

BRASIL **COM**
RIO2013



23RD GENERAL CONFERENCE
INTERNATIONAL COUNCIL OF MUSEUMS

10-17 AUGUST 2013
RIO DE JANEIRO, BRAZIL

PRESS KIT

MUSEUMS (MEMORY + CREATIVITY)
= SOCIAL CHANGE





ICOM'S TRIENNIAL GENERAL CONFERENCE

Every three years, ICOM's General Conference gathers the international museum community around a theme chosen by museum professionals. Some 2,000 to 3,000 experts and museum professionals meet for a whole week to exchange over and discuss museum issues.

The General Conference consists in:

High-profile speakers delivering provocative and visionary insights on multidisciplinary subjects concerning the international museum community

Scientific discussions among ICOM's 31 International Committees, who debate around the conference theme

A Museum Trade & Institutional Fair where suppliers and museums showcase their latest projects and products

Informal networking events promoting **dialogue and exchange** among fellow professionals

Cultural activities to discover and explore the treasures of the host city and country

Administrative sessions to summarize and **evaluate the actions conducted within ICOM** over the past three-year period and to initiate the new working term

Last 5 and forthcoming 2 General Conferences around the world:

AUSTRIA
Vienna 2007

SPAIN
Barcelona 2001

BRAZIL
Rio 2013

ITALY
Milan 2016

KOREA
Seoul 2004

CHINA
Shanghai 2010

AUSTRALIA
Melbourne 1998





ICOM RIO 2013

The year 2013 will mark the come back of the General Conference in Latin America, after the 1986 edition in Argentina. It is also the first time that an ICOM General Conference is open to non-members of ICOM interested in cultural heritage and museum matters. Held under the mottos of inclusiveness, networking, sustainability and accessibility, the ICOM Rio 2013 General Conference will adopt a new conference format.

Among the invited keynote speakers:



Irina Bokova

Bulgaria,
Director General of UNESCO*



Mia Couto

Mozambique,
writer based in Maputo



Ulpiano B. Menezes

Brazil,
former director of various
museums and author of
influential texts on museology



Julia Álvarez

United States,
Dominican-American poet,
novelist, and essayist*

Other highlights:

- Opening party
- Meetings and activities offered by ICOM International Committees, Affiliated Organisations and Regional Alliances
- Session with regional focus: Africa
- Session with regional focus: Latin America
- Session of the International Committee of the Blue Shield
- Thematic lunches
- Excursion day
- ICOM General Assembly
- Closing Ceremony

*Not confirmed





THEME OF THE GENERAL CONFERENCE

What did they say?

"I think that the real asset of ICOM is debate; it is the possibility to exchange different opinions and to put them together in one place." Carlos Roberto F. Brandão, Professor of Museu de Zoologia da Universidade de São Paulo, Brazil



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The richness of our historical heritage, preserved and displayed by museums, together with the inventiveness and vitality that have characterised the museum sector's action in recent years, are where the strength of museum institutions lies today. Reconciling their traditional mission of conservation with the creativity necessary for their revival and the development of their audiences – this is the evolution that museums are trying to undertake, with the strong belief that their presence and actions can transform society constructively.

This truly optimistic theme in the form of an equation dynamically gathers several concepts that are essential to defining what a museum is today, highlighting the universal nature of those institutions and their positive influence on society. It summarises the complexity of museum tasks and recalls that they are meant to contribute to community development and gathering together.

This theme will also be the one of International Museum Day 2013 which will be held on 18 May.



WHY BRAZIL AND RIO DE JANEIRO?

The Brazilian melting pot

Brazil is a continental-sized country, originally covered by savannas and dense tropical jungle – which include some 20% of the world biodiversity. Since the 19th century, a continuous flux of people from all over the world has come, and is still coming to Brazil, to here construct a tolerant, modern, friendly, cosmopolitan, peaceful, multiracial, musical civilisation.

Brazil is a melting pot of different ethnical, religious, ideological and cultural groups, living in harmony and in a spirit of respect and tolerance. As a token of its cultural diversity, Brazil has 180 living languages, spoken by as many aboriginal ethnical groups.

