



Kefalonia land of travellers, conquerors and traders



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Theme: *Diversity in Business Education*

The history of a place is the history of its people

- ▶ From ancient times, the Greek world is a galaxy of various “constellations”
- ▶ Many communities, organized in relative autonomy
- ▶ Mobility of people (to and from existing communities, migration and establishment of new communities)
- ▶ Greeks are easily integrated in their new environment, mainly by dynamically participating in the economic life of their regions

Ancient Greece: city states

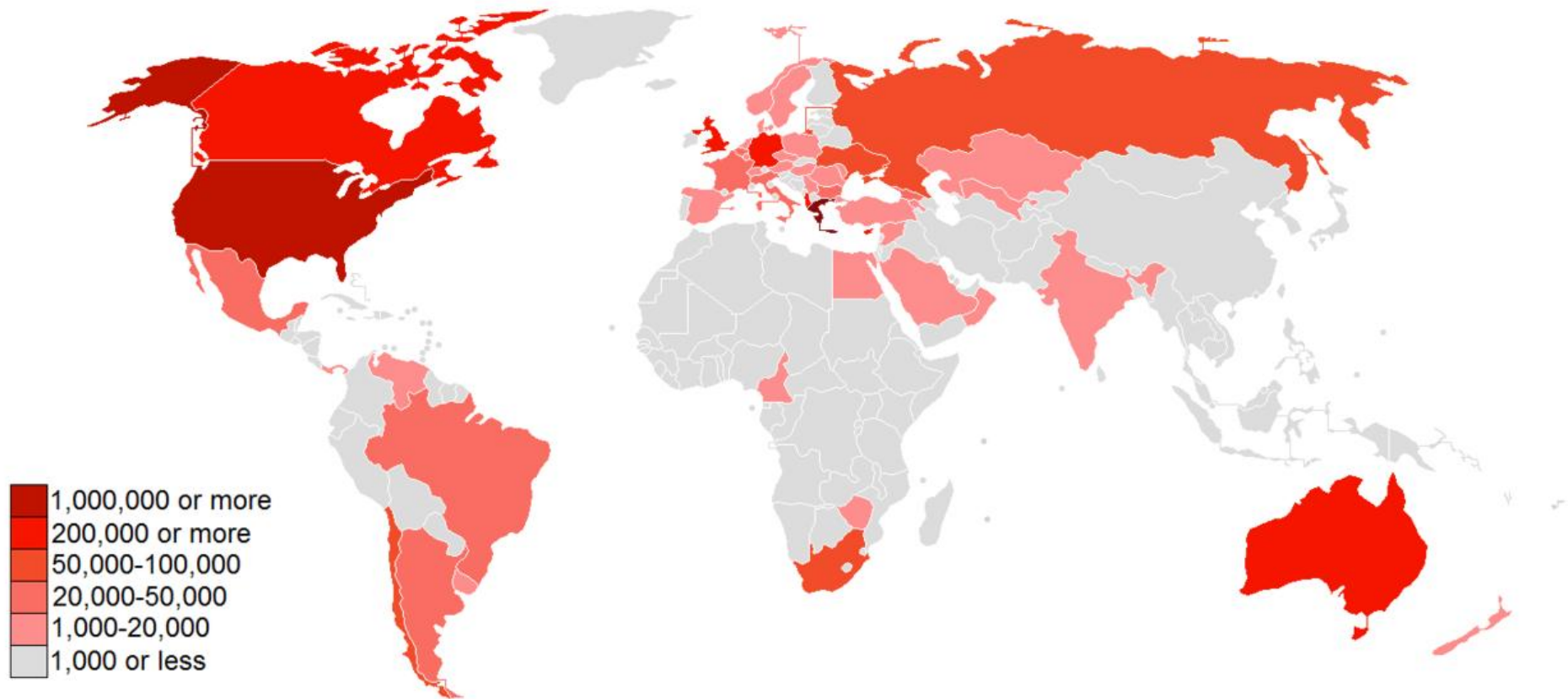


Source: The Map Archive

Greek communities in Europe early 19th c. AD



Greek communities worldwide today



Source: wikipedia

Even in smaller regions local entities are also “galaxies” of communities:
Ionian islands [Eptanesa]



The “Ionian Space” is not only a geographical, but also a political, economic and cultural space. A galaxy with its own constellations



Every island has its unique characteristics in the fields of economy, politics and culture. At the same time, there is a connecting line that creates the “Ionian Greek” cultural identity



On the threshold between western Europe and the Balkans



Geography explains History: Kefalonia

- Insularity
- Mountaininess
- Lack of sufficient arable land
- High seismicity (... land of earthquakes)
- Vicinity with Peloponnese
- Between Italy and the Balkans
- Western Conquerors instead of Ottomans



Geography explains Economy

Economy creates History: Kefalonia

| Insularity | Pirate invasions . Settlements far from shore Sailors and fishermen to survive |
|---------------------------------------|--|
| Mountaininess | Insufficient road network (until 19 th century AD) Insufficient communication between settlements Low population density Stockraising preferable to agriculture |
| Lack of sufficient arable land | Stockraising and cheese making take the lead Small properties “create” land on mountain slopes by building terraces Bigger properties are less in number, but more powerful |
| High seismicity | Reconstruction works necessary after seismic catastrophes create demand for builders and craftsmen (that are also farmers and shepherds) Migration (interior and international) = MOBILITY (unlike most agricultural societies based on stable settlements) |

Geography explains Economy

Economy creates History: Kefalonia

| | |
|---|--|
| Vicinity with continental Greece | Exchanges with the opposite coast : Cheesemakers, craftsmen and ... brides Cultural approach with continental Greece is stronger than in Corfu or Zante Kefalonia becomes the destination of immigrants from Continental Greece (esp. in the years of Ottoman Empire, from Eastern Roman and Venetian cities that fell to Ottoman Turks) |
| Between East and West | Easier migration to Western Europe Universities in Europe become destinations for wealthy youngsters A passage for fugitives from the Ottoman Empire to the West A “theatre of operations” in big wars (esp. between Venice and the Ottoman Empire) An important commercial station for traders that sail the Adriatic, the Ionian, and the Mediterranean see, and consequently a strategic point for any conqueror (Emperor or pirate) |

Geography explains Economy

Economy creates History: Kefalonia

**Western conquerors
instead of Ottomans**

- **Kefalonia becomes part of the Venetian financial network**
- **Economic transactions with the West**
- **Legislation, administration and economic system more similar to the West than to the Ottoman-ruled Balkans**
- **Strong cultural bonds to the West (in art, music, literature and language)**
- **To a certain point, young members of the social elite are educated in Europe .**
- **Mercenary soldiers of various origins are settling in Kefalonia – enriching the island's cultural diversity**

The name: Kefalos

- ▶ Kefalonia < Kephallenia < Kefalos
- ▶ Son of Hermes, a charmer, abducted by Eos, father of Faethon (the morning star)
- ▶ A hunter — accidentally killed his jealous wife Prokris



Odysseus

- ▶ King of “the gallant kefalonians” (Ithaca, Kefalonia, Zakynthos)
- ▶ Ingenious, crafty and determined
- ▶ A leader, a traveller, a survivor
- ▶ After Troy fell, he wandered around the world for a decade before returning to Ithaca – but where is Ithaca?



