

# DAAD Kairo Akademie

The DAAD Kairo Akademie (DKA) in Collaboration with the German Archaeological Institute (DAI) in Cairo and the Ministry of Tourism and Antiquities is highly encouraging you to apply for the upcoming 6-days **Onsite** Special Workshop in **Siwa**:

## “Making Archaeological Excavations a better Visitor Experience”

*Workshop for the development of visitor-orientated offers for knowledge transfer using the example of Gebel El-Mawta in the Siwa Oasis*

*by Prof. Dr. Guido Fackler, Professor of Museum Studies at University of Würzburg/Germany &*

*Prof. Dr. Katja Lembke, Director of the Landesmuseum Hannover and Honorary Professor for Classical Archaeology at the University of Göttingen/Germany*

*On*

**Sat. - Thurs. 05.- 10. April 2025 from 09:00 till 16:00 each day**

**at Siwa Oasis, Egypt**

### **Target group:**

**Target Group 1:** Local participants of the Ministry of Tourism and Antiquities at **Siwa** (they should be from Siwa and indicate this in their applications)

**Target group 2:** People with competences and experience in the education, communication and management of museums and heritage sites, e.g. from the fields of museum/heritage studies, museum/heritage education, museum/heritage site management, tour guiding, Egyptology and Graeco-Roman archaeology. Knowledge of digital advertising and photography is desirable. A good command of English is required.

The workshop will be limited to only **12** participants, **6** of them should be from **Siwa** as mentioned under **target group 1**. Participants from **Siwa** should indicate this in their applications.

Please read the detailed description below.

You can apply for the special workshop through following link with indicating your different professional career experiences in your application:

<https://www.daad.de/surveys/462533?lang=en>

As places are limited, we kindly ask you to register latest by **01.03.2025!**

If you have any inquiries, please contact [Kairo.akademie@daadcairo.org](mailto:Kairo.akademie@daadcairo.org)

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<b>Title of the Module:</b>	<b>Making Archaeological Excavations a better Visitor Experience!</b>  Workshop for the development of visitor-orientated offers for knowledge transfer using the example of Gebel El-Mawta in the Siwa Oasis, in Collaboration with the German Archaeological Institute (DAI) in Cairo and the Ministry of Tourism and Antiquities
<b>Name of the trainer:</b>	<b>Prof. Dr. Guido Fackler</b> , Professor of Museum Studies at University of Würzburg/Germany  <b>Prof. Dr. Katja Lembke</b> , Director of the Landesmuseum Hannover and Honorary Professor for Classical Archaeology at the University of Göttingen/Germany
<b>Language of instruction</b>	<b>English</b>
<b>Date:</b>	<ul style="list-style-type: none"><li>- Departure to Siwa from Cairo: 4 April 2025 (Early Morning)</li><li>- Workshop in Siwa: 5-10 April 2025</li><li>- Departure from Siwa to Cairo: 11 April 2025 (Early Morning)</li> <li>- Accepted Participants are responsible for ensuring their availability to attend all workshop days.</li></ul>
<b>Duration:</b>	<b>6</b> days' Workshop (plus additional arrival and departure days for participants from outside Siwa)
<b>Target group:</b>	<b>Target Group 1:</b> Local participants of the Ministry of Tourism and Antiquities at <b>Siwa</b> (they should be from <b>Siwa</b> and indicate this in their applications).  <b>Target Group 2:</b> People with competences and experience in the education, communication and management of museums and heritage sites, e.g. from the fields of museum/heritage studies, museum/heritage education, museum/heritage site management, tour guiding, Egyptology and Graeco-Roman archaeology. Knowledge of digital advertising and photography is desirable.

A good command of **English** is required.

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**Content:**

The decorated tombs of the Gebel El-Mawta at Siwa Oasis belong to the best-preserved examples of wall paintings from the Graeco-Roman Period in Egypt (320 BCE until 3rd century CE). Each year they are visited by thousands of tourists who, however, do not get any information about the site nor about the iconography, dating or style of the tombs. Without any plan or pictures of the mountain, they gather around looking for further tombs and sometimes even destroying the ancient heritage.

