



Fig. 1.1. 'Greece is for lovers': tourist advertising slogan inscribed on small metal Ionic columns.

worshippers of the Olympian gods to whom the altar, located near the Agora, was originally dedicated in c.522 BCE.<sup>10</sup>

The attempt to develop mass tourism and to entice visitors to Greece canonized the neoclassical aesthetic and shaped postwar representations of the country through the marketing ploys of the Greek National Tourism Organization (EOT). Greek antiquity has been popularized through tourist advertising ('Greece is for lovers' inscribed on small metal Ionic columns) and country branding ('Live your myth in Greece') (Fig. 1.1). Building houses with ancient columns typifies another superficial engagement with antiquity, while open-air performances of ancient drama in summer festivals and translations of ancient texts have both popularized antiquity in a more serious way. They have also highlighted antiquity as a contested area.

The Western press and political cartoonists often draw on antiquity in order to portray the country's economic crises and satirize its modern inadequacies. This is an area where popular and/or stereotypical

<sup>10</sup> For the revival of pagan worship and polytheistic rituals in contemporary Greece, see Helena Smith, 'By Zeus!', *The Guardian*, 1 Feb. 2007.