

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



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2013

Museums: How to prepare your International Museum Day 2013



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International Museum Day

What is International Museum Day?

Traditionally, International Museum Day is organized around 18 May. It can last for 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".

Each year since 1977, the International Council of Museums organizes International Museum Day (IMD), a special time for the global museum community. On this day, participating museums interpret a topic affecting cultural institutions. International Museum Day is also a fantastic opportunity for museum professionals to meet their public and highlight the role of museums, which are institutions meant to serve and develop society.

IMD brings together more and more museums around the world. In 2012, 32,000 museums from 129 countries on five continents participated in the event.

The theme

Each year, the ICOM Advisory Committee proposes a theme that can be interpreted by museums to promote their issues within society.

The suggested theme for 2013 is **Museums (memory + creativity) = social change**

Our rich heritage, which museums both display and protect, is associated with inventiveness and vitality, both of which have characterized the museum sector in recent years and are museums' greatest strengths. Reconciling their traditional mission of preservation with cultivation of the creativity necessary for renewal and visitor growth is the evolution that museums are striving for, with the firm conviction that their presence and their actions can change society in a constructive manner.

Resolutely optimistic, this theme in the form of an equation dynamically brings together different essential concepts to define what a museum is today, emphasizing the universal nature of museums and the positive influence that they exert on society. It also summarizes the bifurcation that museums are experiencing and reiterates the mission of museums in contributing towards development and the gathering of community.

To help you organize the event and develop an activity programme linked with the theme, we suggest you five sub-themes:

- ⑥ **Informal education structures.** Museums educate in a recreational way; they are places of initiation without obligation that foster knowledge through continually renewed means.
- ⑥ **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.
- ⑥ **An intergenerational link.** Museums keep the relationship between a community and its history alive. They are spaces for dialogue between generations.
- ⑥ **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-fashion image they once had.
- ⑥ **Innovative practices for a better conservation.** Conservation devices are improving and the museum is becoming a real laboratory where work techniques continue to evolve.

How to organize your International Museum Day

International Museum Day can be an opportunity for the participating institutions to organize a specific programme of activities.

In 2012, 32,000 museums of all sizes participated in the event, in 129 countries worldwide. Each of them benefited from that day in a different way, according to its objectives, its resources, and its positioning.

Therefore, to organize your International Museum Day in 2013, it is important that you start by determining the main principles of your participation.

Before planning International Museum Day you must ask yourself the following questions:

What is our objective?

To reach a new public? To attract various types of visitors? To enhance the visibility of the museums? To highlight your belonging to the museum community? To be heard by the public authorities? To make your institution known to potential partners?

Do we have potential partners?

IMD is an opportunity to set up new partnerships, whether local, national or international, concerning collection, mediation or financing. Several types of collaboration can thus be implemented: with other museum professionals, with other museums, with associations, companies, etc.

How does the museum want to position itself?

IMD helps to show the importance of museums in society and to highlight their different aspects. You need therefore to find the positioning that best suits your institution: an innovative museum? A museum that listens to social issues? A dynamic museum? A museum in contact with the public? A museum that generates tourism?

What are our human and financial resources?

IMD is aimed at large structures as well as small institutions. The necessary human and financial resources will also depend on the visibility you want to give to the event.

What analysis after the event?

It is important that you analyze the success of your International Museum Day and its effective impact. Defining success criteria, depending on your objectives is therefore mandatory. For example: attendance, creation of long-term partnerships, number of articles in the media, etc.

Create your activity programme

It is best to define your activity programme in relation to the theme suggested for International Museum Day 2013: **Museums (memory + creativity) = social change.**

International Museum Day is an occasion to honor the audience and to offer a wide range of special activities, depending on your target public.

Examples of activities

- ◉ Free entry or free guided visits.
Free entry is an option but the financial cost that it generates must be taken into account. A free entry policy requires suitable educational programme in order to attract a new public to your museum.
- ◉ Discounts on some services offered by the museum
Example in 2012:
Johannesburg Art Gallery in South Africa: 10% discount granted on 18 May on publications and on the Association of Museum Friends' membership fee.
- ◉ Open day, longer opening hours or late-night openings
- ◉ Visits of storage areas or scholarly research collections; display of recently restored collections
Example in 2012:
Centro de Arte Reina Sofía, Madrid in Spain: visit of the restoration workshop
- ◉ Exhibition, activities, conference or guided tours based on the IMD theme
Example in 2012:
Museu da Imagem e do Som de Campinas in Brazil: screening of a short film on the district and on the problem of water pollution there, produced by teenagers with educators' help
- ◉ Practical workshop or visits led by a museum professional
Example in 2012:
State Bank of Pakistan Museum in Karachi: workshop on how curators restore coins
- ◉ Professional conferences, symposiums or round tables
Example in 2012:
Communications Museum in Macao: a two-day symposium on new trends in Chinese museums
- ◉ Meeting with partners, fundraising events
Example in 2012:
Fort Smith Regional Art Museum in the US: « White Party » for potential sponsors as the museum will open in 2013

