

24<sup>TH</sup> GENERAL CONFERENCE • 3-9 JULY 2016 • ITALY

# ICOM MILANO 2016

24<sup>TH</sup> GENERAL CONFERENCE  
MUSEUMS AND CULTURAL LANDSCAPES

FINAL REPORT



INTERNATIONAL COUNCIL OF MUSEUMS  
CONSEIL INTERNATIONAL DES MUSEES  
CONSEJO INTERNACIONAL DE MUSEOS

[www.milano2016.icom.museum](http://www.milano2016.icom.museum)

# CONTENT

## THE CONFERENCE

INTRODUCTION.....	6
CONFERENCE THEME.....	7
AUTHORITIES HERALD THE CONFERENCE.....	8
OPENING CEREMONY.....	10
OPENING SPEECHES.....	12

## OVERVIEW

BACKGROUND.....	18
THE HOSTING CITY AND THE VENUE.....	19
THE PROPOSAL TO HOST THE ICOM 2016 CONFERENCE IN MILAN.....	19
THE CONFERENCE VENUE.....	20
PREPARATORY FOR ICOM MILANO 2016.....	21
PRODUCTION.....	24
THE CONFERENCE IN NUMBERS.....	26
PROGRAMME OVERVIEW.....	28
WHERE ICOM FROM EXHIBITION.....	30
VOLUNTEERS.....	31
TRAVEL GRANTS.....	32
GRANTS SYSTEM.....	32
GRANTS PROGRAMME.....	34
SOCIAL PROGRAMME.....	36
SOCIAL EVENTS.....	36
EXCURSIONS AND PRE- AND POST-CONFERENCE TOURS.....	37
PUBLICATIONS.....	38
MEDIA EXPOSURE.....	40
PRESS COVERAGE.....	40
SOCIAL MEDIA ANALYSIS.....	41
WEBSITE AND PROMOTION ANALYSIS.....	48
CONFERENCE APPLICATION.....	49

# CONTENT

## KEYNOTE SPEECHES AND PANEL DISCUSSIONS

FIVE WORLD-RENOWNED KEYNOTE SPEAKERS.....	56
THREE PANEL DISCUSSIONS FOLLOWED VERY CLOSELY.....	60

## ACCESSIBILITY

MUSEUMS THAT HOSTED COMMITTEES' ACTIVITIES (OFF-SITE MEETINGS).....	70
SIMULTANEOUS TRANSLATIONS.....	73
VISAS.....	73

## FINANCE PLAN

ITALIAN SUBVENTIONS.....	76
SPONSORS AND MUSEUM FAIR.....	76

## FINANCIAL REPORT

FINANCIAL REPORT.....	84
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## CONCLUSION

CLOSING CEREMONY HANDOVER: ICOM KYOTO 2019.....	88
CLOSING SPEECHES.....	89

## ANNEXES

BODIES INVOLVED IN THE CONFERENCE.....	94
LIST OF GRANTEES.....	97
CATEGORIES OF COUNTRIES.....	101
ICs REPORTS.....	102
ICOM MEMORIAL LECTURES REPORT.....	120
ICOM MILANO 2016 - PARTICIPANTS SURVEY.....	122



## THE CONFERENCE

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# INTRODUCTION



Between 3 and 9 July 2016, Italy hosted the largest international meeting of museum professionals, the 24<sup>th</sup> General Conference of the International Council of Museums – ICOM, at the MiCo Milano Congressi, Milan.

Held in a different country every three years since the foundation of the organisation in 1946, it is the second time the conference took place in Italy – the first having been in 1953, in Genoa, Milan, and Bergamo. The choice of Italy to receive the 24<sup>th</sup> General Conference of ICOM was a recognition that the Italian museum sector today shows innovations attracting museum professionals from around the world – this is the case of community museums, socialmuseumology and new museums projects, with unprecedented formats and concepts.

Reinforcing this vocation and experience, the theme chosen for the conference – MUSEUMS AND CULTURAL LANDSCAPES – encouraged the presentation of numerous ideas and experiences guided by creativity, valuing cultural heritage and highlighting the relationship between museums and cultural landscapes which is a central issue for Italy, but also a strategic perspective for museums around the world as we enter the third millennium.

The meeting was attended by 3,421 registered professionals, coming from 129 different countries who met in Milan to discuss new directions for museology in the country and worldwide. Meetings of 30 International Committees (ICs), National Committees (NCs), Regional Alliances and Affiliated Organisations to ICOM were held. This unique opportunity allowed Italy to share its experience and museological practices with professionals from all over the world.

It was also an emblematic opportunity for Italian society to discover the importance of its museums – this is the reason why a programme of cultural excellence was developed, aimed at both experts and the general public.

# CONFERENCE THEME

## MUSEUMS AND CULTURAL LANDSCAPES

The landscapes of Italy are world famous after having been often described and visited throughout the centuries.

Who does not know the extraordinary range of landscapes that make up the Italian peninsula, extending from the Alps to the centre of the Mediterranean, with its hinterlands and its rivers? Who cannot conjure up one of the countless monuments encountered while traveling through Italy, a country unique in the wealth of testimonies, it has accumulated over the ages, like so many layers on a painting, from Antiquity to the Middle Ages, from the Renaissance to the Baroque, from the Neoclassical age to the present day?

Equally famous are Italy's major museums, from the Uffizi Gallery in Florence to the Brera Gallery in Milan; from the Gallerie dell'Accademia in Venice, the Capodimonte in Naples and the Savoia Gallery in Turin to the Vatican Museums in Rome. Their masterpieces are an essential part of the *Imaginary Museum* described by André Malraux, along with many other works of art which are preserved in churches, in palaces and in the towns and villages of the Bel Paese. Most works are displayed in art and archaeology museums, but also in sites and historic buildings that make Italy a great *museo diffuso*: an extended museum, an open air museum.

The Italian museum scene is even richer than its well-established image. First of all, there are the great museums born of the dynastic collections of pre-unification States (before 1861, Italy was politically divided to several independent states). Then there is the network of civic museums of large and medium-sized towns, and finally, hundreds of small local museums, mostly established in the past few decades. In 2011, Italy had 4,588 museums and similar institutions, breaking down as follows: 3,847 museums, 240 archaeological parks and areas, and 501 monuments and historic buildings. Nearly one out of three municipalities houses at least one museum. Italy is a country where, as André Chastel wrote, "the collection, the building that hosts it and the town around the building are deeply intertwined: these three forms of museums are reflected in each other."<sup>1</sup>

Italy's cultural landscapes have been changing. Although endangered by urban and industrial development, many of her celebrated landscapes have been preserved: they may have changed but they have not been deprived of their ancient charm. New landscapes have also emerged, and their expressions of modernity have already become a part of contemporary history, while the very interpretation of landscape has changed and been extended to encompass intellectual as well as visual connotations.

Inviting colleagues from all over the world to the 24<sup>th</sup> General Conference of ICOM, the Italian National Committee offered a theme dear to Italian museology: the relationship between museums and cultural landscapes.

**This theme presented both an opportunity and a challenge for museums to revive their mission and strengthen their cultural and social role.**



Civico Museo Archeologico

<sup>1</sup> A. Chastel, *Italia museo dei musei*, in *I musei*, TCI, Milano 1980, p. 14



## AUTHORITIES HERALD THE CONFERENCE



**Welcome Message from the ICOM President (2010-2016)  
Hans-Martin Hinz**

Dear colleagues of the international museum community,

The forthcoming 24<sup>th</sup> ICOM General Conference will be held from 3 to 9 July, 2016 in Milan, Italy. We will be delighted to welcome you for what is sure to be an exciting week of discussions and events in a country that is world-renowned for its incredibly rich and diverse cultural heritage.

The international museum community will gather together in Milan around the theme of Museums and cultural landscapes, which raises a number of issues dear to all of us, as museums around the world strive to redefine their roles and positions in relation to their communities and with respect to the cultural heritage that lies beyond their walls.

Packed with stimulating sessions, networking opportunities and committee meetings, the week-long ICOM General Conference is key in allowing ICOM's 35,000 members from some 140 countries, alongside other museum professionals from an array of cultural and linguistic horizons, to maintain and expand their expertise and leadership on cultural heritage issues.

In the year of ICOM's 70<sup>th</sup> anniversary, I count on your presence during this key moment for ICOM in Milan, to celebrate our seven decades of commitment to the protection, preservation and promotion of museums and cultural heritage.

It will be my honour to welcome you, together with our Italian hosts, to this momentous event. I am confident that with the help of your contributions and participation, it will be an unforgettable experience.

We look forward to gathering together in Milan in 2016!

Prof. Dr Hans-Martin Hinz  
ICOM President (2010-2016)

## AUTHORITIES HERALD THE CONFERENCE



**Welcome Message from the President of the Italian Organising  
Committee of ICOM Milano 2016, Alberto Garlandini**

Dear friends and colleagues,  
Welcome to Milan and thank you very much for being here. Everything is ready for the 24<sup>th</sup> General Conference.

ICOM Milano 2016 offers not only world-renowned keynote speakers, professional meetings, scientific discussions and a museum fair, but also a wide array of social events, visits and excursions to Italian museums and monuments.

Milan's Castello Sforzesco will host the Opening Party of the Conference. The castle houses seven museums and on Monday, 4 July, 2016 it will be open exclusively to ICOM Milano 2016 participants: you will have the chance to visit the new Museum of Michelangelo's Pietà Rondanini and Leonardo's recently restored frescos in the Sala delle Asse. The Palazzo dell'Arte of La Triennale di Milano will host the Closing Party on Saturday, 9 July, 2016. Participants will be free to visit its park, the new Design Museum and the 2016 International Triennial Exhibitions for design, architecture, visual and decorative arts and audio/video production.

Special openings and events at Milan's museums have been organised every evening. On Tuesday, 5 July the National Museum of Science and Technology opens its doors for an evening for ICOM Milano 2016 participants and Milan residents. On Wednesday, 6 July participants will be offered a free concert at the Duomo, Milan's Gothic cathedral, with free guided visits to the new Museo del Duomo and access to the roofs of the cathedral, providing astounding views over thousands of marble statues and the cityscape. On Thursday evening, 7 July the 16<sup>th</sup> century Brera Palace of Art and Science, the National Brera Gallery, the Academy of Fine Arts, the Braidense National Library, the Istituto Lombardo - Academy of Science and Letters, the Botanic Garden and the Astronomical Museum and Observatory will open with special events, exhibitions, installations and guided tours, and a light dinner will be offered to ICOM Milano 2016 participants.

Special free visits to the Leonardo's Last Supper are offered to ICOM Milano 2016 participants from 3 to 9 July in special day and evening slots to be booked on the ICOM Milano 2016 website.

Milan is a cosmopolitan and creative city – a city of culture, design and fashion. From May to October 2015, Milan hosted the successful World Exposition Milano 2015, and ICOM Milano 2016 has greatly benefited from the work undertaken for this event: new museums, new subway lines, new infrastructure, new cultural and touristic attractions. With its four subway lines, Milan has a highly efficient transportation network. Participants will receive a free transport pass, and access to a free bike share service allowing them to move quickly and easily from the conference venue to the city's main museums and monuments. Milan is a gateway to Italy and offers you a unique opportunity to visit some of Italy's most beautiful cities and landscapes. On Friday, 8 July we are offering participants a great number of surprising excursions in Milan, in Lombardy and in other regions in North and Central Italy.

The ICOM Milano 2016 website gives you detailed information about the Conference programme, the events and the excursions we have organised for you. Italian museum professionals and museums await you! I hope you will enjoy your week in Milan and I'm looking forward to everybody's contributions to this great ICOM event.

Dr Alberto Garlandini  
President of the Italian Organising Committee  
of ICOM Milano 2016

## OPENING CEREMONY

THE 24<sup>TH</sup> GENERAL CONFERENCE OF ICOM OFFICIALLY OPENED ON MONDAY, 4 JULY. THIS MAJOR GLOBAL MUSEUM EVENT GATHERS ALMOST 3,500 MUSEUM PROFESSIONALS FROM ALMOST 130 COUNTRIES IN MILAN TO DISCUSS THE TOPIC “MUSEUMS AND CULTURAL LANDSCAPES”.



During the opening ceremony, **HANS-MARTIN HINZ**, ICOM President, spoke enthusiastically about the founding of ICOM in 1946 by a handful of passionate museum professionals, growing into today's international organisation of 36,000+ members. He recalled the fundamental aspirations of its founders: the promotion of standards of excellence in museums as well as international cooperation.



The Minister for Cultural Assets, Activities and Tourism, **DARIO FRANCESCHINI**, Minister of Cultural Heritage and Activities and Tourism, stressed: “Italy is a giant open-air museum and it is ICOM’s task to enhance it. The new Italian museum system, implemented in 2014, was given new autonomy concerning several aspects. Museums are guardians of education and knowledge. It is not by chance that international terrorism strikes cultural places, as symbols of dialogue and cultural exchange between peoples.”

## OPENING CEREMONY



The Mayor of Milan, **BEPPE SALA**, emphasised that “culture is the strength of a territory because it is alive and it grows with people. Milan is an open city that already demonstrated its cooperative spirit on the occasion of EXPO 2015. Memory and innovation are the foundations of development.”



**ALBERTO GARLANDINI**, Chair of the ICOM Milan 2016 Organising Committee, stated: “Discussing museums means discussing the contemporary era and its challenges. The great challenge of modern museums is to have the existing cultural landscapes integrated with phenomena such as immigration and globalisation. ICOM Milan 2016 is the last step of a journey that began three years ago.”



**DANIELE JALLA**, Chair of ICOM Italy, spoke about the huge involvement of the Italian National Committee and its regional coordinators in the organisation of the General Conference, and invited participants to consider “opening” as the keyword of this 2016 edition.



**FRANCESCO BANDARIN**, UNESCO Assistant Director-General for Culture, noted that UNESCO played a leading role in the development of ICOM since his creation in 1946. He also commended the very fruitful collaboration between UNESCO and ICOM in the elaboration of the new Recommendation on the Protection and Promotion of Museums and Collections.



Finally, **CRISTINA CAPPELLINI**, Assessor for Culture, Identity and Autonomy for the Lombardy Region, spoke about the region's support for ICOM projects since 2011.

Link to the video:  
<https://youtu.be/MgdOeaFB1KU>



## OPENING SPEECHES



Hans-Martin Hinz  
President of ICOM (2010-2016)

Distinguished Minister of Cultural Heritage and Tourism, Honourable Dario Franceschini, Honourable Deputy Minister of Foreign affairs, Dr Mario Giro, Distinguished President of the Regional Government of Lombardy, Dr Roberto Maroni, Honourable Mayor of Milano, Mr. / Mrs. Excellencies, partners of ICOM and special guests from many parts of the world, Dear President of the Organizing Committee Milan 2016, Dear President of ICOM Italy, Dear Museum Colleagues and ICOM members from all over the world, Ladies and Gentlemen,

On behalf of the International Council of Museums, as President of ICOM, I would like to extend my warmest welcome to all participants, who have come from all continents, from so many countries and regions.

Welcome to Italy, welcome to Milan.

In its 70<sup>th</sup> year of existence, ICOM is proud to be back in Italy for the second time in order to meet here for the 24<sup>th</sup> General Conference. This is the most important gathering of the members of the largest international cultural association, which counts more than 36,000 members in some 140 countries.

In 1946, 70 years ago, ICOM started on a modest scale when representatives of 14 countries met at the Louvre Museum in Paris in order to establish an international museum association. This international museum organisation was conceived as a council of museum leaders who wanted to build a network for professional interactions beyond governmental bodies that represent the political sphere of international relations.

It was acknowledged that museums hold specialised knowledge, cultural resources and high standards of ethical values, which altogether could promote a better understanding of an interconnected human history. They were also called upon to intervene for the protection of shared universal heritage. The promotion of high standards in museums, including values of cooperative endeavour and public service, has been and remains a fundamental aspiration for the founders of ICOM as an international museum organisation.

## OPENING SPEECHES

I have no doubt that the coming week will be rich and productive. We will have discussions and debates about the theme of the conference "Museums and Cultural Landscapes", but we will also speak about what we, as advocates for the international museum community, stand for today and how we should develop ICOM for the future in order to be able to meet the challenges of our time.

Our discussions about our strategic thinking, about the updating of our statutes, about the definition of the museum and many other issues our committees have on their agenda for the week to come will have a deep impact not only on ICOM as an association, but also for our professional lives.

What are the tasks of museums today in their service of society? What will make museums attractive to visitors and online audiences many years from now? What ongoing and new roles will they play for local populations, visitors and tourists, regions, nations and international communities? We should be in a position to give answers.

In the past 70 years ICOM members have always been frontrunners for international exchanges and dialogues with a strong impact on the development and changes of museums worldwide. I am convinced that our values and the museum ethics we all share are a strong foundation for the role museums will play in the future in all parts of the world.

Before the conference is inaugurated I would like to thank our hosts, ICOM Italy, the Organising Committee of Milan 2016 and the country's museums for the huge work they have done. I would also like to thank the Italian government, the government of the Lombardy region and the City of Milan for their great support, the Conference Organiser K.I.T. Group, ICOM's Headquarters in Paris, as well as all sponsors, helpers and friends for preparing this great event.

A very warm welcome to all of you.

Grazie Mille, Italia



## OPENING SPEECHES



Alberto Garlandini  
President of the Italian Organising  
Committee of ICOM Milano 2016

Dear Mr. Minister Franceschini, Dear Mr. Mayor of Milan Giuseppe Sala, Dear Councilor of the Lombardy Region Cristina Cappellini,

Dear Francesco Bandarin, Deputy General Director for Culture at UNESCO,

Dear President Hans-Martin, Dear General Director Anne-Catherine, Dear Daniele, dear colleagues and friends of ICOM coming from all over the World,

Today marks the beginning of the last and most important stage of a long adventure that started in 2012, as the ICOM Executive Council and the ICOM Advisory Committee assigned us the honour and the burden of organising the ICOM 24<sup>th</sup> General Conference in Milan. Today, a dream is becoming truth, my dream, the dream of ICOM Italy and of many Italian colleagues, the dream of making the City of Milan and Italy become the heart and the brain of the museums and the museology of the entire world for a week. Today, the dream of bringing thousands of colleagues to Italy and to introduce them to the Italian professionals, the Italian museums, the Italian cultural heritage and the Italian landscapes, is becoming reality.

After four years of hard work for the promotion of the Conference and for its organisation at its best, it is with great satisfaction that we are seeing today the first exciting results.

Yesterday, 3 July, first day of the Conference, thousands of Museums all over Italy have been opened to the public for free on the occasion of the National Day of the Museums (Festa Nazionale dei Musei), organised by the Ministry of Cultural Heritage and Activities and Tourism in honor of ICOM and to welcome the conference's participants.

We have 3,500 participants, coming from 130 countries, hundreds of exhibitors and 300 volunteers who have welcomed you and will accompany you throughout the week.

The Conference programme is very rich and thanks to the Online Session Planner and the smartphone app, we can be constantly updated on the many events which are being planned for each day. Hundreds of meetings of the International and National ICOM Committees, a large number of social events are awaiting you all evenings of the Conference, in museums, cultural institutes, churches and historical places in Milan. They are so numerous that I cannot mention all of them. Next Friday, more than 50 excursions will bring you in contact with an Italy away from the usual trails. This wide assembly of choices has only been possible thanks to the self-denial of many colleagues, to ICOM Italy, to many cultural institutes and many national and local public institutions, who have done everything to welcome you best.

The ICOM General Conferences are a great experience of meetings and exchanges, a unique moment of professional growth and human enrichment, an unmissable opportunity to establish networks, projects, culture and to design the future of our museums together.

The Conference tackles a topic that is dear to the museology and to the Italian museums. To discuss about museums and cultural landscapes means to take up the major challenges of the contemporary World and of global change. In this last year I was lucky to participate at debates in many countries, where I offered the Italian point of view and presented our "Carta di Siena" (Siena Charter) and where I could listen to the ideas and the experiences of my colleagues with backgrounds very different from my own.

## OPENING SPEECHES

The most important key-word of this international debate is for me diversity, diversity of museums, diversity of cultural identities, diversity of landscapes. The landscapes are diverse because their perception and the meaning which is attributed to them changes from one nation and one language to another and changes on the basis of the different historical and cultural backgrounds.

For us museum professionals, talking about landscapes means to be faced with the complex of material and immaterial relationships, which bind the collections of museum to the history and identity of the community and also reflect their continuing evolution. The museums are part and expression of the material and immaterial contexts they are surrounded by, physical contexts, natural, geographical and social contexts, economic, cultural, historical and anthropological.

The 21<sup>st</sup> century museums continue to preserve the cultural heritage and transmit memory and insights to new generations. However, they also have renewed social responsibilities, they are open for the community and the local area, and they use new languages and now address new publics, offer new interpretations and new installations of their collections. The museums open their rooms and their activities to social change, but at the same time, the museums leave their own beautiful buildings and they take care of the material and immaterial heritage which is widespread in the territory and the surrounding landscapes, they are committed to the intercultural dialogues and to the construction of new cultural identities, they promote active participation and integration, help the citizens and the communities to be open to what is new and different.

