



Education and Culture DG

Culture Programme



European Heritage Days  
Journées européennes  
du patrimoine



COUNCIL OF EUROPE  
CONSEIL DE L'EUROPE

## EUROPEAN HERITAGE DAYS

A joint action of the Council of Europe and the European Commission

### 2009 EVALUATION FORM

#### I. Country

Country: **GREECE.**

Date: **25-26-27 September 2009**

Theme: **Wizards, spells and talismans: Magic in ancient and christian world.**

#### II. Bodies responsible and/or involved in the coordination and organization of the national EHD (if any changes)

Hellenic Ministry of Culture, Directorate of Museums, Exhibitions and Educational Programs/ Department of State Archaeological Museums and Collections.

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#### III. Theme 2009

a) How did you draw attention to the theme during the EHD?

By highlighting (through press releases and guidelines given to the institutions involved) how familiar, contemporary and also diachronic the theme of Magic is, offering a big range of approaches (historical, social, anthropological, philosophical, metaphysics, etc).

b) Was the public interested in this theme?

The institutions and the Ministry units involved in the EHD considered the theme very interesting, an opportunity to lighten the everyday life, customs and beliefs of the past from different perspectives. This became obvious from the variety of specific topics developed

and activities organized during the celebrations. A number of informative leaflets are issued as well. The public came up to the theme with great enthusiasm.

#### IV. Participation

a) Number of sites and monuments open to the public (and possible geographical division by cities or regions):

**42 state and private museums and 28 archaeological sites and monuments (11 of the latest are not usually accessible** to the large public and have been opened especially for the EHD celebration) have organized special events on sub-themes under the general title *Wizards, spells and talismans: Magic in ancient and christian world*. The sites of interest were spread all over the country (ex. Athens, Peiraias (Attiki), Veroia, Thessaloniki, Aiani, Florina, (Makedonia), Herakleion - Knossos(Crete), Patra- Olympia- Mystras- Naflion- Kalamata (Peloponnese), Corfu, Zakynthos (Ionian islands), Volos – Larissa – Almyros (Thessaly), Lesbos, Tinos, Oinousses, (Aegean islands) are few to be mentioned. The events are varied from archaeological and photographic exhibitions to educational activities, dramas, thematic tours, workshops, role-play games, lectures, one-day conferences, recitals, etc.

Finally, every year **all state museums, monuments and archaeological sites** supervised by the Hellenic Ministry of Culture (listed on: <http://odysseus.culture.gr>) **are open with free entrance** during the weekend of the celebration.

b) Number of other events proposed (please specify):

The institutions mentioned above had organized more than one –in most cases- actions: the exhibitions were accompanied by educational activities, the thematic tours by educational games or chases, the lectures by recitals etc. Eventually, more than **90 special events** have been taken place during the celebration.

c) Numbers of visits

More than **160.000 tickets of free entrance** have been countered during the weekend. (It has to be mentioned that the new Acropolis Museum has had just opened – mid July- to the public).

d) Number of visitors:

More than **12.000 people** have participated in the special events scheduled especially for the theme of the EHD, in the above mentioned venues.

e) Others:

## V. Description of the public taking part in the EHD

The majority of the visitors attended the special events were families, school groups, university students, members of cultural and museums friends associations and free visitors.

## VI. Media analysis

a) What promotional material did you use and how did you distribute it?

The Ministry didn't issue any informative leaflet last year. We coordinated the issuance of books and leaflets of the participants. Every organization that scheduled special events has issued invitations, informative leaflets and posters and has distributed them in local and regional level. EHD flags were also used.

b) What is your media strategy (press, radio, television, internet or other)?

The Ministry has distributed a general press release to the press in national level and a more detailed one through the ministry's web-site: [www.culture.gr](http://www.culture.gr). The web-site hosted special press releases from the organizations involved. Each of them has organized its own media strategy independently and -as it seemed from their evaluation of the events- they interviewed in local and regional radio and TV stations, distributed press releases and informed the Regional Directorates of Primary and Secondary Schools. Press releases with related photos have hosted in the web, as well.

c) What were the media results for the EHD (how many TV programmes, articles in the press, etc)?

