



"Archaeological Centre of Correeiros Street " Permanent Exhibition. http://ind.millenniumbcp.pt/pt/Institucional/fundacao/Pages/fundacao_NARC.aspx

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1. Exhibition Concept

The **Archaeological Site of Correeiros Street** is located in Lisbon's Baixa Pombalina (Downtown Lisbon), occupying a block almost completely, under the Millennium BCP's Bank building, near the Arch of Augusta Street. The structures were identified during the refurbishment of this building (bank owned) that took place between 1991 and 1995, and were target of archaeological intervention. Given the importance of the discovered traces, in an area of roughly 1000 m² (equivalent to a Pombalino block), and covering around 2,500 years of Lisbon's History, the financial institution, through the Millennium BCP Foundation, chose to musealize this archaeological site, called **Archaeological Centre of Correeiros' Street (NARC)**, accessible to the public, thus providing an added value to the institution and to the city's heritage and the country's.

In the cellar of the building you can visit the structures laid bare during archeological excavations, the oldest of which date back to the fourth century BC, which offers us an urban, and geomorphology evolutionary vision, of the city of Lisbon along the Roman periods, Medieval and modern, ending in mid-eighteenth century, when the city was destroyed by the 1755 earthquake. You can also observe the base of the "cage structure" constructive technical solution applied by engineers after the earthquake, and the constructive model that characterizes the rebuilding of Lisbon - Baixa Pombalina (downtown Lisbon). Downstairs,



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coexisting with the Pombaline architecture, exhibition pieces and artifacts collected during the archaeological excavation permit to reconstruct and view the daily life of the city over time. In an interactivity action some of the pieces are displayed in the window, which also works well as an exhibitor/display showcase, attracting the attention of passers-by and tourists, prolonging exercise undertaken during refurbishment, where the hoardings put up posters with photographs and a short caption of the most relevant pieces that were being found.

2. Reception

Belonging to a private entity, but working under the Patronage Law, the "**Archaeological Centre of Correios Street**" is open to the public since 1995. Initially the visits were made only two days a week, by appointment, but since 2009 opens on all days of the week except Sundays.

Admission is free and all tours are guided by specialists (archaeologists and tourism).

Since opening this small museum center has been visited by approximately 110,000 visitors.

3. Exhibition Design

The added value of this small museum lies in the archaeological complex consisting of overlapping structures, which in a small area present us about 2500 years of history, which allows a very visual, and appealing historical, and archaeological narration. The type of visible structures, such as flooring tiles and salting tanks, with wells or medieval and modern houses allow an attractive and clear reading of how the city's urban fabric has evolved. In the same place, displayed artifacts (ceramics, glass, metals) allow to view the sites from which they were removed. Thus, to the visitor it is transmitted the city's history, and the geomorphological and urban evolution, observable in overlay structures, to today's existing buildings, so this space functions as a true "time travel" voyage in which, descending to the basement of the building, it goes back in the city's history. The museum centre's reception area, also serves as a temporary exhibition space, whose topic varies.

4. Visitors Approach - Activation / Participation

All tours are guided by specialized technicians, privileging the creation of small visitor groups, to allow greater interactivity with the visitor. Visits are conducted in Portuguese, Spanish, French and English language. Visitors also have at their disposal, free catalogs and support brochures. Through the home page of the



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Millennium BCP Foundation, it's possible to access a virtual tour and thematic pages (chronological) that present the results of excavations and study materials.

In order to make a bridge with the identified archaeological remains as Roman salting tanks (industrial production of prepared fish, mostly sardines) that ran between centuries I and IV A. D., were executed several actions like a thematic exhibition on archaeological findings, and a 3D design contest, based on the sardine, which is also one of the symbols of the City's Festivities (Lisbon). The results of this competition result in a temporary exhibition with the winning pieces, which coincides with the City's festivities. In 2012 this show had about 28 000 visitors.

This competition manifests an increasing popularity, since the year 2013 it had 6646 sardine proposals, from 3,207 candidates, ranging from 7 months to 92 years old. Competitors, mostly national (5400, from 676 locations) are distributed across 53 nationalities (15% of total participants), being represented by Brazil, Spain, Italy, Romania, Ukraine, Serbia, Angola, Bosnia, Cuba, India, Peru, Thailand, Japan and China, it has become a phenomenon of popularity. The distribution of *sardines*, replicas of some of the winning pieces, has become a true summer event.

