

INTERNATIONAL
MUSEUM
DAY
JOURNÉE
INTERNATIONALE
DES MUSÉES
DÍA INTERNACIONAL
DE LOS MUSEOS



18
MAYO
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MAY
2013

PRESS KIT

MUSEUMS (MEMORY + CREATIVITY)
= SOCIAL CHANGE



INTERNATIONAL COUNCIL OF MUSEUMS
CONSEIL INTERNATIONAL DES MUSÉES
CONSEJO INTERNACIONAL DE MUSEOS

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Press Release



International Museum Day 2013: museums all over the world have the place of honour

Every year since 1977, International Museum Day is held worldwide sometime around May 18. This year, more than 30,000 museums are getting ready to celebrate the event in around 100 countries on the five continents!

The theme: Museums (Memory + Creativity) = Social Change

The theme of the International Museum Day 2013, *Museums (Memory + Creativity) = Social Change*, aims at showing that the richness of our historical heritage, preserved and displayed by museums, together with the inventiveness and vitality that have characterised the museum sector's action in recent years, are where the strength of museum institutions lies today.

This truly optimistic theme in the form of an equation dynamically gathers several concepts that are essential to define what a museum is today, highlighting the universal nature of those institutions and their positive influence on society.

Activities around the world

Museums take advantage of the International Museum Day to meet their public and organise original activities. For instance:

- **In Canada**, the Bank of Canada's Currency Museum offers to gather around collections brought in by the visitors;
- **In Nigeria**, objects from the reserves of the National Museum Lagos will be displayed in the museum courtyard on 20 May. The next day, a conference on the IMD theme will be animated by a museum professional, followed by a traditional dance show and a theatre play performed by the museum staff;
- **In Mexico**, the Museo de la Luz in Mexico City organises the reading of tales in the museum's rooms, spectacular demonstrations on the use of lights, a science rally and a conference on the theme "The Scientific Culture in Museums and the Informal Education".

Partners

Since 2011, ICOM patronizes the *European Night of Museums*, which is held every year on the Saturday closest to the International Museum Day. In 2013, both events will coincide since the European Night of Museums will take place at the same time as International Museum Day, on Saturday, May 18.

On the occasion of the International Museum Day 2013, ICOM is partnering with the UNESCO *Memory of the World* Programme, which celebrated its 20th anniversary in 2012.

Finally, the **European Museum Forum (EMF)** will grant the European Museum of the Year Award on May 18, 2013, in the Gallo-Romeins Museum of Tongeren (Belgium), within the frame of a partnership with ICOM.

About International Museum Day



What is International Museum Day?

Traditionally, International Museum Day is organised around May 18. It can last a day, a weekend or a whole week, the objective being to meet at the museum with the motto: “Museums are an important means of cultural exchange, enrichment of cultures and development of mutual understanding, cooperation and peace among peoples”.

Every year since 1977, ICOM organises the event, which represents a unique moment for the international museum community. On this day, participating museums highlight an issue affecting all cultural organisations. International Museum Day is also a fantastic opportunity for museum professionals to meet their public. At the heart of society, museums are institutions dedicated to its development.

IMD is gathering more and more museums from all over the world. In 2012, 32,000 museums participated in the event in 129 countries from all five continents.

IMD in 2013



The IMD theme is proposed by ICOM's Advisory Committee and aims to promote museum issues within society.

The museum community decided to celebrate IMD 2013 on the theme:

Museums (Memory + Creativity) = Social Change

The richness of our historical heritage, preserved and displayed by museums, together with the inventiveness and vitality that have characterised the museum sector's action in recent years, are where the strength of museums institutions lies today. Reconciling their traditional mission of conservation with the creativity necessary for their revival and the development of their audiences – this is the evolution that museums are trying to undertake, with the strong belief that their presence and actions can transform society constructively.

This truly optimistic theme in the form of an equation dynamically gathers several concepts that are essential to defining what a museum is today, highlighting the universal nature of those institutions and their positive influence on society. It summarises the complexity of museum tasks and recalls that they are meant to contribute to community development and gathering together.

