

### Roman City Carnuntum

The long tradition of Carnuntum as a cultural tourism destination is closely linked to the 130-year history of research at this site. Museum Carnuntinum was opened back in 1904 in Bad Deutsch-Altenburg in order to present the finds from the excavations in a cohesive context. In the 1930s, targeted excavations were undertaken in the area of the former civilian city with an eye to setting up an open-air archaeological museum. It was on this excavation site that today's Roman city quarter, the heart of the Roman city of Carnuntum, arose.

With the founding of the operating company in 1996, the tasks of operation and marketing were handed over to a market-oriented management structure. The task of managing the scientific activities has remained in the hands of the province of Lower Austria down to the present day. But the presentation back then was too hard to understand and also not appealing enough to market Carnuntum as a cultural tourism destination. Moreover, the archaeological substance was in a poor state of preservation. From 2000 onward, the open areas were subject to new investigations based on new scientific standards. The findings from these efforts were drawn on to devise a holistic conservation and presentation plan.

It revolved around the reconstruction of a Roman city quarter based on scientific findings at the original site. All buildings were erected using exclusively ancient modes of construction and look just like they would have in the early 4th century AD. Kitchens, underfloor heating systems and all other technical facilities are fully functional. The five buildings - including Roman thermal baths - provide a detailed look into Roman life. Everything is done in a way that makes it seem as if the inhabitants had just walked out the door. Each building shows a special slice of Roman society.

Every year, the Roman city of Carnuntum draws about 190,000 visitors from 30 different countries. A big boost in global name recognition came in 2011 with the discovery of the gladiator school. It provides Carnuntum with an international media stage. Another mosaic piece for the growing international prominence of the site came in 2014, when the European Commission conferred upon Carnuntum the first European Heritage Label.



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