There are also carried out some specific actions, re-enacting in the ruins depicting some habits of the times represented in archaeological contexts and explaining the city's history.

5. Conclusion: "Archaeological Centre of Correiros' Street" Permanent Exhibition, in respect to COP 1 and COP2

Toolkit 1 - Making Europe visible. Although it is a specific archaeological context of Lisbon, the existing remains, including the Romans, enable a European context, as not only the production of prepared fish produced here was exported throughout the Roman Empire, as archaeological materials collected were common to the Empire's territory. This *globalization* is also evident in the medieval materials because, being Lisbon a port city, pieces are represented from much of Europe (England, France, Netherlands). For the modern period, in addition to traces that reveal trade with Europe, we find pieces from the East, revealing the intense traffic of ideas and influences that these cultures had on the daily life of the city, and by extension to the rest of Europe.

Toolkit 2 - The Museum as a 'social arena'. This specific archaeological site allows presenting in a very intelligible way, the city's evolution, reporting directly to archaeological research. The location and the type of structures, allow an approach specific to different audiences, more specialized, not only the part of the story, but also presenting the evolution of the various techniques used in engineering and architecture throughout the ages, as well as the geomorphological evolution of this city's area.



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Toolkit 3 - Bridging-the-gap. The exhibition of pieces in the windows of the building, allows a first approach to passers-by and to eventual visitors. The existence of temporary exhibitions as well as other specific actions, such as theatricalizations, allows attracting very diverse audiences. The huge success of the annual initiative "*Sardines Contest*" allows attracting very diverse audiences, as well as new approaches, and bridges to a more scientific kind of exhibitions.

Toolkit 4 - Synaesthetic translation and transformation of contents. Being visits guided by specialists **such** as archaeologists, the interaction with the visitors allows very diverse approaches. Through the study of materials collected and identified structures, it was possible to devise various measures that allow approaching the space in very different ways: contests, temporary exhibitions, multimedia, or even through literature (this museum center was the inspiration for a detective novel of Steven Sailor, in the series of adventures of Gordianus the Finder,)

Toolkit 5 - Social interaction with web and new media. Information about the exhibition or a virtual visit can be found at:

http://ind.millenniumbcp.pt/pt/Institucional/fundacao/Pages/fundacao_NARC.aspx

<http://www.facebook.com/fundacaomillennium>

<http://imgs.sapo.pt/sapovideo/swf/flvplayersapo.swf?v13&file=http://rd3.videos.sapo.pt/BHbN2pvI2MZdPSv7u2kB/mov/1>