- 🕒 **Inaugurations, openings of new rooms.**
Example in 2012:
Verkehrsmuseum (transport museum) in Dresden, Germany: inauguration of the “Adventure flying Lab” and of the new educative programme on air journey
- 🕒 **Special cultural activities: concerts, theatre or dance shows, artistic performances, films screening, etc.**
Example in 2012:
Museo Memorial de la Resistencia Dominicana in Santo Domingo, Dominican Republic: concert by the choir of children of the colonial city
- 🕒 **Unusual visits**
Example in 2012:
Museu da Marioneta (Lisbon, Portugal): visitors were asked to solve a puzzle throughout the visit
- 🕒 **Activities based on interaction using, for example, social networks, Internet and media workshops, virtual visits, etc.**
Example in 2012:
Nasher Sculpture Center, Dallas, US: gifts via Twitter and Facebook
- 🕒 **Games, contests, awarding of prizes**
Example in 2012:
At Gorée in Senegal, organization of a cultural weekend in partnership with several museums and cultural centers, including the awarding of an essay prize to teenagers
- 🕒 **All-Day tour to several museums of your region**
Example in 2012:
Subaraya, Indonesia: city tour by bus including the visit of four museums
- 🕒 **Activities « outside the walls »**
Example in 2012:
Harry Daly Museum (Sydney, Australia): « Pop-up museum » in a shopping centre

Examples of activities related to *Museums (memory + creativity) = social change.*

- ◉ **Informal education structures.** International Museum day is often an opportunity to reach the young generations and raise their awareness of the role that museums play in society. You can thus partner with schools in order to create a suitable programme. More generally, IMD can be an opportunity of creating educational kits (educational maps, booklets, tools for activities), organizing workshops (for instance in the form of role-plays, contests or treasure hunts), working on twinning a museum with a school or developing a project (exhibition, film, etc.) in partnership with young people.
- ◉ **A social space rooted in its territory.** IMD is also an opportunity to meet the inhabitants of the city by organizing, for example, activities outside the walls or by partnering with local associations. Tours in the city or guided visits on the museum history through the city (for example, focusing on the architectural aspect) can also be a means of placing the museum at the heart of its territory.
- ◉ **An intergenerational link.** It can be highlighted in various ways during the event: film screenings, storytelling in the museum, reception of groups of young people by retired volunteers, memory games in the museum, etc.
- ◉ **Display heritage in a modern way.** A large number of activities can be planned: installation of touch screens, artistic performance in the rooms, launch of a mobile application, inauguration of a new scenography, video contest in the museum, etc.
- ◉ **Innovative practices for a better conservation.** International Museum Day is an occasion to showcase the technical skills of museum professionals. This can be done by organizing a professional seminar, offering visits of the storage areas, having restorers work in front of visitors, or launching an online data consultation thanks to collections digitization.

Your role

To ensure International Museum Day fulfils its ambitions, we need your help!

You are the ambassadors of International Museum Day: thanks to the activities that you organize and to the dissemination of the information that you put up, this event is a success year after year.

Beyond the activities that you create, which are part of a larger programme, at a national or regional level, your contribution is valuable for:

- 🕒 **Implementing partnerships** with schools, associations, other museums, etc. to promote the event as a moment of sharing and collaboration;
- 🕒 **Using and disseminating the graphic materials of the event**, in order to spread the news efficiently throughout the world;
- 🕒 **Spreading information** about IMD to the public via your web spaces (website, social networks, etc. depending on your usual actions on the Internet);
- 🕒 **Sending a press release** about IMD or organize a press conference as a means to ensure the visibility of your museum and of the event;
- 🕒 **Giving us information about your activities** before and after the event: we would therefore be able to communicate on them and to build up archives every year.

IMD communications tools

Official poster and its variations (postcard and web banner)

Each year, ICOM creates an IMD poster linked to the theme of the year in order to enable participating museums to illustrate the theme and to make visitors come with an attractive design. This poster has been translated into different languages and adapted in postcard format and web banner, and can be adjusted to better meet your needs.

In 2012, thanks to you, the poster was available in 39 different versions. This year, assistance from the ICOM Committees will enable us to progressively provide you with the poster of International Museum Day 2013 and additional tools (postcard and web banner) in your own language(s).

Please download the poster, the postcard and the banner for IMD 2013 on the IMD website:

<http://imd.icom.museum>

If you wish to use the poster in a language that is not available, do not hesitate to contact the ICOM Committee of your country.

We are providing a version of the poster that contains a blank space at the bottom left where you can easily insert information about your museum, your partners and the activities you are planning to organize. Nevertheless, the official logos must not be removed. You may also use the graphic materials and modify the format if needed. Please send an email to imd@icom.museum if you wish to receive an InDesign version allowing modifications.



We invite you to print and hang the poster in your museum during IMD. You can also adapt this picture in many ways and on any media, upon your wishes. Warning: you cannot use this picture for commercial purposes.

To keep memory of your creations and to disseminate them, we would be grateful if you could send us all creations made from the International Museum Day 2013 picture.