Five sub-themes linked with the theme are suggested in order to help museums organise the event and develop an activity programme:

- **Informal education structures:** Museums educate in a recreational way; they are places of initiation without obligation that foster knowledge through continually renewed means.
- **A social space rooted in its territory:** Museums play a role in the identity and dynamism of their territory. Through their action, they contribute to promote the past of their territory and build its future.
- **An intergenerational link:** Museums keep the relationship between a community and its history alive. They are spaces for dialogue between generations.
- **Displaying heritage in a modern way:** Museums have quickly been able to seize the communication and mediation opportunities offered by new media and have broken away from the old-fashioned image they once had.
- **Innovative practices for a better conservation:** Conservation devices are improving and the museum is becoming a real laboratory where work techniques continue to evolve.

About ICOM



The International Council of Museums (ICOM), created in 1946, is the world organisation of museums and museum professionals with a global scope, committed to the promotion and protection of natural and cultural heritage, present and future, tangible and intangible.

With approximately 30,000 members in 137 countries, ICOM is a unique network of museum professionals acting in a wide range of museum- and heritage-related disciplines.

ICOM's commitment to culture and knowledge promotion is reinforced by its 31 International Committees dedicated to a wide range of museum specialities, who conduct advanced research in their respective fields for the benefit of the museum community. ICOM has the ability to mobilise experts in cultural heritage worldwide in response to the challenges museums face around the globe.

ICOM carries out international public service missions, which include fighting illicit traffic in cultural goods and promoting risk management and emergency preparedness to protect world cultural heritage in the event of natural or man-made disasters.

ICOM also promotes standards of excellence for museums, specifically regarding ethics, with its *ICOM Code of Ethics for Museums*.

Summary of the 2013 programme of activities



On the occasion of the International Museum Day, museums around the world will organise several activities. Here is a glimpse of what will be on offer in every participating country. Please find the detailed programme on <http://imd.icom.museum>

Argentina

Museo de Humor Gráfico Diogenes Taborda, Buenos Aires

Exhibition of vignettes made by cartoonist Jurij Kosobukin and of pieces by ten international artists that pay homage to his work.

Website: www.museotaborda.org

Museo de Fotografía Fernando Paillet, Buenos Aires

Opening of the exhibition "Postcards: Memories of German immigration in mid-nineteenth century Argentina". Eighty cards that cover the mid and late nineteenth century will show the variety and originality of German immigration in that era.

Contact: volpestessens@gmail.com

Australia

The Workshops Rail Museum, Ipswich

Opening of *Fun&Games* exhibition for the 2013 IMD. The museum will also be offering a traditional picnic.

Website: www.theworkshops.qm.qld.gov.au

Heathcote Museum & Gallery, Applecross, Western Australia

Conference: *The strange case of Matron Shawcross: sex, politics and madness in Western Australia, 1938* by Dr Philippa Martyr, historian and adjunct Senior Research Fellow at the School of Psychiatry and Clinical Neurosciences, University of Western Australia.

Website: www.melvillecity.com.au/facilities/museums/heathcote

Austria

Private museum for Dolls and Toys Peitl - PPP, Pöllau,

Special exhibition about a mill house of the Seckau Diocese which was built at the beginning of the 14th century and privatised in 1612. The construction has participated to the history of Pöllau, a locality that will be celebrating its 850-year jubilee as a market town in 2013.

Website: <http://musis.at>



Belgium

Archaeological Museum, Arlon

Guided tour with a spicy taste, in relation to Gallo-Roman food, followed by a tasting session of food and drinks famous in the Antiquity.

Website: www.ial.be

Gaspar Museum, Arlon

Guided tour of the Gaspar Museum, a former bourgeois house built in 1842: enter the universe of Jean-Marie and Charles Gaspar, two brothers who were both artists and art lovers, through photos exhibition of the house and its residents over the last century.

Past-present photo workshop (9 to 99 years old): thanks to old photos of the house and its inhabitants, visitors can reproduce the viewing angle and take current pictures of the evolutions of the park and the housing.

Website: www.ial.be

Botswana

National Museum, Gaborone

The "Through The Times" exhibition encourages the public to participate to the event by providing information or pictures depicting the development of Gaborone from the 1950s to the present.

Brazil

Museu de Arte Moderna de São Paulo

Various activities offered: study tours followed by poetry recitations, graffiti workshops, and the coming of a DJ in the afternoon.

