

Full name(s) of VIU faculty involved in the project and their Department(s): Dr. Marie Hopwood, Anthropology

Contact person email: marie.hopwood@viu.ca

Award: Amplify Grant

Number of undergraduate student(s) involved: 1

Number of graduate student(s) involved: 0

Number of community partner(s) involved: 0

Abstract for the project:

Traditionally, unless comparing something to an Indiana Jones saga, archaeologists have struggled in presenting our findings to the public. Dealing with finite and often poorly preserved archaeological materials our jargon is dense and meaningful only to those in our own academies. Yet this lack of engagement with the public is a major failing on the part of the archaeological discipline, one that we are working to rectify. One way that archaeologists can make their work both accessible and compelling is through graphic novels, particularly those that are mobilized digitally.

The Drinking Beer in a Blissful Mood: An Experimental Archaeology of Beer project is based on a collaboration between Love Shack Libations as a community-partner and the VIU Anthropology department, in which the researchers strive to put faces onto the past by crafting ancient-inspired ales, and sharing these tastes and our knowledge of the archaeology of beer. These shared experiences craft linkages with our audience that make the ancient past and peoples more real, and thus fulfill an archaeological responsibility to bring the past to life again through our interpretations. The Sipping through the Centuries graphic novel project builds on this initial research and endeavors to share this knowledge visually on a global and digital scale.

Towards this goal, Dr. Marie Hopwood has partnered with VIU Anthropology student Kevin Schnieder to craft and mobilize a graphic novel-format publication about an archaeology of beer. Kevin is a gifted artist who has experience in crafting anthropological knowledge into this highly visual medium, and hopes to pursue this as a career avenue. The resulting publication "Sipping through the Centuries" follows an archaeologist as she explores the archaeology of beer through time, focusing specifically on the earliest beer of Mesopotamia and on chicha, a corn-based beer of the ancient Inca.

APPLICATION FOR THE AMPLIFY GRANT

Date of Submission: 15 March 2019
Project Title: Sipping through the Centuries: An Archaeology of Beer Adventure
Submitted by: Dr. Marie Hopwood
Department of Anthropology at VIU
Marie.Hopwood@viu.ca
Employment Status: Regular part-time

Research Opportunity and Community Partnership

Sipping through the Centuries is an archaeological adventure in which the reader is taken through time to explore the archeology of beer of ancient Mesopotamia and the ancient Incan Empire. The story itself is crafted in a graphic novel format, putting faces onto the past in a way not possible through standard archaeological publications. The goals of this project are threefold: to mobilize archaeological knowledge in a digital medium in order to reach a broader and more varied audience; to craft information about the archaeology of beer in a visually compelling and accessible format; and to highlight the skills and artistry of a VIU Anthropology student towards potential career opportunities.

This digital graphic novel project builds off of my *Drinking Beer in a Blissful Mood: An Experimental Archaeology of Beer* research. This initial and ongoing work deals with the archaeology of beer and is based on a collaboration between Love Shack Libations as a community-partner and the VIU Anthropology department. The *Sipping through the Centuries* graphic novel project builds on this initial research and endeavors to digitally share this knowledge.

Digital Archaeological Knowledge Mobilization

Unless comparing a topic to an Indiana Jones saga, archaeologists have traditionally struggled with presenting our findings to the public. Dealing with finite and often poorly preserved archaeological materials our jargon is dense, and meaningful only to those in our own academies. Yet this lack of engagement with the public is a major failing on the part of the archaeological discipline, one that we are working to rectify. One way that archaeologists can make their work both accessible and compelling is through graphic novels, particularly those that are mobilized digitally.

Through the combination of the graphic novel format and digital publication, archaeologists can move outside of our “comfortable realm” of academic journals and discipline-specific jargon to write for and impact audiences not otherwise accessible. Moving through a world where students of all generations are often more comfortable with digitally-presented information, archaeologists miss the opportunity of interacting through this media. Digitally available knowledge crosses barriers of space faster than we can comprehend, and eliminates the time lag of print publications to get information into the hands of our audiences.

