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For the 37th year in a row, the international museum community will celebrate International Museum Day (IMD) on and around 18 May, 2014. Events and activities have been organised in thousands of museums all over the world to celebrate this festive day for the museum community. This year, more than 35,000 museums are getting ready to celebrate the event in more than 100 countries on the five continents.

The theme: *Museum collections make connections*

In 2014, the theme for International Museum Day will be: ***Museum collections make connections***. By telling a story about the cultural heritage of a community and its shared memory, museums contribute to the development of their society by creating bonds between visitors and objects in their collections. The theme for this year aims to rejuvenate the traditional methods museums use to involve their communities and keep up with their public.

Activities around the world

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

- **In Afghanistan**, International Museum Day is being celebrated for the first time this year at the National Museum of Afghanistan with a seminar focused on the IMD theme, as well as guided tours for students from Afghan schools.
- **In Zambia**, ICOM President, Prof. Dr. Hans-Martin Hinz, is participating in a seminar on this year's theme and in meetings about the museums in Africa.
- **In Greece**, the Museum of Greek Children's Art is organising an exhibition on the connections between Japanese, Norwegian and Greek collections. Collaboration between three children's art museums in these countries helps current and future generations understand their origin and world history in a more creative way through art.

Partners

Since 2011, ICOM has sponsored the **European Night of Museums**, which is held every year on the Saturday closest to International Museum Day. This year the events will coincide, as the European Night of Museums will take place during the night of 17 to 18 May.

Since September 2013, ICOM has collaborated with the **European Museum Forum (EMF)**, an association that presents awards to European museums each year. The Annual Assembly of the European Museum Forum will be held from 14 to 17 May at the Kumu Art Museum in Tallinn, Estonia this year.



What is International Museum Day?

International Museum Day (IMD) is organised on and around 18 May each year. The events and activities planned to celebrate it can last a day, a weekend or a whole week and its objective is to raise awareness of the fact that, "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 has organised International Museum Day (IMD), which represents a unique moment for the international museum community. On this day, participating museums plan creative events and activities related to the IMD theme, engage with their public and highlight the importance of the role of museums as institutions that serve society and its development.

Participation in IMD is growing among museums all over the world. In 2013, 35,000 museums participated in the event in 143 countries from all five continents.



Each year's IMD theme is proposed by ICOM's network and aims to promote museum issues within society.

The proposed theme for this year is: ***Museum collections make connections***

As the world moves away from traditional methods of engagement, museums must find new ways to engage with their communities by making their collections more accessible and relevant to their stakeholders. This theme demonstrates how museum exhibitions have the ability to not only to tell a story, but also to engage with the community through shared memory. It encourages public awareness of the role of museums in the development of society and calls attention to the meaningful connections that can develop between audiences and museum collections.

This theme also highlights existing collaborations between museums from all over the world and their importance for cultural exchange and understanding of the world's cultures.

To help museums participate in the the event and develop an activity programme linked with the theme, we suggest four sub-themes:

- **Design a visit tour.** Museums interpret the historic and scientific connections between the objects in their collections, creating exhibits that tell their visitors a story.
- **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 are finding ways to leverage communication and mediation opportunities offered by new media to share their ideas with a larger and more involved audience.
- **Collaboration between museum institutions or with other organisations.** Museums can improve understanding and benefit from intercultural exchange by sharing collections, skills, ideas and best practices with other institutions around the world. Partnerships with other structures, cultural or otherwise, can also contribute to the museum's mission.



The International Council of Museums (ICOM)

The International Council of Museums (ICOM), created in 1946, is a worldwide organisation of museums and museum professionals. ICOM is committed to promoting and protecting natural and cultural heritage, present and future, tangible and intangible. With more than 32,000 members in 135 countries, the ICOM network is made up of museum professionals from a wide range of museum and heritage related disciplines.

ICOM promotes standards of excellence in the museum field, in particular through its *ICOM Code of Ethics for Museums*, a standard-setting tool for museums, which includes basic principles for museum governance, the acquisition and disposal of collections, and rules for professional conduct. ICOM's other activities 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.