Website: www.mam.org.br



Museu das Culturas Dom Bosco, Campo Grande

From May 14 to 17: educational actions for an accessible museum will take place, such as sensory visits with guides, families and students from the Service Center for Deaf People, and from the Service Center for Visually Impaired People. Guided Tour will be about: Social inclusion and introduction to the basic concepts of heritage education and sensory activities for public school.

Website: www.mcdb.org.br

Marco – Museu de Arte Contemporânea, Campo Grande

From May 14 to 17: Film screenings related to the 2013 theme, with a pre-discussion between students and art educators and a workshop - game "Environmental awareness".

Visit the Facebook page: MARCO - Museu de Arte Contemporânea de MS



Bulgaria

Museum of History with Fine Arts Gallery, Oryahovo

Various activities: excursion to the medieval castle “The Stone” near Oryahovo, organised by the children museum club “Friends of the History”; opening of an exhibition named “Oryahovo in the past and today”; discussion on the theme “Memory and creativity”.



Regional History Museum, Plovdiv

On May 17, opening of a visiting exhibition by the National Museum of Literature dedicated to the Bulgarian poetess Elisaveta Bagryana. Education programme with children and adults workshops for May 18 and “Ate-Lie Iconography” at the Holly Metropolitan Church of Plovdiv.

Website: www.historymuseumplovdiv.org

Burkina Faso

City of Diapaga

From May 16 to 19, 2013, seminar for museum professionals.

Contact: walassane@yahoo.fr

Cameroon

Civilizations Museum, Dschang

May 13: conference cycle on subjects related to the IMD 2013 main theme and practical workshops: travelling exhibition of photos in schools which will help the “junior-mediators” (members of the museum clubs) exchange with their classmates and thus revitalize the visibility of their clubs within their own schools.

Website: www.routedeschefferies.com





Canada

Stewart Museum, Montreal

Interactive animated model of Montreal with six touch screens representing different areas of the city around 1750, to discover its little-known history and explore the way of life, streets, ancient buildings, and historical figures that shaped the city.

Website: www.stewart-museum.org

Bank of Canada's Currency Museum, Ottawa

Gathering, stories to tell, collections to explore: people can bring in their old bills and coins so curators can tell the stories behind them, the history surrounding them, show them how to take proper care of all those wonderful artefacts. Children are welcome to bring in whatever kind of collection they may have.

Website: www.currencymuseum.ca



Chile

Casa Museo Eduardo Frei Montalva, Santiago

Free entrance during the IMD.

Website: www.casamuseoeduardofrei.cl

China

Hong Kong Museum of Art

Special Programmes of Conservation Office: "Artefacts + Science = Conservation" Workshop (Cantonese). Under the guidance of the conservators, participants will experience the fun and challenges of conservation work through the making of plaster models and subsequent application of gold gilding. In addition, participants can talk to conservators to have a better understanding of conservation work.

Website: www.lcsd.gov.hk/conservation



Hong Kong Museums

To complement this year's IMD theme, a smart phone game named iButterfly will be launched. Thanks to this new app, visitors can not only get the latest news from IMD 2013 and Honk Kong Museums, but also capture the virtual "i-butterflies" present in participating museums. Visitors can also redeem a specially designed souvenir when visiting any of the participating museums or heritage offices on 18 and 19 May.

Website: www.lcsd.gov.hk/imd2013





Cyprus

Bank of Cyprus Cultural Foundation, Nicosia

Two activities will be offered: an educational programme called “The dancing statue, imaginary children’s museum within the museum” and an exhibition of children drawings on the theme “A Cypriot coin”.

Website: www.boccf.org



Egypt

Children Centre for Civilization and Creativity, Cairo Children Museum, Cairo

A seminar on Museum Education Development will be organised to train museum professionals and curators on the principles and techniques of museum education.

Website: www.childmuseum.net

France

Jardin des Sciences - Université de Strasbourg, Strasbourg

At 7:30 pm, opening of the cast gallery, the mineralogy and palaeontology collection museum, seismology and terrestrial magnetism museum, the botanical garden, the herbarium, the scientific actuality gallery, the normal anatomy collection, the university gardens, and the planetarium. Guided and non-guided tours, workshops for families, concerts, readings or projections and dance will be offered to the public during this exceptional night.

