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# EGYPT

## THE TIME OF PHARAOHS

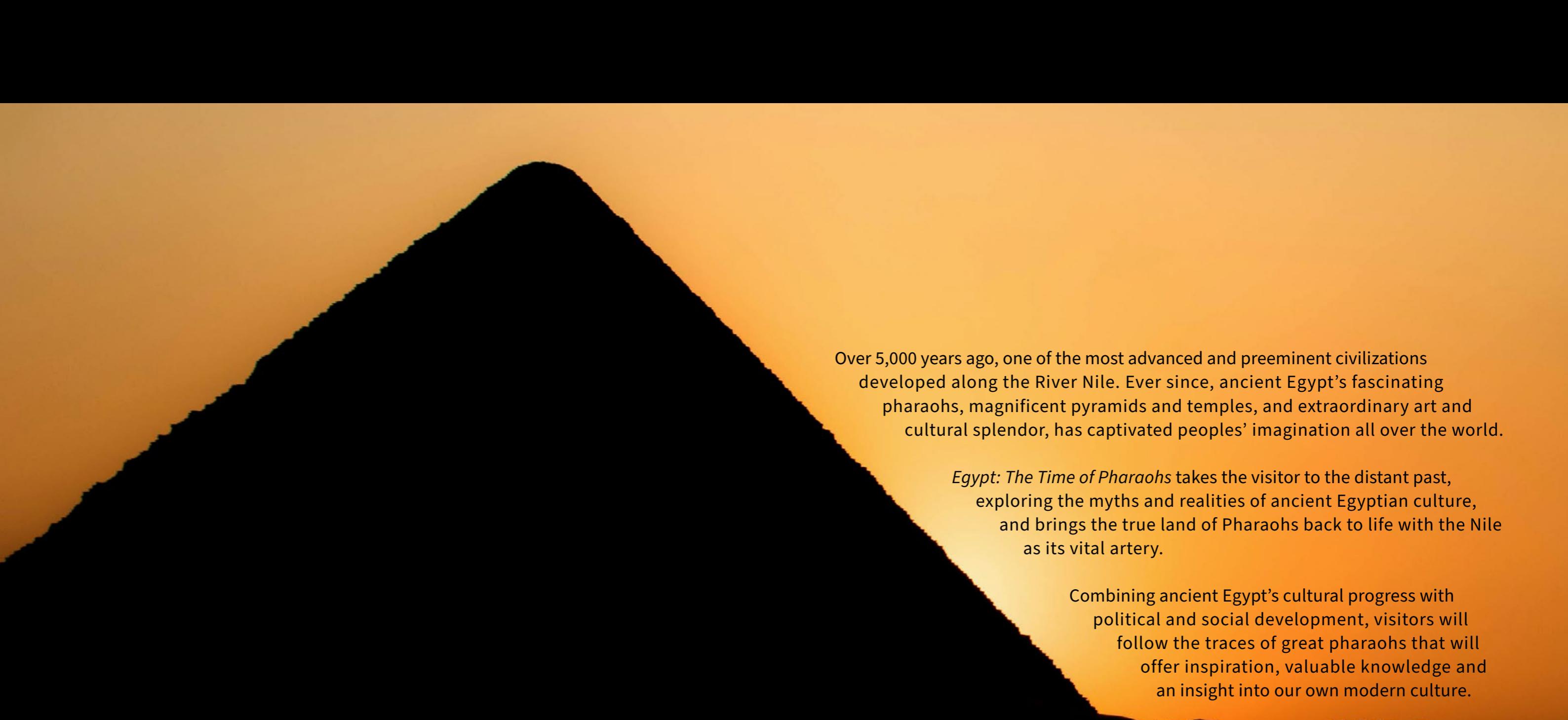
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MuseumsPartner



Over 5,000 years ago, one of the most advanced and preeminent civilizations developed along the River Nile. Ever since, ancient Egypt's fascinating pharaohs, magnificent pyramids and temples, and extraordinary art and cultural splendor, has captivated peoples' imagination all over the world.

*Egypt: The Time of Pharaohs* takes the visitor to the distant past, exploring the myths and realities of ancient Egyptian culture, and brings the true land of Pharaohs back to life with the Nile as its vital artery.

Combining ancient Egypt's cultural progress with political and social development, visitors will follow the traces of great pharaohs that will offer inspiration, valuable knowledge and an insight into our own modern culture.