In order to carry out these activities, ICOM partners with entities such as ICCROM, INTERPOL, the World Customs Organisation, the World Intellectual Property Organization, and maintains a long-standing collaboration with UNESCO. The UNESCO-ICOM Museum Information Centre, created in 1946, gathers the most comprehensive collection of ICOM publications including *ICOM News*, *ICOM Red Lists*, publications by International Committees and conference proceedings.

ICOM's commitment to culture and knowledge sharing is reinforced by its 31 International Committees, which are dedicated to a wide range of museum specialities and conduct advanced research in their respective fields for the benefit of the museum community. The organisation's International and National Committees, Regional Alliances and Affiliated Organisations hold conferences and symposiums worldwide that focus on pre-defined themes with a view to fostering exchange among museum professionals of all nationalities. In addition, ICOM organises International Museum Day each year, a worldwide event held on and around 18 May, to increase public awareness of the role of museums in the development of society.



On International Museum Day, over 100 museums will organise events, museum tours, symposiums and other activities all over the world. Here is a glimpse of what will be offered in some participating regions and countries.

Please find the detailed programme on <http://imd.icom.museum/>



Afghanistan

The National Museum of Afghanistan is looking forward to celebrating International Museum Day for the first time this year. Through this event they will raise awareness among of the important role of museums in community development. The museum will organise several activities in this aim:

- A seminar on the theme of International Museum Day at the National Museum
- A special invitation to school children from various schools
- Free entry at the museum from 16 to 18 May
- Distribution of books and other printed materials
- Free guided tours

Website: <http://www.nationalmuseum.af/>

Argentina

Museum of Palaeontology Egidio Feruglio will present its exhibition about the natural history of the region and the large dinosaurs that once inhabited Patagonia to the public on 18 May and close the day with an Argentine folk music concert.

Website: <http://www.mef.org.ar>

Australia

Jewish Museum of Australia in Melbourne invites visitors to share culture, discover history and dialogue through some stories told during exclusive behind-the-scenes sessions with the curator team as part of International Museum Day 2014.

Website: <http://www.jewishmuseum.com.au>

Barbados

Barbados Museum and Historical Society will host the event “Talking Objects,” inviting the public to bring personal items and discuss them with curators who will be available to interact with visitors on this day.

Belgium

Archaeological Museum of Arlon will provide a guided tour featuring the staff’s missions, including: How should collections be managed and preserved? What are the requirements? Which methods are used to preserve heritage? What can people do in their daily life to help museums preserve heritage? Preserving heritage is a responsibility that concerns every member of society. The children’s workshop at the museum will recreate the process of developing a new museum and managing it, explaining how archaeologists do this at the Archaeological Museum.

Website: <http://www.ial.be/>

Brazil

UFRJ National Museum of Brazil will provide a journey through the history, science and culture of the Brazilian imperial district in Rio de Janeiro, starting at la Quinta da Boavista. The opening of the UFRJ’s exhibition “Kumbukumbu: África, Memória e Patrimônio” will also coincide with International Museum Day.

Website: <http://www.museunacional.ufrj.br>

Bulgaria

The **Plovdiv Regional Historical Museum** will display traditional arms and steel firearms from the Bulgarian National Revival to its visitors.

Website: <http://www.historymuseumplodiv.org>

Canada

Val d'Or Exhibition Centre will offer a tour-conference of the exhibition *The 70s, the big turnaround of visual arts in Quebec*, by curator Anne-Laure Bourdaleix-Manin.

Website: <http://www.expovd.ca>

Chile

The **Museum of Archaeology and History Francisco Fonck** will offer free entry to its visitors on International Museum Day and organise an interactive activity on this year's IMD theme.

Website: <http://www.museofonck.com>

China

Nanjing Museum will open its storage space to visitors for the first time during International Museum Day in 2014. The Nanjing Museum, core of the IMD celebration in China, will also inaugurate a pavilion of accessibility for people with disabilities on 18 May. Four exhibitions co-organised with Chinese and foreign museums will allow visitors to discover the theme for IMD through different points of view.