It is the aim of the workshop to encourage the local participants of the Ministry of Antiquities to create together with other workshop participants new ideas on how to forward knowledge about Siwa and the necropolis to visitors. As the paintings reveal, the traditional Egyptian religion met Greek and Roman concepts at the edge of the desert. Therefore, the Gebel El-Mawta functions as an example for a multi-cultural community that lived together peacefully and flourished during the Graeco-Roman Period. It will also be an aim to transmit the results of the workshops into other Graeco-Roman settlements and necropolis in Egypt.

The workshop begins with a visit to the necropolis of Gebel El-Mawta and serves as a stocktaking exercise. Initial ideas based on the "Visitor Bill of Rights" will be concretised in small groups and presented in the afternoon. The following days, alternating between small group work and presentations of results as well as joint discussions in the plenum, will be used for in-depth discussion and brainstorming on the following topics: Analogue site management (including signposting, wayfinding, conservation, exhibiting, mediating); Digital site management I and II (including QR codes, homepage, social media, digital exhibition, quality management). On the last day, the summary of the workshop will follow and lead to the compilation of further steps and a timetable for Siwa as well as the discussion of the chances of transferring the results achieved to other ancient sites in Egypt.

**Learning outcome:**

- Participants will learn about the archaeological excavations at Gebel El-Mawta.
- Participants get to know the basic needs of visitors and tourists.
- Participants develop possibilities of analogue and digital presentation for visitor-oriented mediation work in the sense of an experience-oriented transfer of knowledge.
- Participants will be able to work effectively and purposefully in small groups on given tasks and present, discuss and summarize the results in plenary sessions.

**Organizational Remarks:**

**Costs:** For participants who **do not live in Siwa:**

- Bus transportation from Cairo to Siwa and back will be

organized and covered by DAAD on 04. & 11. April 2025.

- Accommodation & meals at Excavation house of German Archaeological Institute in Siwa will be provided and covered by DAAD.
- Transportation inside Siwa to Gebel El-Mawta will be organized and covered by DAAD.

**Selection of participants** will be made by the trainers in such a way that as many different skills and experiences as possible are represented and considered.

#### Information about the trainer:

**Prof. Dr. Guido Fackler** is Professor of Museology. He is well networked in the museum sector thanks to his cooperation with the Museum and Heritage Studies programme at the University of Helwan, which has been in place since 2016 and is funded by various projects of the German Academic Exchange Service (DAAD). In terms of content, these projects have focussed or are focussing on capacity building in the areas of exhibiting, digitality and communicating as well as social and ecological sustainability. Literature: Hendrikje Carius / Guido Fackler (ed.): Exponat – Raum – Interaktion. Perspektiven für das Kuratieren digitaler Ausstellungen [Exhibition - Space - Interaction. Perspectives for curating digital exhibitions]. Göttingen 2022. Free download in german: <https://www.vr-elibrary.de/doi/pdf/10.14220/9783737012584>

**Prof. Dr. Katja Lembke** published a monograph on the tomb of Siamun in 2014 and is therefore very familiar with Siwa. She has been leading the project to research the necropolis of Tuna el-Gebel since 2004 and is considered a specialist for the Ptolemaic-Roman period. In addition, she has already worked theoretically and practically on the presentation of artefacts from Ancient Egypt. Literature: Katja Lembke: Präsentation von Originalen: Subjektivität versus Objektivität im Museum [Presentation of originals: subjectivity versus objectivity in the museum], in: A. Verbovsek / B. Backes / C. Jones (eds.): Methodik und Didaktik in der Ägyptologie. Herausforderungen eines kulturwissenschaftlichen Paradigmenwechsels in den Altertumswissenschaften [Methodology and Didactics in Egyptology. Challenges of a cultural-scientific paradigm shift in ancient studies]. Munich 2011, pp. 437-448.



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