

# ICOM News

The magazine for the international museum community



3 languages • Print and digital editions • 3 issues a year

The magazine for the international museum community

Created in 1948, *ICOM News* magazine is published by the International Council of Museums (ICOM) and designed for museum professionals around the world, including curators, directors, architects, and more. The magazine is published in three languages (English, French and Spanish) and distributed in 136 countries.

## A reference for museum professionals

ICOM News provides the reader with reports, analytical articles, interviews with museum experts and a world of practical information beneficial to museums.

## Features

- Museum News
- Case Study
- In Focus
- Special Report
- Heritage in Danger
- ICOM Community
- Publications

## ICOM News online

In 2011, *ICOM News* reached out to an even broader audience with a new digital edition!

**ICOM** is the only international organisation representing museums and museum professionals on a global level. Established in 1946, its network now spans 136 countries and includes more than 32,000 members.

### Visibility

Circulation: 32,000  
24,000 online visits (2014)  
Total estimated readers: 81,600



### MUSEUM NEWS



#### Museums on the big screen

Frederick Wiseman is an American film-maker who has made his mark on cinematography through documentaries depicting the inner workings of a wide variety of institutions. Many of his films focus on cultural institutions, such as *La Comédie-Française ou l'Amour joué*, *Ballet* (American Ballet Theatre), *La Danse - The Paris Opera Ballet* and *At Berkeley*. In his most recent film, *National Gallery*, he observes the day-to-day work of the staff of the National Gallery in London, UK, bringing to light the work of its curators, conservator-restorers, docents, educators, administrators and more.

What attracted you to the National Gallery? The National Gallery is one of the world's great museums. At the same time, it is relatively small and its collections only include paintings, which allowed me to concentrate on the museum's exhibition, restoration, scientific and educational work related to painting. This way, I did not have to treat superficially or leave out collections of other art forms that are available in larger museums like the Metropolitan Museum of Art, the Louvre or the Prado. The museum was small enough that I felt I could cover all aspects of both public and behind-the-scenes activities.

How have museums inspired your work? Paintings that I have seen in museums have influenced my work in the choice of subject matter and in the study of light. Some of the themes of paintings I have admired have also become themes of my films. Painters, novelists, playwrights, poets and film-makers have the same general issues to deal with—abstraction, metaphor, storytelling, the relation between the literal and the abstract, passage of time, rhythm and transitions. It is very useful for me to see and by to understand how people working in different times and in other forms deal with these common issues.

The film focuses quite a bit on conservation-restoration... The importance, and the technical and artistic skills of the people that work in conservation-restoration is not generally known, understood or appreciated by the general public. They are great professionals whose skill and craft are humbly at the service of others. There is little recognition of the trust that is granted them to actively preserve our common cultural heritage.

The film portrays the museum as a community centre that engages with audiences of all ages and walks of life. Is this how you see museums' role in society? I am not an expert on this issue. I certainly think that great works of art should be accessible and that people from whatever class, age or background should have an opportunity to increase their knowledge and understanding. All methods available should be used to make people aware of the emotional and intellectual importance of great art.

For more information about National Gallery and Frederick Wiseman's other films: <http://www.zipporah.com/>

Interview by Eva Lupine

#### Openings

In November, the Van Gogh Museum in Amsterdam, the Netherlands, unveiled the new presentation of its permanent collection to the public. The new design focuses on the artist's story, with his personal life and art elucidated through drawings and letters that have rarely been shown to date, while providing more space for his masterpieces. According to the museum, this presentation aims to clarify some of the myths surrounding Vincent Van Gogh, such as his illness, the war and his suicide, and to shed light on the ideas and ambitions behind his art. The new display is the work of Dutch exhibition designer Miesou Schmalgenpeter and graphic designer Maritje Tolenaar.

