



The travelling Exhibition of the South Tyrol Museum of Archaeology

Presentation Material | © South Tyrol Museum of Archaeology 2010



Overview *Ötzi – The Iceman Version I*

The Iceman “Ötzi” is the oldest known, best-preserved and most studied mummy in the world. Since his discovery in 1991 on a glacier of the Ötztaler Alps, Ötzi has been fascinating subject of countless news reports, scientific publications and documentaries. To actually see the original mummy usually requires a visit to the South Tyrol Museum of Archeology in Bozen/Bolzano, where the Iceman is kept in a specially designed refrigeration chamber. Now, the travelling exhibition *Ötzi – The Iceman*, presented by the South Tyrol Museum of Archeology and Museumspartner, makes Ötzi and his remarkable story accessible for people around the world.

On a floor space of approx. 200-4000 m², the exhibition opens an extraordinary window onto the intriguing life of Ötzi and invites the visitors to compare different points of view and theories on the Iceman. An exact replica of the Iceman, along with a scientific reconstruction of his appearance alive, numerous exact replicas of the items, equipment and tools deemed too unstable to travel as well as the exhibition’s design evoking settings, such as the find site or a forensic laboratory, a wide range of interactives, films, holograms, radio features, 3D-animations and hands-on elements allow visitors to experience the Iceman and the Copper-Age first-hand. The exhibits, information and image panels, which can be adapted for two languages, can be adjusted in accordance to the space and resources available.

The exhibition’s aim is it to create an immersive experience of the story of the Iceman and his Copper Age world, featuring cutting edge scientific findings that shed light on his life, death and prehistoric world without nostalgic idealization.

Bookings and Counseling

The exhibition can be booked with Museumspartner – Die Kunstspedition GmbH.

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Scientific Organization

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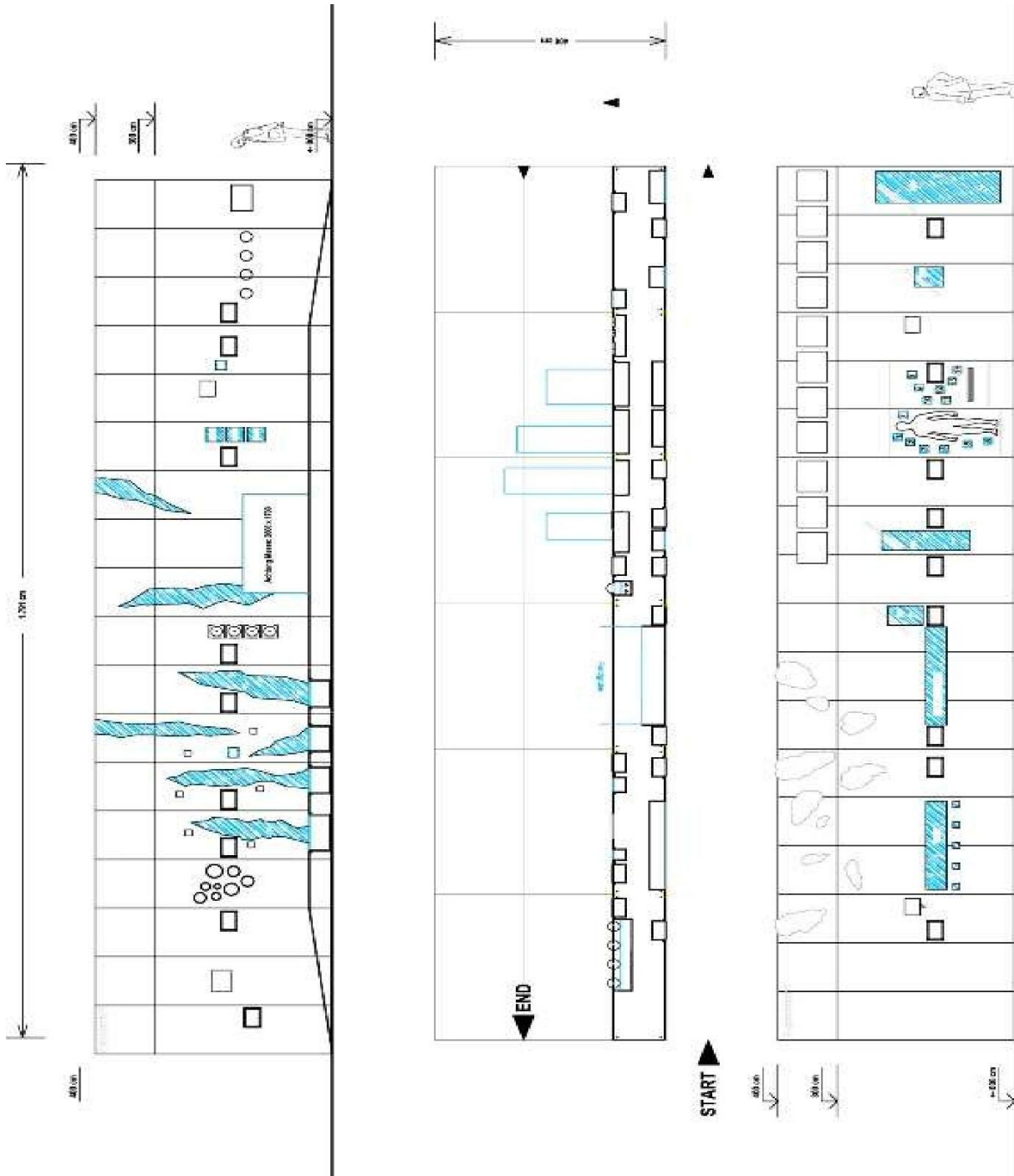
Key Facts