Website: <http://jardin-sciences.unistra.fr>

Greece

Archaeological Museum of Delphi

Conference, workshops for adults, free guided tours, educational activities, and music concert.

Website: <http://odysseus.culture.gr>



Guatemala

Museo Popol Vuh, Guatemala City

Many activities: photo exhibition, meetings on the themes “Parties and Celebration of Guatemala’s Old Days” and “The Student Life in the 20th Century”, conferences on “The Representations of the *Virgen de la Soledad de la Victoria*” by Victor Castillo and “The Pain in the History and Art of Guatemala” by Detter López.

Website: www.popolvuh.ufm.edu

Museo de Arte Guatemalteco Primitivo-Contemporáneo, La Antigua Guatemala

Guided tour with a focus on intergenerational links: make the new generations aware of customs and traditions of the Guatemala indigenous communities, through a permanent collection of primitive-contemporary paintings which are exhibited in the museum.

Website: www.centrodeartepopular.com

Germany

International Museum Day will take place on 12 May, 2013 in Germany.

Ludwig Galerie Schloss, Oberhausen

On May 12: tour of the exhibition "Cornelia Funke - Inkheart, Wild Chickens and Ghosthunters" by Dr Christine Vogt, gallery director.

Website: www.ludwiggalerie.de

Technoseum, Mannheim

Work, love and live in Germany: activity on labour migration. This theme inscribes itself in this year’s IMD theme and is further investigated in the special exhibition "Through Darkness to Light – Labour History 1863-2013". Activities include films, a discussion panel and a theatrical play that offers a glimpse into the cultural life of migrant workers. Free entrance to all events.

Website: www.technoseum.de

Indonesia

Museum Geologi, Bandung

May 14: Public lecture on Mount Tangkuban Parahu to let school children discover the natural richness of the place.

May 18: STEAM-fest (Science, Technology, Engineering, Arts and Mathematics Festival).

Website: <http://museum.bgl.esdm.go.id>



Israel

Janco-Dada Museum, Ein Hod Artists' Village

Various activities: *Changing exhibitions* – “100-year anniversary of the ready-made”, “Outsiders clubbing in the 1980s”; “Dadalab” and guided tours for all ages; staged tours of the village; festivals; various workshops, indoors and outdoors creative activities; guided tours around the permanent exhibition of Marcel Janco and changing contemporary art and preservation works in Janco's original studio.

Website: www.jancodada.co.il

Beit Abraham Krinitzi, Ramat-Gan

Free educational activities in the museum and guided tours in the city.

Website: www.tm-it.co.il/krinitzi-ramat-gan

Italy

Museo della tarsia di Rolo, Rolo, Emilia-Romagna

Movies at the museum: Two free evening screenings of “Marangoni da rimesso, Giuseppe Preti e la Sacrestia lignea di Rolo”. The audience will be able to see the typical tables of Rolo from the 18th century and find out about their history.

Website: www.museodellatarsia.it

Villa La Pietra, Florence

New York University Villa La Pietra in Florence is opening its house museum to the public on May 18, offering free guided tours to the Acton collection and garden. It will be a unique occasion to visit the villa where the Anglo-American family lived and collected art between 1903 and 1994.

Website: www.nyu.edu/lapietra

Japan

NPO Museum Lab, Fukuoka

Publishing of a newspaper on the joy and importance of museum experience. Volunteer writers will share with readers their own museum experiences in Japan and other countries.

Website: www.museum-lab.net/



Lithuania

Kaunas City Museum

Morning workshop: “Fashion Salon of a Temporary Capital”.

Afternoon: everybody is welcome to participate in an improvised photo session named “Little Paris” by wearing clothing details created by workshop participants. Exhibition opening: “Ladies and Gentlemen from Kaunas: style of 3-4 decade of 20th century”.

Website: <http://kaunomuziejus.lt>

Money Museum of the Bank of Lithuania, Vilnius

The only Money museum in Lithuania that offers a memorable interactive journey through the world of money. Free entrance.

Website: www.lb.lt/lb_pinigu_muziejus

Mexico

Museo de la Luz, Mexico City

Reading of tales in the museum’s rooms, spectacular demonstrations on the use of lights, science rally and conference on the theme “The Scientific Culture in Museums and the Informal Education”.

