



# LOFOTR

## VIKING MUSEUM

At the **Lofotr Viking Museum** in Lofoten, archaeologists have excavated the largest Viking Age house ever discovered.

Today a museum has been built around an impressive, full-sized reconstruction of the chieftain's house – 83 meters long!

When you enter the chieftain's house of the **Lofotr Viking Museum** in Lofoten, you will feel as though you have been taken back into the Viking Age. Light flickers from the hearth and shines from oil lamps, the scent of tar grabs you. Here you can witness demonstrations of crafts, performed in the same way they were done more than a thousand years ago.

**Welcome to the North of Norway,  
and the Lofoten Islands!**

**Booking + 47 84 90 00**

**[www.lofotr.no](http://www.lofotr.no)**

E-mail: [vikingmuseet@lofotr.no](mailto:vikingmuseet@lofotr.no)



■ **Photo 1** Svinøya Rorbuer, Svolvær, where the meetings were held. Accommodating visitors in the old fishermen's cottages – "rorbu" – is a tradition of Lofoten.



■ **Photo 2** The *liveARCH* group on a sea adventure in the arctic winter.

## Successful meeting for the *liveARCH* project in the Lofoten Islands, northern Norway

■ Geir Are JOHANSEN  
(Norway)

From the 4th – 6th of March 2008 the eight partners of EU's Culture 2000 project – *liveARCH* met on the Lofoten Islands in northern Norway. Host for this meeting was the Lofotr Viking Museum. The overall topic for the meetings and workshop was marketing and strategic communication. The evaluation at the end

clearly shows that it was a success, and that there was a high quality in issues were discussed and the speakers who contributed.

Tuesday 4th was dedicated to key speakers who both addressed the issues of marketing and communication in general, and showed examples from both Lofoten, and other places in the world. It was also put some emphasis

on showing how a museum like Lofotr integrates into the travelling industry in Northern Norway in general. The museum has a short visitor season, due to its location in the far north, and is extremely dependent on the tourist industry and public relations with tourists 'passing by' the islands. Several key players for Lofotr gave talks on their relationship with Lofotr as a strategic partner. In the

afternoon the whole group was taken out in rib-boats to experience Lofoten from the sea. It was a challenging experience for the group in these wintery conditions with quite heavy snow fall.

On Wednesday 5th each of the partners gave a presentation on the state of progress in the project, with following discussions. There is some difference within the group



■ **Photo 3** The project group in front of the Art Gallery, where the meetings took place.



■ **Photo 4** The Italian team: The Italian team: Illaria Pulini, Alessia Pellilo, Christiana Zanasi and Guiseppe Caruso.



about the state of affairs, and our congratulations go in particular to the Italian team for their efforts and their progress in the project so far.

During the afternoon the group was taken out by bus to visit Lofotr Viking Museum. There were presentations of how the museum is run, a tour in the reconstructed chieftain's house, and a trip to see the full scale replica of the 23 meter long Viking ship from Gokstad. After dividing the group into different project meetings, the evening ended with a Viking banquet in the chieftain's house with theatre performance, songs and dance.

Thursday 6th was a workshop day, where the aim was for every partner to get a good start for their own marketing plan. In the morning there were lecturers who introduced the

*liveARCH* is established by eight archaeological open air museums across Europe, all members of EXARC. We work together with different themes to further pan-European interest in history, especially by use of living history and archaeological demonstration. Of course, the cooperation between partners within *liveARCH* is very important: we might learn best from our closest colleagues. Our aims reaches beyond the three years we intensively team up and beyond the group of eight. We also work with other heritage professionals - both within and outside EXARC, the international network on archaeological open air museums.

topic more generally and showed us some possibilities. We went in particular to a method called Mosaic, to break down our market into different segments, and realize that different segments need different communication strategies. The afternoon was dedicated to group work, where all partners worked "hands-on" with their own marketing plans. A part of the group stayed behind for

two more days when I as host took them around to see some more of the Lofoten Islands. As hosts we thank all partners and speakers for coming, and making their contribution to the seminar. We hope these days inspired to further work and quality in the *liveARCH* project. More information on the project can be found on [www.livearch.eu](http://www.livearch.eu). More information on Lofotr Viking

Museum can be found on [www.lofotr.no](http://www.lofotr.no).

## Summary

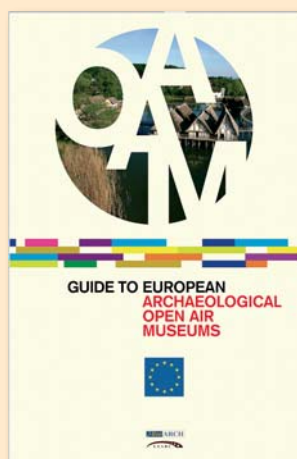
**Des rencontres fructueuses pour le projet *liveARCH* dans les îles Lofoten, au Nord de la Norvège.**

Les rencontres de *liveARCH* en mars 2008 étaient consacrées au marketing et à la communication. Elles ont été l'occasion de montrer comment les musées s'intègrent dans l'industrie du voyage et ont permis aux partenaires de préparer leurs propres plans marketing.

**Erfolgreiches Treffen des Projektes *liveARCH* auf den Lofoten, Nordnorwegen**

Das Treffen der Teilnehmer des Projektes *liveARCH* wurde im März 2008 zum Thema „Marketing und Kommunikation“ durchgeführt. Es wurde diskutiert, auf welche Weise Museen in die Tourismuswirtschaft einbezogen und wie eigene Marketinginitiativen der Häuser erfolgreich umgesetzt werden können.

# liveARCH in Italy: A Guide and a Conference on Archaeological Open Air Museums



More than 200 archaeological open air museums from all over Europe will be gathered in a comprehensive Guide that the staff of the Montale Archaeological Park and Open Air Museum (Modena, Italy) is editing within the framework of *liveARCH*, the European

network established under an EU umbrella ([www.livearch.eu](http://www.livearch.eu)) by eight archaeological open air museums: **Historisch OpenluchtMuseum Eindhoven** (NL, project leader), **Pfahlbaumuseum Unteruhldingen** (DE), **Āraišu arheolģiskais muzejparks** (LV), **Museo Civico Archeologico Etnologico Modena** (IT), **The Scottish Crannog Centre** (SC), **Lofotr Viking Museum** (NO), **Matrica Múzeum és Régészeti Park** (HU) and **Fotevikens Museum med Vikingareservatet** (SE).

The aim of the publication is to increase awareness of European cultural heritage among the general public and to offer a useful tool to museum professionals and more broadly to anyone involved in the fields of experimental archaeology and living history. The muse-

ums gathered within the publication will fulfil the requirements which have been jointly approved as minimum standard for archaeological open air museums by *liveARCH* and EXARC, the European organization of Experimental Archaeology and Archaeological Open Air Museums. The overall time span represented is from the Stone Age to the end of the XV century.

The guide will be presented in Modena at the I European Conference on archaeological open air museums organised in connection with the VI *liveARCH* meeting which will take place on March 26th and 27th, 2009.

The conference will provide an opportunity to focus on the cultural, scientific and teach-

ing potential of Archaeological Open Air Museums as well as on their appeal for a new kind of tourism, presenting a wide range of outstanding and varied examples of Archaeological Open Air Museums.

On the same occasion, EXARC members will have their annual general meeting ([www.livearch.eu](http://www.livearch.eu); [www.exarc.eu](http://www.exarc.eu)). At the end of the congress participants will have the opportunity to visit the Montale Archaeological Park and Open Air Museum which presents excavations and reconstructions of Bronze Age dwellings.

