

INTERNATIONAL MUSEUM DAY

JOURNÉE INTERNATIONALE DES MUSÉES

DÍA INTERNACIONAL DE LOS MUSEOS



18  
MAY  
MAI  
MAYO  
2014

# Museums:

## How to prepare your International Museum Day 2014

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# Contents

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<b>International Museum Day</b>	<b>p. 3</b>
<b>IMD in 2014</b>	<b>p. 4</b>
<b>How to organize your International Museum Day</b>	<b>p. 5</b>
<b>Create your activity programme</b>	<b>p. 6</b>
<b>Your role</b>	<b>p. 9</b>
<b>IMD Communication tools</b>	<b>p. 10</b>
<b>Find financial partners</b>	<b>p. 12</b>
<b>Press release</b>	<b>p. 13</b>
<b>The European Night of Museums</b>	<b>p.15</b>
<b>Contact information</b>	<b>p. 16</b>

## International Museum Day

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### **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 2013, 35,000 museums from 145 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 2014 is **Museum collections make connections**

This theme reminds us that museums are living institutions that help create bonds between visitors, generations and cultures around the world.

Museums are constantly facing changes that bring them to reconsider their traditional mission and to find new strategies to attract visitors towards more accessible collections. Thus many museums revamp the traditional methods of presentation of their collections in order to involve the community and to remain in touch with their public. The museum is an institution that preserves and communicates the past, yet it is grounded in the present. In its very essence, it is a link between the generations, as it allows present and future generations to better comprehend their origins and history. This theme also emphasizes the collaborations between museums worldwide and their importance for cultural exchanges and the knowledge of the world's cultures.

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

- **Design a visit tour.** This theme reminds that an exhibition is made around museum items: the museum interprets the historic and scientific connections between these objects thanks to a visit tour designed to “tell a story”.
- **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-fashion image they once had.
- **Collaborations between museum institutions or with other structures.** Sharing works as well as knowledge among museums is a good way to improve knowledge and emphasize intercultural exchanges. Partnerships with other structures, cultural or not, can also contribute to the museum's mission.

## How to organize your International Museum Day

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

In 2013, 35,000 museums of all sizes participated in the event, in 145 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 2014, 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 analyse 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

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It is best to define your activity programme in relation to the theme suggested for International Museum Day 2014: **Museum collections make connections.**

International Museum Day is an occasion to honour 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 2013:*  
*National Museum of Lagos in Nigeria: exhibition of items usually kept in storage*
- Exhibition, activities, conference or guided tours based on the IMD theme  
*Example in 2013:*  
*Borjomi Local Museum (Georgia): Conference on the theme "the museum as a space for dialogue of generations"*
- Practical workshop or visits led by a museum professional  
*Example in 2013:*  
*Bank of Canada's Currency Museum in Ottawa: meetings between conservators and visitors-collectors (of stamps, bottle caps, comics, etc.) to share their passion.*
- Professional conferences, symposiums or round tables  
*Example in 2013:*  
*Qatar Museums Authority: professional seminar with the participation of major figures of the national museum scene*
- 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 2013:*  
*Prehistory Museum of Valencia: Film Festival entitled “A Prehistory in the movies” and delivery of an award by the public*
- ⦿ Unusual visits  
*Example in 2013:*  
*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 2013:*  
*QUT Art Museum of Brisbane (Australia): exhibition via Twitter*
- ⦿ Games, contests, awarding of prizes  
*Example in 2013:*  
*The Pakistan Museum of Natural History in Islamabad organised two competitions, one rewarding the best photograph, the other the best drawing on the theme of nature.*
- ⦿ All-Day tour to several museums of your region  
*Example in 2013:*  
*Puebla, Mexico: bike tour with explanations on the history of the city’s museums*
- ⦿ Activities « outside the walls »  
*Example in 2012:*  
*Harry Daly Museum (Sydney, Australia): « Pop-up museum » in a shopping centre*
- ⦿ Participative exhibition  
*Example en 2013:*  
*The National Museum of Gaborone, Botswana, invited the community to provide information and historical pictures of the city to create an exhibition*
- ⦿ Publication  
*Example en 2013:*  
*The NPO Museum Lab (Fukuoka) published a special IMD newspaper with contributions from visitors sharing their best museum experience.*
- ⦿ Visit for a specific public

*Example in 2013:*

*The Museum of Cultures Dom Bosco (Campo Grande, Brazil) organized sensory visits for handicapped people with the help of a specialised center*

## **Examples of activities related to *Museum collections make connections.***

### **Design a visit tour.**

International Museum day is often an opportunity to reach an audience that is different from your usual public, especially among young people. You can thus partner with schools in order to create a suitable programme. You can also offer IMD visitors special and original tours.

### **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, collection of testimonies, 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 website or a mobile application, inauguration of a new scenography, video contest in the museum, etc.

### **Collaborations between museum institutions or with other structures.**

This theme provides the opportunity to show how museums can work together, for instance by organising a joint exhibition or offering a visit tour including several museums. More generally, collaborations can also involve schools, associations, libraries, etc.



## Your role

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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

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### 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 2013, 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 2014 and additional tools (postcard and web banner) in your own language(s).

Please download the poster, the postcard and the banner for IMD 2014 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](mailto: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 2014 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
- Leaving a comment or a post on the Facebook page
- Adding 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>  
or
```

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: #IMD2014.

## Find financial partners

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### 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 2014 Museum collections make connections

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The worldwide community of museums will celebrate International Museum Day around **18 May, 2014**.

This year, the theme of the International Museum Day will be **Museum collections make connections**. This theme is a reminder that museums are living institutions that help creating bonds between visitors, generations and cultures around the world.

ICOM President, Dr Hans-Martin Hinz, adds: "Museums are constantly facing changes that bring them to reconsider their traditional mission and to find new strategies to attract visitors towards more accessible collections. Thus many museums revamp the traditional methods of presentation of their collections in order to involve the community and to remain in touch with their public."

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 2013, International Museum Day garnered record-breaking participation with over 35,000 museums hosting events in some 145 countries.

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 global 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, please contact the press office:**

**Press contact:** Matthew GUICHARD– Tel. + 33 1 47 34 81 58– [mguichard@icom.museum](mailto:mguichard@icom.museum)

## The European Night of Museums

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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 2014, both events will coincide since the European night of Museums will take place during the night of the 17th to the 18th of May.

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. This year will celebrate the tenth edition of the European night of Museums.

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.

## Contact

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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 2014!