage. The contributor offers an overview of the main northern European, Mediterranean, and extra-European naval museums, many of which pay great attention to the creation of a stimulating and engaging environment for visitors through technological solutions, a careful display, educational programmes, and in-depth theoretical and practical activities. With its focus on prehistoric archaeology, the paper by Nicoletta Volante acknowledges a widespread ignorance about the contents of this discipline and, based on this premise, draws attention to its potentially positive contribution

to contemporary socio-cultural reflections. The strategies implemented by the University of Siena and illustrated by the author include the academic teaching of experimental archaeology and the involvement of university students in the delivery of lectures about prehistory in schools located in the province of Siena. Additionally, they encompass the Belverde Archaeodrome, space for communication and educational centre for students, teachers, and museum educators created from the synergy between the University and the town of Cetona, and multisensory projects characterised by high accessibility for the engagement of the largest possible audience. The efforts and courage of the University of Siena in promoting synergies with the territory and planning policies of heritage enhancement connected to the knowledge process are also evidenced by the experience of the Archaeodrome of Poggibonsi. This is a full-scale reproduction of an early medieval village recreated inside the archaeological area of Poggibonsi on the basis of data and information collected during the excavations. The Archaeodrome project has developed in the direction of the engagement of the public in an immersive experience with solid scientific foundations, which sees the active participation of the excavators of the site as narrators. At the end of his paper, Marco Valenti stresses a persistent difficulty in making everyone see the absolute solidity and rigour of the project, especially in academia, corroborating Daniele Manacorda's observation regarding the resistance of part of the academic world to a communication that is not exclusively targeted at specialists in the field. In spite of this resistance, however, the survey conducted by Laura Lazzerini within academic circles between 2016 and 2017 shows how the majority of the projects and interventions of public archaeology implemented by Italian universities are centred on education and aimed at raising awareness of archaeological heritage among local communities. Finally, Chiara Bonacchi offers an interesting methodological contribution for the analysis of the archaeological experience within the museum environment.

The section on archaeology and development of the territory opens with a rich paper by Michele Nucciotti, who presents the rural tourist districts designed by the chair of medieval archaeology at the University

of Florence in the areas of Mount Amiata (Tuscany), and Petra and Shawbak (Jordan). Also in these two extremely interesting cases, planning has developed from the results of research and moves in the direction of communication, economy, and archaeological policies. From a political perspective, research results can indeed contribute to the elaboration of rural development plans for the benefit of local communities. The promotion of research findings, if supported by a narrative built on tourism-based metaphors that can speak not only to the local population, but also to potential visitors, can play a significant role in the economic growth of small communities residing in relevant sites, as shown by the Shawbak example. Moreover, in the Jordanian case, a correct historical narrative has allowed to overcome the residents' sense of distance from the Castle of Shawbak, at first negatively perceived as an element connected to the events of the crusades, favouring its reintegration among the features that shape the local identity. Additionally, surveys carried out among the local population have allowed the enhancement of a series of villages, often deserted, to which the people traced back their origins. Such a carefully calibrated project as the Jordanian one, which has been capable of establishing a constructive dialogue with the local communities and having tangible socio-cultural and economic effects, represents a model for archaeological missions abroad that, as underlined by Vannini (the scientific director of the mission in Jordan himself), must be guided by the principle of sharing. Rescue archaeology is the main focus of Anna Patera's contribution; by referring to relevant regulations, the author highlights how the current legislation provides for the possibility of planning comprehensive knowledge itineraries that, in addition to archaeological investigations, contemplate interventions for the enhancement of cultural heritage and the dissemination of results. Equally accurate in its references to the regulatory framework, the paper by Chiara Molducci analyses the role of Local Authorities in heritage enhancement, offering practical examples connected to a series of activities for the communication of the archaeological heritage of the Municipality of San Casciano. The practices illustrated by the contributor demonstrate the beneficial impact of the cooperation between public institutions

on landscape enhancement and the importance of building a collaborative network with the private sector and non-profit organisations. The positive effects of a public-private synergy on the enhancement of archaeological heritage are further discussed in Sabino Silvestri's contribution, which describes the experience of the Municipality of Canosa (Apulia). Lastly, the paper by Paolo Giulierini focuses on the nature and the activities of the MAEC of Cortona, an institution born from the joint efforts and research of the Municipal Administration, the Etruscan Academy, the Superintendence, and the University of Perugia.

Many of the contributions included in the sections dedicated to communication and development of the territory emphasise the role of archaeology not only in the socio-cultural development, but also in the economic growth of relevant communities. The theme of the relationship between archaeology and economy is explored by Massimo Montella in a dedicated paper. With implacable rigour, the author reminds us of the public nature of activities funded with public money, which, as such, need to contribute to creating value, that is to satisfying material and immaterial needs. In this context, he indicates different macro-categories of potential audiences to which the archaeologist could address targeted offers.

The volume ends with the section dedicated to archaeology from Constitution to legislation,

in which the authoritative voices of Daniele Manacorda and Guido Vannini are entrusted with the task of summing up the themes and experiences presented by the various contributors. These are contextualised within a framework of guiding values that must lead the archaeologist to the awareness of his public role as a "restorer of purpose" (Manacorda), capable of contributing to a vision of heritage centred on the principle of sharing. Only this perspective has the potential to ensure a dynamic and processual social protection of heritage assets.

As it hopefully filters through these brief notes, the papers collected in this volume are linked by a dense network of references, and it is not by chance that, in the present summary, some of them are not mentioned in their relative section. The path of public archaeology in Italy, the identification of which was among the objectives of the First Italian Congress on Public Archaeology, emerges with clarity from these contributions. A path aimed at the creation of shared planning spaces in which the public and private sectors can harmoniously contribute to enhancing heritage and ensuring it is accessed democratically and with broad participation, and in which archaeology, as indicated by Giovanni Maria Flick, represents a tool for the practical implementation of Article 9 of the Italian Constitution.

