



## **CELEBRATED WORLD HERITAGE OBJECT TO BE INSTALLED ON THE SHORES OF LAKE MAGGIORE**

**FOR IMMEDIATE RELEASE**

**January 1, 2017**

2016 has been a year in which global events have underlined the fragility of cultural heritage — both tangible and intangible — around the world. We have seen conflict and natural disaster cause damage and destruction to physical heritage and, in the process, claim or shatter the lives of individuals, families, and whole communities.

But it has also been a year that has witnessed what could be the most dramatic growth in cultural consciousness in living memory. International interest in history and heritage has simply never been greater, nor has the level of general understanding of how our relationship with our history — both at the level of the individual and the community — informs our identity, our sense of self, and our humanity.

The reception that met the Institute for Digital Archaeology's replica of Palmyra's Triumphal Arch in London and New York was testimony to the strength of this movement. Tens of thousands of people have now visited a structure that, through their involvement, has become a monument to human resilience and the power of love, hope, and friendship in the face of destruction.

In 2016, the Arch travelled more than 4,500 miles across two continents. Today, January 1, 2017, we are excited to announce the next step on its journey. This month, the Arch will leave New York Harbor and make the trip back across the Atlantic to Italy where, on March 25, it will be unveiled as part of a major public installation in the heart of Arona, the beautiful historic town on Lake Maggiore.

An exhibition accompanying the Arch will be hosted by Arona's Archaeological Museum throughout Spring and Summer 2017. The event will celebrate the shared Roman inheritance of Italy and the Middle East and the courage of those working to protect endangered heritage around the world. It will also showcase the latest Italian technology for heritage restoration and reconstruction and run in conjunction with an expansive educational initiative spanning Italian, UK, and US schools.

The Arona leg of the Arch's tour will mark the launch of efforts both to expand the IDA's backing of those working to protect heritage under threat in the Middle East and to support those communities affected by the recent Italian earthquakes.

All press inquiries, including requests for press passes for the unveiling ceremony on March 25, should be sent to [alexey@digitalarchaeology.org.uk](mailto:alexey@digitalarchaeology.org.uk)

Further information can also be obtained by calling Dr Alexy Karenowska on +44 (0)7480 198 789.

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