

Press Release

19 September 2014

Exhibition Keys to Rome

Archaeology presented in a novel way

On Tuesday 23 September 2014 the new exhibition *Keys to Rome* will open at the Allard Pierson Museum; an exhibition in which archaeological objects are displayed in a surprising way. By using appealing objects and new digital techniques, the exhibition gives visitors an insight into the daily lives of the Romans. Visitors have the opportunity to view the exhibition through from differing angles, by choosing one of the following perspectives by means of a key card: the Mediterranean, Egypt or the Low Countries. This further exemplifies the story line of the exhibition and shows the interaction that took place within the Roman Empire.

The exhibition provides an insight into the cultural cross fertilization that took place within the vast Roman Empire. A good example of this is the statue of the goddess Isis Regina. The image of this Egyptian goddess could be found in all corners of the Roman Empire. Though originating in Egypt, this goddess had a temple dedicated to her in Rome and images of her have even been found in the Low Countries.

The exhibition uses digital techniques to present archaeological objects. For example, it makes use of so called *smart objects*. Scale models, printed in 3D, have been fitted with sensors that react to touch, triggering information on a screen. Another special type of application is the *Revealing Flashlight*, which projects the original colours onto the real artefact by means of a projector and a motion sensor.

The exhibition is located in the newly improved Roman department of the museum and marks the first step towards the new Allard Pierson Museum. In the coming years, the 80-year old museum will undergo a complete facelift. The digital technology in the exhibition has been developed in cooperation with the Network of Excellence on Virtual Museums (www.vmust.net). Simultaneous with the Allard Pierson Museum, the Museum of Sarajevo, the Museo dei Fori Imperiali nei Meracti di Traiani in Rome and the Antiquities Museum of the Bibliotheca Alexandria in Alexandria will also open their Keys to Rome exhibitions.

Keys to Rome

24 September 2014 to 15 March 2015

Allard Pierson Museum

Oude Turfmarkt 127

Amsterdam

Open hours:

Tuesday to Friday: 10.00 – 17.00, Saturday and Sunday 13.00 – 17.00

www.allardpiersonmuseum.nl