

OIKOS Publieksprijs 2023 - Jury report

We are very pleased to introduce and announce this year's OIKOS Impact and Outreach prize. As in other years, we received a number of great submissions and had a tough time selecting among the many and excellent candidates, supported by a great many eloquent nominations. We were very impressed by and grateful for the level of commitment of the nominators and the nominees, and heartily encourage all of you to keep nominating the candidates which you believe deserve this prize. We would have gladly had many more prizes to give out. Nevertheless, despite the many wonderful initiatives, career spanning achievements and valuable projects, for us, this year's winner stood out for a number of reasons.

First of all, the nominee's dissemination of research results goes far beyond the common pathways of science communication. It would be safe to say that the nominee is truly fully immersed in the ancient past, literally representing and reliving the past. Secondly, it is not only notable that the nominee shares research results with a wider audience, but they in fact make sure that anyone interested can actively participate via workshops and various social media channels, and can share in this experience of the past. In addition, the nominee also collaborates with well-known partners in museums and popular science magazines/blogs, with artists, historical events and associations, and was even asked last year to advise for the popular TV documentary 'Het Verhaal van Nederland' - The story of the Netherlands (NPO1), as well as for the show 'In levende lijve' (NPO). We can thus safely say that the topic the nominee works on is 'fashionable', in more than one sense, to drop a hint.

I am sure that by now the people who paid attention to our hint will have an inkling of the identity of whom we selected... The winner of this year's OIKOS Impact and Outreach prize is none other than Roman fashionista Anique Hamelink! Anique is currently working on her doctoral thesis, titled: "Dress, gender and cultural identity in the north-western provinces of the Roman Empire" as part of the Anchoring Innovation project. In her project, there is special attention for the production process of ancient clothing. Because this specific and technical knowledge is rapidly disappearing in the West due to current technological advances, she has become a notable authority in this field. In addition, Anique succeeds in connecting clothing and the process of its production to the larger social issues of identity and globalization.

For Anique, valorization not only goes beyond the usual medium of written publications, it also reaches far beyond traditional audiences. Examples of her successful initiatives cannot be counted on two hands, comprising as they do guest lectures on Gallo-Roman clothing and identity, educational vlogs of the prehistoric Village on spinning of wool for children, and demonstrations of actual reconstructions of Gallic clothing.

In addition to her work as a doctoral student, Anique is also active as an entrepreneur in historical clothing and accessories; she has set up her own company "Just Classic: Roman jewelry." It is another example of how her research and the practical application of her knowledge blend seamlessly. Her active Twitter and Instagram accounts "Just a Classic Roman Lady / TheRomadressPhD" complete the picture.

What makes all this so remarkable is the fact that we are dealing with a junior scholar, who, on an individual basis, and with very limited means, but with an extraordinary passion for her topic is able to reach a noteworthy audience of non-specialists. This was what really appealed to this year's jury, and what we thought deserved not only recognition, but also encouragement. It is in that spirit that we dedicated the prize of 2023 to one person rather than a collective, and to a starting scholar, rather than to an established name in the field.

Anique is not only a highly promising researcher who in a very creative, inclusive and impactful way disseminates the results of her research to a diverse audience, but who also brings, as such, the wider field of ancient studies and their relevance to the fore with unbridled energy, and, let's not forget, a touch of 'just classic' Roman glamour. Congratulations on behalf of the OIKOS Publieksprijs jury and the whole OIKOS community.