ICOM has committed to these global challenges and has contributed to the extremely important UNESCO Recommendation about the social role and the diversity of museums. The UNESCO Recommendation brings to the attention of the governments from all over the World the importance of the museums and a renewed interpretation of the role of the "museums committed to the society and its development", as our Code of Ethics defines. We personally are committed to ensure that words are translated into actions and that the UNESCO declaration of principles will be implemented country by country.

Eco Museums and Community Museums are also participating at our conference. I see their presence as a sign of the greater development affecting the museum community, which allows us to face the great and frightening challenges of today together.

In this way, ideally and pragmatically, the UNESCO Recommendation of the year 2015 is connected to those of 1960 and with the principles of the Santiago del Chile Declaration of 1972.

Discussion of museums and cultural landscapes is not only a scientific and professional commitment, but also an institutional and political commitment. It is a museological and museographic challenge and also a great ethical challenge. Museum professionals bear new responsibilities towards their communities. They refer to the UNESCO Conventions for the protection of cultural heritage, both tangible and intangible, to the European Landscape Convention, to the European Convention of Faro; They are at the fore-front in building networks of public and private associations, which commit to create a better awareness that without culture, without education, without museums and cultural institutions there is no future for our communities. During the next days, we will be discussing about this and other strategic issues. Museum International, ICOM academic journal, will be the first instrument we will use to transmit this debate. The final resolutions of the Conference about Museums and Cultural Landscapes will indicate the future of the museums and I am sure they will mark a new stage of the history of ICOM and of the world museology.

I have faced the challenge to organise our Conference with great enthusiasm, but it's only the collaboration of lots of friends and colleagues which brought us here. Special thanks go to Barbara Landi, our tireless Project Manager, thank you and one great hug to Daniele Jalla and the friends of ICOM Italy, to the colleagues of museums and Italian institutions who have never failed to support us, to the ICOM Headquarter in Paris, to the company K.I.T. Group, which, with professionalism, has organised this event, together with us. A great hug to all of you, who have come to Milan also from far away and who have been close to us in many ways during these years.

I thank you all very much for the trust you have placed in us and I assure you that we did everything possible to make this conference a memorable event for each of you.

It is with great emotion that we open the Conference. This evening, I await you all at the Sforza Castle for our opening ceremony.

Welcome to my city, Milan and I wish you all a good Conference!



## OVERVIEW

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## BACKGROUND

### ICOM MILANO 2016 AT THE CORE OF ICOM'S STRATEGIC PLAN 2011-2013

ICOM Milano 2016 and the proposed theme **Museums and Cultural Landscapes** are at the core of ICOM's Strategic Plan 2011-2013. **Museums and Cultural Landscapes** is a theme strictly connected with the challenges of the ICOM professional community outlined in ICOM's Strategic Plan 2011-2013: connecting the landscape and the environment with the heritage preserved in the museums and around the museums is a crucial key to achieve the primary objectives of ICOM.

- The theme of ICOM Milano 2016 and area 2 *Develop museum and heritage expertise* of ICOM's Strategic Plan 2011-2013

**Museums and Cultural Landscapes** promote both the importance of conservation and enhancement of all natural and cultural heritages and the new roles and responsibilities of museum professionals in the heritage sector. Landscape is part of cultural heritage. Which institution can guarantee its knowledge, communication and enhancement better than museums?

**Museums and Cultural Landscapes** promotes their commitment to the surrounding landscapes and cultural heritages and support ICOM's strategic plan to enhance the museum professionals' expertise on heritage. Debating Museums and Cultural Landscapes enhance the ICOM's Code of Ethics as a worldwide reference on heritage politics and professional conduct, with special regards to point 1 *Museum preserve, interpret and promote the natural and cultural inheritance of humanity*, point 4 *Museums provide opportunities for the appreciation, understanding and management of the natural and cultural heritage*, and point 6 *Museums work in close collaboration with the communities from which their collections originate as well those they serve*.

- The organisation of ICOM Milano 2016 and area 3 *Strengthen ICOM's global leadership in the heritage sector* of ICOM's Strategic Plan 2011-2013

ICOM Italy promotes and participates with several networks in the heritage sector and has organised the 2016 General Conference in close cooperation with major national and international organisations of the heritage sector. Firstly, the candidature for the hosting of ICOM's 24<sup>th</sup> General Conference and the proposed theme for the Conference was jointly presented by ICOM Italy and the Italian National Commission for UNESCO. ICOM Italy and the Italian National Commission for UNESCO have a long standing tradition of collaboration.

Secondly, ICOM Italy develops an intense cooperation with the national and international professional organisations of librarians and archivists. In 2011, ICOM Italy promoted, with AIB – the Italian Association of Libraries and ANAI – the National Association of Italian Archives, MAB Musei Archivi Biblioteche Professionals of the Cultural Heritage, a professional federative partnership that is providing a new leadership of ICOM in the heritage sector.

Thirdly, ICOM Italy develops a long standing cooperation with the other five Italian Museum Associations (SIMBDEA Società Italiana per la Museografia e i Beni Demoetnoantropologici; ANMS Associazione Nazionale Musei Scientifici; AMEI Associazione Musei Ecclesiastici Italiani; ANMLI Associazione Nazionale Musei Locali e Istituzionali; AMACI Associazione Musei d'Arte Contemporanea Italiani) and, in 2005, promoted the Permanent Conference of Italian Museum Associations. Fourthly, ICOM Italy has a long standing cooperation with the Italian associations of museum volunteers and with the Italian Federation of Friends of Museums (FIDAM). In 2007, ICOM Italy, with the collaboration of the major Italian and International Associations of Museums' Volunteers and Friends, organised the 3<sup>rd</sup> National Conference of the Italian Museums and discussed Professional and Volunteers for a new management of the Italian Cultural Heritage. The Conference approved the Carta di Verona, ten resolutions about the partnership between museum professionals and volunteers.

- The organisation of ICOM Milano 2016 and area 1 *Increase membership value and transparency for ICOM members* of ICOM's Strategic Plan 2011-2013

ICOM Italy encourages the members' participation in ICOM International Committees and in new professional networks. Since its very birth, ICOM Italy has hosted many meetings and events in collaboration with ICOM International Committees, Regional Committees and Interregional Committees. ICOM Italy hosted at least once the Annual conferences of most of the International Committees and many Italian members are strongly engaged in IC activities and have been elected Presidents and Board members. ICOM Italy is strongly engaged in promoting international projects with other National and International Committees, in order to improve the communication and collaboration among ICOM entities and to develop new collaborative networks.

## THE HOSTING CITY AND THE VENUE

### THE PROPOSAL TO HOST THE ICOM 2016 CONFERENCE IN MILAN

Milan is one of the most appealing European cities and is presently undergoing a period of extraordinary development, as evidenced by being host city for EXPO 2015. Milan is a city with an amazing international and cosmopolitan flavour and boasts 94 Consulates, the greatest number in the world after New York, an eloquent expression of its many active 200 foreign communities.

In spite of the international economic crisis, Milan has been growing and improving its international structures and scenario. Milan is served by three international airports well connected to the city centre by low-cost trains and buses. Milan's public transport system is one of the best in Europe, convenient and wide-spread all over the city.

Milan's skyline is changing and new city districts have been growing steadily. A lot of well-known international architects and designers are presently at work in Milan and its surroundings: Zaha Hadid, Arata Isozaki, Daniel Libeskind, David Chipperfield, Renzo Piano, Pei, Cobb, Freed, Italo Rota, Paolo Caputo, Carlo e Mario Bellini, Vittorio Gregotti, Cesar Pelli, Kohn Penderson, Antonio Citterio, Pierluigi Nicolin, Cino Zucchi, Michele De Lucchi, and many others.



Designed by Mario Bellini and inaugurated in 2011, the Milan Convention Centre - MiCo, with its 18,000-seat capacity, is one of the leading and most impressive congress centres in the world. It is placed in the heart of Milano in the new City Life district, an architectural context designed by Libeskind, Hadid and Isozaki and featuring also a new Museum of Modern Art.



Milan offers a rich and lively cultural life. The city lies in the centre of an area with the highest density of museums in the world: 1,550 museums within 200 km and 2,750 museums within 500 km. Milan's museums have 3 million annual visitors, and the 340 museums in the rest of Lombardy have more than 5 million annual visitors.

Unique in Italy, Milan represents an amazing network that brings together museums, project culture, creative and cultural industries, research, education and industrial development. Milan and its region boasts twelve prestigious universities, with more than 250,000 registered students, 13,000 of whom are foreigners. Many top-notch companies specialized in exhibits and museum services working in Italy, Europe and the rest of the world, are implanted there. Milan means also Italy. Some of the loveliest art and historical cities and towns in the world (Turin, Verona, Venice, Genoa, Bologna, Florence, Rome) are well connected with Milan by high-speed trains in one to three hours.

Finally, there is always been a strong historical relation between Milan and ICOM Italy. ICOM Italy was founded in Milan after World War Two and, since then, its headquarters have been hosted in Milan's Museo Nazionale della Scienza e della Tecnologia. The Annual National Conferences of Italian Museums are held in Milan. About 20% of ICOM Italy's members lives and works in Milan and Lombardy.



# THE HOSTING CITY AND THE VENUE

## THE CONFERENCE VENUE

The 24<sup>th</sup> General Conference took place at the MiCo - Milano Congressi which is conveniently situated in the centre of Milan, 4 km from the Duomo and just 5 minutes from Leonardo's Last Supper. Four stops of the metro red line (Portello, Amendola, Domodossola, and Lotto) are located in proximity of the convention centre. Designed in 2002 and doubled in size in 2005, the current extension will place MiCo - Milano Congressi among the largest conference facilities in Europe and worldwide.

MiCo - Milano Congressi  
Via Gattamelata 5, Gate 14  
20149 Milano, Italy  
[www.micomilano.it](http://www.micomilano.it)

# PREPARATORY FOR ICOM MILANO 2016

## SIENA, CATANIA AND BRESCIA

### SIENA INTERNATIONAL CONFERENCE, 7 JULY, 2014 MUSEUMS AND CULTURAL LANDSCAPES

On 7 July, 2014, more than 250 museum professionals from Italy, Europe and Japan, as well as a number of Italian and international cultural organisations, met in Siena, Italy for discussions on "Museums and Cultural Landscapes", the theme of the 2016 ICOM General Conference. At the conference's close, the participants proposed the [Siena Charter](#), a document presenting the Italian perspective on the responsibilities of museums towards heritage and its surrounding landscapes.

The Siena Conference was the starting point of discussions within ICOM's worldwide network on the 2016 theme. At least four different topics came under discussion. Firstly, the perception of landscape differs from one country to another and is connected with different cultural backgrounds. In some languages, the term landscape does not even exist. ICOM respects cultural diversity and promotes a comprehensive understanding of landscape. Landscape is a multifaceted concept which adds anthropological, social, economic and cultural dimensions to its physical, natural and geographic significance. Landscapes are part of the cultural and natural heritage to be preserved, interpreted and looked after, in their tangible and intangible aspects.

Secondly, ICOM would like to highlight the new social and territorial functions of museums. How can museums take responsibility for cultural and environmental heritage and support its preservation, as well as knowledge and communication about it? How can museums become centres of interpretation for the places and communities to which they belong? How can museums disseminate knowledge pertaining to heritage? Museums should be active in the preservation not only of their collections, but of the tangible and intangible, cultural and natural heritage that surrounds them. The skills and resources necessary to do so should be analysed.

Thirdly, addressing the relationships between museums and cultural landscapes offers the opportunity to form new partnerships and networks, and to develop interdisciplinary new approaches. How can we promote effective cooperation between museums, professionals, organisations and institutions? Fourthly, how can museums help planners and politicians promote sustainable development and preserve landscapes while improving tourism without endangering cultural and natural heritage?

### CATANIA INTERNATIONAL CONFERENCE, 16-18 OCTOBER, 2015 MUSEUMS AND WORLD CULTURAL HERITAGE

International Conference promoted by ICOM Italy in collaboration with Regione Siciliana, the City of Catania, Università degli studi di Catania, the Italian National Commission for UNESCO, the AGEI, Parco dell'Etna, UNESCO Sicily Heritage Foundation and CUNES, which will take place with the request of UNESCO's patronage and support from the Italian Ministry of Cultural Heritage and Activities of Tourism.

The 24<sup>th</sup> ICOM General Conference (Milan, 3 - 9 July 2016) has engaged the Italian National Committee of ICOM not only in the organization of an event that has gathered hundreds of museum and heritage professionals from all over the world, but also in the in-depth study of a key issue for Italian museology: the interaction with context and territory, open air heritage and community.

The topic has extensively connoted the debate on museology and museography, with the important antecedents we all know. A Seminar, held in Nuoro in September 2013, and Siena International Conference, which took place in July 2014, focused on the relationship between museums and cultural landscapes from different perspectives, finally proposing the Siena Charter, which contains motivations, strategies, and goals of a museum responsible towards the cultural landscape.

ICOM Italy thought it necessary to push its strategic reflection further, by involving several heritage professionals in the debate on the role that museums have played or may play in environmental and landscape projects. Apart from their specific nature, World Cultural Heritage sites are such a remarkable model for the identification and management of cultural and environmental heritage, to be included in UNESCO's world list. For this reason, ICOM Italy has warmly welcomed the Sicilian authorities' proposal to focus the attention on the role that museums play, or may play, in the management not only of Sicilian sites, but also of Italian and Euro-Mediterranean sites, by dedicating an international conference to the analysis of their condition and potential.

The examination of the strategies of preservation and promotion of these Sites allows us to establish principles and criteria for the management of cultural landscapes that could be extended to other contexts as well, and to determine not only the role museums may play, but also what types of museums could do it better.

In order to answer these questions, it was advisable to examine the condition of Sicilian sites in the wider Euro-Mediterranean area, by activating a comparison between those realities that possess a privileged point of observation on the role that museums may have in management plans. Therefore, Catania Conference, 16-18 October, 2015, with its three sessions devoted respectively to Sicilian sites, Italian sites and Mediterranean countries sites, aimed at providing contributions and reflections on Museums and World Cultural Heritage Sites to be converted into a Charter which has contributed to 2016 ICOM Milano, ICOM 24<sup>th</sup> General Conference and to define the role that museums may play in the identification, management and promotion of the Sites, whatever their kind.

## BRESCIA INTERNATIONAL MEETING, 28 NOVEMBER, 2015 MUSEUMS, TERRITORIAL SYSTEMS AND URBAN LANDSCAPES

According to the Agreement signed with the City of Brescia, on 28 November, 2015 an international meeting on “**Museums, territorial systems and urban landscapes**” has been organised in Brescia in cooperation with Fondazione Brescia Musei, directed by Luigi Di Corato. The Presidents of International Committees have been invited to the meeting and the ICs have been invited to present papers on the ICOM Milano 2016 theme and museums’ best experiences. The results of the debate are the basis of the “**ICOM Declaration on Museums and Cultural Landscapes**”. The most interesting experiences that have been presented in the Conference is part of the **innovative museum projects** that has been presented in Milan as international museums’ best practices.

ICOM’s aim that an **ICOM Declaration on Museums and Cultural Landscapes** be approved during the 24<sup>th</sup> General Conference in Milan has been achieved with the approval of a resolution on the responsibility of museums towards landscape as an essential element of humanity’s physical, natural, social and symbolic environment (Carta di Milano) presented at the General Assembly which took place on 9 July 2016.

## 31<sup>ST</sup> GENERAL ASSEMBLY OF ICOM, MILAN, ITALY, 2016 - RESOLUTION NO. 1: THE RESPONSIBILITY OF MUSEUMS TOWARDS LANDSCAPE

Museums and landscapes are an essential element of humanity’s physical, natural, social and symbolic environment. Landscape is a highly complex network, defined by relationships between social and natural elements. The richness of landscape arises from its diversity.

Museums are part of the landscape. They collect tangible and intangible testimonials linked to the environment. The collections forming part of their heritage cannot be explained without the landscape.

Museums have a particular responsibility towards the landscape that surrounds them, urban or rural. This implies a dual duty: on the one hand, the management and upkeep of heritage in a sustainable development perspective for the territory; on the other, attention given to images and representations that identify and connote the landscape itself.

*Considering the above, and*

1. *Remembering* UNESCO Conventions, ICOM Code of Ethics and NATHIST Code of Ethics;
2. *Knowing that* the concept of Cultural Landscape incorporates not only the physical size of a territory, but also a wide range of intangible factors - from language to lifestyle; from religious belief to the different forms of social life; from technology to ways of life and production, as well as to power relations and exchanges between generations;
3. *Recognizing that* such concept encompasses soundscapes, olfactory, sensory and mental landscapes, and also the landscapes of memory and of conflict, often incorporated in places, objects, documents and images, endlessly expanding opportunities for museums to take action on cultural landscapes;
4. *Understanding that* museums contribute with the knowledge and expertise of their professionals, to raise awareness among communities - helping the development of decisions that involve a transformation of the landscape;
5. *Considering that* museums share the task with other institutions working to preserve heritage and ensuring its management and development.

### THE 31<sup>ST</sup> GENERAL ASSEMBLY OF ICOM RECOMMENDS THAT:

- Museums extend their mission from a legal and operational point of view and manage buildings and sites of cultural landscape as «extended museums», offering enhanced protection and accessibility to such heritage in closed relationship with communities.
- **Museums contribute not only to the knowledge of the values of cultural landscapes, but also to the development of symbolic frameworks that determine them, so that the notion of cultural landscape becomes an instrument for the assessment of what needs to be protected, enhanced and handed on to future generations, and what will go instead questioned, criticized and modified.**

The International Council of Museums assumes the need to emphasize the mention of cultural landscapes in its key documents, such as the Definition of Museum, the ICOM Statutes and the ICOM Code of Ethics.

*NB: Drafted from a Recommendation submitted by ICOM France and ICOM Italy on 5 July 2016, and supported by ICOFOM.*



ICOM General Secretariat in Paris, ICOM Italy together with the Local Organising Committee (LOC) and K.I.T. Group GmbH, selected by ICOM as the Professional Congress Organiser, started the first meeting shortly before the General Conference in Rio in 2013. They prepared the first announcement and booth of the 24<sup>th</sup> General Conference 2016 in Milan for the General Conference in Rio. An observer report was written by K.I.T. Group about the 2013 Conference to appreciate the work of the Brazilian colleagues and define further steps of development for the Milanese edition.

After Rio, the recruitment of a local project manager and business developer was initiated to give extensive support to the Local Organising Committee on the conference preparation. Several interviews have been made and the three parts agreed on the candidate recruited to manage and coordinate the regional and national needs. From then, the three parts worked together to set-up all parts of the Conference and adapt its budget to adequate financial and legal frameworks, agreeing on steps that involved a growing number of providers as the opening date approached.

Since the 2015 June meeting in Paris, the LOC and K.I.T. Group were in constant contact with the IC's and other groups responsible for meetings in ICOM Milano 2016, defining the date of 25 April, 2016 to receive programmes and room requests adequate for each of the meetings. IC's have annual meetings as well as different call for paper deadlines and only started to detail the programme for 2016 (theme, speakers, meeting mode, etc.) a couple of months before the start of the Conference.

ICOM, the LOC, and K.I.T. Group worked to give ample opportunity for participants to network with colleagues from all over the world, which was one of the most positive points of the Conference, but the most general positive comment on the Conference was on the scientific and technical quality of the contents. The opportunity to discuss the programme in Brescia in November, 2015 and subsequent meetings before the Conference may have contributed to the high quality of the contributions and meetings. ICOM and the LOC policy was to stimulate IC's and other groups to meet for at least one day outside the venue. Several museums received meetings of IC's and other groups, spreading the Conference throughout the city.

The structure, the hosting, the domain name and the technical maintenance of the ICOM Milano 2016 website has been provided by ICOM General Secretariat, K.I.T. Group proposed the site menu and the LOC managed its constant updates. In its first phases, the site included welcome speeches from ICOM President and President of

the Italian Organiser, information regarding Milan hotels and drafts of the Conference programme, constantly updated. According to the agreement signed with ICOM, all texts were presented in the three ICOM official languages plus Italian and the translated version being validated by ICOM before being uploaded onto the site. Subsequently further information, for example about keynote speakers, social events and excursions as well as additional tools like the Session Planner (interactive Conference programme consistently updated by K.I.T. Group) were incorporated into the site, providing constant updates up to the opening day of the Conference.

Link to the official ICOM Milano 2016 website:  
<http://network.icom.museum/icom-milan-2016/>

K.I.T. Group contacted many hotels throughout the city of Milan to offer different accommodation categories to participants. K.I.T. Group oversaw the pre-bookings received by the participants through the online booking platform available on the Conference website and managed all accommodation bookings for the almost 150 travel grants selected by ICOM. As requested by ICOM Italy and by some ICOM members who considered the price offers by Milan hotels comparatively high, the LOC searched also for alternative accommodation in the format of B&B's and hostels. It was not possible to make pre-bookings through K.I.T. Group – except for the grantees. However, the LOC had compiled a list of these accommodations which could be downloaded on the Conference website. Moreover, the LOC had stipulated with the Collegio di Milano a special agreement that gave ICOM Milano 2016 participants the opportunity to book their own room at highly convenient rates.

The LOC was responsible for offering several excursions and tours to different Italian regions during the Excursion Day (Friday, 8 July) and promoted visits to museums and monuments in many different cities in Italy.