The Fondation Louis Vuitton, a new contemporary art institution in Paris, France, opened its doors to the public on 27 October, 2014. The 11,700 m<sup>2</sup> building (pictured below), designed by architect Frank Gehry, houses 11 galleries, an auditorium that seats 350 and terraces offering unique panoramic views of Paris and the Bois de Boulogne. The museum's opening programme includes an exhibition showcasing the design process of the building, presented in parallel with the first European retrospective of Gehry's work exhibited by the Centre Pompidou (Paris) from October 2014.

In 2015, the Hong Kong edition of the international modern and contemporary art show, Art Basel, will take place on 15-17 March. According to the show's website, half of the participating galleries will come from Asia and Asia-Pacific. The show also provides galleries from the region (and around the world) with a platform to demonstrate how they collaborate with artists. Art Basel in Hong Kong will trace 12 decades of art history across six sectors: Galleries, Insights, Discoveries, Encounters, Magazines and Film. Founded by galleries in 1970, Art Basel is held each year in Hong Kong, Basel (Switzerland) and Miami (US).

As part of the World War I centenary programme, the Auckland War Memorial Museum in New Zealand is preparing a new exhibition by renowned New Zealand artist Michael Parekowhai. Set to run in April 2015, *Parekowhai by Parekowhai* will explore the impact of war on both individual and universal level. *Parekowhai* are local wreaths made of generative tree ferns during *mauhaka* (Maori funeral rites). According to the museum, the exhibition will feature new art works by Parekowhai, as well as a series of his photographs called *The consolation of philosophy* (2001), with each one named after a different WWI battle ground where New Zealand soldiers fought and lost

their lives. Following a season at Auckland Museum, *Parekowhai by Parekowhai* will tour internationally, evolving throughout the century.

#### Projects



The Castle Museum in Weimar, Germany, hosted an educational project in autumn 2013, organised by Klaus Stifting Weimar and Stifting Zuhören, inviting students aged 13-15 to create a 'young' audioguide for the museum's exhibits. By conveying what they found interesting, the students (pictured left) developed a strong personal approach to discussing objects from the museum's collection and their meaning in the modern context. Through workshop given by two museum educators and a radio journalist, the students learned about early 19<sup>th</sup> century history, creative writing strategies and technical possibilities to help them create their audio tracks. The audios were transferred to the museum's existing audioguides and are now available to all visitors.

#### Awards

Produced by the MAPI (Pre-Columbian and Indigenous Art Museum) in Montevideo, Uruguay, Leticia Pippa's play, *Talento y el libro de los héroes* (Talent and the book of all stories), has been nominated for the Florence Award, which is granted by the

#### BEST PRACTICES

**Know**  
The Dadas Museum and its open house by Nicola S. Scamarcio

...ances of engagement. After years of running the Friends of the Museum programme, it is approximately 11.8%, ranging from two to well over 100 members. As the DMA's visitor participation and engagement strategy, it provides a model for collecting quantitative information. The program has been successful in mapping tool use of Friends in the Fort Worth area, as well as for each zip code. While it is about zip codes, the program has a potential to be used in other areas. It has begun to bring in new visitors.

#### TRAVELLING EXHIBITION

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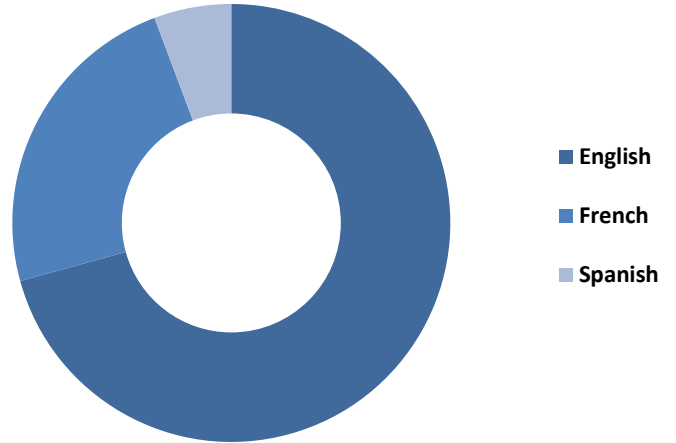