Where is Ithaca?

- ▶ Today's Ithaca
- ▶ Poros (SE Kefalonia)
- ▶ Paliki
- ▶ Livathos (South Kefalonia)
- ▶ Erisos (N Kefalonia)
- ▶ Excavations and geological research



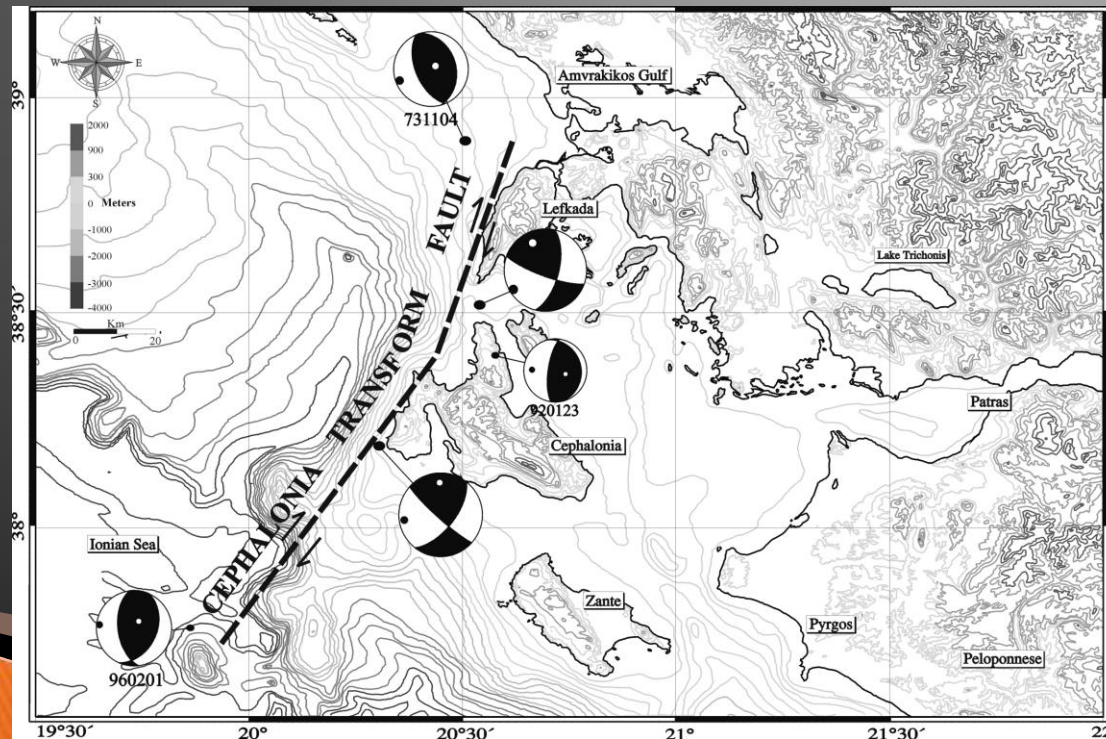
Poseidon's wrath

- ▶ Odysseus blinded Polyphemos, son of Poseidon, god of sea and earthquakes
- ▶ Poseidon's wrath lasts forever: Kefalonians are still shaken by earthquakes and sail on the seas



A place in history

- ▶ On the edge where the plates of Europe and Africa collide
- ▶ South of the Adriatic, in the middle of Mediterranean
- ▶ Between Italy and the Balkan peninsula, on the edge between Western and Eastern Europe



An island's history in three words

- ▶ Earthquakes
- ▶ Conquerors
- ▶ Travels all around the world
- ▶ Moving earth, moving people



Earthquakes

- ▶ From 1469 to today more than 120 earthquakes of magnitude >5.0 have hit Kefalonia. Many have caused total destruction of the island.
- ▶ A physical phenomenon as a historical factor



Paleolithic era

- ▶ app. 50.000 BC: nomads in caves
- ▶ Stone tools found in various places, especially in N and SE Kefalonia



Bronze Age and Mycenaean era

- ▶ An important Bronze Age Center
- ▶ Cyclopean walls and tombs, pottery all around the island
- ▶ A big Mycenaean tomb in Tzannata (13th century BC) indicates a glorious Bronze Age past



The Mycenaean Tomb found in Tzannata, SE Kefalonia

Same island, different city states: The Ancient Kefalonian Tetrapolis



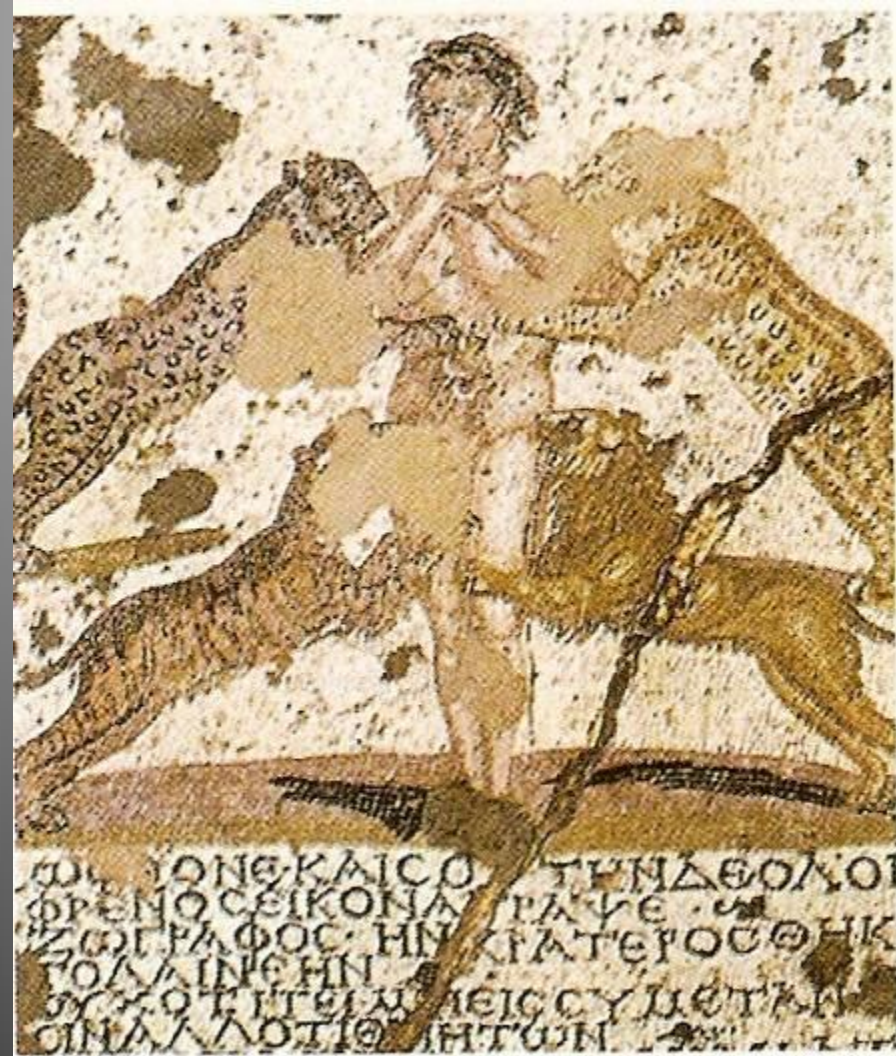
Same island, different city states: Different allies, different currency