According to the evaluations sheets we have received completed, more than 11 interviews have given to TV stations, another 17 to radio stations and more than 68 articles and references are reported.

## VII. Visibility of the European dimension of the EHD

The European dimension of the EHD is a permanent reference in press releases –general and specials – documents and informative leaflets, but its visibility in the themes of the special events is quite low. There is a strong sense that we participate in a European feast.

## VIII. Financial analysis

a) How are the EHD financed? (public budgets, private sponsors, etc.):

The general program of activities and any other publication issued by our Department is financed by the Hellenic Ministry of Culture (public budgets), except for one year's program that have been sponsored. In the EHD 2001, 2002 and 2003 there has been a financial support (2500€ for each participant organization for publications) from the Ministry's public budget.

All participant organizations are mostly privately sponsored, while partly they are self financed.

b) What is the total budget allocated to the EHD? (explain the division within the budget):

There is not a fixed budget - neither public financing, nor private sponsorship - from the national coordinator.

c) Involvement of volunteers:

A lot of voluntary work is offered from the professionals working in the institutions involved, especially during the weekend. In local level, the community sometimes participates to the preparation of the celebrations voluntary.

d) Is access free of charge for the public?

**All state museums, monuments and archaeological sites** (all listed and supervised by the Hellenic Ministry of Culture – see on: <http://odysseus.culture.gr>) are open with **free entrance** during the weekend of the celebration. Friday is dedicated to the schools (free entrance, too), but as the private institutions concerns, it depends on the activity.

e) Others:

## IX. Activities for young people

**34 educational programs** were organized in museums, monuments and archaeological sites all over the country for school groups (varied 6-16 years old). **5 painting workshops** were operated, **10 theatrical shows** and **7 story telling events** were presented to the young public.

## X. Historical analysis

a) For how many years have you celebrated the EHD in your country?

Since 1994.

b) Please describe the evolution of the EHD from the beginning until 2009:

The program implemented in pilot terms for the first two years. The interest shown by institutions and the public feedback increased year by year, because of the change and variety of the themes. The most “successful” years were 2001, 2002, 2003, when the ministry partly financed the publications of each participant institution. The most popular themes were *Life Water, from barter to the internet*, and *Home – like stories*. The impact of the first year celebration on the theme of Magic gave us the expectance that next year the celebration will be expand widely in quantity and quality terms.

c) Are the EHD as popular as at the beginning or more so?

The EHD program became a well – known institution between the cultural organizations and the public that usually participates in such events. The popularity of the program is high, with a tendency to be higher.

## XI. Logos used

EHD logo and Hellenic Ministry of Culture logo

## XII. Global assessment of the 2009 edition

We have not a clear picture of the global EHD 2009, since we didn't attend this year' s coordinators meeting.

**XIII. What do you expect of the EHD coordination at the European level via the Council of Europe and the European Commission?**

We expect to encourage and even create the opportunities for international collaborations between partners of the participant countries.

**XIV. If appropriate, please inform us if the format of the Forum “Heritage, Creativity and Innovation” (Ljubljana, 22-24 September) followed by the annual meeting of the Coordinators met your expectations:**

**XV. What is the added value of coordination at European level?**

The most important aspect is the widespread of the information and the total reflection of the program all over the Europe detecting the particularities of each country.

**XVI. Others / Remarks**

**XVII. Theme and dates chosen for 2010 (if already available<sup>1</sup>)**

**Wizards, spells and talismans: Magic in ancient and christian world (2<sup>nd</sup> year)**

**24-25-26 September 2010**

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<sup>1</sup> A more detailed request for 2010 dates and theme will be sent to coordinators early in 2010