- ✓ The exhibition can be displayed either in one big room (approx. 200-400 m²) or in several smaller rooms (min. floor space 50 m²). The height can be adapted to 3 to 5 meters depending on the height of the room.
- ✓ Flexible modular design systems and display cases that can be adapted for the available space are included in the exhibition fee.
- ✓ Interactive elements, hands-on elements, 15 videos (including flat screens), animations, illustrations, graphic panels, holographs, a touch screen and school materials add further appeal and back the scientific range of exhibits.
- ✓ All visual/audio materials are available in English, Italian and German. Short and easy to remember texts and witty illustrations structure the exhibition.
- ✓ All the necessary insurances, shipping and transport, professional installation and dismantling crew from Museumspartner are included in the exhibition fee.
- ✓ Marketing Material and Merchandise on request.

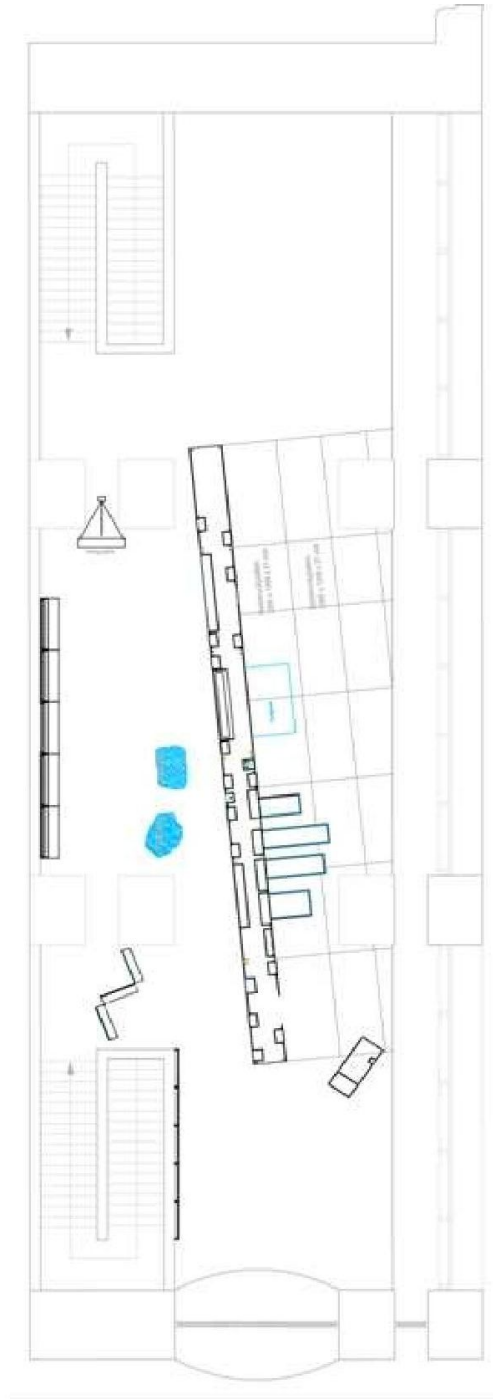
Replicas of the Iceman's clothing and tools are included as part of the exhibition (original artefacts on request):