Fortifications
(possibly for
the fear of
each other)
Alliances
with Corinth,
Athens,
Sparta



Hellenistic and Roman times

- ▶ Alliances: Athens
- ▶ 226 BC: Kefalonia joins Aetolic Confederation – The power is in the ships
- ▶ Unsuccessful attack by Philippos of Macedonia
- ▶ 189 BC. After Sami falls to Rome, Kefalonia becomes part of Roman Empire



Same island, different city states:
or even Pentapolis ? 😊



Early centuries AD: An important centre on the north

- ▶ Important Roman findings in Skala and Fiscardo
- ▶ The Early Christian Church of Fiscardo – a temple the size of Aya Sofia
- ▶ A possible naval centre



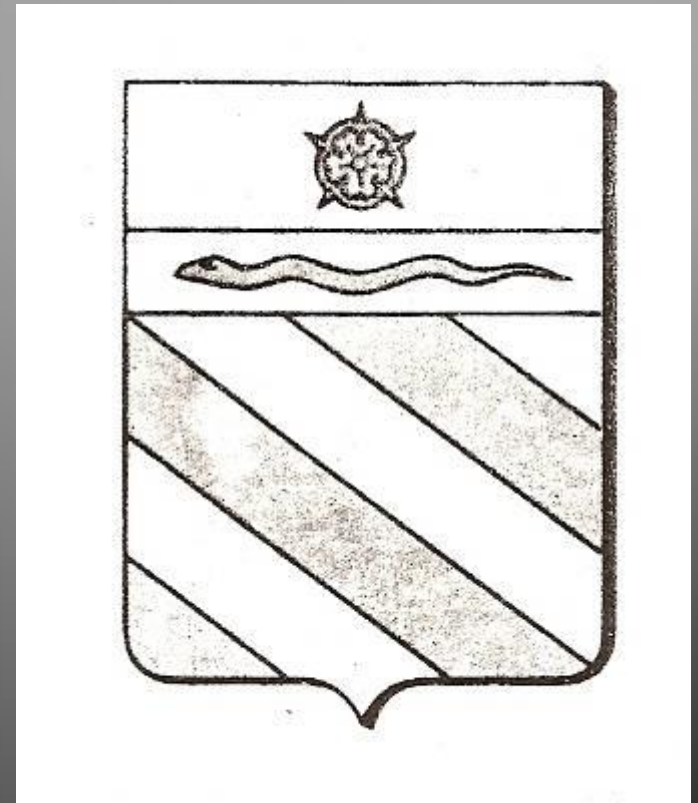
East Roman Empire era: Thema of Kefallinia

- ▶ 8th century AD
- ▶ Ionian Islands and the region of Bari (Italy)
- ▶ Trade point
- ▶ Defense point (mainly against Arab pirates)
- ▶ 1085 Roberto Guiscardo conquers Kefalonia



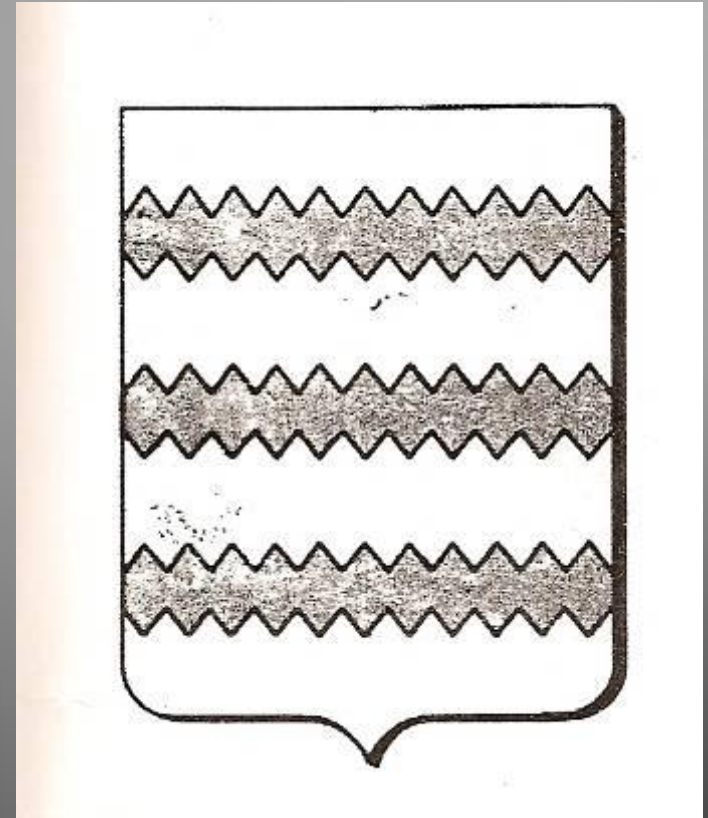
1185-1479: Conquerors from the West

- ▶ 1185: Normans: Admiral Margaritone (Sicilian pirate)
- ▶ 1195: The Orsini Family (Sicilian branch of a noble Roman family)
Matteo Orsini. The Palatine County of Cephalonia and Zante
- ▶ Feudal economy: Baronies



1324-1479: Napoli

- ▶ 1324: Giovanni, Count of Gravina conquers Kefalonia
- ▶ 1357: The County of Kefalonia is given to the family of Tocchi (nobles from Napoli)
- ▶ Francesca, widow of Carlo Tocco, calls herself “Queen of Romans”- a medieval Penelope



The Turks in Kefalonia (1479-1481 and 1485-1500)

- ▶ Ahmed pasa invades the Tocchi County – the Palatine County of Cephalaria ends in bloodshed
- ▶ The Tocchi regain Kefalonia in 1481
- ▶ First (short) Venetian domination in 1483
- ▶ 1485: Venice submits Kefalonia to Sultan Bayazit
- ▶ The kaza of Kefalonia: violence, strict legislation (kanunname), taxes, desolation

La Serenissima (1500-1797)

- ▶ 1499-1503: Venice wins 2nd war against Ottoman Empire
- ▶ 1500: Conquest of Kefalonia by the Venetians (supported by the Spaniards)
- ▶ Venetian domination lasts almost 300 years



Venetian administration



Central
Administration
(Venice)

Local Venetian
authorities
(Corfu>Kefalonia)

Community
Council (local
Nobles –Libro d' Oro)

The venetian capital: Fortress of St. George (1500-1757)



► “La citta di Cefalonia”