K.I.T. Group was also responsible for the registration database and excursions booking platform, both incorporated into the Conference website. K.I.T. Group managed the registrations of all the different groups (individual participants, ICOM committees, media representatives, exhibitors, accompanying persons, keynote speakers, and other VIP's) to the Conference and to the 40 excursions offered by the LOC. Moreover, K.I.T. Group managed the registration and flight bookings of the almost 150 travel grants.

ICOM Italy and ICOM General Secretariat used different social media channels to promote the Conference, while the LOC managed the ICOM Milano 2016 official Facebook page, as



well as a Twitter and an Instagram account. ICOM General Secretariat contacted international heritage-focused media and managed the two official and principal ICOM's accounts on Facebook and Twitter to advertise the Conference worldwide. The press agency Studio de Angelis contacted Italian media which might be interested in releasing information on ICOM Milano 2016 and on selected participants and given themes during and after the Conference.

The LOC managed to get subventions from several Italian institutions and negotiated directly the support of the two main sponsors of ICOM Milano 2016. K.I.T. Group was prospecting at the main international museum fairs to get international sponsors and managed all sponsors as well as the organisation of the Museum Fair.

K.I.T. Group was also in charge of the overall logistics management before and during the Conference: administering all actions related to the venue, hiring the furniture and technical equipment needed for the meeting rooms, exhibition area and offices, organising transportation and delivery of conference material, hiring hostesses, security staff as well as interpreters for simultaneous translation, ordering catering for coffee and lunch breaks and for the staff members working onsite, and preparing all printed matters and signage graphics to guide the participants. The venue recorded all keynote speeches, the opening ceremony and panel discussions which have been made available online after the conference.

The LOC recruited over 300 volunteers for the Conference and K.I.T. Group helped to manage them at the Conference Venue whereas the LOC coordinated their work at different spots throughout the city for ICOM Milano 2016.

The 24<sup>th</sup> General Conference of ICOM was attended by 3,421 registered participants from 129 countries and all continents, out of which there were 744 from Italy. From the total, 914 paid the early registration fees (deadline: 28 January 2016), 1,059 paid the advanced registration fee (deadline: 1 July 2016), and 34 registered onsite paying the onsite registration fee. Moreover, the total number includes 516 day tickets that have been sold onsite especially for the 4, 5, and 6 July 2016 which were the main Conference days. Participants were housed in many hotels throughout the city, and public transportation was included in the registration fee. The LOC decided to offer free meals (two coffee breaks a day and lunch bags) to all registered participants.

K.I.T. Group received programmes from IC's and other groups in rounds along the months preceding the Conference and updates as late as one day before the Conference opening day. Although schedules or rooms changed, speakers and other presenters cancelled for different reasons, and so forth, K.I.T. Group and ICOM achieved publishing and printing a Final Programme brochure including general information translated into all three official languages and Italian as well as the detailed programme in English only.

Upon registration, participants received the Conference material, with a booklet not only with the official programme but also plenty of information on the Conference and on the country and city. To inform participants about programme changes that occurred even during the event week, K.I.T. Group updated the Session Planner as well as the ICOM Milano 2016 Conference application that was launched one week before the Conference and downloaded by 47 % of all participants.

ICOM was given offices at MiCo, where different activities of the General Secretariat could be organised, most importantly the triennial elections for the Executive Board. ICOM Italy also had offices at MiCo throughout the Conference. K.I.T. Group team was divided into several spots of the Venue and Exhibition making sure the different meetings and the whole Conference ran smoothly. The registration and accommodation team worked at the corresponding counters in the registration area, where participants were received. Some ten people worked to find information on those registered and to register latecomers, day tickets, or excursions in a smooth way. In general, the counters were closed during two days (Thursday, 7 July 2016: Off-Site Meetings, Friday, 8 July 2016: Excursion Day), but reopened with less staff for the last Conference day.

All teams worked together after the Conference to deliver the final Conference Budget and the Final Report of the Conference.

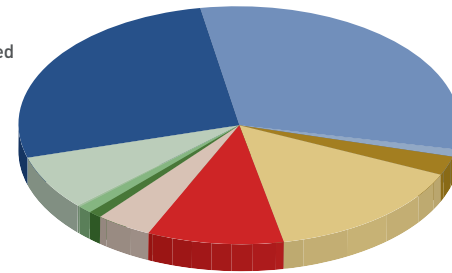


# THE CONFERENCE IN NUMBERS

Total Participants	3,421
Early Registration Fee	914
Advanced Registration Fee	1,059
Onsite Registration Fee	34
Accompanying Persons	88
Day Tickets	516
Free Registration	342
Travel Grants	140
Exhibitor Early Bird	33
Exhibitor Advanced	35
Exhibitor Onsite	7
Exhibitor Free (Sponsorship Package)	253

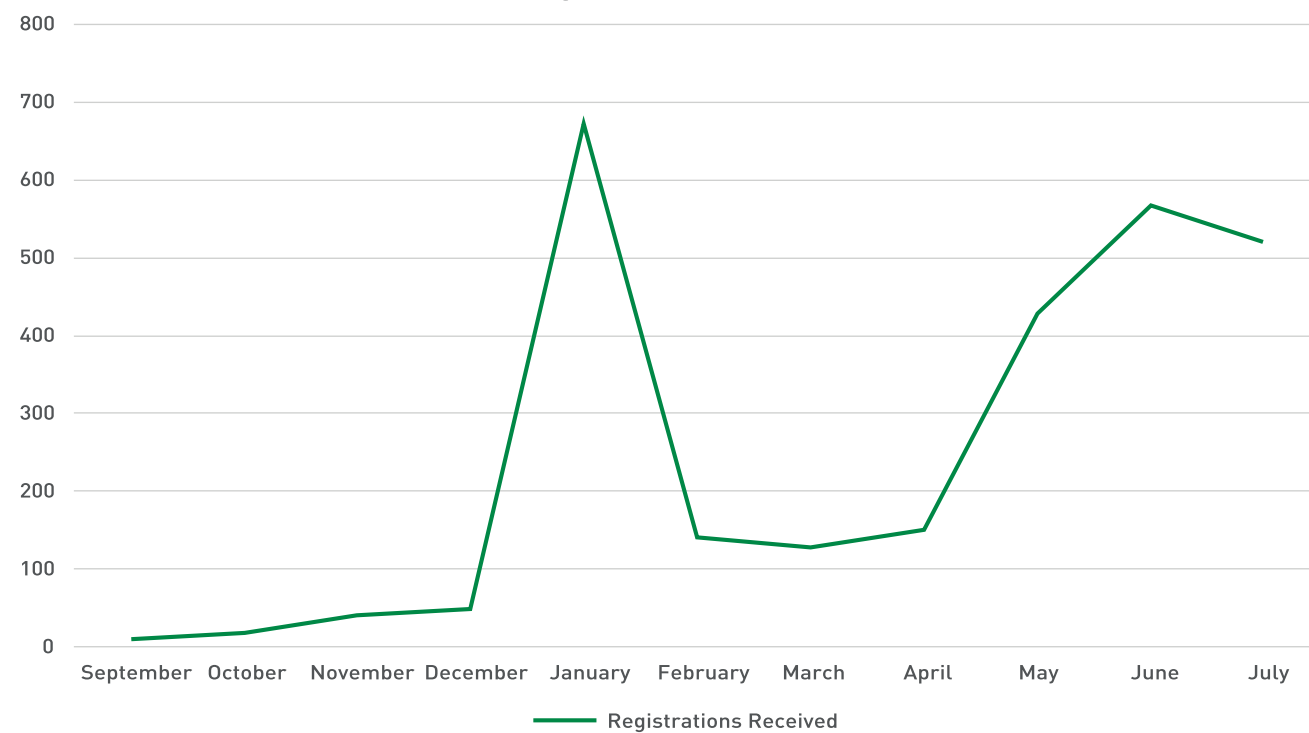
## Registrations

- Early Bird
- Day-Pass
- Exhibitor Advanced
- Advanced
- Free
- Exhibitor Onsite
- Onsite
- Travel Grants
- Exhibitor Free
- Accompanying person
- Exhibitor Early Bird



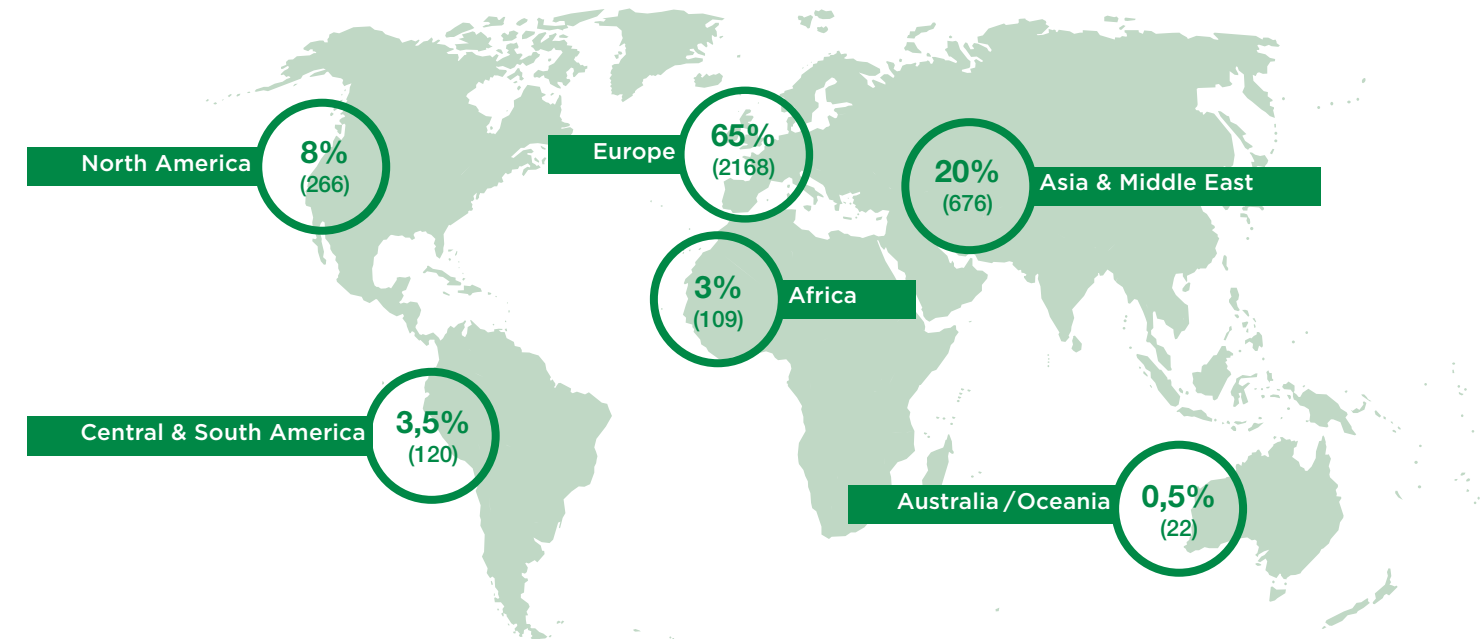
## Comparison of Registrations per Month starting September 2015

### Registrations Received



# THE CONFERENCE IN NUMBERS

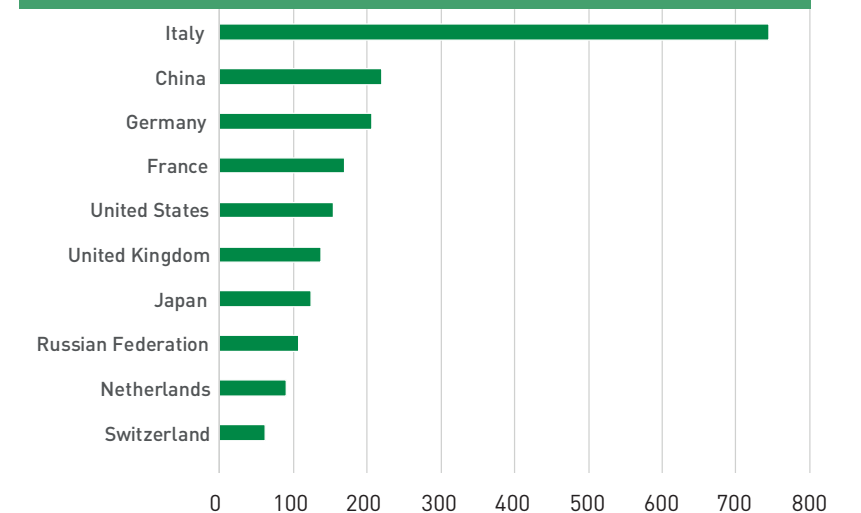
## Division by Continent



## Registrations by Country - Top Ten

Italy	744
China	220
Germany	207
France	170
United States	155
United Kingdom	137
Japan	124
Russian Federation	107
Netherlands	90
Switzerland	62

## Registrations by Country - Top Ten



# PROGRAMME OVERVIEW

All ICOM International Committees and all ICOM Regional Alliances (ICOM Arab, ICOM ASPAC, ICOM Europe, ICOM LAC and ICOM SEE) had their meetings during ICOM Milano 2016: business meetings, assemblies, board meetings and joint meetings with other Committees as well as with other ICOM subjects.

Some ICOM National Committees (ICOM Russia, ICOM Switzerland and ICOM US) and Standing Committees (ETHCOM) had their meetings in Milan as well.

Several other meetings were held:

- ICOM Memorial Lectures
  - ICOM 70 YEARS ON: An ethical vision of nature, culture, heritage, and museums' continuing social mission – ICOM 70 YEARS' JUBILEE LECTURE
  - Museums and changing cultural landscapes – Fourth Alma S. Wittlin Memorial Lecture
  - Revisiting Weil's cabinet of curiosity – Eleventh Stephen E. Weil Memorial Lecture
- Mentoring Session for Young Professionals
- Newcomer session
- Official Partner Sessions
- Sponsored case studies
- Presentations in EXPO Forum, the amphitheater for short presentation positioned in the exhibition area
- Other meetings: Disaster Risk Management Committee, Resolution Committee, MDWG Working Session, Workshop on Guidelines for Women's and Gender-related museums, Blue Shield Netherlands, Working Group ICOM Italy and ICOM France, Ecomuseum sessions, Conferenza permanente delle associazioni museali italiane, Museums in short, etc.

The ICOM Executive Council met on 1 and 2 July.

The first day (3 July) was dedicated to ICOM sessions: Advisory Committee meeting, National Committees chair meeting and International Committees chair meeting. The second part of the afternoon was dedicated to the various Committees board meetings.

From 4 July to 6 July the entire Conference Center was used for ICOM Milano 2016 meetings and offices (50 rooms plus the registration area, the exhibition area and the room dedicated to the exhibition "Where ICOM from"). Each day started in the morning with a plenary session, dedicated to the Conference Keynote Speakers:

- **4 July:** almost 4000 people attended the Opening Ceremony.  
In the first session were involved: the Italian Minister of Culture and Tourism (Dario Franceschini), the Assistant Director-General for Culture of UNESCO (Francesco Bandarin), the Assessor for Culture of Lombardy Region (Cristina Cappellini), the Mayor of Milan (Giuseppe Sala), the President of ICOM (Hans Martin Hinz), the Director General of ICOM (Anne-Catherine Robert-Hauglustaine), the President of ICOM Italy (Daniele Jalla) and the President of the Organising Committee (Alberto Garlandini).

The Opening Ceremony schedule proceed as follows:

- ICOM's 70<sup>th</sup> Birthday Presentation of "Where ICOM from" exhibition François Mairesse, Chair of ICOFOM, Université Sorbonne Nouvelle, France
- Presentation of "Museums, Ethics and Cultural Heritage" (Routledge, 2016) Bernice Murphy, Australia
- Keynote Speech (video) Orhan Pamuk, Turkey, presented by Galina Alekseeva, Chair of ICLM-Literary Museums
- Keynote Speech Christo, United States, presented by Luigi Di Corato, Director of Fondazione Brescia Musei

# PROGRAMME OVERVIEW

- **5 July:** the plenary session hosted two keynote speakers, Michele De Lucchi (Italian architect, a prominent figure in movements such as Cavart, Alchimia and Memphis) and Nkandu Luo (Minister of Gender and Child Development and former Minister of Culture and Traditional Affairs in Zambia).
- **6 July:** the plenary session hosted one keynote speaker, David Throsby (Australian economist, particularly well known as a cultural economist), and the Panel Discussion "Social role of museums: New migrations, new challenges":
  - David Fleming (Director National Museums Liverpool, President, Federation of International Human Rights Museums, United Kingdom)
  - Robin Hirst (Director Collections, Research and Exhibitions Museum Victoria, Australia)
  - Marlen Mouliou (CAMOC Chair, Faculty of History and Archaeology, National and Kapodistrian University of Athens, Greece)
  - Giusi Nicolini (Mayor of Lampedusa and Linosa, Italy)
- **7 July:** all ICOM International Committees had their OFF-SITE meeting outside of the Conference Center.
- **8 July:** ICOM Milano 2016 participants took part into the excursions.
- **9 July:** the last day of the Conference was dedicated to ICOM sessions: Extraordinary General Assembly, General Assembly, Advisory Committee and Executive Council.



The entire brochure of the detailed Final Programme is available on the USB-stick ("ICOM Milano 2016 Final Programme.pdf").



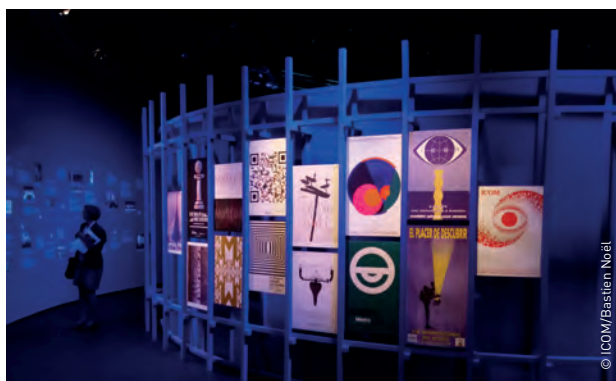
# WHERE ICOM FROM EXHIBITION

The inauguration ceremony of the *Where ICOM from* exhibition took place on 4 July, 2016 and was attended by Dario Franceschini, Italian Minister of Cultural Heritage and Activities and Tourism, Francesco Bandarin, UNESCO Assistant Director-General for Culture, and Hans-Martin Hinz, President of ICOM.



*Dario Franceschini, Italian Minister of Cultural Heritage and Activities and Tourism guided by Anne-Catherine Robert-Hauglustaine, ICOM General Director and Alberto Garlandini, President of the Organizing Committee of ICOM Milano 2016*

The exhibition retraced the evolution of ICOM over its 70 years of existence, and raised questions about its future directions. An immersive scenography linked archive documents – including pictures, posters and videos – to illustrate the rich history of ICOM. A huge timeline and a selection of important dates showed the growth of the ICOM network and the achievements of the organisation over time.



*Copies of posters from ICOM archives and trilingual historical timeline*

A three screen video display addressed the main activities of the organisation and the upcoming challenges, through personal points of view from ICOM members.



*Projection of the Where ICOM from movie on a 3-screens immersive display*

Interactive devices enabled visitors to take part in the debate by sending a text to a dedicated phone number. Staff members from the ICOM General Secretariat offered mediation to the visitors along the exhibition and collected pictures. After three days of presentation, more than 80 impressions were sent and 200 snaps pinned on a selfie wall, which shaped an interconnected network of individuals.



*A detail of the selfie wall. With portraits of ICOM main figures, ICOM members and visitors*

# VOLUNTEERS

More than 300 volunteers worked for ICOM Milano 2016: their passion and commitment made the success of the 24<sup>th</sup> ICOM General Conference.

ICOM Italy prepared a first volunteers' planning on March 2015 and right afterwards started contacting various Italian universities and their teachers in order to involve their students in the project. The first meeting with a restricted group of volunteers is dated 11 May, 2015 and had the purpose of understanding the students' need and how to make ICOM Milano 2016 an interesting and useful experience for them. ICOM Italy then examined the various ways of offering the students the opportunity to get university credits and/or stages.

On July 2015, a restricted group of students started working, under the supervision of ICOM Italy on ICOM Milano 2016 Facebook page (created by K.I.T. Group), presenting rich content planning, aimed to guiding the users first into discovering the city step by step and then the Conference's contents (in agreement with ICOM and K.I.T. Group). The page started immediately to get likes and interactions.

On September 2015, a call for 300 volunteers was published on the ICOM Italy website and distributed in many universities. The experiences of IFLA 2009 and of ECSITE 2015 were very valuable in order to define the call, as well as rights and duties of the volunteers. A specific Google form was produced to collect the information from the candidates, by the end of October more than 500 people had submitted the form.

At the end of November 2015 and at the very beginning of February 2016, three different introductory meetings were organised by the Organising Committee and ICOM Italy with the aim of explaining to the interested people (mostly students, but many employees too) what is ICOM, what is a General Conference and how they will be involved in it. Each of those meeting was attended by more than 100 people in the room, plus an equal number via live streaming, arranged for free through Google Hangout.

On December 2015, a volunteer who took part in the first introductory meeting, started an internship in ICOM Italy and took care of the communication with the volunteers, as well as of their assignments for the Conference. From February 2016 she was supported in her tasks by another volunteer.