There is a precedent already established in archaeological knowledge mobilization with digitally publishing in graphic novel-format. Sonja Atalay, an archaeological anthropologist located at the University of Massachusetts, Amherst, has worked with the Science Museum of Minnesota to craft an interactive graphic novel-format website in which visitors can access and engage with information from the prehistoric Mesopotamian archaeological site of Çatalhöyük, located in modern day Turkey (Science Museum of Minnesota 2003). Atalay has also partnered with a museum curator and illustrator to craft a series of repatriation-based graphic novels or comics to explore and express the highly charged issues around the repatriation of objects from

American museums to the indigenous populations they belong to (Atalay, Shannon and Swagger 2017). These two publications have allowed students around the world to access information about archaeologies of the ancient past, as well as ethical issues surrounding artifacts and museums. It is in these footsteps that we are building our own project.

Graphic Novel Artistry Makes Knowledge Compelling and Accessible

The visually compelling medium of graphic novels makes them powerful tools for mobilizing knowledge. Their ability to link concept to imagination makes the information captivating, meaningful, and accessible to an incredibly broad audience. As discussed above, Atalay has shown how this visual nature allows disparate audiences access to topics not otherwise accessible in text-based form of traditional archaeological publications.

For *Sipping through the Centuries*, our story focuses on the narrator-archaeologist, Conseja, who is of Peruvian-Canadian ancestry and specializes in an archaeology of beer (See Figure 1). Conseja eventually introduces the reader to Enheduanna, a scribe, poet and Priestess of Inanna in the ancient city of Uruk, the first city ever built. Enheduanna did truly exist in the ancient past and transcribed the earliest writing that we have related to beer. In our story she will lead Conseja and the readers through deep time brewing of beer and what this meant to the people in this era.



Figure 1: Meet Conseja, your archaeological guide through the archaeologies of beer by Kevin Schnieder.

The second ancient culture explored in this publication is that of the Inca, who crafted their own evolutionarily unique beer brewed from chewed corn, chicha. In this part of the story Conseja travels through time to meet one of the Inca Sapa's Chosen Women, who is responsible for brewing the chicha for feasting events, and learned this skill in her mother's home. The reader will experience chicha through both the power of ritual feasting in the empire, as well as the daily commensal activities of brewing and relationship building in the home.

A further power of the graphic novel format is that it allows archaeologists to rewrite the typical stereotype of Indiana Jones-style archaeology. While many of us appreciate (and more) the Indiana Jones saga, the archaeology practiced in these films is suspect at best, being quite open about looting and the colonialization of antiquities through museums. Yet at the entry-level archaeology course it is always this fedora-wearing, whip-wielding figure with a cocky grin that is foremost in my students' minds. In *Sipping through the Centuries*, one of my goals was to unhinge this hegemonic masculine voice of the archaeologist into someone else.

Through discussions with VIU Anthropology student and artist Kevin Schnieder, we decided to build in numerous different ways of knowing. One of the ways that this is actively crafted into *Sipping through the Centuries* is through Conseja herself, who is of a non-Eurocentric ancestry and of a nonbinary gender (See Figure 1). Conseja has earned her doctoral degree, is a practicing

and well-respected archaeologist, and teaches at a university. Other characters within this story also work towards a more inclusive form of knowledge mobilization (See Figure 2).

