

# MY FIRST ARCHAEOBLOGTOUR

July 24, 2015 marina\_loblundo Explore Posts, Museum Archaeology, Public Archaeology

Yes, I am an archaeologist; and yes, I am a blogger. I'm not only an archaeoblogger, I'm a travelblogger too. My travelblog is a very little blog, actually, so nobody calls me when someone coordinates a blogtour somewhere in Italy. Do you know what a blogtour is? An Office Tourisme, an hotel, a restaurant, a farm, a small territory wants to promote itself, its products or activities via the web and invites a little group of bloggers for a few days: bloggers experiences a lot and afterwards they describe it in their blog; in this way bloggers are the voice through which places and products are heard.

So, I hadn't participated in a blogtour before, but then I participated (actually, I coordinated) in the first archaeoblogtour in Italy. In April 30th 2015, a few months ago, in Florence, Palazzo Strozzi and the National Archaeological Museum invited a little group of italian archaeobloggers to visit two exhibits, ["Power and Pathos" in Palazzo Strozzi](#), and ["Great Small Bronzes" at the National Archaeological Museum](#). Among us there was some of the authors of "Archeostorie".



*archaeoblogger during the visit: livetweeting in progress!*

The two exhibits show the Ellenistic Bronze Sculpture: in Palazzo Strozzi there are great bronzes, great original masterpieces from Greek and Roman art, like Apoxiomenos, Arringatore, etc; in the National Archaeological Museum of Florence 170 small bronze statues show the great variety of iconographies,

discussed the relationship between originals and copies, talked about collecting, because all the small statues were part of a great collection of Antiquities of the Medici Family in the Renaissance. The two exhibits are complementary and two cultural institutions, Soprintendenza Archeologia Toscana and Fondazione Strozzi, worked in partnership.

If I close my eyes I can see the Archaeoblog Day in this moment.

Nine archaeoblogger visited first “Power and Pathos”. We talk about museums, accessibility, children and more with Benedetta and Giulia from Palazzo Strozzi, during lunch; then, here we go! A stone basis without her statue, from greek polis of Corinth opens the exhibit: there is the Praxiteles signature engraved on, but no traces about the bronze statue. During the visit, our guide shows us little details, told some stories about statues, like the Male bronze Statue from Brindisi’s Sea, which was found just a few years ago, or the Apollon’s Head from Salerno: when this statue was found Giuseppe Ungaretti, an Italian poet, wrote a poem about it.



*Archaeoblogger on stage. In Palazzo Strozzi, with the Director of Fondazione Strozzi. He knows the importance of communicating archaeology and museums to the public*

After the first visit, we went to the National archaeological Museum, where our extraordinary guide Mario Iozzo, Curator of “Great Small Bronzes” shows us all the small statues. M. Iozzo loves to tell stories about gods, goddesses and heroes of Ancient Greece, and he told us some anecdotes about the statues on display: it’s a pleasure to hear him. His enthusiasm is contagious.

During the visits, we told and shared our experience on Twitter, Instagram and Facebook with the hashtag [#bronziFirenze](#). At the end of this great day I collected all tweets in a Storify, then I publish two posts, on the [Archeotoscana blog](#), the [museumblog about Soprintendenza Archeologia Toscana](#), and on [my personal archeoblog Generazione di Archeologi](#). Other blogger posted their experience on their personal archaeoblog ([you can find here their posts](#)). I made a storify about this brilliant experience.



**Valentino Nizzo**

@valentinonizzo

La passione di Mario Iozzo. straordinaria accoglienza al  
[@MAF\\_Firenze](#) per [@archeostorie](#) e non solo

1 16:03 - 30 apr 2015

[Visualizza altri Tweet di Valentino Nizzo](#)

I think the archaeoblogtour is a way to share museums and archaeological facts, and to communicate to the public. As the blogtour for tourism, the blogtour for archaeology may be the way to connect people with museums and archaeological sites of Italy: communicating archaeology in Italy needs new ways, new tools and new languages and the archaeoblogger could be the way: an archaeologist who can talk to the people.

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