Axe	60 x 20 x 5
Knife + Sheath	2 x 3 x 13
Tool made of Bone	3 x 3 x 12
Bowl made of Birch Bark	17 x 17 x 25
Arrowhead	1 x 2 x 3
Miniature House	10 x 10 x 10
Arrows	60 x 3 x 3
Slipcase	70 x 20 x 5
Fur Cap	30 x 30 x 40
Belt Carrier	20 x 100 x 2
Condition upon Discovery	200 x 100 x 160
Back Basket	10 x 50 x 10
Replica of the Living Iceman	160 x 100 x 100
Replica of the Mummy	210 x 80 x 110

Modular Parts – Plans



Example of Layout



Text Panel Example



Why is your name Ötzi?

“This dried out cadaver that is abominable to look at must become more positive, more lovable in order to make a good story,” said journalist Karl Wendl. In his newspaper story covering the find site in the Ötztaler Alps, he called the mummy “Ötzi” for short. Compared to numerous other namings, this, the shortest and most concise, quickly found its way into the vernacular. The name “Iceman” remains the official moniker at the scientific level.” - Named because of the Ötztaler Alps.

Further Questions answered in the exhibition:

What happened 5000 years ago?

Europe: high standard of civilization, densely populated, no cities.

Look! A dead mountain climber?

1991 discovered by chance and recovered 4 days later.

Am I Italian, or not?

Border confirmation: the complete finding belongs to South Tyrol (Italy).

Excavation in snow and ice?

Further excavations provide additional evidence.

Grandfather Ötzi

Village eldest at the age of 46 is conceivable.

What did he look like?

Blue eyes, dark hair, 1,60 m in height, 50 kg in weight.

Everything there?

Tissue, organs, even clothing was preserved.

Favourite food cereal dishes?

Intestinal contents: meats, vegetables, primeval grain.

Why is your name Ötzi?

Named because of the Ötztaler Alps.

Authenticity questioned?

C-14-dating confirms the age of over 5.100 years.

Was the body stricken with illness?

Typical signs of age and heavy stress.

Is Ötzi a medicine man?

Tree fungus used as medicine. Visible pain treatment.

A piece of home hidden in the dental enamel?

Teeth used as a tool and information for soil determination.

Did Ötzi have descendants?

Medical examinations provide unique data for comparison.

Was Ötzi´s death a crime?

Fatal injury by a shot in the back.

Quarrel over power?

Ötzi was the victim of a conflict.

Dead at the time of the beech blossom?

Pollen and plant parts prove: died in late summer.

All in leather?

Complete clothing made of stitched fur and leather garments.

Completely equipped?

Complete equipment with tools and replacement material.

Ötzi´s best piece?

The axe with copper blade: status symbol, weapon and tool.

Topped by the bow?

The unfinished blank made of yew.

Escape via the mountains?

On the way from south to north for unknown purpose.

Man with culture?

Member of the first verifiable independent alpine culture group.

Homecoming to Bozen/Bolzano?

Exhibited and preserved in the South Tyrol Museum of Archaeology.

Ötzi in the rain?

Preservation by imitating the condition in the ice.

Impressions



