



PRESS RELEASE

Paris, 27 May, 2011:

International Museum Day 2011 toured the world

The 2011 edition: a rave success

The theme, Museum and Memory: Objects tell your story, brought together more than 30,000 museums in 100 countries across five continents for International Museum Day, which took place around 18, May. The International Council of Museums (ICOM) has organised this event since 1977 and saw record attendance for this 2011 edition. Due to the scope of this year's theme, ICOM joined forces with numerous institutional partners, all concerned with the preservation of cultural and natural heritage.

Museum and Memory: Objects tell your story

All around the world, museums showed extra creativity in the organisation of activities that emphasise the role of museums and their collections in preserving and transmitting collective and individual memory. In Africa, the Nigerian National Museum in Oshogbo organised a quiz intended for school pupils in order to raise their awareness of the importance of heritage conservation, whereas in the United States, the MUSEUM TREKKER organised a photography competition. In New Zealand, the Whanganui Regional Museum celebrated the musical traditions of the country through its programme *Memory and Music*. In Argentina, the *Museo Argentino de Ciencias Naturales Bernardino Rivadavia* in Buenos Aires created the concept *musecuentos* for the event, where storytellers recounted tales inspired by objects in the museum. Finally, the *Arkeologi Museoa* in Bilbao, Spain organised a game called - On the tracks of past - for its visitors, followed by a show. Several museums also offered free entry and some continue to celebrate International Museum Day.

International Museum Day world tour

All the details concerning International Museum Day 2011 and in particular museums' activity programmes and the official poster translated into 37 languages are available online on the special website created for the event: <http://imd2011.icom.museum>

The Facebook fan page for International Museum Day 2011 aroused the interest of thousands of Internet users and included more than 45,000 posts in May. This page is still operational and gathers witness accounts, suggestions and pictures of International Museums Day participants.

In 2012 the theme will be...

Museums in a changing world. New challenges, new inspiration is the chosen theme for International Museum Day 2012. See you next year!

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ICOM in brief

Created in 1946, ICOM (International Council of Museums) is an international non-governmental organisation 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 organisation representing museums and museum professionals on a global level.

What is ICOM?

- ◉ A diplomatic forum of representatives from 137 countries and territories
- ◉ Standards of excellence for museums, especially in terms of ethics with the publication of the *ICOM Code of Ethics for Museums*
- ◉ A unique network of more than 30,000 museum professionals worldwide
- ◉ An international think tank of 31 International Committees representing specific museum fields
- ◉ International public service missions, committed to fighting illicit traffic in cultural property and developing emergency response programmes for situations of natural disaster or armed conflict

For all queries regarding the international museum community or to interview the Director General of ICOM:

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