Website: www.luz.unam.mx

Secretaría de Cultura de San Luis Potosí, San Luis Potosí

Guided tours throughout the day, youth activities in the morning and at noon, concerts in the evening and dance performances. Museum will have extended opening hours, with the majority of activities being at night.

Website: www.slp.gob.mx

Moldova

National Museum of History of Moldova, Chisinau

Opening of the 4th Festival of Military Traditions with a Round Table Conference: “Museum as a Space of Discovery and Knowledge in the School Curriculum”, an entertainment programme for children from Chisinau boarding schools: “Old Games of Childhood” and workshops for the public.

Website: www.nationalmuseum.md





Netherlands

Historisch Museum JoCas

Lustrum year of this virtual museum with free entrance, no registration and no advertising, specially organised for visitors in the Dutch language all over the world. Open 24/7.

Website: www.museumjocas.nl

Nigeria

National Museum Lagos

Free access to galleries from 9:00am to 4:00pm on 20 May. Objects from the reserve will be displayed in the museum courtyard. Lecture on IMD theme will be given on May 21 by a museum professional, followed by a cultural dance by a professional dance troop and a theatrical performance on IMD theme by museum staff.

Website: www.nigerianmuseums.org



Perú

Museo de sitio Arturo Jiménez Borja-Puruchuco, Distrito de Ate, Lima

Conferences and artistic presentations: conferences essentially intended for the craftsmen in general on the ancestral techniques of production of ceramic, textiles and work of metals, in addition to the display of drawings used to explain the working techniques.

Website: www.mcultura.gob.pe

Philippines

UP Vargas Museum, Quezon City

Now on its ninth year, the Junior Museum Guides Workshop welcomes participants aged from 9 to 14 years old. The 8-day programme will be held from Tuesday to Friday, on May 7-10 and 14-17. The JMG workshop will be culminated with a graduation and the launch of their very own exhibition in the afternoon of 18 May.

Website: <http://vargasmuseum.upd.edu.ph>

ICOM-Philippines IMD 2013 Forum, Manila

Sessions about the role of museums in intergenerational dialogue; on innovative disaster responses in museum context; on museum and audience development; on adopting innovative conservation practices and on museum communications and new media.

Website: <http://philippines.icom.museum>



Portugal

Museu do Brincar (Toy Museum), Vagos

Free activities: night-time tours at the light of the lantern.

Website: www.museudobrinca.com

Qatar

Museum of Islamic Art, Doha

A lecture on the IMD theme will be held on Thursday 16th May from 10:00 am to 1:00pm. The speakers are: Dr. Abdullah S. Al-Saud, Director of National Museum (Ministry of Education, Kingdom of Saudi Arabia), Abdulrahman Saud Musameh , Director of Museum (Ministry of Information, Kingdom of Bahrain), Mr. Nasser Al-Hammadi, Secretary of the National Museum of Qatar (Qatar), Sir. Bilal Al Budoor, Asst. Under Secretary Cultural Affairs (United Arab Emirates).

Russia

International School for Advanced Cultural Studies, Samara State Academy of Art and Culture, Samara

Open exposition and public seminar on May 18-23 about "Humanistic Foundations of World Heritage in Turbulent Times". The general goal of this undertaking is to present urgent tasks for the saving of world heritage in hot spots of our planet.

Website: www.smgaki.ru

Lytkarino Museum of History and Local Lore, Moscow

The museum will offer visitors a new tour called "The Legend of the stone" about ancient stone crafts, the living conditions of population in those early years and the use of local stones in architecture. A visit to the church of the Nativity of the Holy Virgin and an inspection of white stone slabs of the Old Believers Cemetery in Turayevo are also planned.

Website: www.lytkarinomuseum.ru

Singapore

All national museums will be free for Singaporeans and people living permanently in the country from May 18.



South Africa

Carnegie Art Gallery, Newcastle

May 18 will be a youth day with special workshops: manufacturing masks, puppets, sculptures, paintings, etc.

Website: www.carnegie-art.co.za

Diamond Museum, Cape Town

On May 18, the Cape Town Diamond Museum invites its visitors to come and experience first-hand South Africa's significant contribution to the international diamond industry.