An unsuccessful plan: The fortress of Assos

- ▶ 1593: A defense plan as well as a vision for a new capital
- ▶ One of the biggest fortresses in Greece – never became what it was designed for.
- ▶ Leucas returned to Venice meanwhile. No water



People moving, Venice in decline

7 wars against the Turks

Venice losing its possessions in Eastern Mediterranean (Cyprus, Crete, mainland of Greece)

People moving from there to Kefalonia and the other Ionian Islands (Nobles, artists, painters, sculptors and scholars)

Cephalonians study in Italy (Venice, Padova, Pisa) – contact with European philosophy, arts and science

A new capital and a falling empire

- ▶ In 1757, the small harbour of Argostoli becomes capital of Kefalonia
- ▶ Lixuri in fury
- ▶ In 1797, Napoleon conquers Venice. “La Serenissima” is history



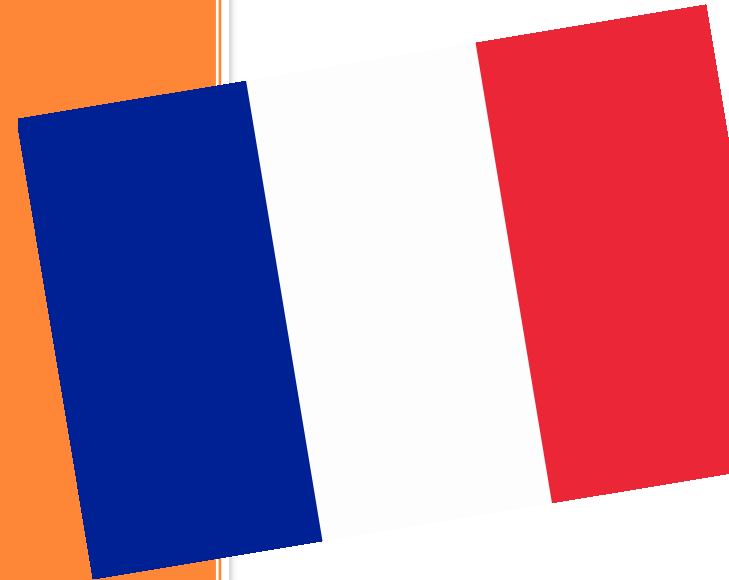
1797-1798: Democratic French

1797: The French arrive in Cephalonia
(enthusiastic locals)

The tree of liberty is planted in Argostoli
– The Libro d' Oro on fire

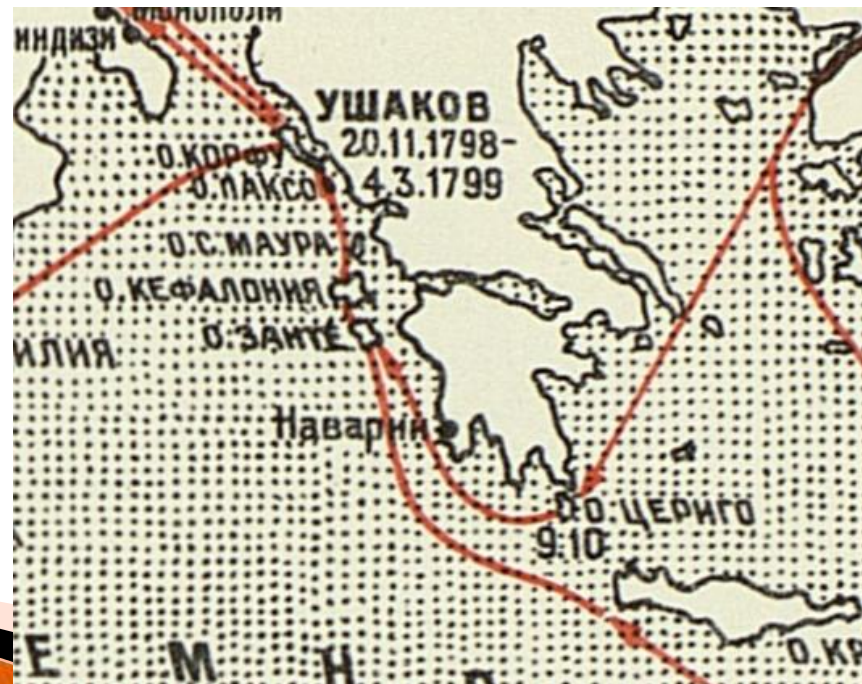
Democratic reforms

Social changes, according to the
ideology of the French Revolution



1798-1799: Russians and Turks

- ▶ Dissatisfaction against the French came up very soon
- ▶ Reasons: Financial problems and Russian propaganda
- ▶ October 1798: Russian and Turkish conquer Cephalonia
- ▶ Negotiations to declare an independent state

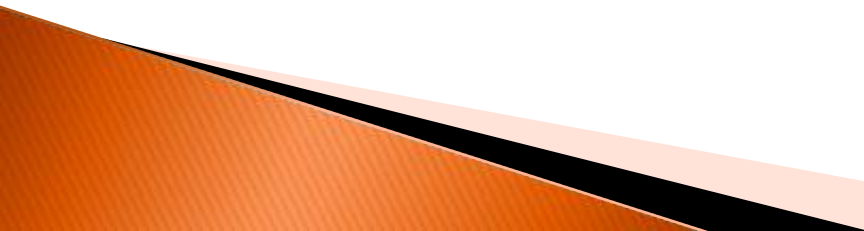


1800-1807: La Repubblica Settinsulare

- ▶ The first “independent” Greek state in modern history (under the protection of Turkey)
- ▶ All seven Ionian Islands
- ▶ 4 constitutions – local governors
- ▶ Public disorder

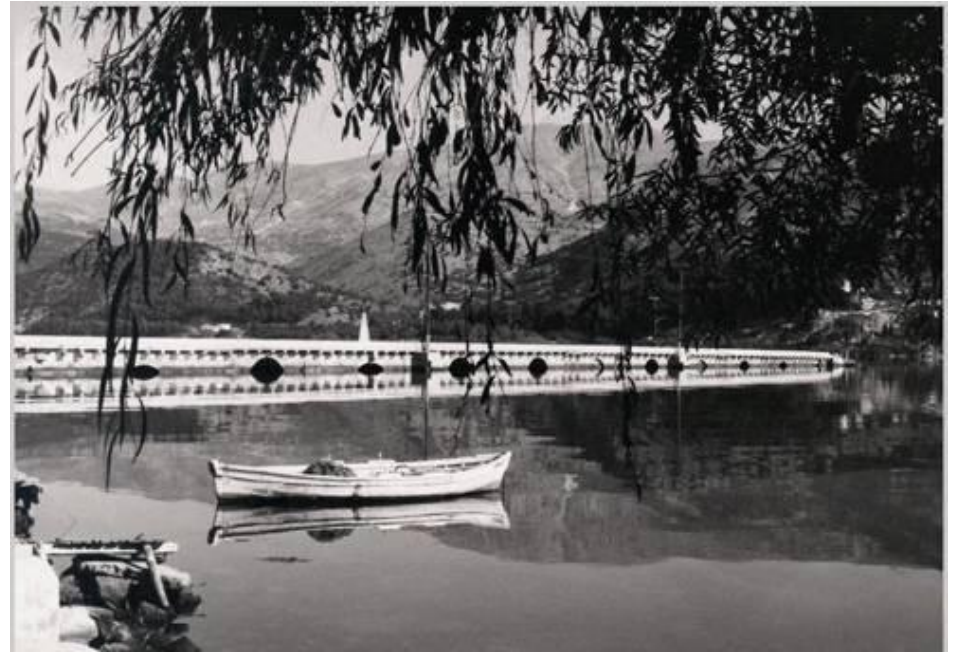


1807-1809: Second French domination

- ▶ In 1807, the French give an end to the Repubblica Settinsulare
 - ▶ This time, the **Imperial** French = no longer democracy =
 - ▶ ... = disorder once more...
 - ▶ + the British propaganda
 - ▶ = Oct. 1809: The French give in to the British fleet.
- 