About 30 volunteers were involved from February 2016 on in many activities for the Conference under the supervision of ICOM Italy: from the Social Media to the organisation of many social events during ICOM Milano 2016 week and to the realisation of a special book for participants, containing a huge quantity of useful information about Milan (what to do, where to have a good breakfast or a real aperitivo, etc.).

At the beginning of 2016, a second form was sent to all volunteers, asking for their specific availabilities and for more information, useful to assign them to the right task(s). Some volunteers, based on their specific interests and on the matching of their skills with the specific requirements, started cooperating with ICOM International Committee.

From April to May 2016, a dedicated training course was organised by the Organising Committee and ICOM Italy. During the eight days of course volunteers learned more about ICOM and its General Conference, visited the Conference Center (along with K.I.T. Group staff), met relevant speakers from the cultural heritage management field (E.G. James Bradburne director of Brera and Claudio Salsi director of Sforza Castle), visited the main venues of the social events, etc.

The day before the start of the Conference all volunteers took part in the briefing organised at the Conference Center by K.I.T. Group and received the latest information. Some of them were already in position, welcoming ICOM Milano 2016 participants at the airports and at the railway stations. About fifteen foreign volunteers, coming from all over the world, helped during the entire week as well.

Volunteers were provided with uniforms, public transportation pass and food.



# TRAVEL GRANTS

## GRANTS SYSTEM

As part of its inclusive approach confirmed by its Strategic Plan, ICOM is committed to support the participation of members of the Boards of National, International Committees and Regional Alliances as well as young members of ICOM, especially those with fewer resources, in international conferences within its network. In this context, in 2016, ICOM awarded travel grants for its 24<sup>th</sup> General Conference in Milan, Italy.

Support for this programme was provided by ICOM, ICOM Milano and their partners, and through the ICOM-Getty International Programme.

The Strategic Allocation Review Committee (SAREC), one of ICOM's Standing Committees, proposed three programmes of travel grants to enable international museum professionals to actively participate in the conference:

- Travel grants for young ICOM members of 35 years and under
- Travel grants for Board members of ICOM International and National Committees and of Regional Alliances
- Travel grants for members of ICOM Technical (Standing) Committees.

One of the main objectives of these travel programmes is to support and identify future ICOM office holders, and to support those members in office who are already dedicated to ICOM.

The travel grant included an economy return flight from and to the grantee's preferred airport of departure and covered a single occupancy room in the pre-selected hotel for the duration of the conference (up to eight nights). In order to facilitate the travel to and stay in Milan, additional travel and/or accommodation requests were taken into consideration by K.I.T. Group however, these were at the account of the individual grantee.

Following the call for applications in September 2015, ICOM General Secretariat received over 200 eligible applications, most of which came from active Board and young members (≤35years) from 66 different countries and representing members of almost all ICOM International Committees.

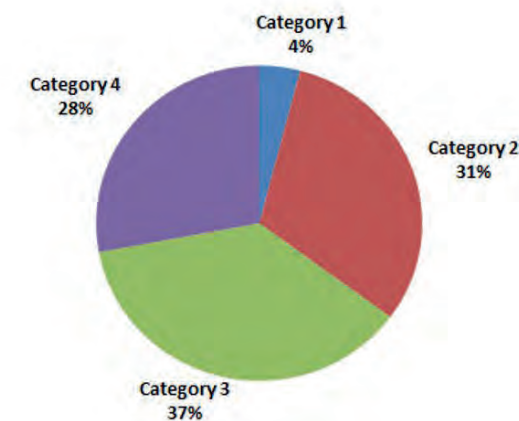
Once the application deadline had passed on 14 December 2015, SAREC started its evaluation and selection process. The Committee met on 11 and 12 February, 2016, at ICOM headquarters in Paris to select candidates depending on the quality of their application, their country of residence, age and professional position. A total of 140 grants were awarded to Young ICOM Members and Board Members and another six grants were awarded to members of Standing Committees to enable their participation in the conference.

The funding of 42 grants was possible thanks to the generous support of € 75,000 including VAT by the Getty Foundation, 98 were funded by the ICOM Milano with the sum of € 160,000 including VAT and the Technical Committee members received direct support by ICOM of additional € 10,000 including VAT.

Travel grantees had a wide range of positions within museums and museum-related organisations: they are directors, managers, curators, researchers, collections managers, development specialists, professors, etc. The diversity of their profiles demonstrates the vitality of the global ICOM Network and the interest of young members in the ICOM International Conferences.

Considering the economic reality of each country, ICOM's membership policy is composed of four country categories, which are used to classify the applications. These categories are defined according to data published by the International Monetary Fund. Grants were attributed in priority to applicants from countries of categories 3 and 4 (i.e. from developing countries), and with less priority, to applicants from countries of category 2 and exceptionally category 1 (*see annexes: Categories of Countries*).

# TRAVEL GRANTS



*Applications by category of countries*

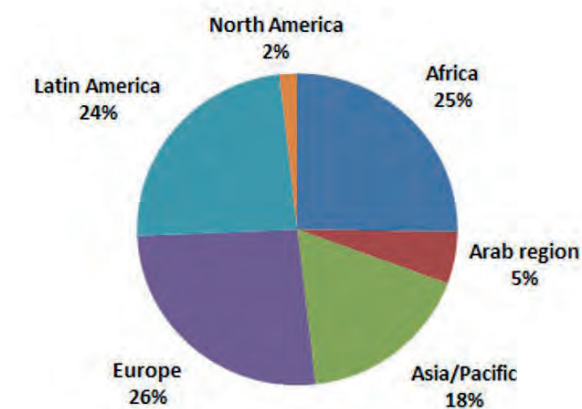
To ensure an even geographic distribution, SAREC fixed a maximum of 4 grants per country.

43 grants were awarded to members from Africa, 30 to members from Latin American and Caribbean countries, 25 to members from Asia, 35 to members from Eastern Europe, 12 to members from North America and Europe, and 1 to a member from Oceania.

44 grants were awarded to members from category 4 countries; 54 to members from category 3 countries; 42 to members from category 2 countries and 6 to members from category 1 countries.

The grant allowed for the selected grant recipients to contribute their knowledge and experience to this event, to do international networking and to involve actively in professional discussions.

The professional contacts and cultural exchanges which were made during the conference may be one of the most valuable outcomes, even if they are difficult to quantify. Many participants reported that they feel significantly enriched by the encounter with international colleagues. They will disseminate the knowledge they acquired in their home countries, thus extending the impact of the conference. (*see annexes: List of Grantees*)



*Applications by region*

## COMMUNICATION AND VISIBILITY

The whole process of candidate selection was managed by the ICOM General Secretariat, while travel arrangements were managed by K.I.T. Group.

ICOM announced the call for applications to all the Chairs of the ICOM National and International Committees at the end of September, and sent reminders by email in October and November 2015. The information was also disseminated directly to all ICOM members via the ICOM e-Newsletter in November, and made available on ICOM's collaboration platform ICOMMUNITY.

After the selection of grantees and before the Conference, the ICOM General Secretariat communicated with the selected Grantees through dedicated informative emails. These communications included promoting the sessions especially useful for the Grantees, the Mentoring sessions and the Facebook group of Young ICOM Members.

# TRAVEL GRANTS

## GRANTS PROGRAMME

### MENTORING SESSIONS



*More than 60 young museum professionals attended each mentoring session.*

In order to offer grantees a first-hand insight into the work of successful museum professionals, two Mentoring Sessions especially dedicated to young museum professionals. It was also an opportunity for them to gather and meet directly with ICOM General Secretariat staff. In this context, the grant recipients (except those who are ICOM board members), were required to attend at least one of these sessions, which were open to all. However, a few grantees had to excuse themselves as they were actively involved in other meetings of their respective Committees which were taking place simultaneously.



*The Mentors, from left to right: Luigi Di Corato, Director of Fondazione Brescia Musei (Italy), Yusef Khacho, Head of Exhibitions at Qatar Olympic and Sports Museum (Qatar), Eiji Mizushima, Professor at the University of Tsukuba (Japan), Luis Repetto Malaga, Director of the Museum of Popular Arts and Traditions (Peru)*

The mentors were active senior ICOM members from different regions and backgrounds. During the sessions, they shared the experience they acquired during their professional lives and gave some useful tips to the audience. Their presentations were followed by Questions & Answers sessions. ICOM received very positive feedback from the participants who attended these Mentoring Sessions. They reported to have been “inspired”, “interested”, “motivated” by these exchanges.

# TRAVEL GRANTS

### NETWORKING

The grantees’ reports show that networking is the most important benefit of attending the Conference, besides the professional knowledge acquired.

In addition to making contacts with international participants from their field of expertise and committees during meetings and social events, grantees had the opportunity to develop contacts amongst each other. An active member of ICOM Ecuador, created a Facebook Group for Young ICOM bursaries. This group was created in order to extend discussions and continued sharing of information after the Conference.

Following the Conference, ICOM General Secretariat sent questionnaires to the grantees, in order to collect impressions and suggestions. The overall survey showed that the grantees were very satisfied with the Grant Programme and their participation in the Conference.

The vast majority of grantees reported to be very enthusiastic about the fruitful contacts they made during the Conference. Some of them even mentioned that these encounters already led to tangible professional partnerships. To them, meeting colleagues from other countries, exchanging ideas and experience is one of the most important benefits of attending the Conference. They also felt they acquired significant knowledge in their field and gained perspective on their profession, and they are eager to share their experience with their colleagues in their home countries.

Many grantees presented papers at meetings. In this regard, the Grant Programme greatly helped to improve the scientific content of the Conference as well as to foster a better representation of developing countries.

Regarding the Grant Programme itself, grantees were especially satisfied with the quality of the programme as well as the availability of ICOM staff. ICOM General Secretariat and K.I.T. Group received many thanks and congratulations for the overall experience. The main suggestions for improvement were about fostering contacts between grantees, such as organising more dedicated activities or providing a reserved meeting point.

ICOM thanks the Getty Foundation for its generous support as part of the ICOM-Getty International Programme.





# SOCIAL PROGRAMME

## SOCIAL EVENTS

During the Conference, in cooperation with the City of Milan, ICOM Italy and Regione Lombardia the Organising Committee organised the following social events in Milan:

### Opening Party - Castello Sforzesco – 4 July

More than 3000 people attended this very successful event. During the evening a welcome dinner, a concert and a show of the “sbandieratori” were offered. All the museums and archives in the Castle were open until midnight for free.



### Open Night at the National Museum of Science and Technology – 5 July

The National Museum of Science and Technology opened its doors for free for a special night full of events, laboratories, concerts, shows. The entire museum was accessible. The Open Night was dedicated to ICOM Milano 2016, but opened to the public too. Almost 10,000 people attended the event!



### Concert in Duomo – 6 July

The Veneranda Fabbrica del Duomo offered a special concert, dedicated to ICOM Milano 2016 participants. More than 3,000 people attended the concert in this unique location.



# SOCIAL PROGRAMME

### Social evening events and special openings (5 and 6 July)

at Milan's 50 museums, cultural institutions, historical palaces and sites: directors and curators welcomed participants with special visits and events.

### A special night opening in Brera – 7 July

All Brera palaces, museums and cultural institutes (Pinacoteca, Academy of Fine Arts, Braidense National Library, Academy of Science and Letters, Botanical Garden, Astronomical Museum and Observatory) were open free of charge for welcoming ICOM Milano 2016 participants as well as open to the public.

### Closing Party - Palazzo dell'Arte, Triennale – 9 July

More than 1,300 people attended the closing party. Before starting the party, the Closing Ceremony took place in the Salone d'Onore where the Japanese colleagues took over the flag of ICOM (with the new logo) and the organisation of the next ICOM General Conference that will be held in Kyoto in 2019.



### Leonardo's Last Supper – free access during the whole week

Fifteen time slots (3 during the day and 12 during the evening special opening) guaranteed daily free access to ICOM Milano 2016 participants. More than 1,200 people benefitted with this opportunity.

### La Scala – Discounted access

More than 100 participants booked two shows (the opera “Simon Boccanegra” and the ballet “The Swan Lake”) with a 20% discount offered to ICOM Milano 2016 participants by Teatro Alla Scala.

Thanks to the Italian Ministry of Cultural Heritage, on 3 July, the first day of the Conference, the Italian museums opened for free to celebrate ICOM Milano 2016. The special “**Festa dei musei**” - **Museum Day** was the Italian welcome to the Conference participants and a symbolic meeting with all Italian citizens.

## EXCURSIONS AND PRE-AND POST-CONFERENCE TOURS

40 free **Excursions** on Friday 8 July were offered to participants: 15 in Milan, 9 in Lombardy, 6 in Piedmont, 4 in Emilia Romagna, 4 in Tuscany, 2 in Veneto. The excursions were bookable on-line through the Participant Platform. Excursions were well attended and participants' feedback was really good.

Thanks to the support of valuable and professional local partners, 50 high-quality **pre- and post- conference tours** (from one day to six days) in Italy (Lazio, Umbria, Marche, Veneto, Tuscany, Piedmont, Val d'Aosta, Emilia-Romagna, Lombardy, Veneto, Trentino) and in Slovenia (two tours) were available to participants.





# PUBLICATIONS

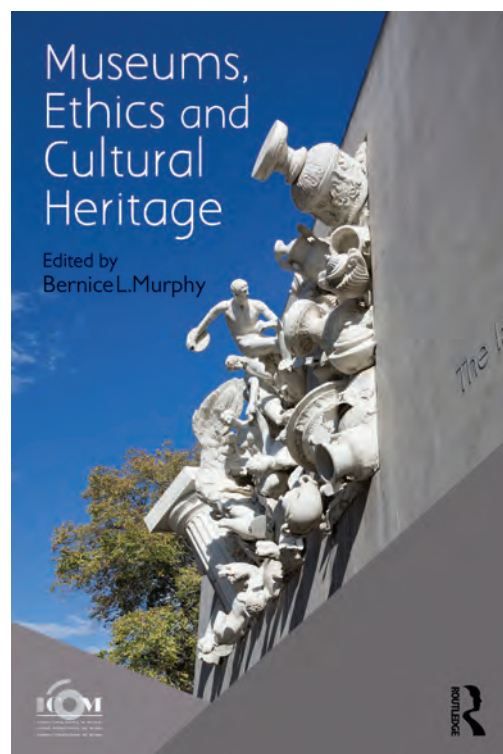
## MUSEUMS, ETHICS AND CULTURAL HERITAGE

Edited by Bernice Murphy | Published by ICOM and Routledge

This publication, produced to mark ICOM's 70<sup>th</sup> anniversary (during the General Conference in Milan), was published in June 2016 and distributed to all participants of ICOM Milano 2016. The concept was first generated by Bernice Murphy when Chair of the ICOM Ethics Committee (2004–2011), and the 70<sup>th</sup> Jubilee year of ICOM as an organisation presented a new opportunity and occasion for the concept of an ICOM publication on museum ethics to be revisited. ICOM therefore partnered with UK-based academic publisher Routledge in order to bring this project to fruition.

The publication provides a unique exploration of ethics and museum practice in the past, present and future. Through a series of case studies and commentaries that reflect the internal realities and daily activities of museums, the publication enables a greater understanding of the role of museums as complex and multifaceted institutions of cultural production, identity-formation and heritage preservation.

With the publication of this volume, ICOM now has a large and diverse set of tools on ethics in a single publication. The essays are diverse, incorporating authors from different museum fields, experiences, cultures, contexts and language backgrounds. They encompass numerous topics and discussions, highlighting opportunities for ongoing work by ICOM in the field of ethics for many years to come.



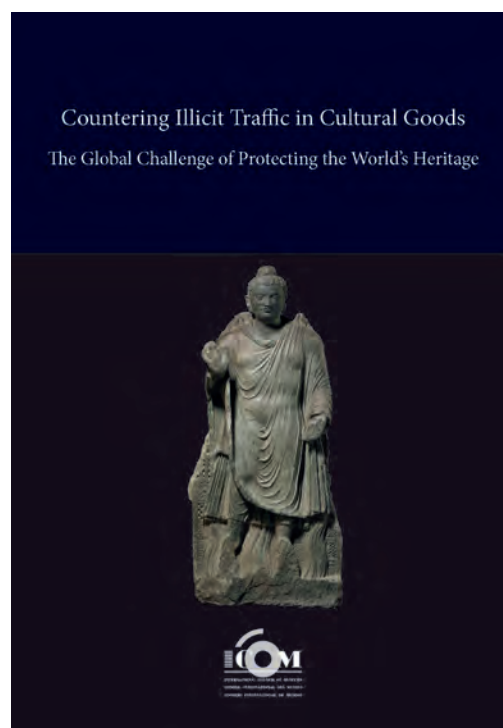
## COUNTERING ILLICIT TRAFFIC IN CULTURAL GOODS

The participants received also a copy of *Countering Illicit Traffic in Cultural Goods - The Global Challenge of Protecting the World's Heritage*, published by the end of 2015 by ICOM's International Observatory on Illicit Traffic in Cultural Goods with the financial support of the Prevention and Fight against Crime Programme, European Commission Directorate-General Home Affairs.

Cultural objects disappear every day, whether stolen from a museum or removed from an archaeological site, to embark on the well-beaten track of illicit antiquities. A track we have yet to map clearly.

The need to understand that journey, to establish the routes, to identify the culprits, and to ultimately locate these sought-after objects, gave rise to the launch of the first International Observatory on Illicit Traffic in Cultural Goods by the International Council of Museums (ICOM).

This transdisciplinary publication concludes the initial phase of the Observatory project, by providing articles signed by researchers and academics, museum and heritage professionals, archaeologists, legal advisors, curators, and journalists. It includes case studies on looting in specific countries, with the primary aim of eliciting the nature of the antiquities trade, the sources of the traffic, and solutions at hand.



# PUBLICATIONS

## ICOM/WILEY-MUSEUM INTERNATIONAL BOOTH AT THE TRADE FAIR

ICOM and co-publisher of its journal, *Museum International* joined forces at the museums fair to present and promote *Museum International* and some other Wiley publications to the conference participants.

Three hundred copies of the newly published issue, *Museums managing the tensions of change*, were distributed on a first-come first-served basis. The stand provided an opportunity to raise awareness of the journal and to remind ICOM members that the journal is now published by ICOM, after UNESCO transferred the editorial rights in 2013. Many members expressed interest in contributing to the journal in the form of contributions or as peer reviewers. The stand was also an opportunity to inform members of the various access/subscription policies.



ICOM Milano 2016 conference bags were distributed to all attendees and – besides the Final Programme, notepads and pens, and leaflets from some sponsors – also included the three following books:

- **ICOM ITALIA – Dalla nascita al 2016**  
 Edited by Salvatore Sutera, ICOM Italy member  
 Introduction by Daniele Jalla, ICOM Italy president  
 Published by Cantagalli on 2016  
 Produced by ICOM Italy  
 Italian / English / French / Spanish
- **MUSEI E PAESAGGI CULTURALI IN EMILIA ROMAGNA / MUSEUMS AND CULTURAL LANDSCAPES IN EMILIA-ROMAGNA**  
 Edited by Valentina Galloni and Margherita Sani  
 (IBC - Istituto per i Beni Artistici, Culturali e Naturali - Emilia Romagna Region), ICOM Italy members  
 Introductions by Daniele Jalla (ICOM Italy president), Angelo Varni (IBC president) and Mario Scalini (Polo Museale dell'Emilia-Romagna director)  
 Published and produced by IBC, ICOM Italy and Polo Museale dell'Emilia-Romagna, in cooperation with Cineca and Mode (Museo Officina dell'Educazione)  
 Italian / English
- **CAPIRE L'ITALIA, I MUSEI - L'ITALIA MUSEO DEI MUSEI**  
 New publication of the famous text by André Chastel  
 Edited, published and produced by Touring Club Italiano on 2016  
 Introduction by Franco Iseppi, Touring Club Italiano president  
 Italian / English / French / Spanish

# MEDIA EXPOSURE

## PRESS COVERAGE



ICOM coordinated press coverage with the Italian agency for Italian press, facilitating material, press releases and contacts from museum professionals and Museum Directors for interviews before, during and after the Conference. There were four articles published in Le Journal des Arts and two articles published in the Arts Newspaper related to the ICOM 2016 General Conference, including interviews to the President of ICOM (outgoing) and the new elected President during the Conference.

All Press releases were sent to International press from Communication Department of ICOM General Secretariat and to Italian press from the Italian Agency.

The external Italian Press Agency, Studio de Angelis, has been in charge of the Italian media with very good results on the Italian press coverage: 236 articles were published, some of which very relevant.

Two months before the conference a first press release was sent to all Italian and International Press. The highlights of the Conference and the Press Kit were sent one month before the Conference. One week before the Conference a pre-event press release was sent to all Press and a Press Conference was held in the Museum of Science and Technology in Milan (almost 100 journalist attended the event).

A final and updated press review was released on September 2016. This document as well as a summary of the most important online press clippings and online articles are available on the USB-stick ("ICOM Milano 2016 Press Review.pdf", "ICOM Milano 2016 Online Press Clipping.pdf", "ICOM Milano 2016 Online Press Coverage.pdf").