Website: www.capetowndiamondmuseum.org

Spain

Museo Nacional de Antropología, Madrid

Following the IMD 2013 theme, the MNA will ask the question: "How can we make the *Museo Nacional de Antropología* more modern and creative"? To answer this question, visitors will be able to use coloured tablets on which they can write or draw everything that crosses their minds. All the tablets will be put on display in the hall of the museum until May 31.

Website: mnanthropologia.mcu.es

Conjunto arqueológico de Medina Azahara, Córdoba

On the occasion of the celebration of the IMD and the theme suggested for 2013, the archaeological group invites the comic drawers, amateurs or professionals, to create an illustrated history that would have as context and pretext the historic caliph town, dealing with the exploration of new readings of the archaeological site from a contemporary and fully creative perspective.

Suriname

In all the schools of the country, the poster of International Museum Day will be disseminated to raise awareness of youngsters about the importance of museums and to support the creation of museums in the communities.

Sweden

Gävle Varvs Historiska Förening (Historic Association of Gävle Shipyard)

Exhibition on May 18: display of Sweden's only remaining steam driven ship slip machinery, display of old ship equipment and drawings, images and movies from the old shipyard, now shut down, of scale model ships and running of live steam model engines. Coffee and biscuits will be served.

Website: www.gavlevarv.se

Jaders Mill, Arboga

Open museum with exhibition of Jaders Mill's history, blacksmiths working in the forge.

Website: www.jadersbruksvanner.com



Turkey

Proje4L/Elgiz Museum Of Contemporary Art, Istanbul

Free access to permanent exhibition: “A Selection from the Elgiz Collection” and to temporary exhibitions of land art: “Winding Path – the search for truth” and “Terrace exhibition”.

Website: www.elgizmuseum.org; www.proje4l.org

Ukraine

National Art Museum of Ukraine, Kiev

Art project “Draftsmen's Congress” initiated by Pawel Althamer with the meeting of people who talk using images instead of words.

Website: <http://namu.kiev.ua>

United Kingdom

Tyne & Wear Archives & Museums, Newcastle upon Tyne and Gateshead

The Late Shows: Cultural venues across Newcastle and Gateshead will open their doors from 7pm to 11pm, offering a wide range of free events, exhibitions and performances.

Website: www.thelateshows.org.uk

USA

Stark Museum of Art, Orange, Texas

Discussions around a book and its resonance with respect to the collections of the museum.

Website: www.starkculturalvenues.org

El Paso Museum of History (EPMH)

Second annual Skype conference call on May 18: various museums from around the world can talk to one another and showcase what is going on in their museums.

Website: www.elpasotexas.gov/history/

Examples of activities organised in 2012



Some examples of activities offered during the 2012 edition of International Museum Day

Australia

« Outdoors » activities:

- Harry Daly Museum, Sydney: “Pop-up museum” in a shopping centre.

Brazil

Exhibition, animation, conference or sightseeing tour based on the 2012 IMD theme:

- Museu da Imagem e do Som de Campinas: broadcasting of a short movie about the district and the water pollution issue, produced by local teenagers helped by educators.

China, Macao

Conferences and professional roundtables:

- Communications Museum: two-day seminar on new trends in Chinese museums.

Dominican Republic

Atypical cultural activities: programming concerts, dance, theatre, artistic performances, films projections, etc.:

- Museo Memorial de la Resistencia Dominicana, Santo Domingo: Choir concert by the colonial city children.

Germany

Inaugurations, openings of new exhibition rooms:

- Verkehrsmuseum (transportation museum), Dresden: inauguration of the “Adventure Flying Lab” and of the new museum educational program “air journey”.

Indonesia

Sightseeing day including various museum of your region:

- Surabaya: sightseeing city bus tour and visit of four museums.

Pakistan

Practical workshops or tours presented by a museum professional:

- State Bank of Pakistan Museum, Karachi: Learn the process of cleaning coins by our conservator.



Portugal

Unusual tour of the museum:

- Museu da Marioneta, Lisboa: Visitors are asked to solve a series of puzzles in the museum's surroundings.