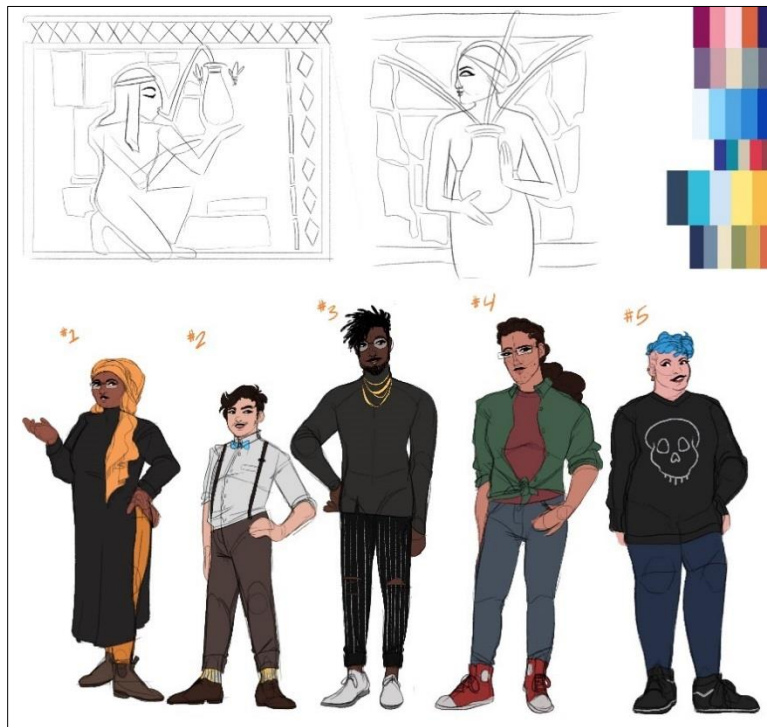


Figure 2: Initial character sketches, cover art and colour palettes for *Sipping through the Centuries* by Kevin Schnieder.

Student Career Opportunities

While my goals of highlighting and mobilizing archaeological knowledge have for a while been moving towards a digital, graphic format, it was not until experiencing Kevin Schnieder's artistry with graphic novels that I knew the time was right to begin this project. Kevin has already crafted a separate graphic novel in which she used artistry to represent an anthropology of queer theory. When speaking to Kevin about this work, she discussed how this is one of the avenues of her future career that she is passionate about pursuing. This interest in illustrating and writing graphic novels based on anthropological topics has led to our current partnership.

As is demonstrated in the figures, Kevin has already started working on the character development and overall look of *Sipping through the Centuries*. I have crafted a draft of our story line and will be providing "fleshed out" text later this semester and through the summer. Our plan is to continue fine-tuning our story over the course of this semester and summer, with a final version ready for digital publication and sharing by December 2019. We will also be co-authoring a poster based on this story for submission to next year's CREATE conference, as well as to the Society for American Archaeology annual meetings in 2020. The finished story will then be digitally published at a site being researched by Kevin at the time of this writing.

Kevin Schnieder is currently researching the best digital publishing company for us to work with. There are many options available to us, most of which do not require payment. Three that are being explored right now include: Comic Fury, Smack Jeeves, and Comic Genius. One of Kevin's roles as stated in the Project Team document, is to guarantee that the graphic novel remains active and accessible for a minimum of three years. The publication will also be stored through the digital archives of the VIU University Library for a minimum of five years.

Throughout my academic career, my primary goal as an archaeological anthropologist is to put faces onto the past. Building on my experience researching, interpreting and publishing on archaeologies of food and alcohol, I strive to make the past accessible and compelling to my students and broader academic and non-academic audiences. The *Drinking Beer in a Blissful Mood* (See Gather grant application) project is one way that I share and mobilize my knowledge about the ancient world, and *Sipping through the Centuries* builds on this foundation. The graphic novel format allows us to literally put faces onto the past, and tell the story of archaeological evidence in a way that becomes more compelling and meaningful than traditional academic

writing. This medium has opened up a number of opportunities for myself and for my students, with at least one further edition of our archaeology of beer story already being planned, along with the potential for a second series on an archaeology of food entitled *Munching through the Millennia*.

Literature in Support of Approach

Atalay, Sonya, Jen Shannon and John G. Swagger

2017 “Journeys to Complete the Work.” Last accessed 15 March 2019. Sonya Atalay Repatriation Comic Blog at UMass Amherst. <https://blogs.umass.edu/satalay/repatriation-comic/>.

Civil, Miguel

1964 “A Hymn to the Beer Goddess and a Drinking Song.” In *Studies Presented to A. Leo Oppenheim*, pp. 67-89. The University of Chicago Press: Chicago.

Dietler, Michael

2006 Alcohol: Anthropological/ Archaeological Perspectives. *Annual Review of Anthropology* 35:229-249.

Hayashida, Frances M

2008 “Ancient Beer and Modern Brewers: Ethnoarchaeological Observations of *Chicha* Production in Two Regions of the North Coast of Peru.” *Journal of Anthropological Archaeology* 27(2): 161-174.