# MEDIA EXPOSURE

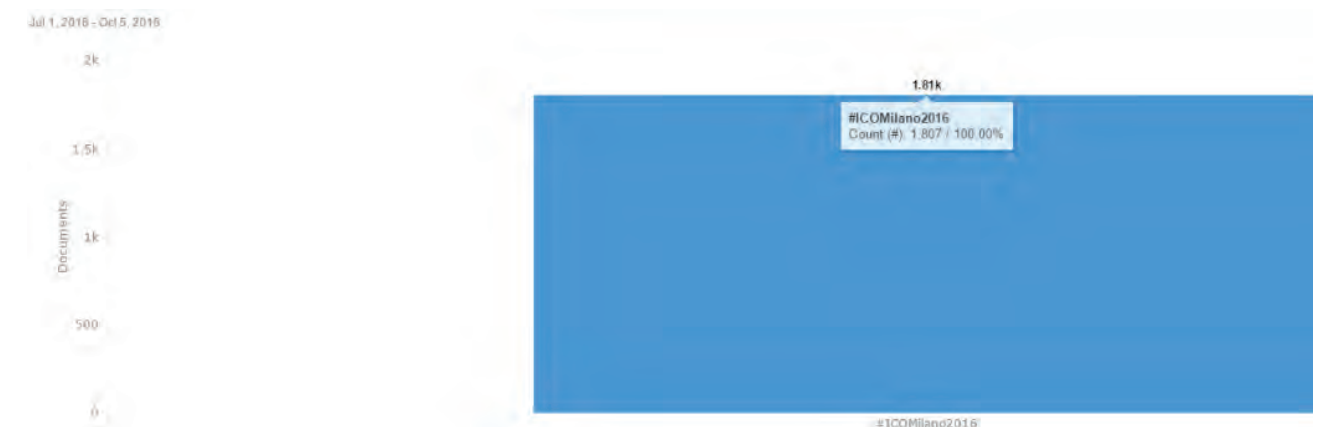
## SOCIAL MEDIA ANALYSIS

This year and for the first time, social Medias were integrated to the communication strategy of an ICOM General Conference. The two main networks to be used during the conference were Twitter and Facebook, with some exceptional publications on Instagram. On this occasion, two new accounts were created: @ICOMilano2016 on Twitter and @ICOMGeneralConference on Facebook. The choice was made to name the Facebook account this way in order to reuse it for the next General Conferences. These two new accounts were managed by the staff of the Organising Committee and by volunteers, meanwhile the two official and principal ICOM's accounts on Facebook and Twitter were still managed by the Communication Department of the General Secretariat.

## # AN OFFICIAL HASHTAG: #ICOMILANO2016

To federate the ICOM community around this common topic, and to avoid having the attendees lost because of the multiplicity of channels to communicate, the choice was made to create a unique hashtag for the event, unveiled in 2015: #ICOMilano2016. This hashtag was the easiest to share information through tweets during the General Conference and was shared more than 1,500 times by attendees and ICOM official accounts, between 3 and 7 July 2016. ICOM alone was mentioned 465 times on social medias, 337 times on Twitter and 103 on Facebook, what shows the efficiency of the hashtag campaign, and what must be an invitation to do this again for ICOM Kyoto 2019.

The hashtag was mostly shared on Twitter (more than 1,500 times), then on Facebook (200 times), and very slightly on blogs and on YouTube. It is indeed important to note that the use of hashtag is more widespread on Twitter and only appeared on Facebook two years ago (that is to say, Facebook users are not used to it).



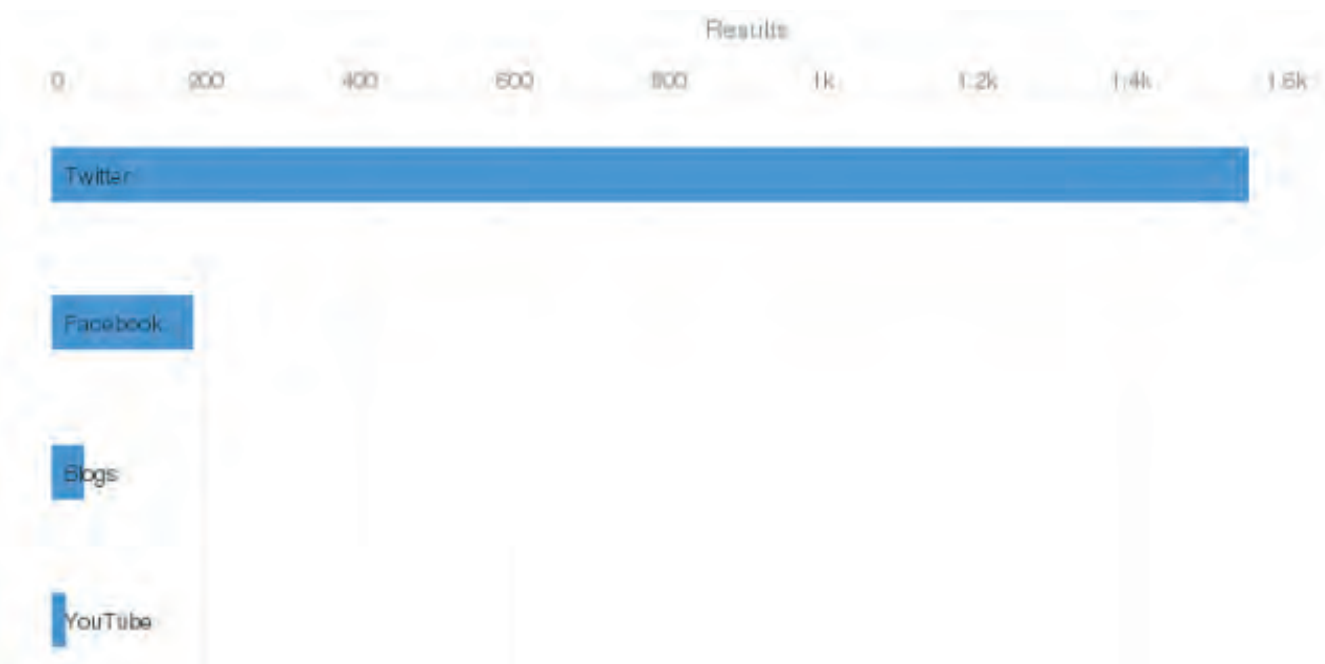
Number of times official hashtag #ICOMilano2016 was used since 1 July: 1,807 times.

The following cloud of words shows the main words and themes shared on both social networks during the period of the General Conference in Milan were: "Milano", "ICOM", "museum" and the ICOM official twitter account's name "icomofficial", and official hashtag "#ICOMilano2016". Again, this proves the prevalence of Twitter over Facebook to share instantaneous information during a short period of time.





# MEDIA EXPOSURE



The number of times the words “#ICOMilano” and “ICOM Milan” were shared on social Medias. Again, we see the prevalence of twitter in broadcasting instant info.

## ICOM OFFICIAL ACCOUNT ON TWITTER

ICOM Official account has published **469 times** on Twitter during the period 3-9 July, 2016.

During those days, the posts published by @ICOMOfficial have been retweeted **1,400 times** and were liked **2,165 times**. 510 is the number of clicks on the links shared by ICOM account. **270** more users subscribed to ICOM Official account during the Conference.

@ICOMOfficial earned **57,300 impressions (average number) each day of the conference** (impressions: the number of times a specific post has been accessed or viewed by a user on the social network), which is 20,000 more than in normal times.

During this specific period of time, our tweets earned **401,200 impressions**. It is **100,000 impressions more** than we do in one month normally. Maximal scores were reached during the 3 main days of the Conference:

4 July, 2016: + 88,000 impressions  
5 July, 2016: + 93,000 impressions  
6 July, 2016: + 86,000 impressions.

# MEDIA EXPOSURE

Some of the most shared and viewed tweets during the General Conference:

3,009 impressions



4,586 impressions



2,812 impressions



5,353 impressions



# MEDIA EXPOSURE



## ICOM OFFICIAL ACCOUNT ON FACEBOOK

On ICOM Facebook account, we published a maximum of two times a day during the Conference. Indeed, the Facebook algorithm has been conceived so that the more Institutions Pages publish on their users feeds, the less the posts are seen by users. Consequently, the posts on the Facebook channel have to be reduced to their strict minimum, one or two posts a day, not more. Facebook had a specific purpose during the General Conference: every morning, informing attendees on the daily programme of the Conference and by the end of the day, announcing some specials decisions and news such as the presentation of ICOM new logo, ICOM's elections results, etc.

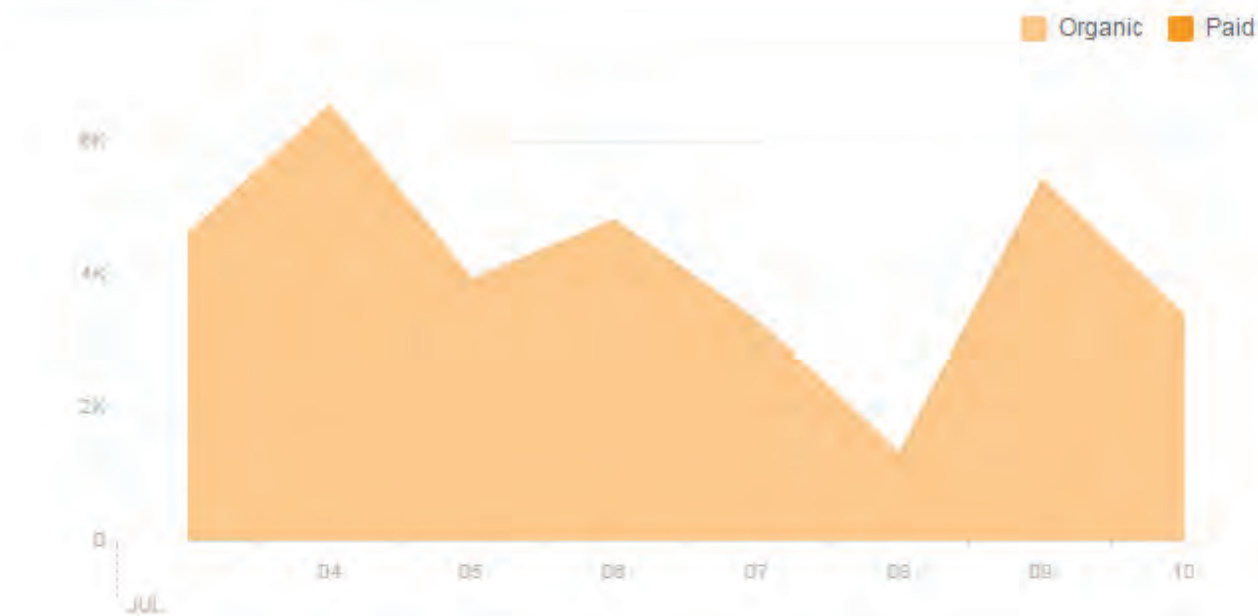
262 new people have liked our Page during the short period 3-9 July, 2016, which made us reach the **10,000 users**.

**2,734 people** engaged (that is to say clicked or created a story with our Page) and there was **8,296** clicks on any of your content. **53,751** persons have seen any content associated with our Page during the General Conference, which is 5 times more than in normal use (about 11,000 persons a week). About **60,000** persons visited your Page, or saw your Page or one of its posts in news feed or ticker.

All the posts published during the General Conference generated a total of **61,781** impressions, which is **10 times more** than in normal configuration.

### Post Reach

The number of people your posts were served to.

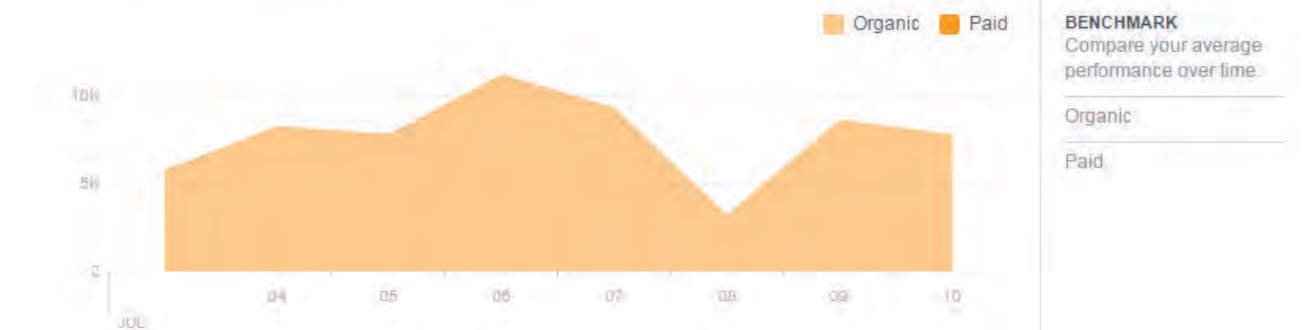


# MEDIA EXPOSURE

Total impressions during the General Conference: 115,000 (+ 30,000 impressions compared to a normal week on ICOM social Medias)

### Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



**BENCHMARK**  
Compare your average performance over time.

Organic

Paid

With some particular hits:  
4,443 impressions for the opening post

**ICOM - International Council of Museums**  
Published by Lara Clavery (7) · July 2 ·

[#ICOMilano2016]  
Tomorrow starts the 24th ICOM General Conference!!! ICOM staff is already on site and ready to welcome you for this entire week of celebration!!  
Here you can find all information you need about the conference:  
<http://network.icom.museum/icom-milan-2016/>  
Don't forget, you can also download #ICOMilano2016 application for Android and Apple!  
<http://gph.is/28YIsOq>

4,443 people reached

Boost Post

Like Comment Share Buffer

Natalie Ortega-Saez, Marga Koutsarova and 47 others

6,987 impressions for the post announcing the new Executive Board

**ICOM - International Council of Museums** added 3 new photos.  
Published by Ninon Sordi (7) · July 9 ·

[#ICOMilano2016] Here are the results of the ICOM Executive Council Elections 2016-2019

**President**  
Suay Aksoy, Turkey

**Vice-Presidents**  
Laishun An, China  
Alberto Garlandini, Italy

**Ordinary Members**  
Hilda Abreu de Utermohlen, Dominican Republic  
Inkyung Chang, Republic Of Korea  
Vinod Daniel, Australia  
Carlos Roberto Ferreira Brandão, Brazil  
Carina Jaatinen, Finland  
Léontine Meijer-Van Mensch, Germany  
Maria de Lourdes Monges Santos, Mexico  
Emma Nardi, Italy  
Terry Simloti Nyambe, Zambia  
Diana Pardue, Usa  
Carol Scott, UK



# MEDIA EXPOSURE

+ 4,000 impressions for the post announcing the new logo

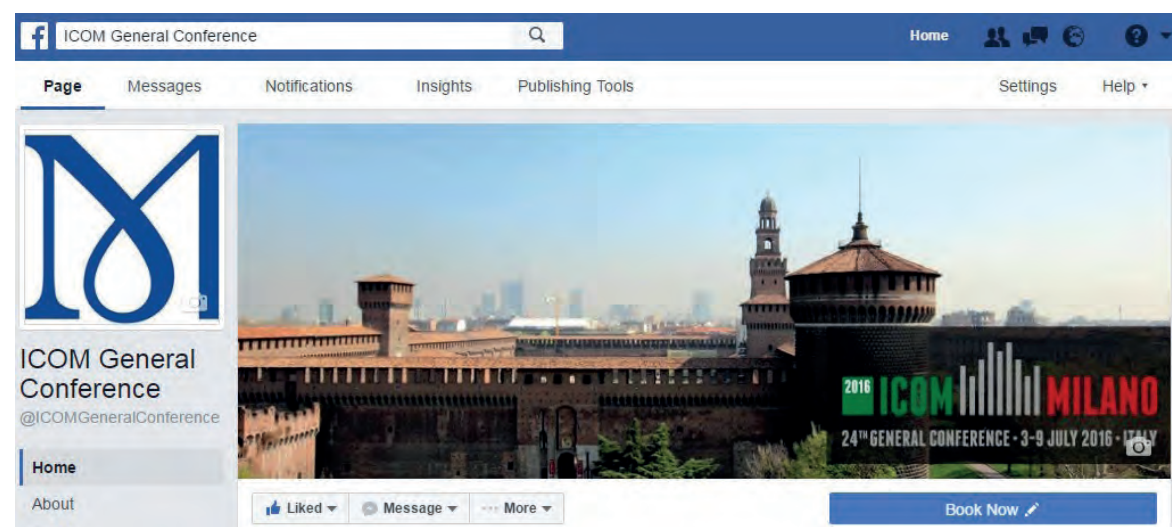


## SOCIAL MEDIA CREATED FOR THE CONFERENCE

The social media strategy was very effective. The Facebook page was constantly updated.

The Conference Facebook page – created by K.I.T. Group and managed by the LOC with the cooperation of a group of volunteers – grew constantly and it keeps growing.

- opened 1 year before the Conference
- 329 posts
- 4364 likes (data of 26 September)
- high level of interactions (high number of shares)
- daily average page: about 1,500 people, with peaks of 10,000 during the Conference
- the page was seen by people from almost 50 countries. The ten top countries were Italy, Brazil, France, Spain, The United States, Greece, Egypt, Portugal, Germany and The United Kingdom

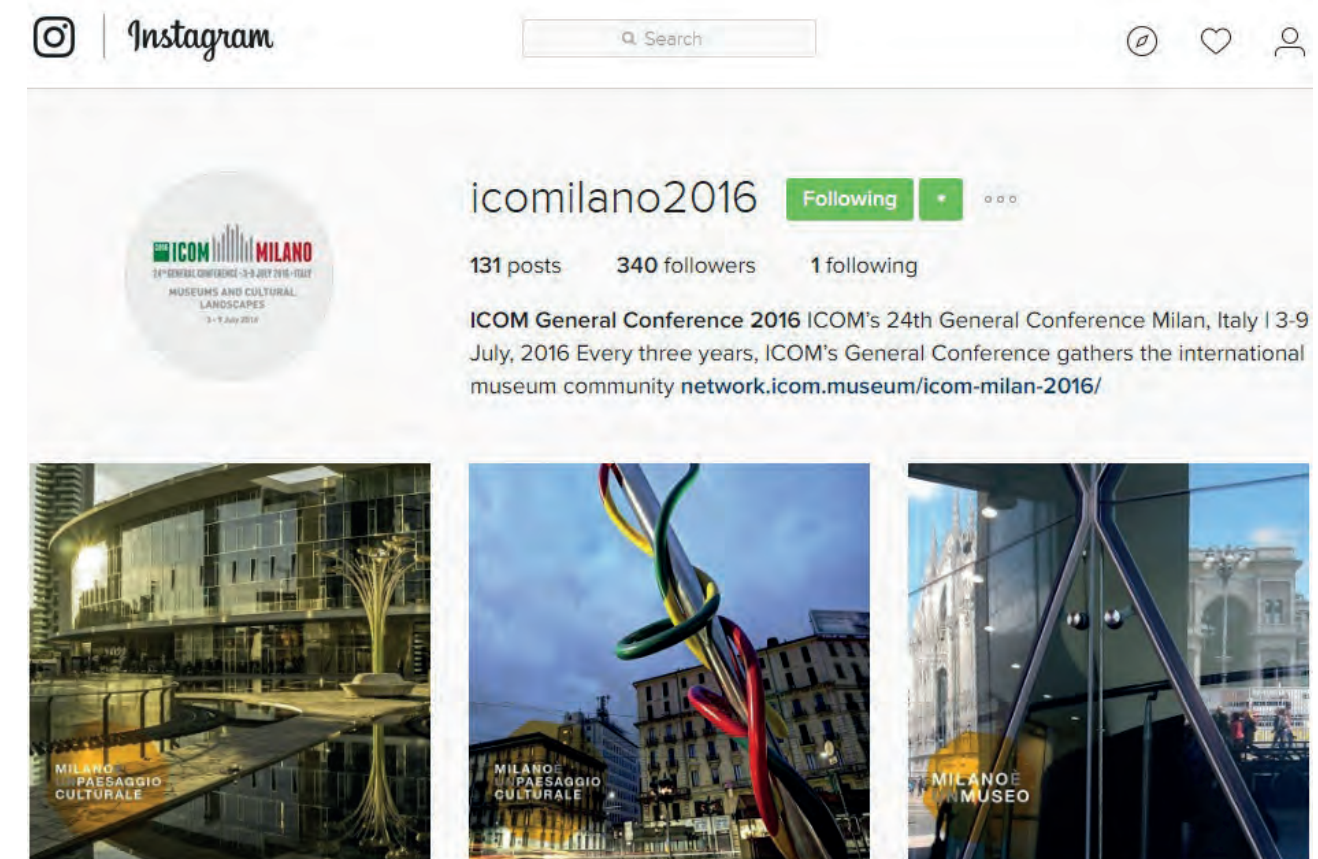


# MEDIA EXPOSURE

A Conference Twitter account was created too. On-site live coverage of the event was really successful and #ICOMilano2016 was the trend topic on 4 July.



An Instagram account was created as well. A special communication campaign was created for ICOM Milano 2016: the results of the photographic contest "Milano è un museo / Milano è un paesaggio culturale" (Milan is a Museum, Milan is a Cultural Landscape) were published on the Instagram page. Those photos were printed and have been displayed all around Milan.