1809-1815: The first British domination

- ▶ A new elite (those who cooperated with the British)
- ▶ Charles Philippe de Bosset (military commander of Cephalonia) conducts public works (like the Bridge of Argostoli)



1815-1864: The “Ionian State”

- ▶ The “United States of the Ionian Islands”. The second Greek State in History, though really a protectorate
- ▶ Agricultural economy – no industrial revolution in the Ionian
- ▶ Gradually a new class of traders evolves throughout the century



The British Protectorate

- ▶ Public works (public buildings and road network)
- ▶ Constitution and Parliaments
- ▶ Economic crisis
- ▶ Harsh administration
- ▶ despotism



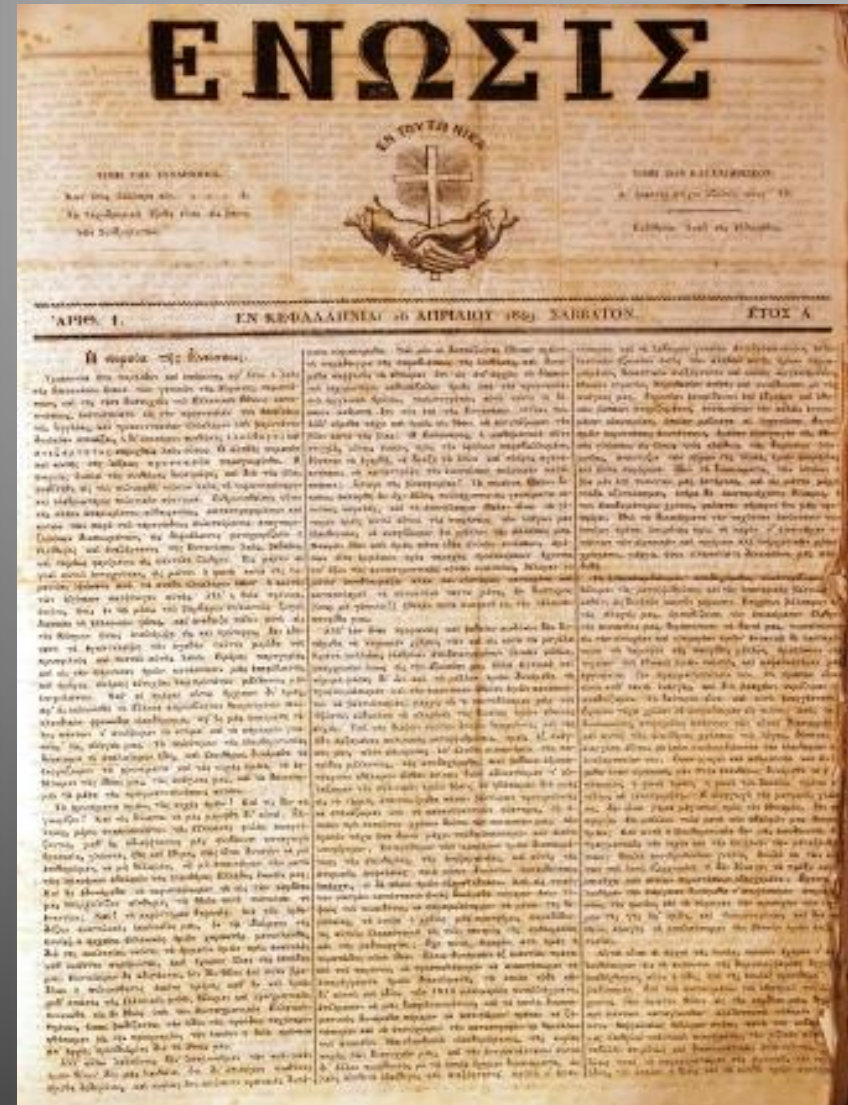
The Radicals

- ▶ The vision of union with mother Greece
- ▶ The vision of social reforms
- ▶ The main representatives from Cephalonia
- ▶ Educated, from noble families, with progressive ideas
- ▶ Imprisonments and exiles



The press and the revolutions

- ▶ 1848: Free newspapers
- ▶ Public reading societies
- ▶ Writers
- ▶ Dynamic attitude of Ionian Parliament members
- ▶ 1833, 1848-1849: Uprisings in Argostoli and SE Cephalonia



1864: Union with Greece

- ▶ 1863: Ionian Parliament votes for Union with Greece
- ▶ The UK “offers” the islands to Greece, as a “gift” to new King George
- ▶ 21 May: The British are gone. Cephalonia is now a part of the Kingdom of Greece.



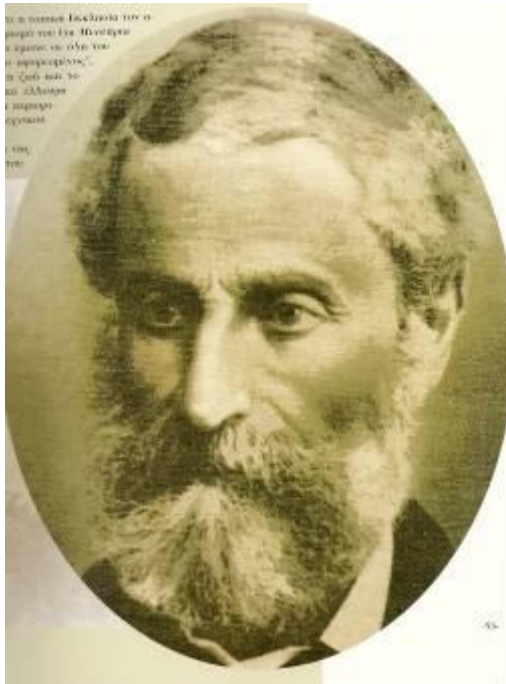
The “Incorporation” (1864 and on)

- ▶ Becoming a part of Greece (legislation, taxation, and administration)
 - ▶ Eye to Athens: Kefalonians move there to study and work
 - ▶ Kefalonians in Athens: Administration, Education, the Arts and Politics
 - ▶ Participation in early socialist movements in Continental Greece: Rokkos Hoidas, Marinos Antipas.
- 

