



Press release

Rio de Janeiro, 13 August, 2013

The 23rd ICOM General Conference- RIO 2013 - gets underway

The 23rd ICOM General Conference was launched officially on Monday, 12 August, 2013. The opening ceremony took place at the *Cidade das Artes* in Rio de Janeiro, Brazil, in the presence of the Minister of Culture of Brazil, Ms Marta Suplicy; Ms Mariana Varzea, Head of Museums for the State of Rio de Janeiro on behalf of the Governor of the State, Mr Sérgio Cabral Filho; and the Secretary of Culture of the City of Rio de Janeiro, Mr Sérgio Sá Leitão, on behalf of the Mayor of the City, Eduardo Paes.

Following the ceremony, Brazilian museologist **Ulpiano B. Meneses** opened the discussions with a keynote speech on *The museum and the human condition: the sensorial horizon*. He suggested several possible topics for discussion over the next week, on the conference theme: ***Museums (Memory + Creativity) = Social Change***.

The **Museum Trade Fair**, which gathers 38 cultural institutions, museum associations and commercial enterprises, was also inaugurated, allowing exhibitors to present their projects and services dedicated to the museum sector.

In the afternoon, several ICOM International Committees met to discuss various issues, underlining the particularities of Brazilian museums in their respective fields.

The International Committee **COSTUME**, which encompasses museum professionals and costume historians from all over the world, began the conference with a presentation of the history of fashion in Brazil, highlighting traditional dress items such as carnival costumes.

Meanwhile, **CAMOC**, the International Committee for the Collections and Activities of Museums of Cities, presented a series of papers, including two focusing on Brazil. The first discussed the history and evolution of the port district in Rio de Janeiro, which became the epicentre of the city's new museums, and the other was entitled *Rio, a lively intercultural museum* and dealt in particular with Rio's urban landscape, a UNESCO World Heritage site.

A presentation on the history of Brazilian museums opened the session of the International Committee for Architecture and Museum Techniques (**ICAMT**). This was followed by details on the project to build an annexe to the Museum of the Environment in Rio de Janeiro.

Finally, in order to increase accessibility to the 23rd ICOM General Conference, ICOM Brazil has partnered with Brazilian organisation, Forum Permanente, to streamline the main activities of the conference, now that registrations are open at the venue only. You can follow the conference activities at: http://www.forumpermanente.org/event_pres/encontros/icom-2013/icom-2013

For the detailed programme, please visit <http://Rio2013.icom.museum>

ABOUT ICOM

The International Council of Museums (ICOM), founded in 1946, is a worldwide organisation of museums and museum professionals committed to promoting and protecting the present and future, tangible and intangible natural and cultural heritage. With more than 30 thousand members in 137 countries, ICOM is a unique network of professionals working in a wide range of museums and disciplines related to the preservation of our heritage. ICOM has formal relations with UNESCO and holds a consultative status in the UN Economic and Social Council. The organisation also partners with entities such as the World Intellectual Property Organization, INTERPOL and the World Customs Organization, in order to carry out its international missions of public services, including the fight against trafficking of cultural assets and the promotion of emergency preparedness and response in the wake of natural and man-made disasters. ICOM's commitment to raising awareness of cultural heritage is reinforced by its 31 International Committees who encompass a great variety of museum fields. These committees carry out research in their respective areas for the benefit of the museum community. ICOM mobilises cultural heritage specialists all over the world to meet the challenges faced by museums worldwide.

ABOUT ICOM BRAZIL

The Brazilian Committee of ICOM (ICOM Brazil) was founded on 9 January, 1948 at the *Museu Nacional de Belas Artes* of Rio de Janeiro, and since then has been working actively and influentially in the Brazilian and international museum community. The important role played by the organization in the past few decades was acknowledged in 2008 by former Brazilian president, Luiz Inácio Lula da Silva, who granted the Cultural Order of Brazil to ICOM Brazil. The committee participates in the main national and international museum events, having positioned itself as an important driver in the National Museums Policy and its international ramifications.

PRACTICAL DETAILS

23rd General Conference of the International Council of Museums (ICOM)

10 – 17 August, 2013, from 9:00 to 17:30

Cidade das Artes (Trevo das Palmeiras, Barra da Tijuca)

Registration at www.icomrio2013.org.br.

PRESS CONTACTS

ICOM GENERAL SECRETARIAT

Aurélie Aubourg – icom.presse@icom.museum

<http://icom.museum>

APPROACH COMUNICAÇÃO INTEGRADA

Ingrid Boiteux – ingrid.boiteux@approach.com.br

João Veiga – joao.veiga@approach.com.br

Cláudia Montenegro – claudia.montenegro@approach.com.br

Phone: (21) 3461-4616 – extension 181 – www.approach.com.br

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