# KEY TAKEAWAYS

- 1 The Egyptian empire was the first unified and centralized state in human history.
- 2 Egyptians depended on the natural rhythm of the Nile as a source of water, fertile soil for agriculture, and a means of transport.
- 3 Egyptians worshiped more than 2,000 different gods.
- 4 The Pharaoh was not only the political and religious leader but also representative of the gods on earth.
- 5 Women could take the throne of the Pharaoh when there was no male successor. The most successful female Pharaoh was Hatshepsut, who ruled Egypt for over 20 years.
- 6 Women and men of equivalent social status were treated as equals in front of the law, but the average woman's responsibilities were restricted to the household.
- 7 The development of hieroglyphic writing led to the growth and prosperity of Egypt.



# CURATOR STATEMENT

Pharaohs have become synonymous with Egypt. In ancient Egypt, ‘pharaoh’ refers to a dynastic ruler who, at his or her death, rises to the gods. His/her dual function as ruler and god imposes extensive obligations on them to ...

- ... care for his/her people and their vital interests
- ... maintain Maat (the concept of truth, order and justice)
- ... protect of the country and its borders
- ... stabilize the economy through tax revenues and the solution of domestic political crises.

This exhibition sheds new light on one of the world’s oldest and most advanced cultures: The fertile Nile Valley not only enables its inhabitants to master hostile nature but also leads to an ethos that establishes the uniqueness of Egyptian society and culture.

This exhibition is about the various spheres of life—the private, public and secret spaces. It is about the everyday people who work and celebrate, participate in cults and wars, love and suffer, hunger and feast, give birth and die. Every Egyptian is part of a community and as such participates in processions, is dependent, experiences wars and famines and, as physical laborer or high-rank official, contributes to the success of this preeminent culture.



The Old Kingdom sees the construction of the pyramids, the largest funerary monuments of the world. During the Middle Kingdom, the nation stabilizes and the country sees further innovative developments. By the New Kingdom, Egypt is a world power. Religion and writing, architecture and art, ecology and economy, this world and the hereafter—these are the constituent parts of this extraordinary culture.

## ABOUT THE CURATORS

Co-curated by Christian Tietze from Weimar and Christian Bayer from the Roemer- and Pelizaeus Museum. The curators worked closely with the collections departments at the University of Aberdeen, and the Gustav Lübcke-Museum in Hamm.



## ARCHITECTURE & CONTENT

- **Size** 8,000 to 16,000 sq ft (750–1500 m<sup>2</sup>)
- **Number of objects** Depending on the final size of the installation, more than 350 original objects and 10 replicas. Loans dependent on approved Facility Reports and will be completed with the lending museums.
- **Models** 9.
- **Hands-on Elements** 3
- **Display cases** Approx. 145, come with exhibition and have their own lighting and internal environmental controls. Normal museum gallery environmental conditions required at venue.
- **Graphics** Approx. 200 graphic panels including all texts, which can be adapted for two languages.
- **Interactives** 15. All furniture, displays and control systems included.
- **Videos** 11. All Projectors, video displays, speaker systems, media players and control systems included.
- **All audio/visual material** are available in two languages.
- **Ambient** Sounds and smells.
- **Lighting** All showcases are equipped with light.
- **Catalogue/Book** Yes.

## LOGISTICS

Included in the all-inclusive exhibition fee

- **Insurance and shipping.**
- **Installation and dismantling crew** from *MuseumsPartner* plus couriers from the lending museum, including travel and accommodation.

## PUBLICATION

- A **catalogue** is available on consignment. Venues can also produce their own with supplied content from our partners.