The golden era of satiric poetry (Mid 19th – early 20th century)



Georgios Molfetas



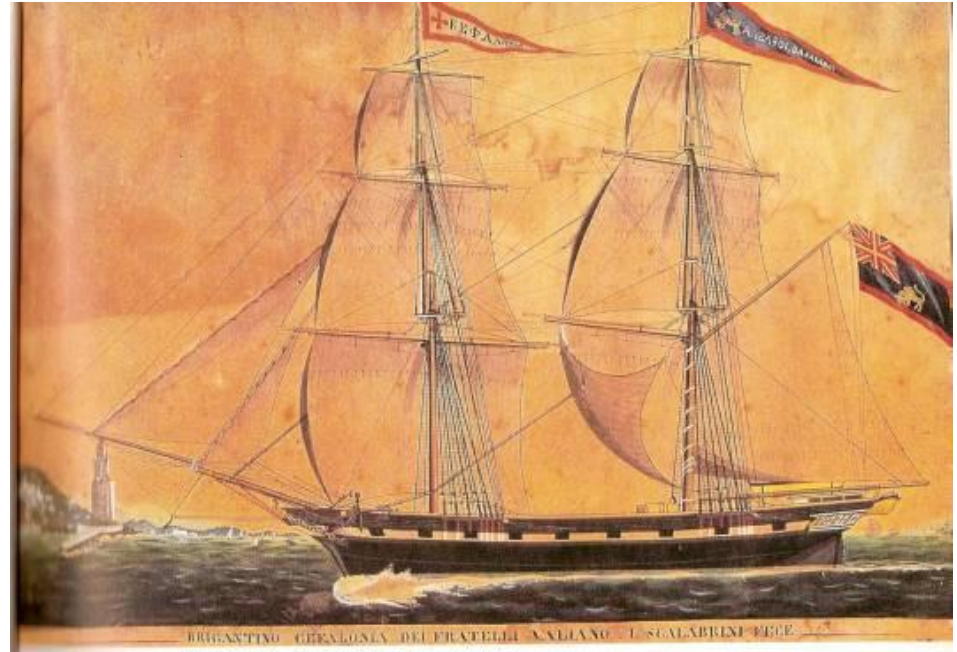
Andreas Lascaratos



Mikelis Avlichos

The kefalonian diaspora - Europe

- ▶ The Black Sea
- ▶ Romania - Danube
- ▶ United Kingdom
- ▶ France (Marseilles)
- ▶ Ottoman Empire
(Constantinople and Asia Minor)
- ▶ Alexandria
- ▶ Trade, stock markets,
Shipping



Kefalonian business networks in Europe – late 19th century



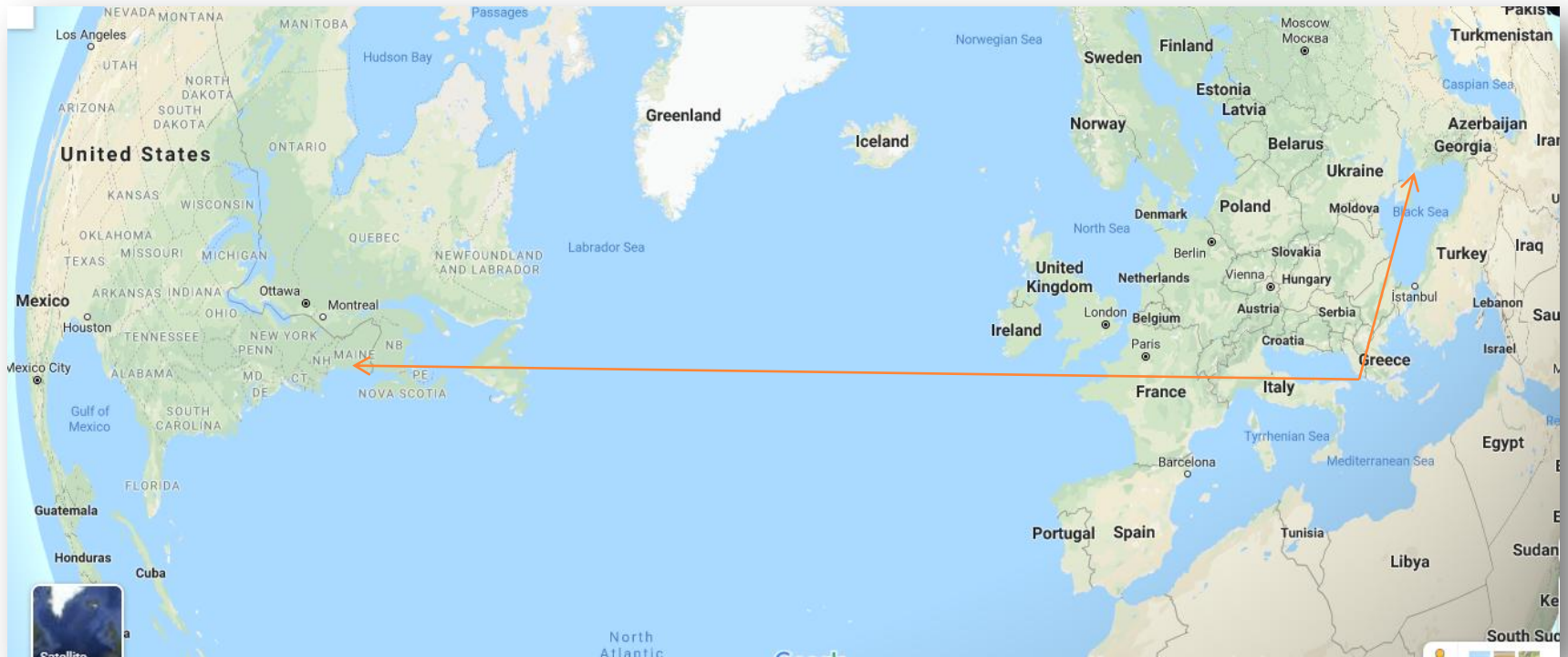
Early 1900s: The benefactors (Entrepreneurs of the diaspora)

- ▶ Panagis Vallianos (and his brothers)
- ▶ Marinos Corgialenios
- ▶ Panagis Harokopos etc.
- ▶ Donations and charities for facilities the State couldn't afford (Hospital, Library, Public Schools etc.)