## MEDIA EXPOSURE

### WEBSITE AND PROMOTION ANALYSIS

Thanks to the commitment of the Organising Committee, ICOM's Governing Bodies and Secretariat, National and International Committees, as well as the support of National Authorities and Italian Embassies, the campaign for ICOM Milano 2016 was successfully managed starting from 2014: the Conference was promoted toward many different audiences, its theme discussed and materials distributed in many events all over the world.

The **website of the Conference**, produced in 4 languages (English, French, Spanish and Italian) was updated regularly to inform on:

- the programme
- the Conference theme
- the Keynote Speakers
- the Excursion proposals
- the Social Events
- the OFF-SITE meetings
- the pre- and post- Conference tours
- information about how to register
- information about hotels in Milan and online booking
- practical information
- ICOM International Committees call for papers
- sponsors and exhibitors list
- partners
- media

The **programme** was available in an interactive form too, through the Session Planner managed by K.I.T. Group. Delegates were able to make specific searches, to select different views of the programme, to select a specific type of session, to create their own agenda by selecting specific presentation and/or sessions and exporting it in their Outlook.

## CONFERENCE APPLICATION



The ICOM Milano 2016 Conference App has been designed to enhance the experience of the participants before, during and after the conference, by placing the following features and information at their fingertips:

- Interactive Conference Programme
- List of Speakers and Exhibitors
- Maps and Floor Plans
- Social Programme
- Networking
- Social Media
- Conference Survey

The ICOM Milano 2016 Conference App has generously been sponsored by the company Guardian Glass Europe.



App generously sponsored by:



Conference participants had the possibility to give their feedback about the conference through a survey including several questions about the conference programme, the conference structure as well as the social programme and excursions.

The survey was available through the Conference Application during the conference days. Moreover, a link to the survey has been sent to all participants after the conference to reach also those participants not having a Smartphone or those who had not yet answered the survey through the app.

A summary of the most important results of the survey can be found in the annexes of this document (see annexes: ICOM Milano 2016 Participants Survey). The entire results of the survey are available on the USB-stick ("ICOM Milano 2016 Participants Survey.pdf").



# CONFERENCE APPLICATION

1.604 downloads  
(47 % of all participants)

1393 push recipients

38.927 visits

Time of usage:  
2min et 3 seconds



selfies

299 photos taken

98 photos saved

60 photos shared

sponsoring

SPLASH  
26.378 displays  
3265 clicks

BANNER  
32.175 displays  
155 clicks

networking

448 visits (28%)

my conference

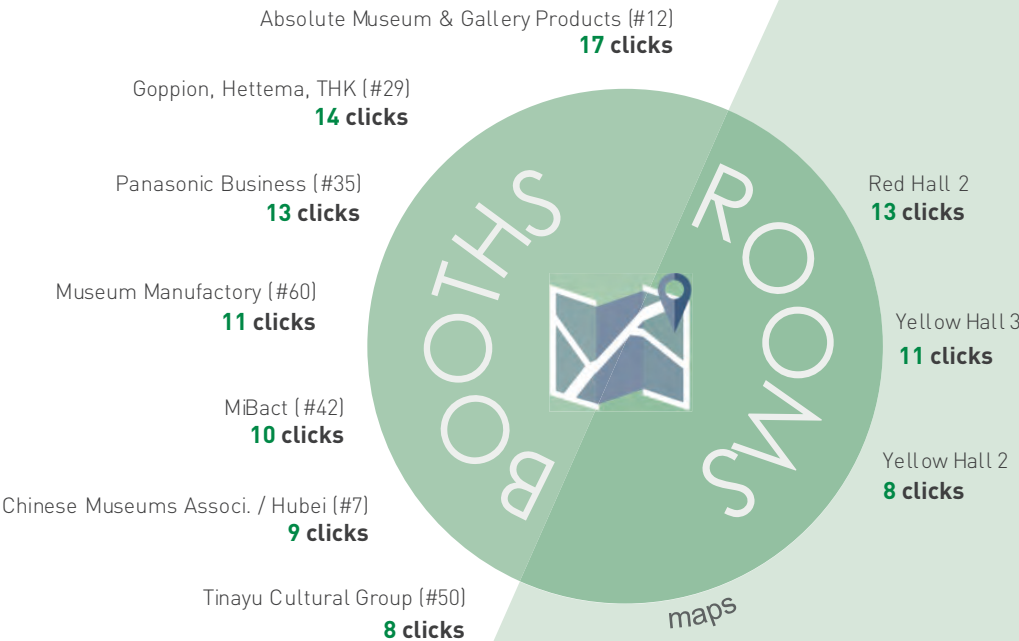
10.736 bookmarks

8 reports

569 notes

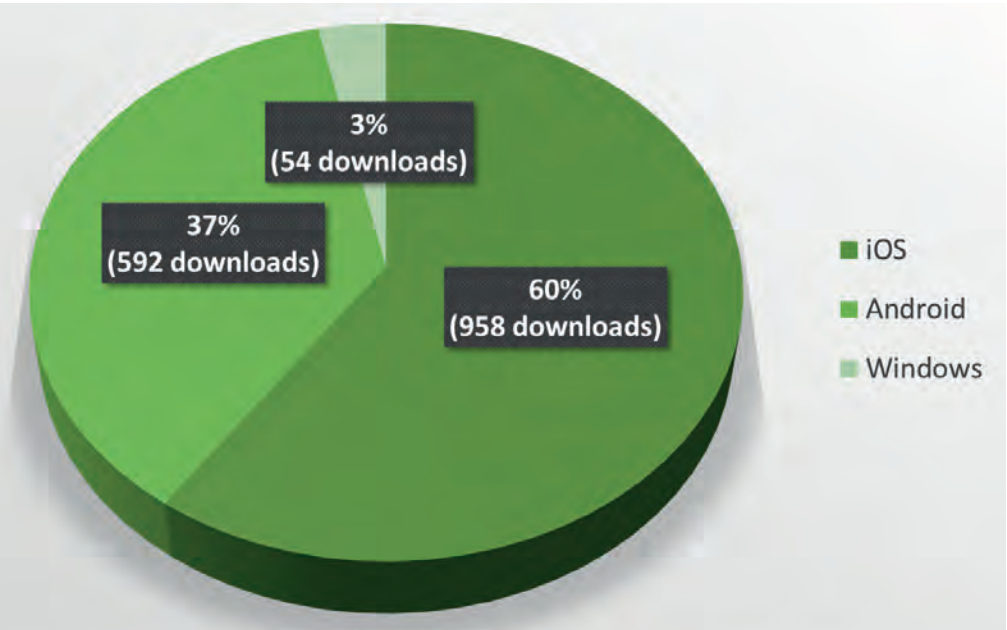
# CONFERENCE APPLICATION

## MOST VISITED PROGRAMME SESSIONS (TOP 25)

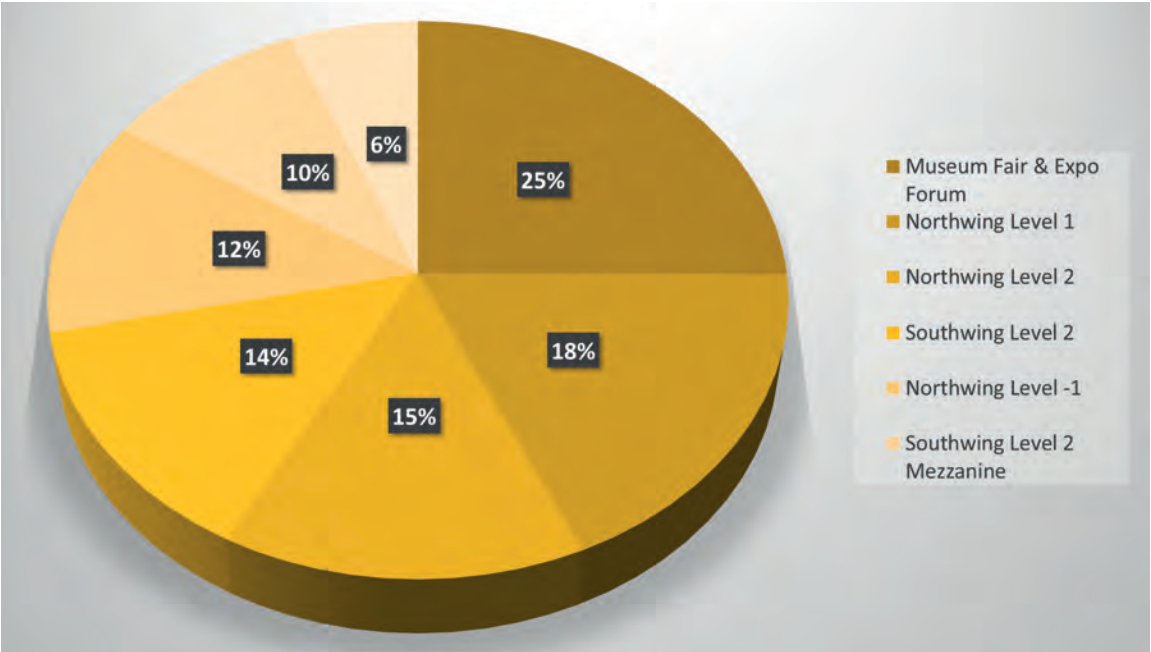


# CONFERENCE APPLICATION

DOWNLOADS PER PLATFORM

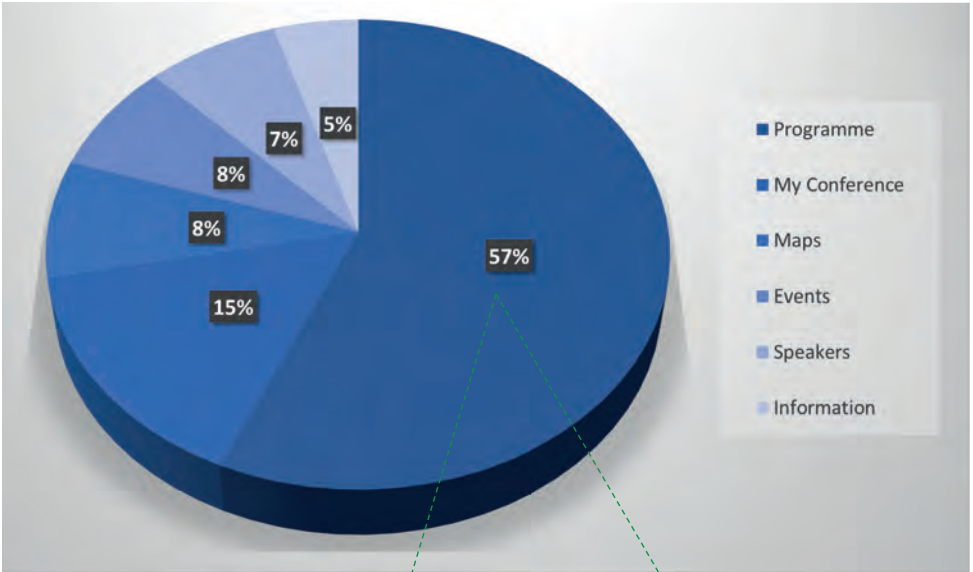


VISIT PER MAP

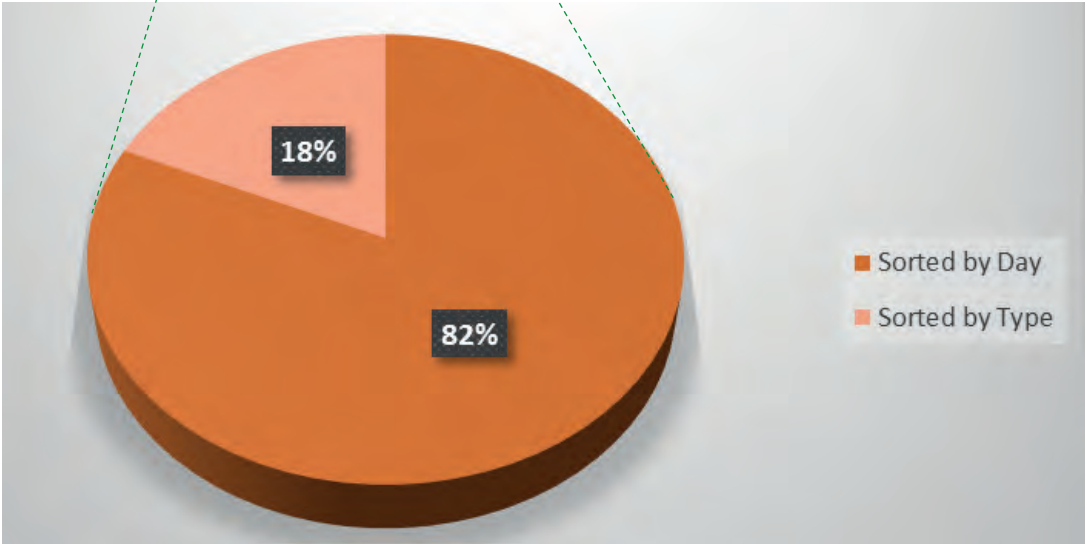


# CONFERENCE APPLICATION

VISIT PER CONTENT



MOST VISITED PROGRAMME CATEGORIES







## KEYNOTE SPEECHES & PANEL DISCUSSIONS

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## KEYNOTE SPEECHES & PANEL DISCUSSIONS

### FIVE WORLD-RENOWNED KEYNOTE SPEAKERS

ICOM Milano 2016 invited five world-renowned keynote speakers, artists, thinkers and doers, each distinguished in their very different lines of work and sharing a commitment to the ideals of ICOM. Their keynote speeches at the ICOM General Conference offered surprising, visionary points of view on topics of interest to the community of museum professionals.

04.07.2016 | ORHAN PAMUK



Orhan Pamuk, a Turkish writer and winner of the 2006 Nobel Prize in Literature, has written novels including *The Museum of Innocence*, which resulted in the creation of a museum of the same name in Istanbul in April 2012, recognised by the European Museum of the Year Award in 2014. During his video speech, Pamuk presented the Museum of Innocence, designed as a city museum, holder of Istanbul's memory, and evoked his vision of the museum of the future: a museum which "gets closer to people, and shows their individuality".

In his message to participants, he voiced his hopes for museums to discover a more intimate dimension, less institutionally-bound and more able to enhance people's individuality: "The aim of current and future museums must not be to represent the state but to recreate the world of single human beings, the same human beings who anguished under tyrannical oppression for hundreds of years." Its small stories give us the keys to unlock history.

Link to the video:  
<https://www.youtube.com/watch?v=BCdwSBepnS>

04.07.2016 | CHRISTO



The artist Christo, famous for projects such as the Valley Curtain and the Pont Neuf Wrapped in Paris, some of the most spectacular ephemeral and monumental works of art of the 20th century, undertaken with Jeanne-Claude, then proved that art can also be experienced in urban landscapes. After a presentation of their main projects since the beginning of their career, he presented their most recent project, "The Floating Piers", on Lake Iseo in Italy, a work that enabled people to walk on water for two weeks. A lively discussion between Christo and the audience ensued, with questions on the nature of their art, their creative process, the freedom of their approach and more. He memorably stated,

"Unlike much of contemporary art, ours is allergic to propaganda. The innocence of our art lies in the fact that it is sponsored by no one." Or, "Why wrap? To make the details disappear and just show the structure of the building, interacting with the natural elements."

Link to the video:  
<https://www.youtube.com/watch?v=AGnORLTwbAM>

05.07.2016 | MICHELE DE LUCCHI



## KEYNOTE SPEECHES & PANEL DISCUSSIONS

Michele De Lucchi is an Italian architect who designed buildings for museums including the Triennale di Milano, the Palazzo delle Esposizioni di Roma, the Neues Museum Berlin and the Gallerie d'Italia Piazza Scala in Milan. During his speech, he gave his own vision of his work: "combining the strength of tradition and the promise of the modern".

In the 1970s, he was a pioneer in introducing the concept of entertainment spaces and restaurants in museums, putting an end to the traditional concept of museums as keepers of collections alone.

Lastly, he highlighted the importance of taking care of our environment, as "the most important museum we have is the natural landscape of our world." He also offered further expertise, speaking about his role as scenographer for a number of exhibitions: "Each scenography requires continuous dialogue with the museum itself. Michelangelo's *La Pietà* was displayed alone in a room whose entrance led visitors to directly encounter the back of the statue, inviting them to walk around to the front.

Link to the video:  
[https://www.youtube.com/watch?v=c\\_Sb3VuQ7E](https://www.youtube.com/watch?v=c_Sb3VuQ7E)

05.07.2016 | NKANDU LUO



Nkandu Luo, Minister for Gender and Child Development of Zambia and former Minister of Culture and current Minister of Gender and Child Development in Zambia, is engaged in issues such as women's rights and child marriage. During her speech, she highlighted, "museums are fundamental to promote African culture and to improve education on every level."

She then recalled several cases of African cultural goods that are now in European museums, and insisted on the need to return them to their countries of origin, to enrich the collections of African museums.

She declared: "History's first museum was in Africa, in Alexandria. Africa, nevertheless, has not kept pace with the role of museums and protection of its own heritage. Museum development is essential for both social and economic growth. Museums represent the soul and the cultural richness of a country. My wish is that soon we will be hosting an ICOM Conference in Africa, perhaps in Zambia."

Link to the video:  
<https://www.youtube.com/watch?v=utnVDpWXfpw>

06.07.2016 | DAVID THROSBY



David Throsby, an Australian economist considered as "the inventor of cultural economics", introduced his subject with more recent issues in museum economics, highlighting the rise of private museums, and how digital collections can increase the value of museums without replacing them. For him, the value of a museum cannot be only measurable in terms of economics, as the principal characteristic of a museum is the "non-use value".

He then emphasised the role of social media, which have a growing influence in the way museums have to communicate, and asked museums to "provide a sustainable access to their services for new generations" in order to stay viable. He gave the keynote address: "Museums are economic institutions too, which must engage with pricing, assessment of collections value and their commercialisation. It is a true cultural industry, whose value can be estimated on the basis of the impact on local economies. If we want to assess the public value of art and culture, we have to sum up two terms: the embodied economic value and the immaterial cultural value."

Link to the video:  
<https://www.youtube.com/watch?v=2RlVW7VumGE>



## KEYNOTE SPEECHES & PANEL DISCUSSIONS

### BIOGRAPHIES



Plenary Session  
04.07.2016  
11:00 – 11:20

Orhan Pamuk became the first Nobel laureate in literature ever to emerge from his country. Known for his epic, multifaceted stories in which the protagonist is often caught between two worlds, Pamuk interweaves elements from the West's pantheon of postmodern prose into his fiction while also blurring the line between realism and fantasy, a hallmark of the greatest works of Arabic literature. Mr Pamuk created the Museum of Innocence in Istanbul at the same time he wrote his novel, as a perfect symbiosis between museology, literature and cultural landscapes. Pamuk's books have been translated into 63 languages, including Georgian, Malayan, Czech, Danish, Japanese, Catalan, as well as English, German and French. Pamuk was awarded The Peace Prize, considered the most prestigious award in Germany in the field of culture, in 2005. The same year, his novel *Snow* received the Le Prix Médicis étranger, the award for the best foreign novel in France. Again in 2005, Pamuk was honoured with the Richarda Huck Prize, awarded every three years since 1978 to personalities who "think independently and act bravely". The same year, he was named among the world's 100 intellectuals by Prospect magazine. In 2006, TIME magazine chose him as one of the 100 most influential persons in the world. In September 2006, he won the Le Prix Méditerranée étranger for his novel *Snow*. Pamuk is an honorary member of the American Academy of Arts and Letters, and holds an honorary doctorate from Tilburg University.



Plenary Session  
04.07.2016  
11:20 – 12:30  
@xtojc\_tweet

Christo (Christo Vladimirov Javacheff) was born in Gabrovo, Bulgaria, on 13 June 1935 and spent his youth under Communist rule. He studied Arts in Sofia and Vienna. Jeanne-Claude (Jeanne-Claude Marie de Guillebon 1935-2009), also born 13 June 1935, was born of French parents in Casablanca, Morocco, and grew up in Paris, Bern, Switzerland, and Gabès, Tunisia, before finally settling with her family in Paris. In 1957, Christo escaped from Eastern Europe to the west. He was wrapping objects in various materials at that time, though it was through portraiture that he primarily supported himself. The couple met in Paris in 1958 when he was making portraits of Jeanne-Claude's mother. In 1961, the artists began collaborating on monumental projects-endeavors in which the medium has largely been fabric, chosen for its fluid and ephemeral qualities. Christo and Jeanne-Claude shared joint authorship of the large-scale projects; however, Christo made the wrapped objects, packages, scale models, and drawings. The projects are solely funded by the sale of these works, as the artists do not accept sponsorship. Their early projects, mainly involving extant architecture, managed to both conceal and underscore the essential character and meaning of a site. Over time, their use of fabric became freer and more open. The realized projects remain installed for a finite time, yet their impermanence heightens their aesthetic appeal. Their works include the wrapping of the Reichstag in Berlin and the Pont-Neuf bridge in Paris, the 24-mile (39 km)-long artwork entitled *Running Fence* in Sonoma and Marin counties in California, and *The Gates* in New York City's Central Park.