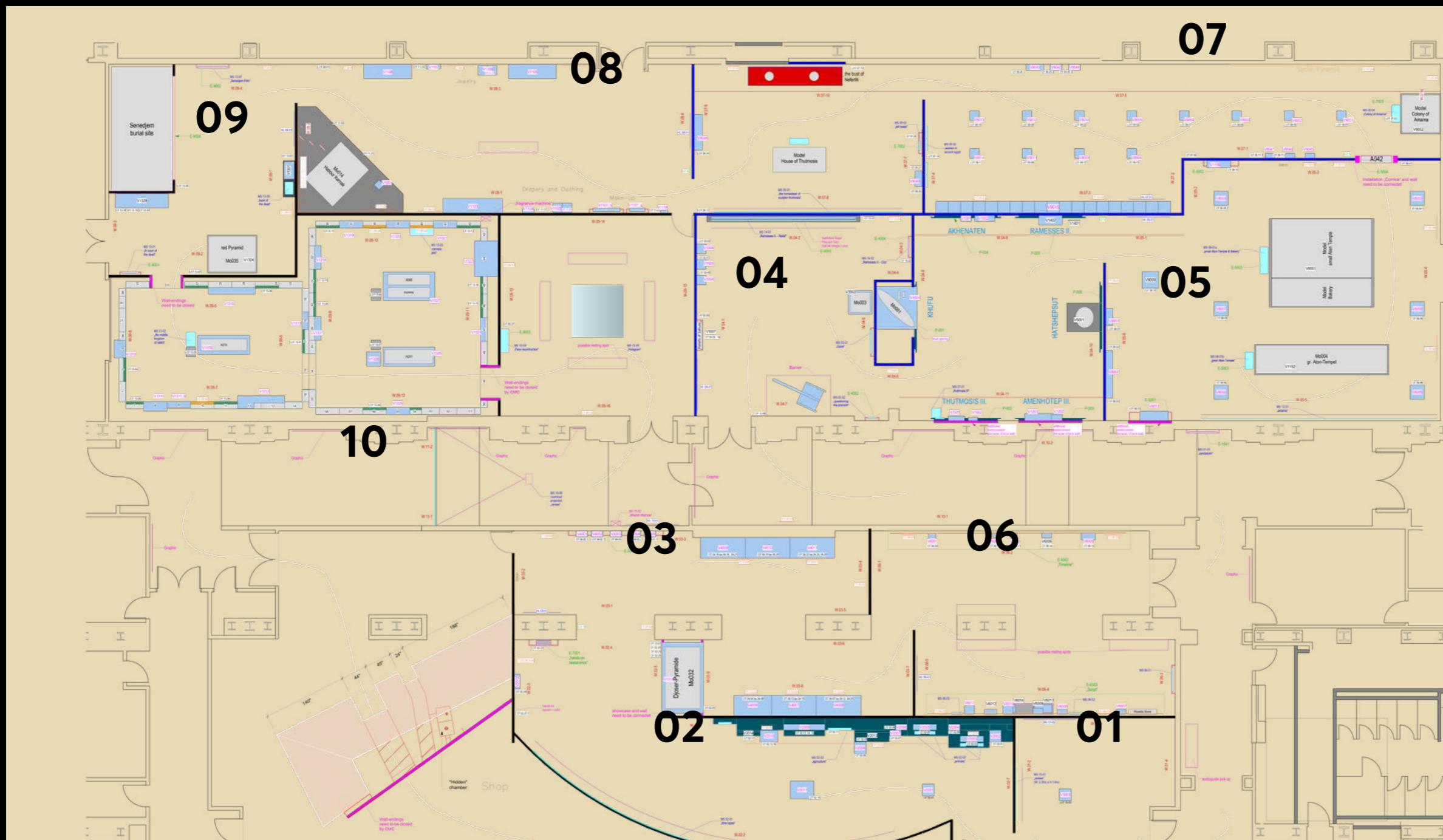
## MARKETING MATERIAL

- **High resolution images** of the key images, objects and the exhibition are available to the venue at no cost.

## ADDITIONAL COSTS FOR HOST VENUE

- Marketing and promotion
- Merchandise
- Maintenance during display period
- Gallery lighting
- Walls, wall painting
- Operational costs—ticketing, security, programming, etc.

# FLOORPLAN AND KEY FACTS



## OBJECT LOANS

- |                       |           |           |                                   |
|-----------------------|-----------|-----------|-----------------------------------|
| Intro Theater         | <b>01</b> | <b>06</b> | Script and the Emergence of State |
| Landscape and Climate | <b>02</b> | <b>07</b> | Private Spaces                    |
| Religion & Gods       | <b>03</b> | <b>08</b> | Personal Adornment                |
| The Pharaoh           | <b>04</b> | <b>09</b> | Secret Spaces                     |
| Sacred Spaces         | <b>05</b> | <b>10</b> | Exit                              |

Featuring more than 350 original artifacts, some of them more than 4,500 years old. Lenders include the internationally important Egyptology collections of the University of Aberdeen Museums, the Roemer- and Pelizaeus-Museum in Hildesheim, and the Gustav Lübcke-Museum in Hamm.

