



18TH CONFERENCE OF THE INTERNATIONAL WORKGROUP FOR PALAEOETHNOBOTANY

ARCHAEOBOTANY AND PUBLIC

From Petri dish to spotlight: the opportunities for archaeobotany in the public eye

Much like archaeology in a broader sense, archaeobotany needs and deserves support of the public. Given the fact that everybody needs to eat and everybody has an environment, both now and in the past, botany offers countless possibilities to strike the audience's interest. Despite this, archaeobotany often seems neglected in museums and elsewhere. Existing initiatives tend to be largely historically inspired, as opposed to archaeobotanically. Can archaeobotanical results add to existing outreach?

Yes, they can!

To attain this, the archaeobotanical discipline needs to reach out and present botany to a wider audience in a way that is attractive and stimulating. Therefore, for the first time, IWGP organises this workshop where we explore the possibilities of putting archaeobotany in the spotlight. In this workshop, we hope to reach several goals:

- to share with fellow practitioners the efforts already made within public outreach;
- to learn how these presentations of archaeobotanical material by colleagues were set up and received;
- to compare ideas for different target audiences, ages etc.;
- to raise awareness of the occurring distance between the research field and the public;
- to discuss what we as a discipline are doing right and what requires improvement;
- to bring to mind why it is so important to share archaeobotanical results in an accessible way;
- last but not least: to let the participants of the workshop actively engage in designing new ideas for future presentations, exhibitions, museum quests and every other brainchild they can come up with.

We hope that by the end of the workshop, all participants can agree on the importance of public outreach and will have many fresh ideas!

The workshop will be managed by Cornelia Moolhuizen, Dragana Filipovic, Sultana-Maria Valamoti