# ICOM News

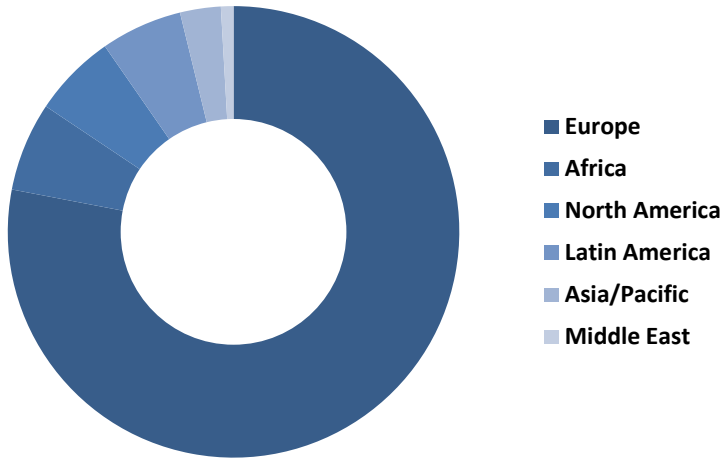
The magazine read by museum professionals

In each issue, *ICOM News* contributors analyse contemporary museum trends and discuss challenges and issues of interest to a wide range of museum professionals around the world.

Circulation: 32,000  
5 continents  
81,600 total readers (estimate)



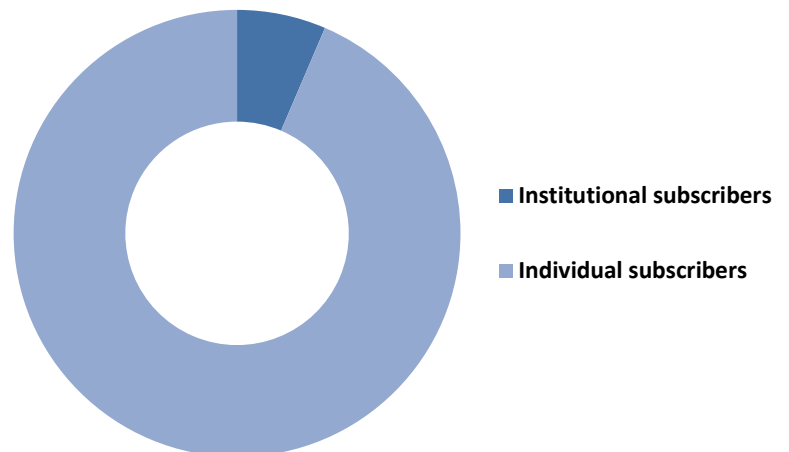
3 languages .....



All ICOM members receive *ICOM News*, in addition to subscribers and online readers around the world, making up a diverse readership of museum professionals, working on a variety of topics.

..... 136 countries

*ICOM News* readers include collections and research professionals, as well as museum directors and administrators, various department managers and visitor services professionals.



..... A readership made up of museum experts



# ICOM News

## Advertising rates for 2015

15% discount for ICOM members!

Size	Price per issue (euros)	Bleed	Format (mm) Non bleed	Live
1 page	3,200	208x272	203x267	178x237
1/2 vertical	1,900	106.5x272	101.5x267	89x237
1/2 horizontal	1,900	208x138.5	203x133.5	178x118.5
1/3 vertical	1,200	73x272	68x267	59.5x237
1/3 horizontal	1,200	208x94	203x89	178x79
1/4 vertical	900	56x272	51x267	44.5x237
1/4 box	900	106.5x138.5	101.5x133.5	89x118.5
Business card	500	N/A	N/A	57x56

*As mentioned in the terms and conditions, all advertisements must be produced in English, French and Spanish. If you would like ICOM to provide this service, please contact us for details.*

### Cover placement by language

	English	French	Spanish
Front inside cover	€2,500	€1,100	€800
Back inside cover	€2,200	€900	€700
Back cover	€2,900	€1,400	€900