## AUDIO, VIDEO AND MULTIMEDIA

Enhanced with stunning detailed, interactive models of famous pyramids, temples and homes; extensive multimedia overlays, films and interactives.

# SECTION 1 INTRO THEATER



## CAUGHT BETWEEN FANTASY— THAT'S WHAT WE THINK OF ANCIENT EGYPT.

Pharaoh is the face of this first high culture. Their achievements make even the modern world stop and stare.

Who were these people? What drove them to such effort? Was it only ‘all for one’ or also ‘one for all’? Explore the Egyptian world through the places and spaces that tell their story. Let’s follow them into the fields, myths, courts, homes and beyond—to their graves.



## MAIN MESSAGES

- An evolved society flourishes on the fertile banks of the Nile.
- The people ...
  - ... worship mighty gods and the pharaoh, believed to be both human and divine.
  - ... manage an intriguing work-life-death balance.

## AV & INTERACTIVE ELEMENTS

- Introductory film summarizing the exhibition’s most important themes accompanied by modern Egyptian music.
- “Sand Storm” (film).



## KEY OBJECT

Statue of Sebech-en-ef ●

# SECTION 2 LANDSCAPE AND CLIMATE



Our story starts over 5,000 years ago, when two lands that straddle the Nile—Upper and Lower Egypt—unite to form a civilization that prospers for millennia.

Ancient Egypt is a story of geography as much as history. Surrounded by hostile deserts and mountains, the more than 600-miles (1,000-kilometer)-long river Nile became the life line of what we call pharaonic culture. Here, savannah cattle breeders seek shelter from the progressive drought of the Libyan Sahara Desert, and farmers from the present-day Palestinian region find a new home.

## MAIN MESSAGES

- The landscape supports biological diversity with countless species of animals, as well as possibilities of agriculture.
- Agriculture depends on the Nile and its annual flooding.
- Egypt's climate and the Nile's abundant flow make two annual harvests possible. The first produces grain; the second is primarily husk.
- The river is also necessary to transport the harvests.

## AV & INTERACTIVE ELEMENTS

- Time Lapse (projection)
- “Animals” (film)
- “Agriculture” (interactive)
- “Irrigation System” (interactive)



## KEY OBJECTS

- Cat Figure
- Granary Model
- Boat Model with Sail



## WHAT MAKES THE WORLD MOVE— RELIGION & GODS

How many gods are needed? Can gods die?

Egyptian religion was not imposed. It arose from people's daily observations of nature and cosmos, looking for explanations for the relation between heaven and earth, time and space, and man within.

A variety of creatures relate to the multitude of Egyptian deities. They may appear as animals, humans or mixed beings, having different responsibilities: nature and fertility, birth and death, everyday life and even political identity.

Religion is not only practiced in the great temples, but infuses everyday life with small shrines and personal amulets.



## KEY OBJECTS

- Apis Bull
- Nile Pike with Sun Disc
- Coffin Plank with the Goddess Nuts

## MAIN MESSAGES

- In ancient Egypt, gods rule heaven and earth, this world and the other.
- The Gods included the sun, moon and stars, and common plants and animals.
- Gods had the power to protect and punish, to maintain order and unleash chaos.
- Egyptians try to avoid the wrath of the Gods by leaving gifts of food and other offerings.
- Egypt has several different creation myths.
- Gods have come and gone throughout the millennia, but the Lord of the Sun, Ra, is a constant.

## AV & INTERACTIVE ELEMENTS

- “The Gods” (sound)
- “Creation of the World” (ambient)



## IDEA, PERSON & REPRESENTATION OF PHARAOH

They thought him to be half human, half god: mighty Pharaoh. He possesses tremendous power. The pyramids seem to verify Pharaoh's will to make mountains move. But who is this *one* in the real world? Merely a son of rich influential parents exploiting his subordinates? Addicted to pomp, excessive, immoderate?

Pharaoh himself is subject to a higher ethic, he has duties to fulfill. He must create law and order, protect country and people, and establish contact between people and gods whose benevolence Pharaoh is due to secure. He must not fail in this task!

Beginning with Menes and concluding with Cleopatra, Egypt is ruled by about 170 pharaohs. Some we know a great deal—about others, very little. Here we shine a light on just six, whose extraordinary stories live on in the palaces, temples and tombs they create.