Marinos Corgialenios

Early 1900s: Migration wave



- ▶ United States
- ▶ The continental Greece
- ▶ Black Sea (Russia, until 1917)

The society in early 20th cent.: The urban world



Two main categories:
The old noble families
The new bourgeoisie (merchants,
doctors and lawyers,
administration personnel)

Live in Argostoli and Lixouri

- Access to education (many study abroad)
- Mostly influenced from Western European Culture

The society in early 20th cent.: The rural world



- Very limited access to education
- Very high numbers of illiteracy
- Poverty and low life expectancy
- Cultural characteristics more similar to the Balkan rural world
- Very low possibility for ascending social mobility

Ways to break the cocoon:

- Migration
- Becoming a sailor


For many years (until 1970s), the income of rural families is supported by immigrants' and sailors'

1940-1953: 2nd world war and the hard times

- ▶ 1941-1943: Italian occupation
- ▶ Sep. 1943: German-Italian conflict ends up with thousands of Italian soldiers deceased
- ▶ 1943-1944: German occupation
- ▶ Resistance
- ▶ 1945-1949: Greek Civil War



End of an era: The 1953 earthquakes

- ▶ A milestone in Kefalonia's modern history
 - ▶ Three major earthquakes in four days (6.4, 6.8, 7.2)
 - ▶ 27.659 out of 33.300 buildings collapsed
 - ▶ 455 people died – thousands left the island
 - ▶ One of the major catastrophes in modern Greek history
- 

The central square of Argostoli before...



... and after the earthquakes



What was left of the city of Argostoli



Post-earthquake migration

- ▶ Continental Greece
(Athens, Patras)
- ▶ United States
- ▶ Canada
- ▶ South Africa (Zambia,
Zimbabwe, South African
Republic)
- ▶ Australia
- ▶ United Kingdom



Reconstruction

- ▶ 1953-early 1960s
- ▶ Architectural tradition was not preserved
- ▶ Stronger buildings – more attention on construction materials and techniques
- ▶ Villages moved (Farsa), though towns were not re-designed
- ▶ Recession



Milestones (Culture)

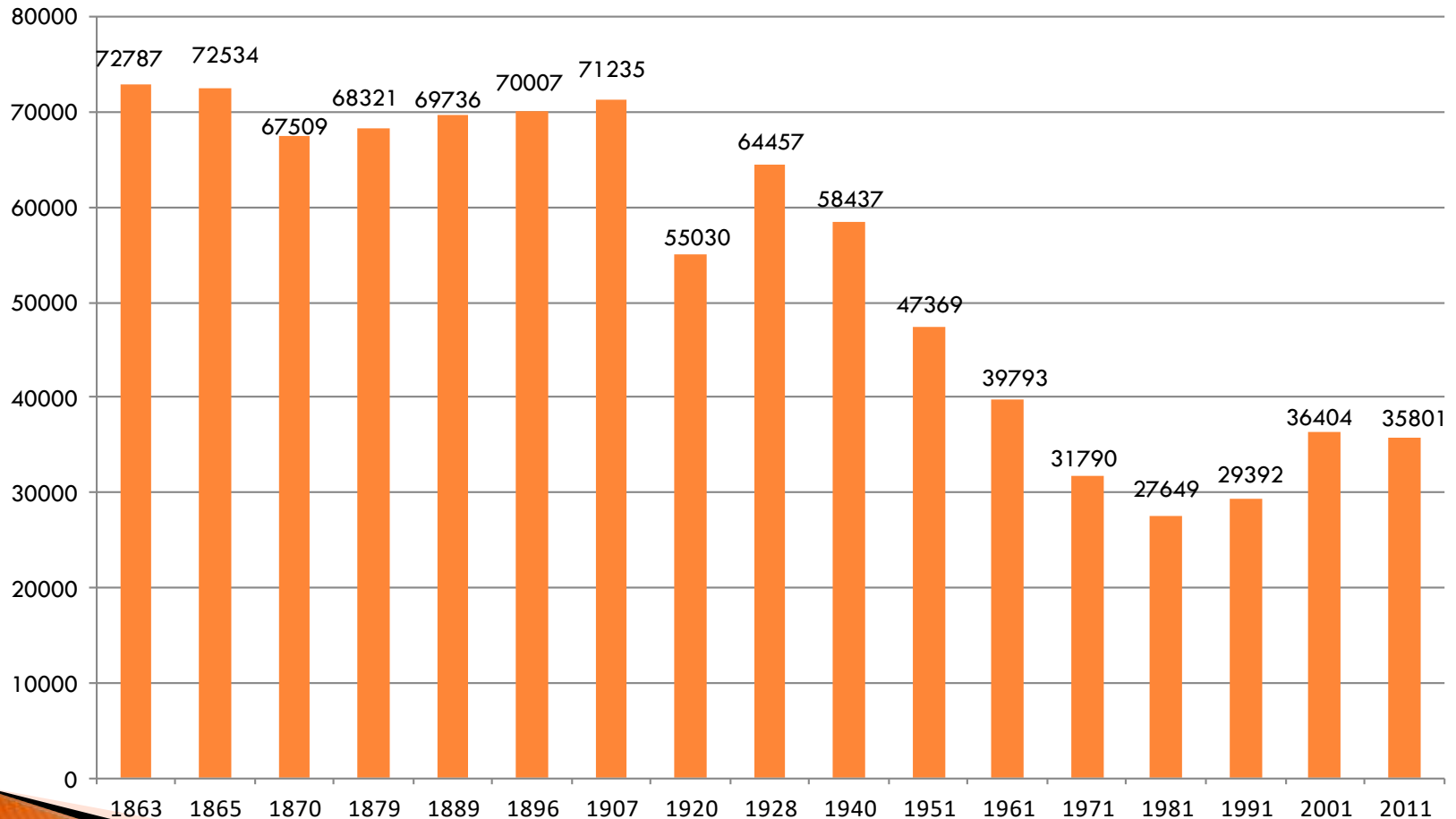
- ▶ 1960s: Reconstruction of Corgialenios Library and the Philharmonic School
- ▶ 1994: Re-opening of Kefalos Theatre
- ▶ 1998: First higher education school in Argostoli
- ▶ 2000s: Foundation of Technological Institute of Ionian Islands (now Ionian University)

ΚΟΡΓΙΑΛΕΝΕΙΟΣ ΒΙΒΛΙΟΘΗΚΗ



Population of Kefalonia 1863-2011

Based on official Censuses [Source: Hellenic Statistic Authority]