### Technical specifications

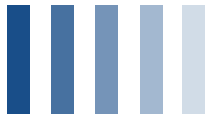
**Format:** PDF  
**Resolution:** 300 dpi  
**Colour:** CMYK  
**Languages:** English, French and Spanish  
**Proofs:** Cromalin

## 2015 submission deadlines and publishing dates

8 April.....29 April  
 7 July.....28 July  
 1 December.....22 December

### Contact

France Edition. Tel. +33 4 68 66 94 75. Email: [francedit@francedit.com](mailto:francedit@francedit.com)



# Terms and Conditions

ICOM is now offering advertising space available in its magazine, ICOM News. If an Advertiser or a representative acting on behalf of the Advertiser purchases an advertising space, the Advertiser fully accepts the present terms and conditions. The Advertiser's purchase is subject to these terms and conditions.

The present terms and conditions prevail over any document produced by the Advertiser.

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ICOM is offering professionals an advertising space in which the Advertiser may present his/her products or services. These spaces are designed for an audience of individuals and/or professionals. The advertising spaces shall only include text, images and/or videos provided by the Advertiser. The Advertiser agrees to submit to ICOM the contents of the advertisement at least ten (10) working days before the date that ICOM News goes to press. ICOM shall ensure that the advertisement published by the Advertiser does not violate ICOM's statutory purpose and the editorial guidelines of its publication. ICOM reserves the right to refuse, at any time, an insert that by its nature, text or presentation appears to be contrary to the spirit of its publications, its statutory purpose and/or the laws in effect.

## Article 2- CLIENT: ADVERTISER / AGENCY

If the Advertiser chooses to use the services of an agency, the latter shall first receive a written mandate. In such cases, the Advertiser is solely responsible for the acts of his/her agent.

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The Advertiser ensures that all photographic images accurately represent the advertised product/service and that they are not likely to mislead the public.

The Advertiser agrees to provide accurate information that is not likely to mislead the public, is not fraudulent and does not imply the sale of counterfeit or stolen goods and respects trade mark laws and other intellectual property rights. The Advertiser ensures that the information does not constitute prohibited false advertising or parasitism, and does not violate, as a general rule, the rules on competition. The Advertiser shall expressly declare that he/she holds all necessary rights and authorisations especially those concerning photographic images. The Advertiser certifies that his/her advertisement shall not contravene any legislation or regulation (in order of importance) in force, especially those in relation to advertising, competition and intellectual property, and it contains no libellous or harmful allusions towards others or any discriminatory content. The Advertiser will not hold ICOM liable for the form or content of the information posted in his/her space, will compensate ICOM for any damage suffered, guarantees ICOM against any disorder, claim or action on the content of the information and/or its distribution, which will be the concern of the Advertiser only. The Advertiser will provide a version of the advertisement in each of the official languages of ICOM (English, French and Spanish).

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Rates, unless otherwise provided in writing by ICOM, are those indicated in the order form. ICOM reserves the right to modify the rates, even for current orders, with a 30-day notice period.

#### Article 6- CONDITIONS OF PAYMENT AND INVOICING

The advertising spaces are invoiced before the advertising space is published in ICOM News.

If a space is purchased by an agent on an Advertiser's behalf, ICOM will abide by the payment instructions given by the Advertiser in the notification of mandate with regard to the sending and payment of invoices. The original invoice will be automatically sent to the Advertiser.

The latest date for payment is the date of publication of ICOM News.

#### Article 7- LATE PAYMENT

Any payment made past the date specified in the contract will result in a billing of charges at a rate equal to one and a half (1.5) the legal rate pursuant to the French law no. 92-1442 of 31 December 1992, as amended. This rate is calculated on the total amount due exceeding that deadline. Any delay of payment past the due dates gives ICOM the right to suspend the execution of any order placed by an Advertiser or their agent who might not have paid his dues. In case of recovery of unpaid bills by judicial enforcement, this amount will increase by 15% as a lump sum penalty in accordance with articles 1226 and in accordance with the French Civil Code.

#### Article 8- DISPUTES

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