

collection). Ultimately, they're connected with the Daciano da Costa family archive collection, including editorial and prototype production project documents that have been symbiotically shaped around Daciano da Costa's personal legacy.

As a doctoral project in history in the archival sciences field from the Social Sciences and Humanities Faculty of Nova University of Lisbon, the study case intends to establish a strategy for legacy curation, endorsing cultural heritage processes by reflecting on digital curation approaches. Considering that, it's appropriate to adopt a collaborative research practice in a holistic strategy environment, observing other curating models, particularly those related to other designers and characters that influenced Daciano da Costa's works and writings.

Keywords

Digital Humanities; Cultural Heritage Process; Curation Strategy; Artist's Archives; Daciano da Costa Legacy - 2003-2022.

Short bio

Maria de Aires Carmo is a Ph.D. student in History, in the Archival Sciences field, with a Heritage Master Degree, both from the Social Sciences and Humanities Faculty of Nova University of Lisbon. She's an Art Historian, Archivist and Librarian, who has developed collaborative curation projects in libraries, archives, and museums, in the context of Artists archive collections. In her professional path, she has been contributing to the building of specialized content in the academic context, specifically on the Portuguese History of Art, Architecture and Design subjects. She highlights her collaboration in Open Access, Open Sciences and Digital Humanities projects, such as the Google Books, at the British Library, and the ROSSIO project, at Calouste Gulbenkian Foundation Art Library. At the present, she works as an academic archivist and information curator at the Social Sciences and Humanities Faculty of Nova University of Lisbon.

PROMOTING HERITAGE, COMMUNICATING HERITAGE, DIGITISING HERITAGE – TRAVEL MAGAZINES IN THE EGYPT EXPLORATION SOCIETY (EES) SPECIAL COLLECTIONS

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Abstract

The history of (Western) Egyptology has often gone hand in hand with the popularity of Egypt as a tourist destination. Within a colonial context, several travel magazines were edited to equip wealthy foreign travellers with practical information while contributing to 'market' certain perceptions of Egypt. Printed in Egypt and circulating in the West, these periodicals contributed to the dissemination of certain perceptions of the country abroad, expressing ambivalent and diachronically changing attitudes towards the ancient past

and archaeological heritage in a permanent dialectic and negotiation between past and present.

The Egypt Exploration Society (EES) holds a significant collection of travel magazines, comprising over 70 items, dating from the 1920s to the 1970s. This period is crucial in contemporary Egyptian history, comprising key events such as the country's formal independence in 1922 or the 1952 revolution that led to the implementation of the republican regime. Such political shifts manifest in the editorial choices of travel magazines and the demographics of their contributors over time.

This paper aims to present the results of a digitisation project in which the author took part, that involved scanning and researching the contents and agents of said magazines. Between 2020 e 2021, these magazines' covers and table of contents were scanned, with files now accessible through the Society's Flickr page. Three core analytical axis will be taken into account: 1) The iconographic motifs depicted on the covers; 2) The bio-socio-political circumstances of individuals involved in these magazines; 3) The main themes and topics addressed in the magazines' articles. By doing so, this paper will explore two fundamental issues: on the one hand, it will be pondered to what extent the ancient heritage was (or not) put forward in these publications in the negotiation and (re)imagination of certain ideas of "Egypt" among Western elites between the second and fourth quarters of the 20th century; on the other, the implications of "re-heritage(ing)" these publications will be considered – as they navigate from printed issues promoting and communicating (ancient) heritage as a touristic asset to digitised files accessible worldwide.

Keywords

Printed Press; Tourism; Heritage; Reception of Antiquity; Digital Humanities.

Short bio

Guilherme Borges Pires holds a BA in History (2013) and a MA in Egyptology (2015). Currently, he is a PhD candidate in Ancient History (Egyptology) at NOVA School of Social Sciences and Humanities (Lisbon, Portugal). His research focuses on the concepts of Creator and Creation in the religious hymns of the New Kingdom (ca. 1539-1077 BCE). In 2017 he was awarded a FCT PhD Studentship. From 2016 to 2017, he proceeded with his doctoral research and attended courses at EPHE (Paris, France). Between 2020 and 2023 he volunteered in projects promoted by the EES (London, United Kingdom). He is a Researcher at CHAM – Universidade NOVA de Lisboa / Universidade dos Açores and one of the editors of RES Antiquitatis. Journal of Ancient History. He participated in various international scientific meetings, and he is the author of several publications. Since 2022 he has been a lecturer of the online Egyptological programs at Universidad de Alcalá (Spain).