Plenary Session  
05.07.2016  
09:00 – 09:45  
@Micheledelucchi

Michele De Lucchi. Italian architect, he was a prominent figure in movements such as Cavart, Alchimia and Memphis. He designed lamps and furniture for the best-known Italian and European companies, such as Artemide, Olivetti, Alias, Unifor, Hermès and Alessi. He designed working environments and corporate identity for Deutsche Bank, Poste Italiane, Ferrovie dello Stato, Enel, Piaggio, Olivetti, Telecom Italia, Novartis, Intesa Sanpaolo and Unicredit. He realized architectural projects in Italy and worldwide, which include residential, industrial, corporate and cultural buildings, as well as curating exhibitions for the Triennale di Milano, Palazzo delle Esposizioni di Roma, the Neues Museum Berlin, the Galleria d'Italia in Piazza Scala and Museo Pietà Rondanini in Milan. He has recently realized a number of projects for the city of Milan: the pavilions for Expo 2015 (Padiglione Zero, Expo Center, Intesa Sanpaolo) and UniCredit Pavilion in piazza Gae Aulenti.

## KEYNOTE SPEECHES & PANEL DISCUSSIONS



Plenary Session  
05.07.2016  
09:45-10:30

Honourable Professor Nkandu Luo, Minister of Gender and Child Development, Zambia. She has also served as Minister of Health, Minister of Transport and Communications, Minister of Local Government and Housing, Minister of Chiefs and Traditional Affairs. The Honorable Professor Nkandu Luo is Professor of microbiology and immunology and has served as Head of Pathology and Microbiology at the University Teaching Hospital, Lusaka, Zambia. Apart from her training in Microbiology and Immunology, she pursued studies in Immunopathology of infectious Diseases and Epidemiology and Medical Statistics. Currently she is pursuing a Master in Public Health. Prof Luo has carried out extensive research on HIV/AIDS, TB, malaria and other infectious diseases. She has been active in teaching of both undergraduate and postgraduate biomedical and nursing students.



Plenary Session  
06.07.2016  
09:00 – 09:45

David Throsby is internationally acclaimed as one of the inventors of cultural economics. A Distinguished Professor in the Economics Department of Macquarie University in Sydney, he is internationally recognized for his research and publications on the economics of art and culture. His current fields of research include the economic situation of creative artists, the creative industries, the economics of cultural heritage, culture and sustainable development, and the links between economic and cultural policy. He is the author of numerous publications including *The Economics of the Performing Arts*, with Glen Withers (1979), *'The Production and Consumption of the Arts: A View of Cultural Economics'* in the *Journal of Economic Literature* (1994), *Economics and Culture* (2001), and *The Economics of Cultural Policy* (2010). Together with Victor Ginsburgh he has coedited two volumes of the *Handbook of the Economics of Art and Culture* (2006 and 2014).





# KEYNOTE SPEECHES & PANEL DISCUSSIONS

## THREE PANEL DISCUSSIONS FOLLOWED VERY CLOSELY

The panel discussions on the conference programme drew a high number of participants.

### 04.07.2016 | WHAT DOES THE NEW UNESCO RECOMMENDATION ON THE PROMOTION AND PROTECTION OF MUSEUMS AND COLLECTIONS, THEIR DIVERSITY AND THEIR ROLE IN SOCIETY MEAN FOR MUSEUMS?

The first one shed light on the UNESCO Recommendation for Museums and Collections, drafted in close collaboration with UNESCO, with the speakers Francesco Bandarin, UNESCO Assistant Director-General for Culture, Paola Marini, Director of the Gallerie dell'Accademia in Venice, Tereza Scheiner, Prof. UNIRIO, Brazil and François Mairesse, Prof. Université Sorbonne Nouvelle in Paris. Paola Marini declared, "the text of the recommendation is important in our everyday life. It keeps the soul of museums alive!"



# KEYNOTE SPEECHES & PANEL DISCUSSIONS

## BIOGRAPHIES



### MODERATOR FRANÇOIS MAIRESSE

Prof. Université Sorbonne Nouvelle, France

François Mairesse is a lecturer in museology and cultural economics at Université Sorbonne Nouvelle in France. He teaches at the École du Louvre. Since 2013, he has served as Chair of the ICOM International Committee for Museology. He was the former Director of the Musée Royal de Mariemont (Belgium) between 2002 and 2010. He is the curator of the "Where ICOM from" exhibition being held at ICOM Milano 2016.



### FRANCESCO BANDARIN

UNESCO Assistant Director-General for Culture

He is the Editor-in-Chief of the international journal City, Culture and Society, published by Elsevier. He is President of the Italian Association of Historic Cities (ANCSA), member of the Visiting Committee of the Getty Conservation Institute in Los Angeles and member of the Steering Committee of the Aga Khan Award for Architecture. He is Professor of Urban Planning and Conservation at the University IUAV of Venice. His recent publications include: The Historic Urban Landscape: Managing Heritage in an Urban Century (2012) and Reconnecting the City. The Historic Urban Landscape Approach and the Future of Urban Heritage (2015) both published by Wiley-Blackwell.



### TEREZA SCHEINER

Prof. UNIRIO, Brazil

Vice-President of ICOM (2010-2016), she is a museologist holding a PhD in Communication, with extensive academic experience in the field of museology. She is currently Associate Professor and Coordinator of the Graduate Program in Museology and Heritage, UNIRIO, Rio de Janeiro. She is one of the creators and Permanent Advisor of ICOFOM LAM and part of the Senior Advisory Committee of the ICOM International Committee for Museology. She is the Editor of Museum International.



### PAOLA MARINI

Director of the Gallerie dell'Accademia in Venice, Italy

Paola Marini is Director of the Gallerie dell'Accademia in Venice, Italy. She was previously the Director of the Musei d'Arte Monumenti, Settore Galleria d'Arte Moderna, in Verona. She earned a degree in modern languages, before specialising in art history and she started her professional career running the Museo-Biblioteca-Archivio di Bassano del Grappa. She lectures in Museology and Museography at the Scuola di Specializzazione in Storia dell'Arte of the University of Udine. Marini has furthermore been active in the academic publishing sector, as she directed the publication Verona Illustrata, jointly with Sergio Marinelli.



## KEYNOTE SPEECHES & PANEL DISCUSSIONS

### 05.07.2016 | HOW CAN MUSEUMS CONTRIBUTE TO COUNTERING ILLICIT TRAFFIC IN CULTURAL GOODS?

The second panel focused on illicit trafficking in cultural objects, with the participation of Eric Dorfman, Director of the Carnegie Museum of Natural History, Markus Hilgert, Director of the Museum of Ancient Near Eastern Cultures at the Pergamonmuseum and Ieng Srong, Chief of Section for Movable Heritage and Museums in UNESCO. They emphasized the importance of international cooperation and increased vigilance concerning object provenance, as the trafficking of antiquities represents a resource for terrorists.



## KEYNOTE SPEECHES & PANEL DISCUSSIONS

### BIOGRAPHIES



#### MODERATOR FRANCE DESMARAIS

ICOM's Director of Programmes and Partnerships since 2010

The department she runs is active in the field of emergency preparedness and response for museums, in the development of training programmes for museum professionals, and in ICOM's international fight against illicit traffic in cultural goods, which includes the Red Lists of Cultural Objects at Risk. In 2012, she created the International Observatory on Illicit Traffic in Cultural Goods. In December 2015 she edited the publication "Countering Illicit Traffic in Cultural Goods: The Global Challenge of Protecting the World's Heritage". Prior to joining ICOM, France lectured at Lebanese University and was Head of Strategic Initiatives at the McCord Museum in Montreal.



#### MARKUS HILGERT

Director of the Ancient Near East Museum in the Pergamon, Germany

Markus Hilgert is Director of the Ancient Near East Museum in the Pergamonmuseum of Berlin. He is the founding Director and current Deputy Director of the Heidelberg Center for Cultural Heritage at Heidelberg University where he held a chair for Cuneiform Studies from 2007-2014. Within the Prussian Cultural Heritage Foundation, he leads two major initiatives in cultural property protection as director of an innovative research project on illicit traffic in cultural objects in Germany, and as director of a new Center for Digital Cultural Heritage in Museums at the Berlin State Museums. He has recently been appointed German National Correspondent of the Blue Shield.



#### ERIC DORFMAN

Director of Carnegie Museum of Natural History in Pittsburgh, Pennsylvania USA

He is author of several books on natural history and climate change, most recently editing Intangible Natural Heritage for Routledge Press (2012) in partnership with ICOM. Within the ICOM network, he is President of the Committee for Museums and Collections of Natural History (ICOM NATHIST) and a member of the ICOM Ethics Committee. In this joint capacity he led the creation of the ICOM Code of Ethics for Natural History Museums (2013), now translated into seven languages. He is also a member of the ICOM International Observatory on Illicit Traffic in Cultural Goods and the Museum Definition Working Group (MDWG).



#### IENG SRONG

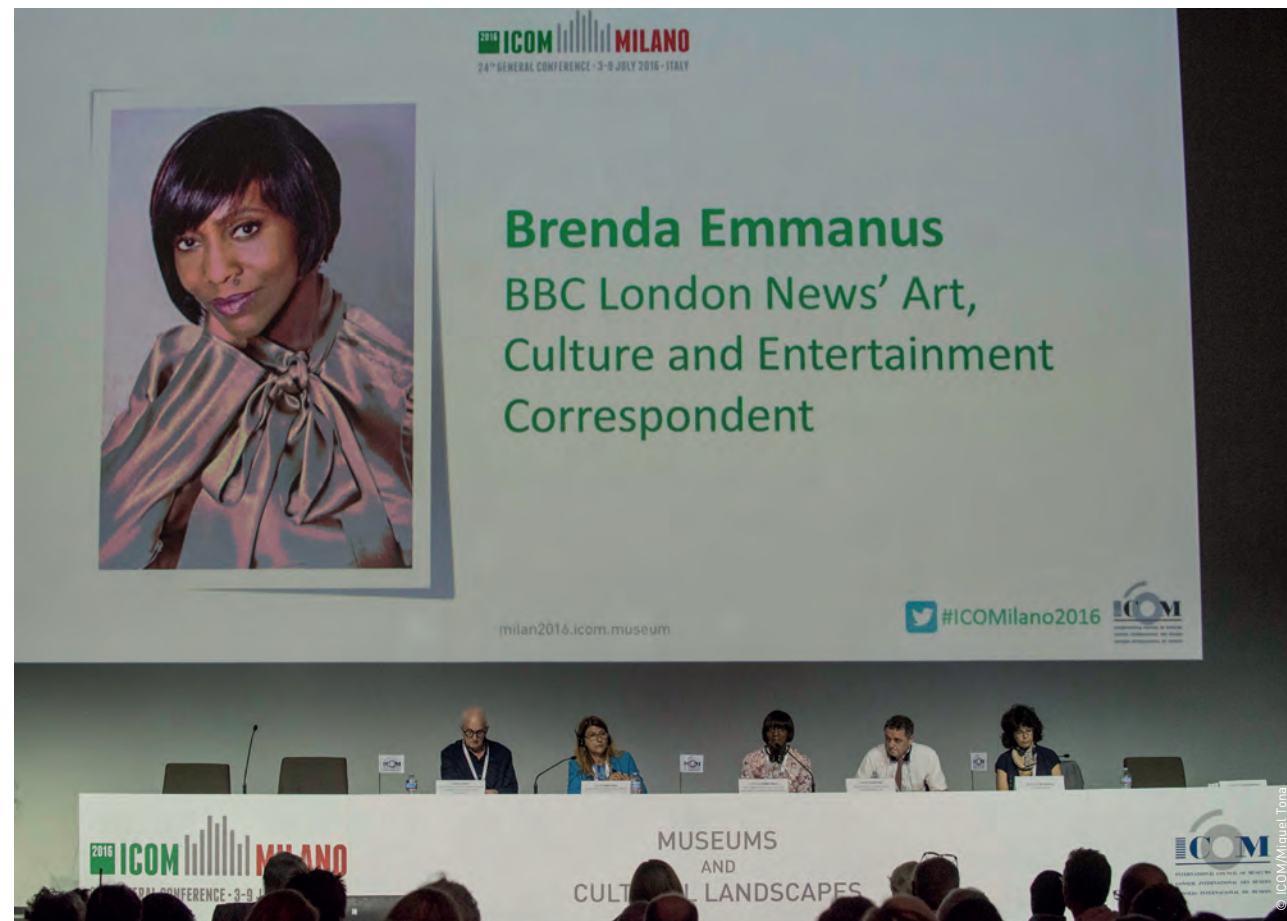
Chief of Section, Secretary of the 1970 Convention, Section for Movable Heritage and Museums, Division for Heritage, UNESCO

Mr Ieng Srong is Chief of the newly created Section for Movable Heritage and Museums within the Culture Sector of UNESCO. Graduated in International Law at Sorbonne University, he participated in the elaboration of the UNESCO Convention on the protection of the underwater cultural heritage protection, worked in promoting the world heritage education in the Education Sector of UNESCO and was Head of Administrative Law in Bureau of Human Resources Management of UNESCO. Within his new functions, Mr Srong is responsible for the implementation of the UNESCO 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property and of the new UNESCO 2015 Recommendation concerning the Protection and Promotion of Museums, their Diversity and their Role in Society.

## KEYNOTE SPEECHES & PANEL DISCUSSIONS

06.07.2016 | SOCIAL ROLE OF MUSEUMS: NEW MIGRATIONS, NEW CHALLENGES

The closing panel focused on the breaking news topic of immigration and the social role of museums. The panel was moderated by the BBC arts, culture and entertainment journalist Brenda Emmanus. She highlighted the involvement of museums in subjects currently at the heart of societal concerns, as they continue to play their traditional role as guardians of collections.



Link to the video:  
<https://youtu.be/ZHpL3eCQ4F4>

## KEYNOTE SPEECHES & PANEL DISCUSSIONS



Giusi Nicolini, Mayor of Lampedusa and Linosa, said: "Lampedusa is well known for tragic stories of shipwrecks. We are hoping for the enhancement of aspects such as the value of integration and welcoming. This is why the Archeological Museum of Lampedusa wants to demonstrate how the island always has been a bridge and a connection between continents."



Robin Hirst stated: "The people of Australia are all immigrants or descended from immigrants, except for three percent, who are Aboriginal. We have transformed our museums, looking now at the history and legacy of migration and exploring contemporary issues such as racism. We are moving from observers to participants, from narrators to characters, from immigration to cultural diversity, taking on the role of an agent of social change."



David Fleming focused on social justice in museums, including the Liverpool International Slavery Museum, the Ulster Museum in Belfast, Northern Ireland, and Galerija in Sarajevo, Bosnia and Herzegovina. According to him, museums are a new social communication channel and must connect with society.



Marlen Mouliou, challenged the role of museums as a place where we curate human relationships, trace current social changes, discuss diversity and share experiences and knowledge, daring to invite audiences to disagree and value different approaches.



## KEYNOTE SPEECHES & PANEL DISCUSSIONS

### BIOGRAPHIES



#### MODERATOR BRENDA EMMANUS

BBC London News' Art, Culture and Entertainment Correspondent

Brenda's media career has been long-standing and consistent. Over the years she has extended her professional skills in television broadcasting, radio and print journalism. She is currently BBC London News' Art, Culture and Entertainment Correspondent - a role which allows her to combine creativity and journalism across television, radio and online platforms. She is consistently in demand to host live shows and events.



#### DAVID FLEMING

Director of National Museums Liverpool and President of the Federation of International Human Rights Museums

David Fleming OBE, MA, PhD, AMA, became director of National Museums Liverpool in 2001. Since his arrival he has supervised the completion of several major capital projects, including the £ 45 million Into The Future project, which featured major refurbishment of both the Walker Art Gallery and World Museum, and the opening of the International Slavery Museum, and of the £ 75 million Museum of Liverpool. He is President of the UK Museums Association and has served on several Government committees and task forces.



#### ROBIN HIRST

Director, Collections, Research and Exhibitions, Museum Victoria

Robin Hirst leads Museum Victoria's research program; the development, management and conservation of the State's Collection; and the exhibition program for Melbourne Museum, Scienceworks and the Immigration Museum. He is responsible for the development of print publications, planetarium shows and online content. Hirst fosters a co-operative and collaborative culture to achieve success, and Robin served as President of the International Council of Museums, Australia (2013-2016). He is the Chair of the Cultural Heritage and Museum Studies Advisory Committee of Deakin University and serves on cultural committees of the University of Melbourne and RMIT University.



#### MARLEN MOULIOU

Lecturer Faculty of History and Archaeology, National and Kapodistrian University of Athens, Greece

Since 2013, she is full-time Lecturer of Museology at the National and Kapodistrian University of Athens (Faculty of History and Archaeology and Masters Programme in Museum Studies). Marlen Mouliou is Chair of the International Committee for the Collections and Activities of Museums of Cities, CAMOC (March 2015 to July 2016). She holds a PhD in museum studies from the University of Leicester, and she was one of the founding members of the Greek scientific journal Tetrada Mouseiologias.

## KEYNOTE SPEECHES & PANEL DISCUSSIONS



#### GIUSI NICOLINI

Mayor of Lampedusa and Linosa, Italy

Giusi Nicolini is the current mayor of the Lampedusa and Linosa islands in Italy. She is constantly in the spotlight for the issue of migration, due to the closeness of these Italian islands to the African coastline. She has assumed the role of spokesperson for the defense of human rights of migrants within Europe. In 2016, she received the French Simone de Beauvoir award. Nicolini, before focusing on politics, worked for several local press publications, including Ambiente duemila and L'isola di Calypso.





## ACCESSIBILITY

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## MUSEUMS THAT HOSTED COMMITTEES' ACTIVITIES (OFF-SITE MEETINGS)

All ICOM International Committees organised their OFF-SITE meetings during ICOM Milano 2016 (7 July) and were hosted by many museums in Milan, in Lombardy Region and in other adjacent regions. Although the International Committees organised the OFF-SITE meetings on their own and took care of the related expenses, a large support was given to them by local museums, institutions, partners and obviously ICOM Italy members.

- CAMOC (International Committee for the Collections and Activities of Museums of Cities) and ICR (International Committee for Regional Museums)  
Joint OFF-SITE meeting in Bologna.  
Meetings and visits in Palazzo Pepoli (Museum of the story of Bologna). Visit of the city center.
- CECA (International Committee for Education and Cultural Action)  
Organised in Milan, CECA 's OFF-SITE meeting gave its members the opportunity to visit the following museums: Mudec – Museo delle Culture, Museo del Novecento, Museo di Storia Naturale, Museo Nazionale Scienza e Tecnologia “Leonardo da Vinci”, Palazzo Moroggia - Museo del Risorgimento, Orto Botanico di Brera - Università di Milano, Pinacoteca di Brera, Triennale di Milano - Triennale Design Museum, Università Cattolica del Sacro Cuore.
- CIDOC (International Committee for Documentation)  
The following meetings were held in Turin:
  - Libraries, Archives, Museums (LAM) working together
  - LAM uniting information
  - Museums working with audiences and Open Data
  - Cooperation between Museums
 CIDOC members visited the Egyptian museum, the Polo del'900, the Royal Archives and the Royal Castle.
- CIMCIM (International Committee for Museums and Collections of Musical Instruments)  
Visit of the Museo del Violino in Cremona and its scientific labs.  
Internal CIMCIM meeting in the museum.  
Performance on the Stradivari violin “Vesuvius” (1727c.).  
Visit to the Civic Museum – Carutti's Collection of Historical Instruments.
- CIMUSET (International Committee for Museums and Collections of Science and Technology)  
CIMUSET participants visited the workers' village of Crespi d'Adda, the Taccani power station of Trezzo d'Adda and the Museum of Electricity in Cedegolo.
- CIPEG (International Committee for Egyptology)  
Visit of the following museums in Milan:
  - the Castello Sforzesco (The Vogliano and Vassalli Archives, Biblioteca Archeologica – Biblioteca d'Arte and The Egyptian Collection, Museo Civico Archeologico);
  - the Egyptian Room in Palazzo Morando Attendolo Bolognino;
  - the Pinacoteca di Brera and the Lamberto Vitali (1896-1992) Archaeological - Egyptian Collection;
  - Gallerie d'Italia.
- COSTUME (International Committee for Museums and Collections of Costume)  
Visit of Duomo, La Scala Museum and La Scala laboratories.  
COSTUME organised its welcome party in Palazzo Morando on July 3rd.
- DEMHIST (International Committee for Historic House Museums)  
Visit of the Vittoriale in Gardone Riviera and of the House-Museum Ugo Da Como in Lonato del Garda.

- GLASS (International Committee for Museums and Collections of Glass)  
OFF-SITE day spent in Turin.

Visit of the glass collections at:

- Palazzo Madama
- Museo di Antichità
- Fondazione Accorsi

Once back to Milan, visit of the Gallerie d'Italia

- ICAMT (International Committee for Architecture and Museum Techniques)  
ICAMT held various meetings at Politecnico, School of Architecture, Milan:
  - the second post war period museography
  - the role of schools of architecture
  - Fredi Drugman book presentation
  - Italian museums today
 Visit of Fredi Drugman exhibition.

- ICDAD (International Committee for Museums and Collections of Decorative Arts and Design)  
OFF-SITE day spent in Milan:
  - Castello Sforzesco: Museo dei Mobile e delle Sculture Lignee / Museo delle Arti Decorative
  - Fondazione Prada
  - Villa Necchi Campiglio
  - Triennale

- ICEE (International Committee for Exhibitions and Exchange) and MPR (International Committee for Marketing and Public Relations)  
Cultural tours and walks in the city of Milan: Pirelli Hangar Bicocca or Navigli Tour.  
Visit of the MUDEC.

