

INTERNATIONAL MUSEUM DAY



Every 18 May,
a moment of sharing for
museums all around the
world

International Museum Day's values

International Museum Day is a celebration that is held worldwide each year on or around 18 May. From America and Oceania to Europe, Asia and Africa, International Museum Day aims to increase public awareness about the role of museums in the development of society.

The International Council of Museums' vision is a world in which the importance of natural and cultural heritage is universally recognised. International Museum Day contributes to this commitment, gathering the museum community around the key values.

DIVERSITY

ICOM encourages the participation of museums of all kinds, bringing them together each year around a common International Museum Day theme. The concept of **inclusion** is at the heart of ICOM's policy: International Museum Day is celebrated across geographical boundaries and financial barriers.



In 2013, the official poster was translated in 38 languages, including Kyrgyz, Chinese and Romanian

DIALOGUE

ICOM encourages exchanges between past and contemporary generations through the promotion of museum activities. These institutions, instigators of **development** and engines of **democracy, education** and **training**, also serve as witnesses of the past and guardians of humanity's treasures for future generations.



Perou: Pachacamac Museum



Qatar: Museum Direction

CONTEMPORARY ISSUES

The International Museum Day theme is a **platform from which to explore responses to change** and an opportunity for museums of all kinds to showcase their best achievements and newest innovations. The theme encourages reflection on how museums will serve as a voice of reason in the face of the world's most important contemporary issues.

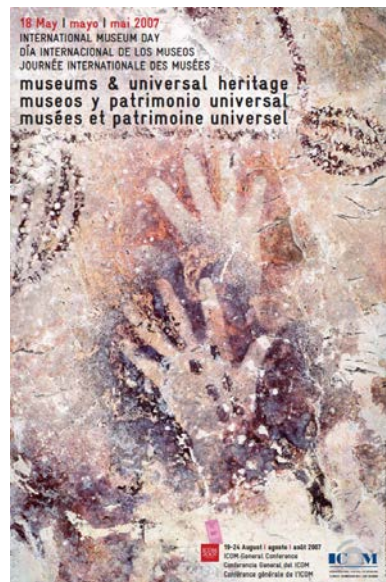
IMD THROUGH THE YEARS

As a key international event for museums and cultural institutions, which is traditionally organised worldwide around 18 May, International Museum Day is an opportunity for museums professionals to connect with their audiences.

1977 . . . 1992 . . . 2007 2008 . . .

In 1977, the museum community wished to create a special event, marking the official beginning of International Museum Day. A resolution was adopted in 1977 during the General Assembly of ICOM in Moscow.

Responding to increased participation in the event, ICOM suggested a theme for the first time in 1992. This first theme was: *Museums and Environment*.



Museums in approximately 70 countries participated in the event in 2007. The theme for that year was “We are all responsible for universal heritage.”

20,000 museums in 90 countries participated in IMD in 2008.

As the theme was "Museums as agents of social change and development," the first virtual museum event took place on *Second Life*, with the contribution of the Tech Museum of Innovation (San Francisco, USA).

2011

2012

2013



About 30,000 museums in 110 countries participated in the celebration of International Museum Day 2011.

As the theme was “Museum and memory. Objects tell our story,” ICOM initiated partnerships with other organisations that share ICOM’s mission to preserve collective memory: UNESCO Memory of the World Programme, ICOMOS, IFLA, ICA and CCAAA.

IMD celebrates its 35th year!

About 32,000 museums in 129 countries on all continents participated in IMD 2012.

For the second year, ICOM patronized the European Night of Museums, an event which echoes IMD in the spirit of an all-day and all-night weekend dedicated to museums.

In 2013, 35,000 museums from 143 countries participated in International Museum Day.

The theme was Museums (memory + creativity = social change).

ICOM partnered with the Roland Collection of Films on Art on the Art Hopping project, in which museums could enrich their programme by offering free access to a number of films on art.

Our ambitions

To support museums in organising the event

ICOM has made a commitment to support museums by creating tools which will help them to organise and promote events around International Museum Day.

Since 2011, ICOM has provided a communication kit in order to support museums in developing a programme of activities, finding partners, raising public awareness and communicating with the media.



NIGERIA

Within their communities, museums participate in public education through thematic, event-driven and engaging programming; their participation in International Museum Day elaborates upon this role. ICOM also wishes to encourage and assist its National Committees in developing countries in creating programmes for the event.

To offer a better visibility worldwide

Recognised all over the world, International Museum Day is celebrated in about 130 countries and enjoys unfailing popularity with the museum community.

It is now important that the event continues to grow, reaching more countries in which museums lack visibility and resources.



INDIA

To meet visitors' expectations

One of the main goals of International Museum Day is to reach families that are not regular museum-goers. The event should be designed to create a festive and friendly atmosphere, ensuring that all participants feel comfortable and happy to return.

Examples of what happens throughout the world each 18 May

IMD 2011

Singapore Peranakan Museum offered guided tours dedicated to children and families.



IMD 2013

In Pakistan, the Museum of Natural History in Islamabad organised a Nature Poster Drawing Competition on the theme of Water and Biodiversity

IMD2012

The transport museum of Dresde (Germany) inaugurated its "Adventure flying" laboratory and its new educational programme 'Air journey.'



IMD2010

In Sri Lanka, the Department of National Museums provided an educational programme with mobile exhibitions for students in the northern region of the country as a means to encourage peace and social harmony among the ethnic groups who are living in the north and the south of the country.

IMD 2013

In Peru, the Pachacamac Site Museum scheduled an outdoor interactive project called Paint and Identify in the Pintado Temple to remember the paintings that once decorated this monument.



IMD 2012

In Brazil, the São Paulo Museum of Modern Art developed a programme combining art, technology and ecology in partnership with several local institutions.

IMD 2012



The Vytautas the Great War Museum, Kaunas (Lithuania) organised a night visit with medieval music, dances, knight fights and a treasure hunt.

IMD 2010

The Samarkand State Museum of Cultural History in Uzbekistan organised an impressive performance with the award-winning children's dance ensemble Jonona. It was followed by a musical slide show displaying the Samarkand region's historical heritage.

IMD 2012



In Zambia, the Livingstone Museum presented an exhibition entitled "Waste management in Livingstone, What are we doing about it?" and held an essay-writing competition.

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