Senegal

Game or competition, awarding prizes:

- Gorée: Organisation of a cultural week-end in partnership with various museums and cultural centres, in particular the awarding of an essay prize for teenagers.

Spain

Visits of the reserves or collections reserved to research, discoveries of recently restored collections:

- Centro de Arte Reina Sofía, Madrid: visit of a restoration workshop.

South Africa

Discounts on the price of some services offered by the museum:

- Johannesburg Art Gallery: 10% Discount on all Johannesburg Art Gallery Publications and 10% Discount in Friends of the Johannesburg Art Gallery Membership Fees on May 18.

USA

Meeting with partners, fundraising events:

- Fort Smith Regional Art Museum: « White Party » during which potential sponsors are gathered, as the museum opens in 2013.

Activities based on interactivity using digital social networks, Internet workshops, multimedia workshops, virtual visits:

- Nasher Sculpture Center, Dallas: presents via Twitter and Facebook

Our partners:

European Night of Museums



Since 2011, ICOM has been sponsoring The European Night of Museums, which is held every year on the Saturday closest to the International Museum Day. In 2013, both events will coincide since the European Night of Museums will take place on Saturday 18 May, at the same time as the International Museum Day.

The European Night of Museums was created in 2005 by the French Ministry of Culture and Communication. On this occasion, a late-night opening allows the public to visit the participating museums by night for free.

By welcoming the public during the night, museums invite them to visit the collections in a different, unusual and more sensory way. Many animations are offered during this event which is attended by numerous young people and families. The public participates in great numbers to this festive event: last year, two million visitors took part in the European Night of Museums in France.

The Council of Europe and UNESCO also sponsor the event. The French Federation of Societies of Friends of Museums and the French *Réunion des musées nationaux– Grand Palais* are institutional partners of the initiative.

The European Night of Museums is present on the Internet and the social networks, with a great visibility:

Website: www.nuitdesmusees.culture.fr

Facebook profile: www.facebook.com/nuitdesmusees

Twitter profile: <http://twitter.com/nuitdesmusees>

Dailymotion channel: www.dailymotion.com/Nuitdesmusees

Flickr page: www.flickr.com/photos/nuitdesmusees

Our partners:

UNESCO's Memory of the World Programme



ICOM is partnering with the UNESCO *Memory of the World Programme* – which celebrated its 20th anniversary in 2012 – for International Museum Day 2013.

On this occasion, UNESCO and ICOM will be delighted to offer 1 copy of the *Memory of the World* book to the first

12 museums that send us their IMD 2013 programme in Africa!

ICOM and the *Memory of the World Programme*, which is dedicated to preserving world documentary heritage, share a common vision of safeguarding heritage for the benefit of society and a belief that digitisation of important documents can facilitate access to their contents.

Our partners:

European Museum Forum



The European Museum of the Year Award 2013 will be celebrated on 18 May, coinciding with International Museum Day.

The European Museum of the Year Award 2013 ceremony will take place during the Annual Assembly of the European Museum Forum from 15 to 18 May at the Gallo-Roman museum in Tongeren, Belgium, the prize winner in 2011. Created in the same year as IMD, the European Museum of the Year Award goes to a museum that has attracted, welcomed and educated its visitors using high museum standards and innovative approaches. This award values museums whose development and innovation in terms of communication, presentation and interpretation have impacted museum standards within Europe.

This event encourages excellence in European museums and is an opportunity for networking and debating contemporary museum issues. Twenty-eight museums from all over Europe are nominated this year.

More information on: <http://www.europeanmuseumforum.info>

Our partners:

Art Hopping



From **May 12 to 31**, ICOM partners with the **Roland Collection of Films on Art** for the ART HOPPING project. This world premiere will provide museums with a unique infrastructure to share films on art with their visitors via interactive posters/QR codes that instantly call up films from the Roland Collection. This unprecedented initiative, which will last 20 days and is specifically created for International Museum Day, will therefore allow museums worldwide to give free access to some exceptional films on art.

By pointing their smartphone at one of the square black patterns on an ART HOPPING poster, visitors will be able to watch their film of choice. If they wish, museums can **exhibit the posters** at the entrance or distribute them to schools, libraries, etc. They can also forward posters electronically to their entire membership and volunteer base. They can **place the interactive posters around the museum or publish them on their website**, as QR codes can be scanned just as easily on a screen. They may also **present the films on small screens** in the museum.