Jennings, Justin, et al.

2005 “Drinking Beer in a Blissful Mood” Alcohol Production, Operational Chains, and Feasting in the Ancient World. *Current Anthropology* 46(2): 275-303.

Logan, Amanda L., Christine A. Hastorf, and Deborah M. Pearsall

2012 ““Let’s Drink Together”: Early Ceremonial Use of Maize in the Titicaca Basin.” *Latin American Antiquity* 23(3): 235-258.

Parker, Bradley J., and Weston McCool

2015 “Indices of Household Maize Beer Production in the Andes: An Ethnoarchaeological Investigation.” *Journal of Anthropological Research* 71(3): 359-400.

Science Museum of Minnesota

2003 “Mysteries of Çatalhöyük!” Last accessed 15 March 2019. Science Museum of Minnesota website. <https://www.smm.org/catal/>.

Timeline

Research, character development and story line began in the Spring 2018 semester, with the goal of completion of this first publication in the Fall 2019 semester. Future publications and story lines are planned as well. A sneak peek of *Sipping through the Centuries* will be shared at the Drinking Beer in a Blissful Mood tasting and educational event (see Gather grant application).

- Sneak peek of the story and character development March 18, 2019
- First exemplar pages of artistry with story line April 15, 2019
- Completed first publication from the series December 2019

Anticipated outcomes and impacts

- To make the past relevant and meaningful through a shared form of material culture; beer.
- To make the ancient past compelling through the visual medium of a graphic novel.
- To “put faces onto the past” for archaeologies of the Ancient Near East and Inca Era Peru.
- To digitally mobilize archaeological knowledge allowing for a greater sharing capacity.
- To highlight the work of an amazing VIU Anthropology student with the goal of enhancing career potential.

**BUDGET AND JUSTIFICATION FOR:
SIPPING THROUGH THE CENTURIES: AN ARCHAEOLOGY OF BEER ADVENTURE
BY DR. MARIE H. HOPWOOD**

The funds sought for this project focus on the monetary compensation for VIU Anthropology student, Kevin Schneider, and any fees associated with the digital publication and storage of Sipping through the Centuries: An Archaeological Adventure with Beer

| Budget Items | Initial Cost | Projected Total |
|---|--|---|
| Monetary compensation for Kevin Schneider | \$18/hr plus 12% for employer mandatory contribution = \$20.16/hr. | \$1,693.44 Not to exceed 84 hours |
| Assorted digital publishing costs | \$300.00 | \$300.00 |
| Online Digital Publication: No Charge Sites | No cost | No cost |
| | | |
| VIU in kind contributions: | | |
| Knowledge mobilization via academic conferences and publications: Dr. Marie Hopwood | No cost | No cost |
| Marketing advertisement | No cost | No cost |
| Library Services - Digital backup and storage for a minimum of 5 years | No cost | No cost |
| | Total: | \$1,993.44 |

SIPPING THROUGH THE CENTURIES: AN ARCHAEOLOGY OF BEER ADVENTURE
AMPLIFY GRANT APPLICATION – MAY 15, 2019
PROJECT TEAM AND RESPONSIBILITIES

PRIMARY RESEARCH TEAM

Dr. Marie H. Hopwood – Principle Investigator

Department of Anthropology, Vancouver Island University

Principle Investigator of the broader “Drinking Beer in a Blissful Mood” project, and co-author of the “Sipping Through the Centuries” graphic novel series. Marie holds her doctorate in Archaeological Anthropology and specializes in archaeologies of the Ancient Near East with a focus on food and alcohol. Marie will work with the VIU Library to store the backup of the digital version and back up of the graphic novel for a minimum of five years.

Kevin Schnieder –Illustrator

Department of Anthropology, Vancouver Island University

Student researcher, Illustrator and co-author along with Dr. Hopwood of the “Sipping Through the Centuries” graphic novel focusing on the archaeology of beer. Kevin is a gifted artist and is in charge of visually and conceptually creating the characters for this project. As a part of this role, Kevin is researching the website where we will publish our work, and will guarantee its maintenance at that site for three years. A sneak peek of this novel will be introduced at the beer tasting/educational event.