Website: <http://www.njmuseum.com>

France

The **Abbey Museum of Saint-Claude, Haut-Jura**, will offer guided tours of the temporary exhibition *Factory*, which will concentrate on the questions: How did the labour market manifest itself in the 19th century in the context of the industrial revolution, with all its promise? How do current artists appropriate this subject? The exhibition will present work by resident artist Alain Bernardini and other artists who have represented the labour market.

Website: <http://www.saint-claude-haut-jura.com/ete/musee-de-l-abbaye-exposition-fabrique.html>

Germany

ICOM Germany has created a website devoted to all the activities organised in Germany for International Museum Day. More than 1,800 museums are participating all around the country. This year's campaign invites the public to post photos around the concept of "Collection" on Twitter, Facebook, Instagram, etc. under the hashtag #IMT14 and/or #myCollection14. *Museumselfies* are welcome as are photos of objects or special moments in the museum.

Website: <http://www.museumstag.de/>

Greece

The Museum of Greek Children's Art, Athens will present an exhibition on connections among Japanese, Norwegian and Greek collections. Children's art is a common international language "that connects" old and young visitors from all countries. Collaboration between three museums of children's art will help current and future generations to understand their origin and world history in a more creative way through art.

Website: <http://www.childrenartmuseum.gr>

Guatemala

Museum of Pre-Columbian Art - VICAL will present an exhibition of Mayan earthenware, displaying different manufacturing techniques and materials used over the centuries.

Website: <http://www.grupovical.com/museo/>

India

Tibet Museum, Dharamsala will launch a new website on International Museum Day, along with guided tours and workshops about traditional Tibetan paintings.

Website: <http://www.tibetmuseum.org>

Israel

The Isaak Kaplan Old Yishuv Court Museum will open a new exhibit entitled, "Besinan Tov: Weddings and the Old Yishuv in Jerusalem," which will include memoirs of Jerusalemites from the mid-nineteenth to the mid-twentieth century with descriptions of marriages from when a boy and girl reached marriageable age to the end of the seven days of nuptial feasting. These memoirs represent a period in which innumerable changes took place in Jerusalem, from changes in the city's appearance to its rulers, languages, dress and customs.

Italy

The International Museum of Ceramics (Museo Internazionale delle Ceramiche) in Faenza, Italy, will host a guided tour for children of 5 years and older, offering a "walk around the world" that will allow them to discover ceramic works from very far civilisations. These pieces show impressive creative work and describe a link among civilisations.

Website: <http://www.micfaenza.org>

Japan

The Suita City Museum will organise a round table about modern art and the world of art during the Meiji period and the Taishō period in Japanese history.

Website: <http://www.suita.ed.jp/hak/>

Mexico

14 museums in Puebla will offer free entry to visitors on the night of 17 May and extend their opening hours to encourage families and visitors to fully enjoy the cultural richness of the city, which has the second highest number of museums and exhibition spaces in Mexico.

New Zealand

The **Auckland War Memorial Museum** will offer guided tours organised around the theme for International Museum Day 2014.

Website: <http://www.aucklandmuseum.com/>

Nigeria

Nigerian National Museum in Lagos is organising a conference on this year's theme and a drawing contest at the National Museum in Lagos.

Peru

The **Museum of the Site Arturo Jiménez Borja-Puruchuco, Ate District, Lima**, is planning conferences and presentations by artisans about ancient techniques for metalwork and for producing ceramics and textiles to celebrate International Museum Day. The presenters will also distribute drawings used to promote working techniques.

Website: <http://www.mcultura.gob.pe>

Philippines

The **Vargas Museum, Quezon** is organising a workshop for children about documentation, art and preservation in addition to other workshops on drawing, comics and sculpture.

Website: <http://vargasmuseum.wordpress.com/>

Portugal

The **Whale Museum, Madeira**, is planning the activity "Sleeping with the whales" on 17 May.

Website: <http://www.museudabaleia.org/>

Russia

The **Alexander Nikolayevich Scriabin Memorial Museum's** creative laboratory *ScriabinLab* is planning a creation contest for young composers, performers, designers and multimedia artists to celebrate IMD.

Website: <http://www.anscriabin.ru/>

South Africa

Iziko Museums, Iziko South African National Gallery is offering free entry to their visitors, giving them the opportunity to visit the exhibition "Objects in the Tide of Time: Highlights from the Iziko Art Collection."