## KEY OBJECT

Khufu Pyramid Model •

## MAIN MESSAGES

- Ancient Egypt's history is separated into stretches of time defined by significant events and advancements.
- The Old Kingdom (2707–2170 BC) is known for the pyramids.
- During the Middle Kingdom (2119–1794 BC), literature and arts reach their pinnacle.
- The New Kingdom (1550–1070 BC) is when Egypt becomes a true empire, with a rule that extends from present-day Syria in the north to Sudan in the south.

## AV & INTERACTIVE ELEMENTS

- "Pyramids of Giza" (virtual fly over)
- "Ramesses City" (animation)
- Foreign Policy of Thutmose III (interactive)
- "Questioning the Pharaoh" (interactive)
- "Pharaoh Scent" (aroma)
- "The Pharaoh" (ambient sound)

# SECTION 5 SACRED SPACES

Temples are the earthly houses of the gods. By building a temple, Pharaoh celebrates his close relationship with the deity. Decorating its walls with his heroic deeds confirms his own position of might.

Residents of these cult sites draw identity and pride from them. The architecture of the temples reflects the human imagination of the gods' world. Only selected persons are permitted to enter the innermost sanctum.

In the daily ritual routine, Pharaoh as overall chief of religious practice, is represented by countless priests of different ranks. Large temples have their own supply units with bakeries, breweries, etc., and provide a regular income for a large group of people, including women.



## KEY OBJECTS

- Priest Carrying a Shrine
- Sphinx

## MAIN MESSAGES

- Ancient Egyptian temples are homes for the gods, not places for humans to worship.
- In exchange for worship, gods grant pharaohs life and the power to rule with stability. Therefore, the temples are both religious and political in their capacity.
- An ancient Egyptian temple resembles a small village of businesses and institutions ...
  - ... Adjacent schools train priests
  - ... Administrative offices establish order
  - ... Workshops create sacred objects to decorate the temple
  - ... Bakeries and vineyards supply the refreshments

## AV & INTERACTIVE ELEMENTS

- “Amarna” (film)
- “Colored Battlefield Relief” (video projection overlay)
- “Temple Sound” and “Temple Scent”

## THE EMERGENCE OF STATE

Script is key—emergence of state: Communication is perceived a main challenge of mankind. How can a ruler make his will heard throughout his territory? How do people document resources? How do they report these to managing officials?

The invention of Hieroglyphic writing and all deriving script systems made people capable of communicating, not only for economic reason, but also for private and religious use.

The belief in words, bringing things into existence was the trigger for religious texts decorating temples, graves and even coffins. Thanks to our ability of deciphering these, we have access to not only kings' manifests, but also to the religious thoughts, hopes and fears of private people. People trained to read and to write formed the elite of the Egyptian state structure. Their influence must not be underestimated.