<http://www.portugalromano.com/2012/01/narc-olisipo-millennium-bcp/>

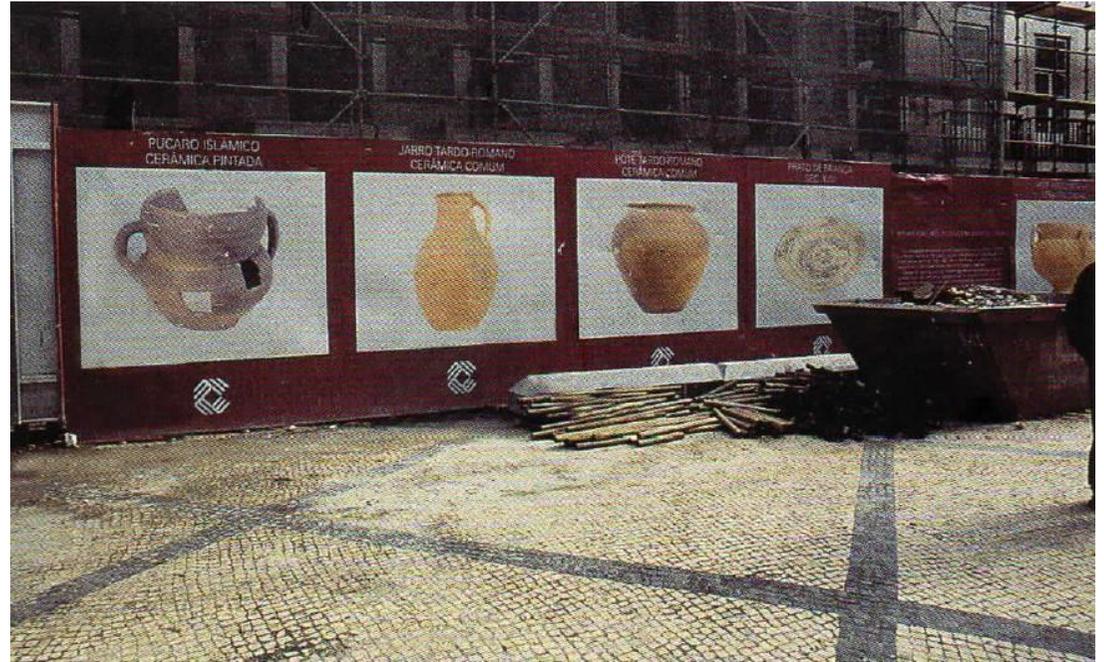
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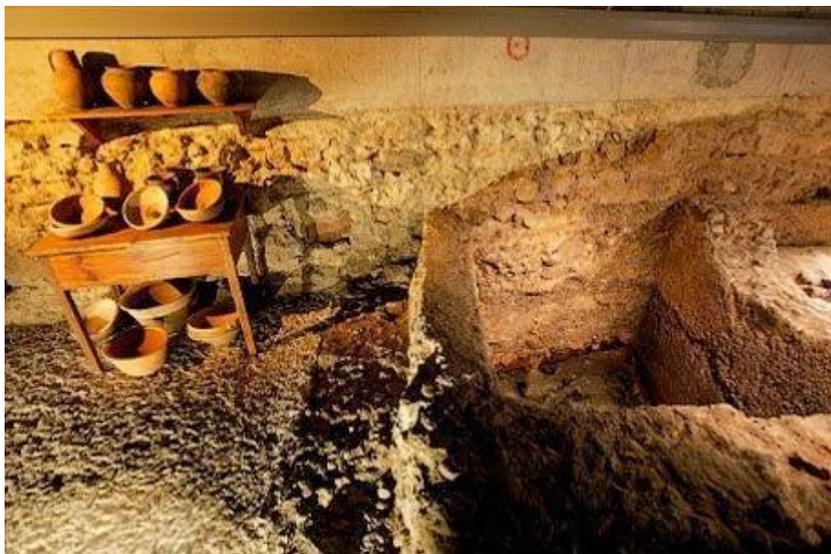
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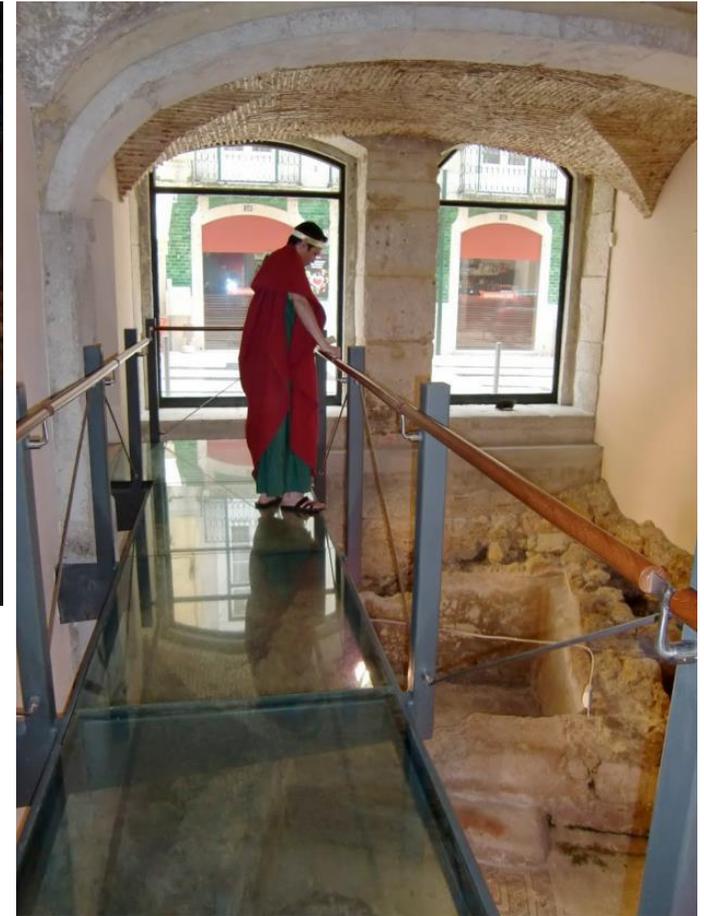
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