The shipowners: A leading role in the 20th century

20th century families of shipowners

Vergotis

Lykiardopoulos

Yannoulatos

Athanassoulis

Markessinis

Potamianos

Vallianos

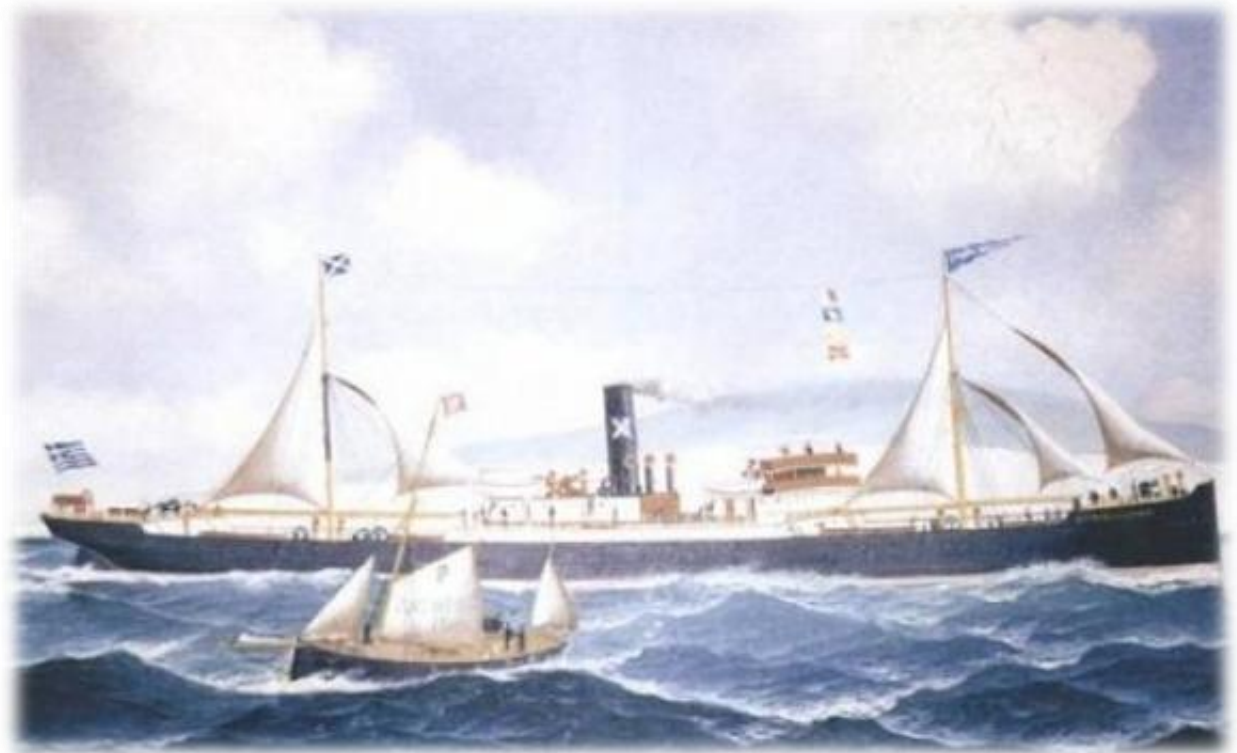
Metaxas

Louzis

Fokas

Tsitselis

Svoronos etc.



Development

- ▶ Mid 1980s: The beginning
- ▶ Tourism changes the island
- ▶ Support from the EU
- ▶ Strict construction legislation
- ▶ A new wave of reconstruction in the 1990s
- ▶ Integration of craftsmen and builders from the Balkans (mostly Albania)
- ▶ A number of Kefalonians, born between 1960-1985 remain or return to the island

- ▶ Tourism creates income, that strengthens households and enterprises against the great recession of 2010s
- ▶ Brain drain
- ▶ Once travellers, now hosts - a change of attitude..

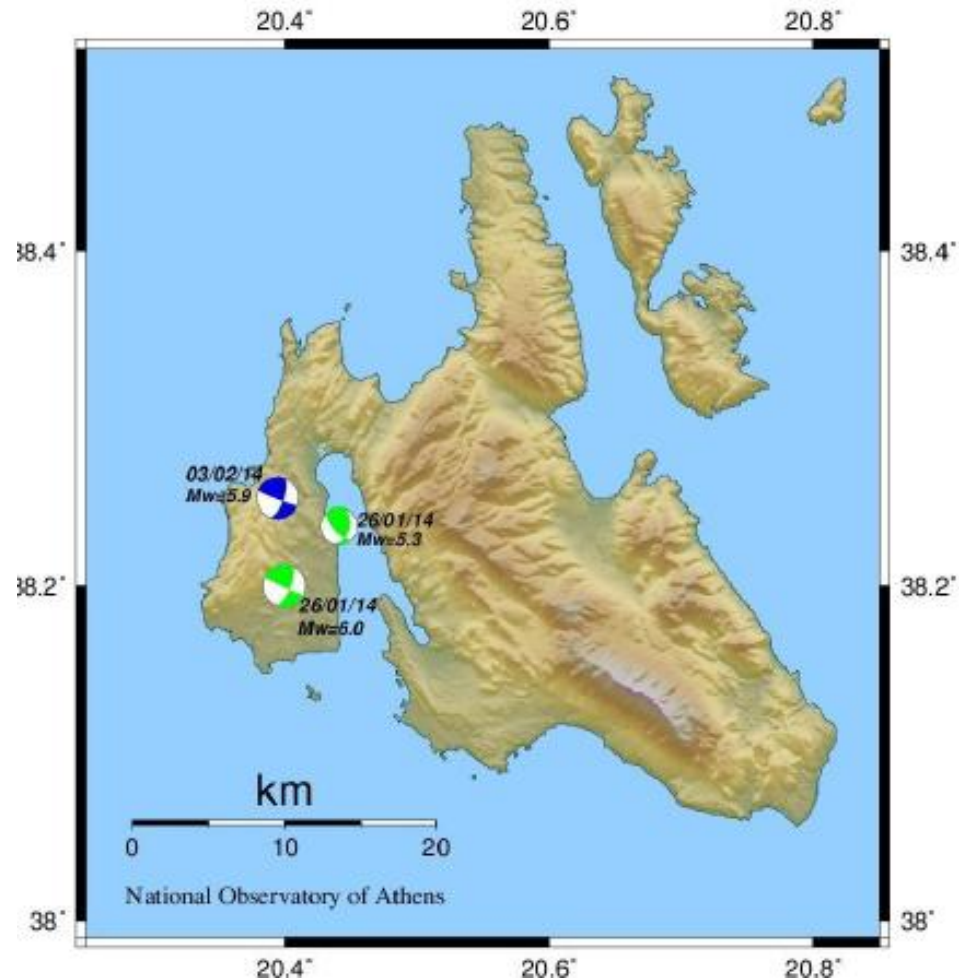
The new field

- ▶ Tourism
- ▶ Construction
- ▶ Services
- ▶ Trade
- ▶ Winery
- ▶ Fisheries
- ▶ Agricultural products
(Olive oil and cheese)
- ▶ Stock-farming
- ▶ Energy (wind power)



The twin earthquakes (2014)

- ▶ January 26, February 3: Two earthquakes of the same magnitude (6.0, 5.9) shake the island





The affected area
The peninsula of Paliki

Big landslides and rockfalls



A new shore is revealed in Livadi



Two months after, the people of Lixouri celebrate the carnival. Life has to move on.



It takes strength to get over whatever gets on your way... Strength and humour



So, what happens when your life is torn apart?




You can always build a bridge



And, the road is open again!



A photograph of a circular classical building, possibly a lighthouse or a monument, with a dome and a statue on top. The building is surrounded by a colonnade of columns. It is situated on a rocky shore with some low-lying vegetation. The background shows a body of water and a sunset sky with warm orange and yellow hues. The sky transitions to a deep blue at the top.

**So, no matter
what,
The light has to
stay ON**

What's next?

- ▶ Charming landscape to preserve
- ▶ Preservation of our cultural heritage
- ▶ Devotion to sustainable development
- ▶ Willingness to travel and recreate



Thank you for your attention



... and wish you a pleasant stay!