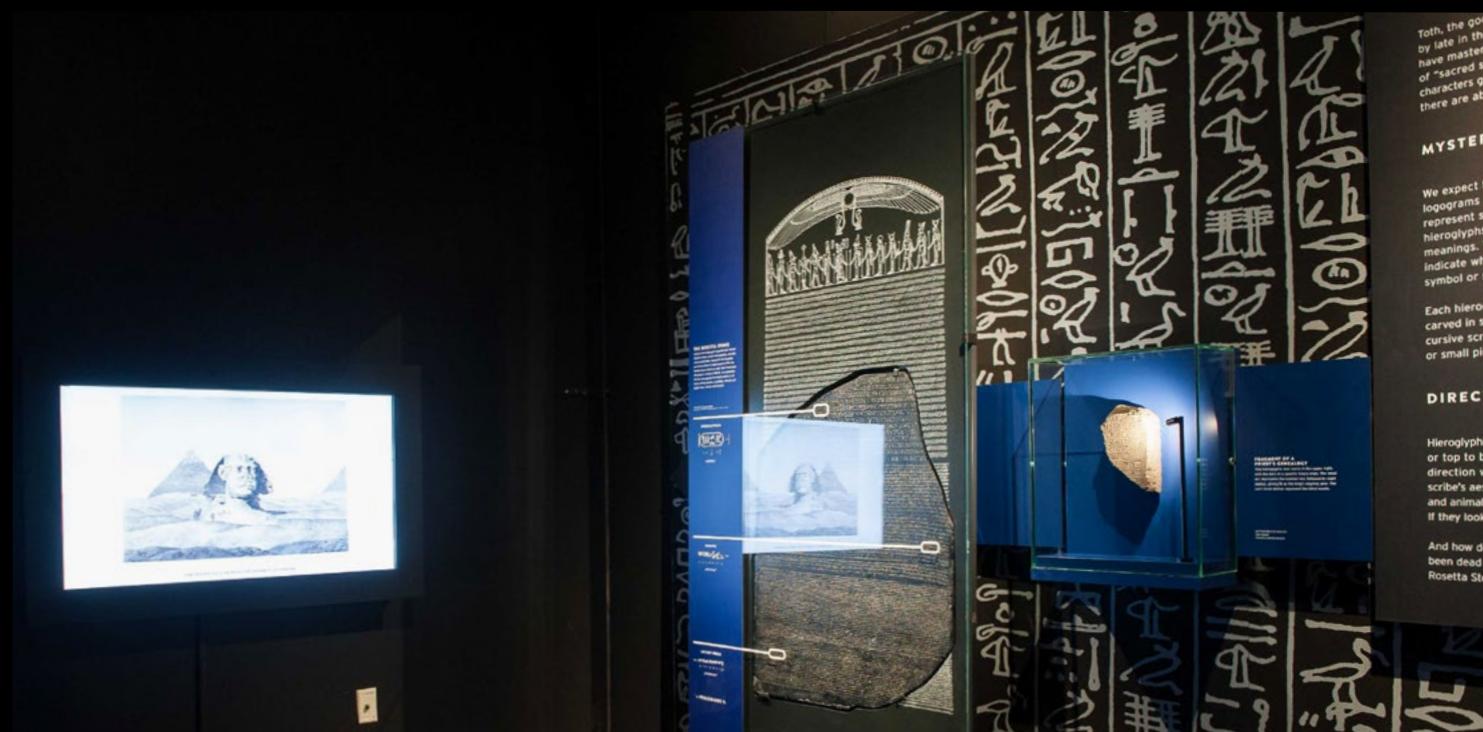


## MAIN MESSAGES

- Toth, the god of wisdom, invents hieroglyphics, and, in the fourth millennium Egyptian scribes mastered this writing system. By the Ptolemaic dynasty there are about 7,000 hieroglyphs.
- Writing leads directly to the growth and prosperity of Egypt.
- In 1799, Napoleonic soldiers find the Rosetta Stone with three different scripts: hieroglyphics on top, demotic (a late Egyptian script) below, and ancient Greek on the bottom. It is the key that helps unlock the language of hieroglyphics.

## AV & INTERACTIVE ELEMENTS

- “Description de l’Egypte” (film)
- “Writing Hieroglyphs” (interactive)
- “Decoding Hieroglyphs” (interactive)



## KEY OBJECTS

- Painter's Palette with Five Colors
- Rosetta Stone (replica)

Society in ancient Egypt resembles the pyramids that rise from its deserts. At the top is pharaoh: head of state, ruler of all living things. Below him the social strata are arranged for law, order and productivity. The pharaoh's consultants, officials, generals and priests have higher status than soldiers, artisans, laborers and farmers.

Archaeological evidence offers a closer look at living areas, private property and personal belongings of the people. They provide a vivid impression of how people of different social ranks worked and lived together.