Website: <http://iziko.org.za/>

Spain

Museum of History and Archaeology of the city of Cullera is organising free tours of the museum guided by a group of actors wearing period costumes in order to breathe life into historical scenes and encourage visitors to participate with their collections.

Website: <http://www.museoscullera.com>

Taiwan

The **National Museum of Marine Science & Technology, Keelung** has designed an exhibition about this year's IMD theme that highlights different scientific perspectives including marine science, technology and ecology.

Website: <http://www.nmmst.gov.tw>

Turkey

ICOM Turkey has created a list of museums participating in International Museum Day.

Website:

http://network.icom.museum/fileadmin/user_upload/minisites/imd/images/Participant_museums_Turkey.pdf

United Kingdom

Ben Uri Gallery, London is planning a workshop to create stained glass in honour of the exhibition *Roman Halter: Life and Art through Stained Glass*.

Website: <http://www.benuri.org.uk>

Zambia

Seminar organised on the International Museum Day theme and on the current state of African museums, with the presence of ICOM President, Prof. Dr. Hans-Martin Hinz.



Since 2011, ICOM has been sponsoring the European Night of Museums, which is held every year on the Saturday closest to International Museum Day. In 2014, both events will coincide since the European night of Museums will take place during the night of 17 to 18 May.

The European Night of Museums was created in 2005 by the French Ministry of Culture and Communication. By welcoming the public during the night, museums invite visitors to discover their collections free of charge and participate in the activities planned for the event. The objective of the European Night of Museums is to make museums more accessible to the public, attracting young people in particular, and to gather the European museum community around a common, festive and friendly event.

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 (RMN) are institutional partners of the initiative.

The European Night of Museums is present on the Internet and the social networks:

Website: <http://www.nuitdesmusees.culture.fr/>

Facebook: <http://www.facebook.com/nuitdesmusees>

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

Dailymotion: <http://www.dailymotion.com/Nuitdesmusees>

Flickr: <http://www.flickr.com/photos/nuitdesmusee>



The European Museum of the Year Award 2014 will be celebrated on 17 May at the Kumu Art Museum in Tallinn, Estonia.

Since September 2013, ICOM has collaborated with the European Museum Forum (EMF), which organises the European Museum of the Year Award (EMYA) each year.

This year, the EMYA 2013 ceremony will take place during the Annual Assembly of the European Museum Forum from 14 to 17 May at the Kumu Art Museum in Tallinn, Estonia.

Created in the same year as IMD, EMYA is given to a museum that has attracted and welcomed 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.

Website: <http://www.europeanmuseumforum.info>

Facebook page: www.facebook.com/pages/European-Museum-Forum/



Every year, ICOM chooses a theme for International Museum Day concerning an issue that affects the international museum community.

In **2015**, the event will celebrate the theme: ***Museums for a sustainable society***.

One of the most important contemporary challenges shared by people all over the world is to adapt new ways of living and developing within the limits of nature. This transition towards a sustainable society requires inventing new methods of thinking and acting. Museums play a key role in this transition, promoting sustainable development and serving as real laboratories for best practices. Modern museums must take a strong position in this context and make their voices heard.

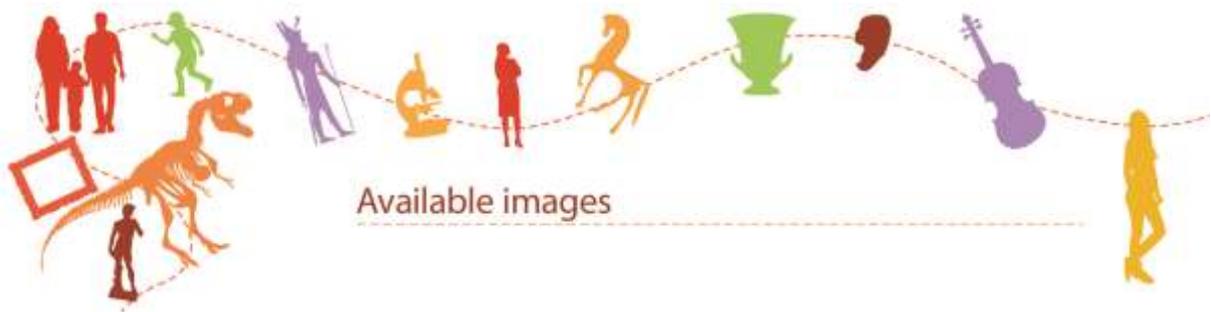
The theme ***Museums for a sustainable society*** recognises the role of museums for communicating, transmitting and raising public awareness about the need for a society that is less wasteful, more cooperative and uses resources in a way that respects the living systems.

