



## ICOM's Oceania Month celebrating Oceanic and Pacific cultures throughout September

From 1 to 30 September, 2010, the ICOM Pavilion will present an exhibition on museums in Oceania. The ICOM Oceania Month will begin with a series of workshops presenting Pacific cultures and a temporary exhibition will continue throughout September to highlight museums in the region.



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### 🌀 What's New

#### 4 & 5 September, 2010

##### **Pacific Cultures**

Experts from **ICOM International Committee for Education and Cultural Action (CECA)** will continue to host events at the ICOM Pavilion in September.

The cultural elements of Oceanic countries will be showcased through three modes of expression: the tale, the dance and the architecture.

**Tale** – stories of Pacific Islands for the youngest audience.

**Dance** – wear the traditional make-up and dance a Pacific dance.

**Architecture** – build your own Tjibaou Culture Centre.



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### 🌀 Focus on the Temporary Exhibition

Museums in Oceania explore the land, nation and people in a unique way. The diversity of the cultures belonging to each nation is reflected in the different collections that the museums hold.

In September, ICOM will bring a full month of exhibitions elaborating on the social, cultural, economic, environmental and technological developments of museums in Oceania.

### 🌀 A Glimpse of Museums and Environment

**Museums participate in shaping their surroundings and in protecting the environment.** By offering many different opportunities for discovery, museums contribute to the promotion of public awareness about our planet. By preserving and promoting heritage, museums become an integral part of their surrounding environment. They participate directly in the protection of nature, in its sustainable development and they contribute to broader environmental issues.



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## Interview of the Month

Pedro Wendler, Director of Brazil Pavilion at the Shanghai World Expo, presented two sessions of traditional music show with the group Chico Lobo from the Minas Gerais region on 11 August, 2010 in ICOM Pavilion.

### **How did you enjoy the Chico Lobo show at the ICOM Pavilion?**

I didn't know Chico Lobo before the Shanghai Expo. It was a beautiful surprise for me to meet such fantastic musicians. I didn't know that acoustic music had a soul until I saw Chico Lobo performing. They make the soul of acoustic guitar sing. What they took to the ICOM Pavilion was the spirit of those who live in the Brazilian countryside. It was very touching, not only for me, but also for those visitors who were there enjoying the beautiful melody.

### **What was your most unforgettable experience at the ICOM Pavilion?**

For me it was to look at the faces of the visitors during Chico Lobo's performance. At some moments there was even a silence as if time had stopped; the world was left with nothing but melody. And when the performance was over, the silence was broken by the crowd's applause, showing their appreciation and recognition.

### **What is a real museum experience for you?**

I like visiting museums very much and a real museum experience for me is catharsis. When I go to a museum, I expect to learn and to change the way I see things. I am witnessing and broadening my personal horizons. A good interactive museum experience should not only influence the visual sense, but also have an effect on all five senses: it can carry you from past to future.

### **Which is your favourite museum?**

I have had the opportunity of visiting the British Museum several times. I know almost their entire permanent exhibition. I am quite impressed by their way of telling ancient history with their priceless collections from countries like Persia, Egypt, Macedonia, etc. These ancient cultures are brought to life right in front of our eyes.



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## Highlight of August

Tango, a music show from Brazil, a 3D film about Colombia and Colombian traditional dance... ICOM Pavilion's August programme was the fruit of joint efforts between ICOM and the National Pavilions of Argentina, Brazil and Colombia.

The highlight of the monthly programme was the Tango performance by two artists from the Argentina Pavilion, which kicked off ICOM Month of Latin America and the Caribbean on 1 August, 2010. Not only did the audience have the opportunity to appreciate the UNESCO-listed Intangible Heritage, young spectators were also invited to join the dance and to learn Tango steps.

## About the 2010 Shanghai World Expo

The official website of 2010 Shanghai World Expo: <http://www.expo2010.cn/>

## About ICOM Pavilion

Situated in the heart of Zone B of the Expo Park, inside the International Organisations Joint Pavilion, ICOM celebrates its participation under the theme of 'Museums, Heart of the City' throughout the six months.

## About ICOM

Created in 1946, ICOM is a non-governmental organisation (NGO) maintaining formal relations with UNESCO and having a consultative status with the United Nations' Economic and Social Council. ICOM is the largest international organisation representing museums and museum professionals.

ICOM is:

- A diplomatic space that gathers 137 countries and territories.
- The standards of excellence which defines the norms and standards for museums in terms of conception, collections management and organisation. ICOM Code of Ethics for Museums is the code of reference in the world museum community.
- A professional network which has more than 28,000 members and comprises a unique professional network composed of institutions and museum professionals.
- A world think-tank. Museum professionals from ICOM's 31 International Committees conduct specialised research in their fields.
- The international missions such as the fight against illicit traffic of cultural property, and risk management in case of emergency or military conflict.

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