International Museum Day 2013 website and social networks

International Museum Day has a dedicated website that complements the ICOM website. The IMD website address is:

<http://imd.icom.museum>

IMD is also on Facebook at the following address:

<http://www.facebook.com/internationalmuseumday>

Please feel free to participate by:

- Clicking on « Like » on this Facebook page
- Mentioning (@International Museum Day - ICOM) in you posts, comments or photos to spread the information about this Facebook page
- Leave a comment or a post on the Facebook page
- Add the « Like » button to this Facebook page on your museum's website or blog:

With your webmaster or website administrator, you can insert on your site:

1) The following iFrame code:

```
<iframe  
src="//www.facebook.com/plugins/like.php?href=http%3A%2F%2Fwww.facebook.com%2Finternational  
museumday&send=false&layout=standard&width=450&show_faces=true&action=like&colorscheme=light&font&height=80" scrolling="no" frameborder="0"  
style="border:none; overflow:hidden; width:450px; height:80px;" allowTransparency="true"></iframe>  
ou
```

2) The following URL link:

```
http://www.facebook.com/plugins/like.php?href=http%3A%2F%2Fwww.facebook.com%2Finternational  
museumday&send=false&layout=standard&width=450&show_faces=true&action=like&colorscheme=light  
&font&height=80
```

More information with the tutorial on Facebook:

<http://developers.facebook.com/docs/reference/plugins/like/>

Finally, if you are on Twitter, you may publish your IMD activities with the hashtag: #IMD2013.

Find financial partners

You can benefit from three different kinds of support:

- 🕒 **Financial support:** financial aid for the everyday functioning of a structure or for a special event such as International Museum Day. This support can come from companies or public administrations.
- 🕒 **In-kind sponsorship:** a company can provide you with products for your event, for example for a reception, or it can print or even disseminate the leaflets of your event, for free.
- 🕒 **Skills sponsorship:** a company can make its staff available to you free of charge, for example the communications department. This kind of sponsorship is on the rise in particular for educational programmes.

To give visibility to your partners, you may offer to:

- 🕒 Insert their logo in all the communications tools created for the event and in particular in the poster.
- 🕒 Insert information about the partner in the press kit and press releases.
- 🕒 Organize the IMD launch jointly with your partners.
- 🕒 Invite them to participate in your activity programme or to disseminate documents during you International Museum Day.
- 🕒 Organize a reception for networking purposes, if you have a number of sponsors.
- 🕒 Publish the company's advertisements in one of your communication tools.



PRESS RELEASE

Launch of International Museum Day 2013 Museums (memory + creativity) = social change

The worldwide community of museums will celebrate International Museum Day around **18 May, 2013**.

This year, the theme of the International Museum Day will be **Museums (memory + creativity) = social change**. Our rich heritage, which museums both display and protect, is associated with inventiveness and vitality, both of which have characterized the museum sector in recent years and are museums' greatest strengths.

ICOM General Director, Julien Anfruns adds: "Reconciling their traditional mission of preservation with cultivation of the creativity necessary for renewal and visitor growth is the evolution that museums are striving for, with the firm conviction that their presence and their actions can change society in a constructive manner."

The **International Council of Museums (ICOM)** established **International Museum Day** in 1977 to increase public awareness of the role of museums in the development of society. Momentum has been rising unabated ever since. In 2012, International Museum Day garnered record-breaking participation with almost 32,000 museums hosting events in more than 129 countries.

ICOM is partnering with the UNESCO Memory of the World Programme – which celebrates its 20th anniversary in 2012 – for **International Museum Day 2013**. ICOM and Memory of the World, which is dedicated to world documentary heritage, share a common vision of safeguarding heritage for the benefit of society and are joined in their reflection on the potential of digitization for this purpose.

Visit the International Museum Day official website:

<http://imd.icom.museum>

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ICOM in short

Created in 1946, ICOM (International Council of Museums) is an international non-governmental organization maintaining formal relations with UNESCO. Within the United Nations, ICOM has a consultative status with the Economic and Social Council. ICOM is the only international organization representing museums and museum professionals on a global level.

ICOM is:

- A diplomatic forum made up of representatives from 137 countries and territories
- Standards of excellence for museums including ethics (*ICOM Code of Ethics for Museums*)
- A unique international network of more than 30,000 museum professionals around the world
- A think-tank composed of 31 International Committees, which represent museums' specialties
- Missions of international public service notably in the fight against illicit traffic in cultural property and emergency programmes in the event of natural disasters or armed conflicts.

For all questions concerning the world museum community and for requests for an interview with ICOM's Director General, please contact the press office:

Aurélie AUBOURG – Tel. + 33 1 47 34 91 63 – aurelie.aubourg@icom.museum

The 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, the closing time of the museums is postponed to approximately one in the morning, which 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 are also sponsoring 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

ICOM RIO 2013

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.

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.

Contact

For more information, please contact your National Committee. The list of National Committees is available on the following webpage:

<http://icom.museum/the-committees/national-committees/>

You can also contact **ICOM General Secretariat**:

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Have a great
International Museum Day 2013!