

The Archaeolingua Foundation and the Central European University

cordially invite you to the fourth lecture of

Integrated Utilization of Advanced Technology in Archaeology and Heritage Preservation Today

Master Course and Continuing Professional Education Course

by

Richard Hodges

The American University of Rome, Italy

A Career in Ruins

Cultural Heritage Practice (& Failures) in a Pivotal (Digital) Age

17:30 on Monday, January 25, 2016.

CEU–Auditorium, Budapest, V. Nádor u. 9.



Visitors to the Butrint National Park (foto: Richard Hodges, Mediterranean Placemaking, Bloomsbury, London, 2016)

This lecture reviews forty years of working in cultural heritage, the successes and failures. This personal account takes its starting point that those of us from 1968 onwards in archaeology belong to a pivotal age, bridging the period of strong state intervention in heritage matters and the post-2008 impact of globalization through the digital medium. The lecture reviews heritage experiences in the Peak District National Park in the UK, in several places in Italy (including San Vincenzo al Volturno and Tuscany), at the Unesco World Heritage site of Butrint in Albania, at the Penn Museum in Philadelphia, as well as at Zeugma in south-eastern Turkey and

Rosia Montana in Romania. The successes and failures are discussed in terms of the political conditions and the need for working with communities in terms of developing visitorship. The object of the talk is to illustrate that heritage is essentially the business of developing appropriate revenue streams, most often by recruiting visitors attracted by particular narratives, while sustaining the resource effectively and efficiently. Post-2008 circumstances pose a challenge for the world of archaeology (& history) and the generation that evolved in the late '60s and '70s.

Richard Hodges is the President of the American University of Rome since 2012. He began his career as an archaeologist with excavations in his home village of Box, Wiltshire. During that time he founded a village archaeology society which is thriving today. He studied archaeology and history at Southampton University where he completed a doctorate on the archaeology of Dark Age trade. He was a lecturer at Sheffield University (from 1976), Director of the British School at Rome (1988-95), scientific director of the Butrint Foundation (1993-2012) and launched new excavations and site management strategies at the World Heritage Site of Butrint (Albania); he was Director of the Prince of Wales's Institute of Architecture (1996-98), Professor in the School of World Art Studies at the University of East Anglia, Norwich (from 1998 still today). He also served in the Ministry of Culture in Albania (1999), as adviser to the Packard Humanities Institute during the Zeugma (Turkey) excavations (2000), and as Williams Director of the University of Pennsylvania Museum of Archaeology and Anthropology (2007-12). He has been Visiting Professor at SUNY-Binghamton (1983), the University of Siena (1984-87), the University of Copenhagen (1987-88) and the University of Sheffield (2006-7). He was awarded the Order of the British Empire (OBE) in the Queen's honours in 1995.

The session will be introduced and moderated and the lecture summarized in Hungarian by **József Laszlovsky** (Department of Medieval Studies, Cultural Heritage Studies Program, CEU).