At the same time, Brazil is a modern country, with an active and entrepreneurs' population.

Brazil witnesses significant growth of its museums

Brazil has long been known as «the sleeping giant»; but today, the giant awakes and is finding its way on the international scene. As former Minister of Culture Gilberto Gil said, “Brazil awakes and witnesses significant growth of its museums. We see in admiration the birth of new kinds of museums, in the outskirts of the cities, in aboriginal villages, in small cities throughout the country, in natural and historical sites; and at the same time we give full support to traditional museums and collections”.

A new impetus for Brazilian museums

Brazil is experiencing a strong impetus in the organisation of its museums due to its National Museums Policy launched in 2003, which allowed the creation of the new Museums Statute in 2009 and the founding of the Brazilian Institute of Museums (IBRAM). Meanwhile, the official record of Brazilian museums is being fed with data provided by almost 2,600 institutions all over the country, allowing a broad view of the situation of museums in Brazil. There is also a strong, new impetus in museum studies, with the launching of new undergraduate Museology courses in different places of Brazil. Brazilian museums are facing the challenge of shaping the country's rich and diverse memory while documenting its present dynamic.

Rio de Janeiro, the cultural capital of Brazil

Rio de Janeiro is the cradle of the Brazilian museums and museology. There are over 110 museums in Rio today, encompassing the diversity and richness of Brazilian heritage.



CIDADE DAS ARTES, BARRA DA TIJUCA

Recently opened to the public, the Cidade das Artes (City of Arts) in Rio de Janeiro will host ICOM's General Conference this August. It is situated in the neighbourhood of Barra da Tijuca, a cultural and gastronomic suburb of Rio de Janeiro.

Designed by French architect Christian de Portzamparc, also known for the Cité de la Musique (Music Centre) in Paris, the Cidade das Artes is 10 metres high and is situated between the city's signature sea and mountain scapes, offering visitors a unique view of Rio de Janeiro.

Spanning 97,000 m², the Cidade das Artes is a modern cultural complex combining theatres - the largest with a capacity of 1,693, where the main sessions of the General conference will be held - and a restaurant for sociable lunches promoting exchange between museum professionals. The building, which is made of glass and concrete, also houses an art gallery, two cinema complexes, a shop and a media library.

What did they say?

"Huge range of knowledge and expertise brought together in one place for a few days." Michael

Houlihan, Chief Executive of the Museum of New Zealand
Te Papa Tongarewa, New Zealand





ABOUT ICOM

The International Council of Museums (ICOM), created in 1946, is the world organisation of museums and museum professionals with a global scope, committed to the promotion and protection of natural and cultural heritage, present and future, tangible and intangible.

With approximately 30,000 members in 137 countries, ICOM is a unique network of museum professionals acting in a wide range of museum-and heritage-related disciplines. Maintaining formal relations with UNESCO and a consultative status within the United Nations Economic and Social Council, ICOM also partners with entities such as the World Intellectual Property Organization, INTERPOL and the World Customs Organisation, in order to carry out its international public service missions, which include fighting illicit traffic in cultural goods and promoting risk management and emergency preparedness to protect world cultural heritage in the event of natural or man-made disasters.

ICOM's commitment to culture and knowledge promotion is reinforced by its 31 International Committees dedicated to a wide range of museum specialities, who conduct advanced research in their respective fields for the benefit of the museum community. ICOM has the ability to mobilise experts in cultural heritage worldwide in response to the challenges museums face around the globe.

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

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More information: <http://icom.museum>

What did they say?

“If we consider museums as global embassies of culture, the International Council of Museums provides a high density of ambassadors and sources that never run out of inspiration due to their different kinds of collections.” Johannes Kyrle, Secretary General of the Federal Ministry of Foreign Affairs of Austria





ORGANISATION OF THE GENERAL CONFERENCE

Organisation:



Co-organisation:



Secretaria de
Cultura

Ministério da
Cultura



Partners:



The Getty Foundation

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