ART HOPPING takes the viewer through a large cinematic landscape with two different sets of film: the first with English language commentary and the second with specifically composed music without narration or text, suitable for non-English-speaking audiences as well as the hearing-impaired. In total there are 39 films making 17 hours of free film available to visitors during the 20 day ART HOPPING project.

All museums may take part in ART HOPPING by offering this free activity to their visitors. Other organizations may also publish the poster to let their readers, subscribers, members, and clients take advantage of this unique opportunity.

The Roland Collection of Films on Art

The Roland Collection exclusive archive represents a selection of the work of 230 film directors from 25 countries. More than 4,000 museums, art galleries and other types of institution from 82 countries have screened cinematic treasures from the collection, thanks to the online database.

Click here for more details about the ART HOPPING project:

<http://network.icom.museum/international-museum-day/partners/art-hopping/>

Click here to see which films are available for ART HOPPING:

<http://www.rcqr.org/?e>

International Museum Day in 2014



Every year for International Museum Day, ICOM chooses a theme which aims at promoting museum issues within society.

In 2014, the event will celebrate **“Museum collections make connexions”**.



As the world moves away from traditional methods of engagement, museums must find new ways to engage the community by making their collections more useable and accessible in order to remain relevant to their stakeholders.

This theme demonstrates how museum objects have the ability to not only tell a story, but to also engage the community through shared memory.

It encourages public awareness of the role of museums in the development of society and promotes the connection that exists between different types of collections and persons that engage those collections.

This theme highlights existing collaborations between museums around the world as well as their importance for cultural exchanges and for the knowledge of cultures of the world.

Promotional images



The following images can be used to illustrate the International Museum Day 2013. Photos can be downloaded in high definition on: <http://archives.icom.museum/IMD2013/>



Caption: Trilingual poster of the International Museum Day 2013

Copyright: ©ICOM



Caption: Presentation of Peruvian folk music and dance for the International Museum Day 2013

Copyright: ©MSAJB-Puruchuco



Caption: Shirley Sitaldin, Suriname Minister of Education and Culture promoting the International Museum Day

Copyright: © Benjamin Mitrasingh



Caption: Graffiti workshop at the Museum of Modern Art – MAM São Paulo

Copyright: ©MAM São Paulo/ Karina Bacci



Caption: International Museum Day 2012 at the Nelson Mandela Metropolitan Art Museum, Port Elizabeth, South Africa

Copyright: © Nelson Mandela Metropolitan Art Museum



Caption: Ate-Lie “Iconography” at the Holly Metropolitan Church of Plovdiv

Copyrights: © Adriana Lubenova, Ate-Lie “Iconography” at the Holly Metropolitan Church of Plovdiv



Caption: Kids collaborating on making starch paste in an IMD activity.

Copyright: © Hong Kong Museum of Art



Caption: Participants learning gilding in an International Museum Day activity

Copyright: © Hong Kong Museum of Art

Rio 2013: 23rd ICOM General Conference



The theme for International Museum Day 2013 was originally proposed by the National Committee of ICOM in Brazil, in the context of the 23rd General Conference of ICOM to be held in Rio de Janeiro from 10 to 17 August, 2013.

Every three years, the ICOM General Conference gathers museums of the international community around a theme chosen by museum professionals. This event is the main international gathering of museum professionals.

In 2009, the ICOM Advisory Committee demonstrated its confidence in Brazil by selecting Rio de Janeiro as the host city of the 2013 General Conference, and the theme {Museums (memory + creativity) = social change} as the central subject of this professional meeting, where between 3,000 and 4,000 museum professionals are expected.

Conference goals:

- Cooperation between museums and professional exchange
- Distribution of knowledge and increase of public participation in museums
- Professional training for museums on several levels
- Practice and promotion of professional ethics in museums
- Updating of professional standards in museums
- Preservation of cultural heritage and fight against the illicit traffic in cultural goods.



For more information, visit the Rio 2013 website: <http://rio2013.icom.museum>

CONTACT



International Museum Day official website:

<http://imd.icom.museum>



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Have a great International Museum Day 2013!

