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THE X-FACTOR OF A VIKING AND THE IMPORTANCE OF A WELL-DEFINED STRATEGY.

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In the spring of 2017, Museum Skanderborg in Denmark was fortunate to receive foundation grants for excavation of an elite Viking age burial – the Fregerslev chamber grave. In the grant application the museum, besides means for excavation, conservation and natural science, also applied for the ability for outreach.

The museum wanted to personalize the Viking and the purpose for the outreach was to tell the story about the Viking, combining it with general knowledge in archaeological methods. At the same time, it was important to make the excavation public – make it possible for everyone to follow the archeological work, and to sense the excitement. The Viking got his own homepage and was constantly on social media. Every day in three weeks the museum had a guided tour, some days even several tours. In three weeks, 5000 people visited the excavation, and some of them came from abroad. Right from the start, we had the medias full attention, and the site reached many newspapers all over the world.

The project was a success, but still, even though we in many ways did have a well-defined strategy, there were many lessons learned during the process. Outreach in this way is time and resource demanding, but it is indeed worthwhile. It was a profit for both visitors and the participants in the project.

Keywords

Viking

Outreach

Public excavation

strategy

Note/comment