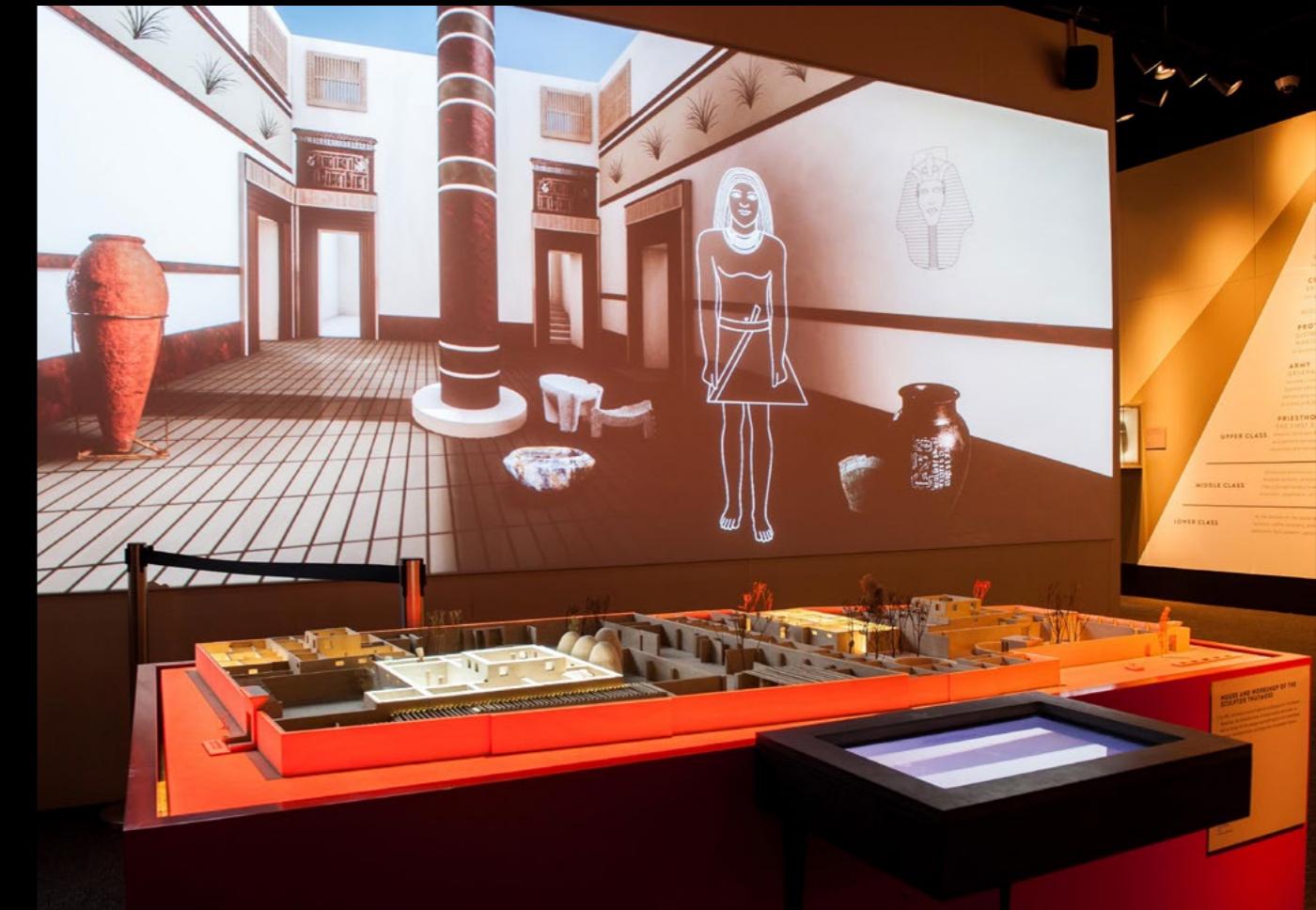


### KEY OBJECTS

- Cross-legged Ptah-shepses, reading ●
- Female Miller ●
- Seated Nefer-Ihi ●

### MAIN MESSAGES

- The people work at a range of occupations and have varied standards of living that correlate to their places in the social hierarchy.
- Women have more power here than in most ancient civilizations.
- The simplest dwellings are approximately on scale with our studio apartments. The middle classes live in houses two to three times that size. The upper classes live in grand style, with significantly more space, high standards of hygiene and comfortable temperature control. For quarry workers, conditions are truly cramped. In labor camps, quarters might accommodate 10, 50, or even 250 people.



### AV & INTERACTIVE ELEMENTS

- “The Homestead of the Sculptor Thutmose” (interactive)
- “The King’s Statue of Tell Basta” (interactive)
- “Women in Ancient Egypt” (interactive)
- “Daily Life” (ambient sound)

Grand architecture and evolved art reveal the extent to which Egyptians appreciate beauty. Cosmetics, hairdressing and jewelry are embraced by men and women alike. Beauty in ancient Egypt aims for perfection—in this life and in the afterlife.

Feasts and festivals are prominent occasions for dressing up. These events take place in the temple complexes, in the ports, on the Nile's west bank and on the river itself.