Bringing museums to the forefront of this model of a sustainable society, the IMD theme aims to foster awareness among the whole society about the current consequences of human action in our planet and the absolute necessity of changing the economic and social model.

In **2016**, the theme for International Museum Day will be: ***Museums and cultural landscapes***.

This theme shows the importance of preserving and recognising the value of natural and cultural heritage, as well as the new roles and responsibilities of museum professionals in the heritage sector. The cultural landscape is a part of cultural heritage. What better institution than museums to ensure this knowledge, communicate it and illustrate its value?

The theme ***Museums and cultural landscapes*** highlights the museums' responsibility not only to care for their collections, but also for their environment: the cities, villages and communities to which they belong and that they promote; the environment and landscape where they are located; and their tangible and intangible cultural heritage they represent.



Available images



Caption: Trilingual poster of the International Museum Day 2014

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Caption: Tyrannotitan, a carnivorous dinosaur from Patagonia, welcomes visitors at the Museum of Palaeontology Egidio Feruglio

Copyright: ©Fundación Egidio Feruglio



Copyright: © Boca Museum of Art/ Gesi Shilling



Caption: Games outside of the box, a 3D puzzle created by Yehuda Kolton

Copyright: ©Itai Belson



Caption: A communication machine

Copyright: Project by Sofia Thenaisie / © AMTC



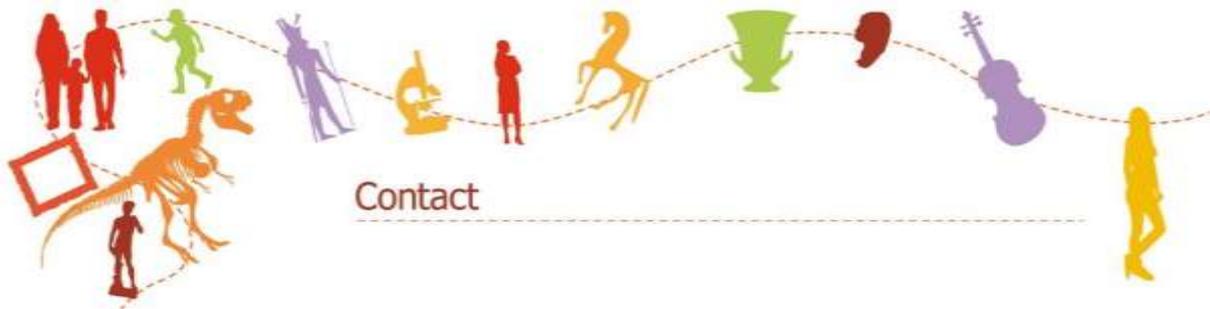
Caption: Finding an insect

Copyright: ©Museum of Belize and House of Culture



Caption: Concert: Efrén López y Míriam Encinas.

Copyright: © Museu de Terrassa



International Museum Day on the web:

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

Twitter: #MuseumDay

Facebook: www.facebook.com/internationalmuseumday

INTERNATIONAL MUSEUM DAY

JOURNÉE INTERNATIONALE DES MUSÉES

DÍA INTERNACIONAL DE LOS MUSEOS



International Council of Museums (ICOM)

UNESCO House
1, rue Miollis
75732 Paris cedex 15
France

Tel.: +33 (0)1 47 34 91 76

Fax: +33 (0)1 43 06 78 62

E-mail: imd@icom.museum

Press contact:

Yu Zhang

Head of Communication and Publications
Department

icom.presse@icom.museum



Have a great International Museum Day 2014!