## KEY OBJECTS

Collar with Pomegranate Pendants •  
Red- and Black-striped Textile •

Turtle-shaped Make-up Pot •  
Port of Karnak Model •

## MAIN MESSAGES

- The ideal of beauty is supported by elaborate jewelry, clothing, grooming and makeup.
- Big hair is a sign of youth and health. Priests, however, shave their heads. Temple rituals require purity and cleanliness.
- Both sexes use black liner to accentuate their eyes and brows, and women apply blush made from henna. Fragrance oils and ointments are worn on top of the head, ensuring no unpleasant body odors.
- Egyptian men generally wear a short loincloth—calf-length or flared for the upper classes. In the Old Kingdom, women's clothing is a simple knee-length dress made from white linen. In New Kingdom, garments are pleated, gathered and laced. Fabrics are more colorful, influenced by excursions to the Near East.
- Both men and women wear bracelets, collars and rings that range from simple to magnificent. Charms, idols and Udjat eyes aren't just adornment—they possess magical powers.
- Ancient craftsmen work with precious materials: amethyst, carnelian, turquoise, lapis lazuli, gold, silver, bone and ivory. Egyptians also create faience (a quartz ceramic) and beads of precious glass, used only for the elite.



## AV & INTERACTIVE ELEMENTS

- “Hymn to Hathor, Ptah and Nefertem” (ambient sound)

We consider ancient Egyptians obsessed with death and afterlife. While they looked for explanations of natural laws, they still had no answer to what happens to human beings after death. So, they came up with ideas of an afterlife including both horrible dangers and hope for the persistence of a good life.

This core part of the exhibition sheds light on what ancient Egyptians thought would happen to a deceased person and what they did to be prepared for all cases—embalmment, accompanying sacred texts, protective amulets, grave goods and last, but not least, highly decorated coffins and tomb chambers. This might be the place where Egyptian culture reveals its ‘soul’...



## MAIN MESSAGES

- How do you reach the afterlife? In the 18th dynasty (1550 BC), illustrated versions of spells and texts are transferred to a papyrus—up to 76 feet (23 meters) long! Today, we call it *The Book of the Dead*.
- The Egyptian cult of death is shaped by the belief that earthly death is an intermediate phase between life and life eternal.
- Mummification requires great skill and takes about 70 days. The organs are removed, cleaned, dried and stored in special vessels called canopic jars.
- Grave goods are for the comfort and safety of the deceased in the afterworld.



## KEY OBJECTS

- Coffin for the Overseer of the Granary Nakht
- Mummy of Ta-khar

- Slab Stela of Iunu
- Papyrus from the Book of the Dead

**AV & INTERACTIVE ELEMENTS**

- “Hologram of Ta-khar” (film)
- “Mummy CT” (film)
- “The Court of the Dead” (interactive)
- “Canopic Jars” (interactive)
- The Middle Kingdom Coffin of Nakht (interactive)
- “The Book of the Dead” (interactive)
- “Secret Spaces” (ambient sound)

**FROM OLD GODS  
TO NEW BEGINNINGS**

Our adventure is over. We have travelled thousands of years and thousands of miles to explore the places and spaces of a legendary civilization. The architects, scribes, pharaohs and gods are at rest after creating a cultural legacy to fascinate future generations. Yet they live on in the afterworld. Every ending is a new beginning. The ancient Egyptians believe they will meet you again...

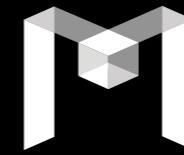
**AV & INTERACTIVE ELEMENT**

- “Wisdom in Ancient Egypt” (interactive)

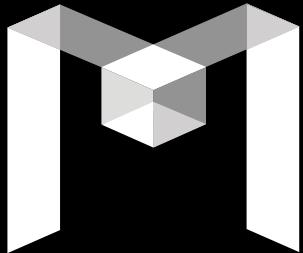


## LOKSCHUPPEN

Located within the triangle Munich—EXHIBITION CENTRE ROSENHEIM Salzburg—Innsbruck—Rosenheim, the LOKSCHUPPEN Exhibition Centre Rosenheim provides a focal point for exhibitions of diverse kinds. The LOKSCHUPPEN is famous for its special exhibitions which combine profound scientific knowledge with sumptuous design. With up to 280,000 visitors per year, the Lokschuppen is one of the top ten most successful exhibition spaces in Germany.



In cooperation with international museums, *MuseumsPartner* has conceived a range of travelling exhibitions that are informative and engaging for a multitude of audiences and easy to adapt to different spaces. We offer these exhibitions under a turnkey contract which ensures that our clients are guaranteed a secure investment customized for their own institution without any surprises. Drawing on our extensive experience in fine art transport, we provide full services to our partners and offer project management, logistics and financial management.



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