- ICFA (International Committee for Museums and Collections of Fine Arts) and COMCOL (International Committee for Collecting)  
Visit of Brera, museums and reserves, Milan  
Excursion to Gazzada, villa Cagnola  
Visit and dinner in the Boschi di Stefano museum

- ICLM (International Committee for International Committee for Literary Museums)  
ICLM members visited Bergamo during the whole day following Gaetano Donizetti's footsteps.

- ICMAH (International Committee for Museums and Collections of Archaeology and History)  
Visit of MUSE, Museum of Science, Trento

- ICME (International Committee for Museums and Collections of Ethnography)  
Visit of MUDEC, Milan. Two meetings:
  - ICME Panel VI: The Politics of Belonging: Refuge and Citizenship
  - ICME PANEL VII: The Current Landscape of Ethnographic Museums in Italy

- ICMEMO (International Committee of Memorial Museums in Remembrance of the Victims of Public Crimes)  
ICMEMO members visited the former Campo di Fossoli, from where many Italian Jews were displaced into German concentration camps during World War II. The visit at the Memorial was followed by a guided tour at the Museo Monumenti al Deportati in Carpi, a small city nearby.

# ACCESSIBILITY

- ICOFOM (International Committee for Museology)  
Meeting at the Università Cattolica del Sacro Cuore, Milan: “The (Italian) museums in the 3rd millennium: aims and expectations”.  
ICOFOM General Assembly at the Museo Diocesano, Milan
- ICOM CC (International Committee for Conservation)  
Visit of the Brera Gallery collections in Milan.
- ICOMAM (International Committee for Museums of Arms and Military History)  
OFF-SITE day spent in Turin:
  - the Royal Armory
  - the Artillery Museum
  - the Museo Pietro Micca and the Siege of Turin 1706
- ICOMON (International Committee for Money and Banking Museums)  
Visit to the Museum of Savings in Turin.
- ICTOP (International Committee for the Training of Personnel)  
OFF-SITE day spent in Milan:
  - the Hagar Bicocca
  - the Villa Bicocca degli Arcimboldi
  - the Museo del Novecento
- NATHIST (International Committee for Museums and Collections of Natural History) and UMAC (International Committee for University Museums and Collections)  
Visit of MUSE, Trento and visit of the Oetzi Museum and Museum of Nature South Tyrol.  
Visit of the Lombroso Museum in Turin, partnering with University Museums and Collections (UMAC).

# ACCESSIBILITY

## SIMULTANEOUS TRANSLATION

MiCo rooms with enough capacity were equipped with translation cabins in the three official ICOM languages (English, French and Spanish) and Italian for the Opening Ceremony, all Keynote Speeches, the Memorial Lecture and Panel Discussions as well as for all important (internal) ICOM Meetings such as the Advisory Committee Meeting, the ICs and NCs Chairs Meetings, the Extraordinary General Assembly and the General Assembly. Smaller rooms were able to order simultaneous translation for a fee. Interpreters served meetings during the entire Conference, the number of translators depended on the number of meetings and rooms.



## VISAS

The Italian Ministry of Foreign Affairs, as a member of the Organising Committee, guaranteed to all ICOM National Committees a simplified procedure for the visa request of their members, allowing them to apply for a group request (instead of many individual requests), providing a direct contact in the embassy and shortening the duration of the entire process. Besides this very special agreement, a valuable assistance was given to all participants of ICOM Milano 2016.





## FINANCE PLAN

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# FINANCE PLAN

## ITALIAN SUBVENTIONS

ICOM Italy stipulated agreement with the following subjects, all members of the Organising Committee:

- Italian Ministry of Culture and Tourism  
The Ministry financed ICOM Milano 2016 with € 400,000.00 including VAT. The funding was guaranteed for the organisation of the Conference and for supporting the participation of museum professionals from all over the world. ICOM Milano 2016 offered the Ministry a 60 m<sup>2</sup> booth, 50 free registrations for Italian museum professionals and a room for two workshops.
- Lombardy Region  
The Lombardy Region financed ICOM Milano 2016 with € 115,000.00 including VAT. The funding was guaranteed for the organisation of the Conference and for supporting the participation of museum professionals from Lombardy.
- City of Milan  
The City of Milan offered:
  - the entire Sforza Castle for free for the Opening Ceremony, including the extraordinary opening of all its museums, the welcome dinner and several shows;
  - 4,000 free week passes for public transportation

Furthermore, ICOM Italy presented request for a funding to Fondazione Cariplo, a bank foundation, which agreed € 40,000.00 including VAT for the Conference.

## SPONSORS AND MUSEUM FAIR

K.I.T. Group was prospecting at the main international museum fairs to get international sponsors and managed all sponsors as well as the organisation of the Museum Fair.

ICOM Milano 2016 had a total of 104 booths on 1,218 m<sup>2</sup> of exhibition space in MiCo North Wing – Level +1. 112 companies participated in exhibiting whereas the top three countries represented were Italy, China and France. During the Conference 12 sponsored case studies, 13 sponsored expo forums, 8 expo forums sponsored from ICOM Italy and 7 projections in the expo forum area took place.

### MAIN SPONSORS

The Organising Committee negotiated directly the support of the two main sponsors of ICOM Milano 2016:

Intesa Sanpaolo, a banking group with a special commitment to culture in Italy, sponsored ICOM Milano 2016 with € 50,000.00 and hosted the special event at “Le Gallerie d’Italia”, offering a cocktail and guided visits.

The museum supplier Goppion Museum Lab granted € 55,000.00 to the Conference and organized a special event at the Sforza Castle, offering a cocktail and guided visits to the recently renewed museum of the “Pietà Rondanini”. Among others, Goppion also sponsored the networking lounge, guaranteeing them high visibility.

### GOLD, SILVER AND BRONZE SPONSORS

The Chinese Museums Association - Hubei Provincial Museum, Panasonic and Guardian contributed to the Conference as Gold Sponsors, Guardian being the exclusive sponsor of the Conference Application and Hubei Provincial Museum of the WiFi. Tianyu Shenming Culture Group contributed to the Conference as the Exclusive Sponsor of the lanyards and one 36 m<sup>2</sup> booth and was granted the status of Silver Sponsor. Arteria, ARTIS VIVENDI, CAPITALE CULTURA S.A.S., Ente Cassa di Risparmio di Firenze, ETT S.p.A., Fulldome.pro, MEYVAERT, MUSEUM MANUFACTORY, RSF, SOYO Technology Development Co. Ltd. and YXLON International GmbH contributed to ICOM Milano 2016 with being a bronze sponsor.

# FINANCE PLAN

## EVALUATION BY SPONSORS AND EXHIBITORS

The satisfaction level of sponsors and exhibitors was very positive. 79 % found the quality of the exhibitors/sponsors at least good, 19% even stated that they found it to be excellent. 95 % rated the conference destination of ICOM 2016 in Milan good or excellent. Especially the access to the conference centre and the facilities were convincing factors. The overall interaction with K.I.T. Group GmbH was rated the best out of all the exhibition services with 94 % rating it at least good.

Exhibitors and sponsors stated that the best part was how easy it was to book the required exhibition and sponsorship materials online through ESOS® (Exhibition and Sponsorship Booking System) and the transparency of the pricing. The seating and socializing areas within the exhibitor area were very good as well. Also, from a technical point of view they found the service perfect, and the organization of events and off-site excursions great. The overall quality of the exhibitors and workshops was found to be very good, considering all things ICOM 2016 was even found to be one of the best fairs of 2016. Another positive factor was the communication with the team because they were helpful and pleasant to work with. Also, the time of breaks gave people good options to visit the booths, which was important to exhibitors. This allowed exhibitors to get several very positive and direct contacts and possible new collaborations and concrete projects lined up. The opening party and the sessions were praised as well. A great fact that speaks for the quality of ICOM 2016 is that a vast majority of exhibitors and sponsors reached their expected targets at least partially. More than two thirds stated that they will participate in ICOM 2019 in Japan.

General Figures	
Number of exhibitors (companies):	111
Number of booths:	104
Total exhibition space:	1,218 m <sup>2</sup>
Total exhibitor registrations:	469

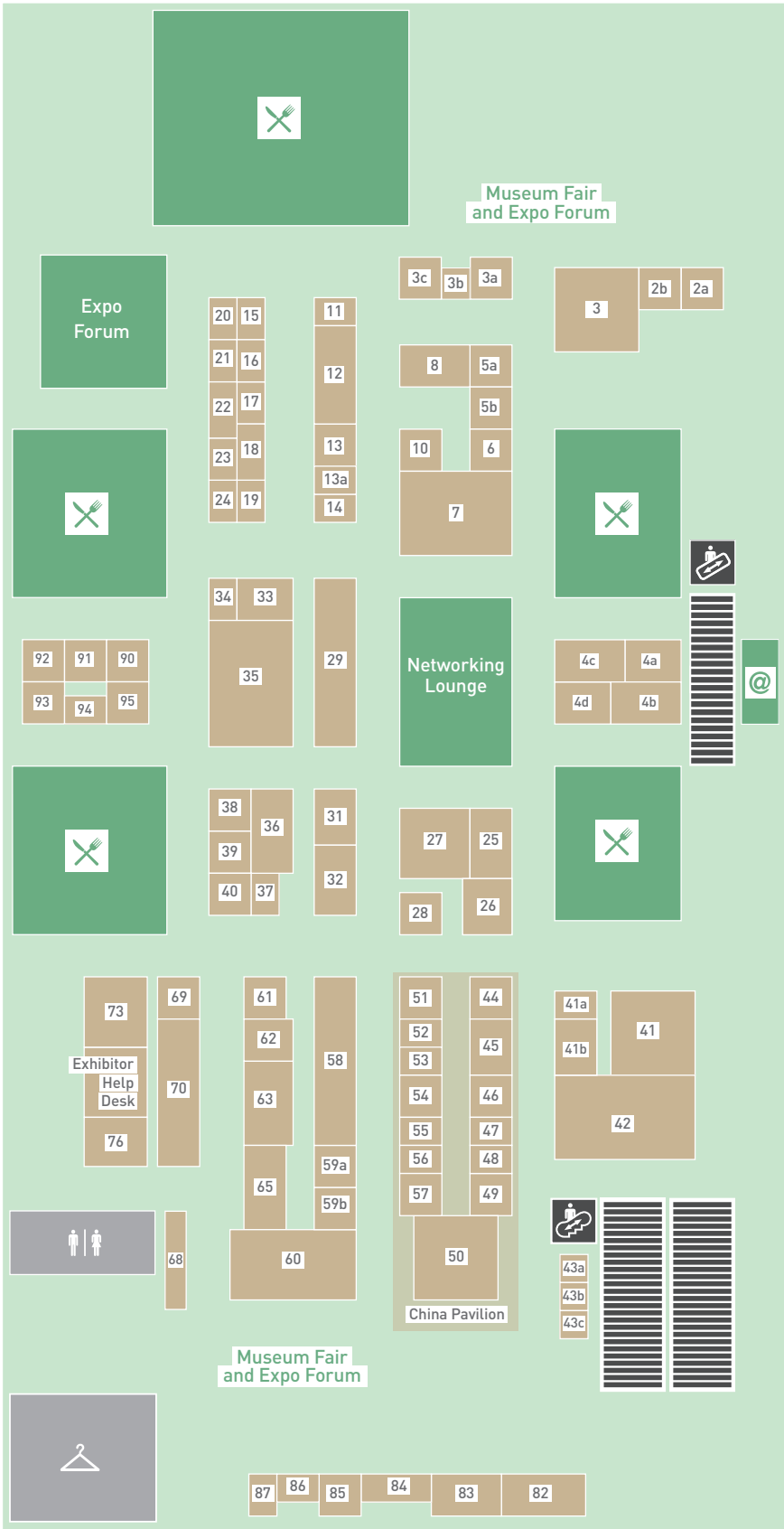
Booth Size	Booth Numbers
Single wall stand 4 m <sup>2</sup>	4
6 m <sup>2</sup> -12 m <sup>2</sup>	77
13 m <sup>2</sup> -24 m <sup>2</sup>	12
24 m <sup>2</sup> -50 m <sup>2</sup>	9
>50 m <sup>2</sup>	2





# FINANCE PLAN

## EXHIBITION FLOOR PLAN



# FINANCE PLAN

## EXHIBITOR LIST

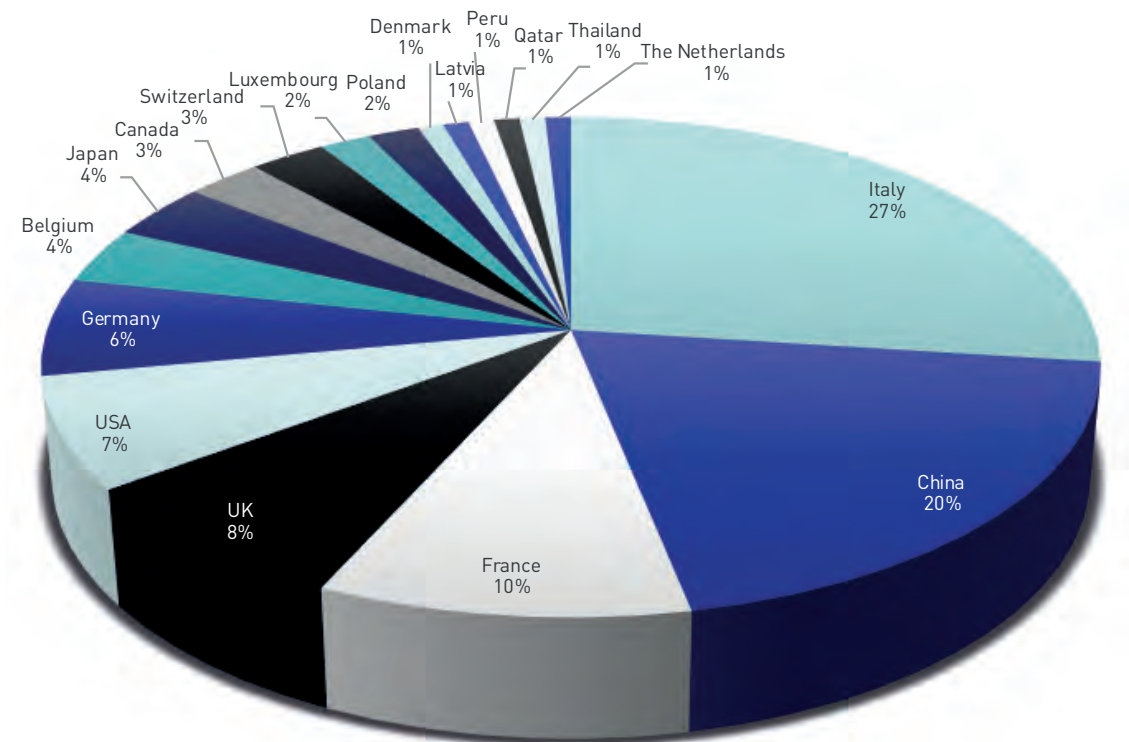
Exhibitor	Booth number	Exhibitor	Booth number
ABSOLUTE MUSEUM & GALLERY PRODUCTS	12	MONALITAG® BY EDITAG	3c
AFSP - ATELIER DES FAC-SIMILÉS DU PÉRIGORD	4d	MUSEMENT	22
AKZU LIGHTSYSTEM CO., LTD.	14	MUSEO INTERNAZIONALE DELLE CERAMICHE IN FAENZA - MIC	43a
ALFAVISION	24	MUSEOFABBER.COM	19
ART & CULTURE TRANSLATED	43c	MUSEUM CONNECTIONS	10
ARTERIA SAFETECH	39	MUSEUM INTERNATIONAL, ICOM/WILEY	41a
ARTGLASS	70	MUSEUM MANUFACTORY	60
ARTIS VIVENDI	58	MUSEUMSPARTNER	15
BEIJING AUTO MUSEUM	57	MYTEMPLART®	43b
BEIJING QIYI WENBO CULTURE CO.,LTD (MPT-EXPO)	49	NANJING VITA INFORMATION TECHNOLOGY CO., LTD	69
BRESCIANI SRL - MATERIALS AND EQUIPMENT FOR THE RESTORATION AND CONSERVATION	36	NOMAD EXHIBITIONS	5a
BROADMESSE CREATIVE INTERNATIONAL COMPANY (HK) LIMITED	49	OPIFICIO DELLA LUCE	59b
CAPITAL MUSEUM	54	OTT ART & APICE & ARTSYSTEM	8
CAPITALE CULTURA GROUP	70	PANASONIC BUSINESS	35
CHEN YUN MEMORIAL	52	PAUL BERNHARD EXHIBIT DESIGN & CONSULTING	29
CHINA SCIENCE AND TECHNOLOGY MUSEUM	48	PEKING MAN SITE MUSEUM AT ZHOUKOUDIAN	47
CHINESE ASSOCIATION OF MUSEUMS	65	PRÉSENCE	68
CHINESE MUSEUMS ASSOCIATION - HUBEI PROVINCIAL MUSEUM	7	PRESERVATECH	87
CHONGQING HONGYAN REVOLUTION HISTORY MUSEUM	46	PROMPERÚ	76
CINCINNATI USA & ICMEMO	13	PROPAGROUP SPA	40
CITTA' DI TORINO	91	REGIONE LOMBARDIA	27
CLICKNETHERFIELD	31	ROUTLEDGE	17
COLLÈGE MONTMORENCY	21	RSF	83
CP & EXPONA EXHIBITIONS	62	SELF ELECTRONICS GERMANY GMBH	4c
CULTURAL HERITAGE PARTNERS	70	SHANXI MUSEUM	53
DACA VETRINA D'AUTORE	20	SKINSOFT	28
ECO-COUNTER	23	SMARTRAVEL	3b
EFFEKTSCHMIEDE GMBH	13a	SOOEASY PENGUIN PASS	70
EMPREINTE	68	SOYO TECHNOLOGY DEVELOPMENT CO., LTD.	32
ETT S.P.A.	18	SUZHOU MUSEUM	45
FORTECHO™ ARTWORK PROTECTION SOLUTIONS	85	SYCOMORE	68
FRANK EUROPE	84	T&D CORPORATION JAPAN	33
FULLDOME.PRO	3	TESTO SPA	93
GROGLASS	26	THE ADMINISTRATION BUREAU OF DR.SUN YAT'-SEN'S MAUSOLEUM	55
GSNET GROUP	70	THE HETTEMA GROUP	29
GUARDIAN GLASS EUROPE	41	THE JAPANESE NATIONAL COMMITTEE FOR ICOM	4b
GOPPION MUSEUMLAB	29	THK CO., LTD	29
HONGBOWANG.NET	49	TIANJIN HENGDA WENBO SCIENCE&TECHNOLOGY CO., LTD.	51
ICOM ITALY	41b	TIANJIN WANGDA DISPLAYING TOOLS CO., LTD.	90
IDU INTERACTIVE	11	TIANYU CULTURAL GROUP	50
INBOLUN · CHINA	95	TOMORROW LTD	86
INNER MONGOLIA MUSEUM	44	TRU VUE, INC.	61
INTERNATIONAL MUSEUM CONSTRUCTION CONGRESS	16	TUOMI	2b
ITALVETRINE S.R.L.	73	UNIVERSCIENCE	94
JIANGSU DA MEI TIAN DI CULTURAL INDUSTRY CO.,LTD	56	UNIVERSITY PRODUCTS/ LINECO	6
KERN STUDER AG	63	VASTARI	38
KVORNING DESIGN & COMMUNICATION	5b	VITRINEN- UND GLASBAU REIER GMBH	82
MARCO PIERI	37	XERGY INC.	2a
MEYVAERT	25	XPONIA	3a
MIBACT - DIREZIONE GENERALE MUSEI	42	YXLON INTERNATIONAL GMBH	59a
		ZEUTSCHEL GMBH	34
		ZHEJIANG PROVINCIAL MUSEUM	53
		ZONE DISPLAY CASES	4a

# FINANCE PLAN

Ranking	Exhibitors per Country	Nr.
1	Italy	30
2	China	22
3	France	11
4	UK	9
5	USA	8
6	Germany	7
7	Belgium	4
8	Japan	4
9	Canada	3
10	Switzerland	3
11	Luxembourg	2
12	Poland	2
13	Denmark	1
14	Latvia	1
15	Peru	1
16	Qatar	1
17	Thailand	1
18	The Netherlands	1
Total		111



Exhibitors per Country



# FINANCE PLAN

## Sponsorship Categories Sold

1	App
2	Wi-Fi
3	Full page ad in final programme
4	Half page ad in final programme
5	REACT Terminals
6	Email blast
7	Name badge
8	Bag insert
9	Lanyard
10	Conference bags
11	Networking Lounge
12	Volunteer T-shirt
13	Note Pads and Pens
14	Logo & Link on Conference website

## Sponsorship Presentations

12	Sponsored Case Studies
13	Sponsored Expo Forums
7	Projection in Expo Forum Area
8	Expo Forums from ICOM Italy
28	Expo Forum slots in total







## FINANCIAL REPORT

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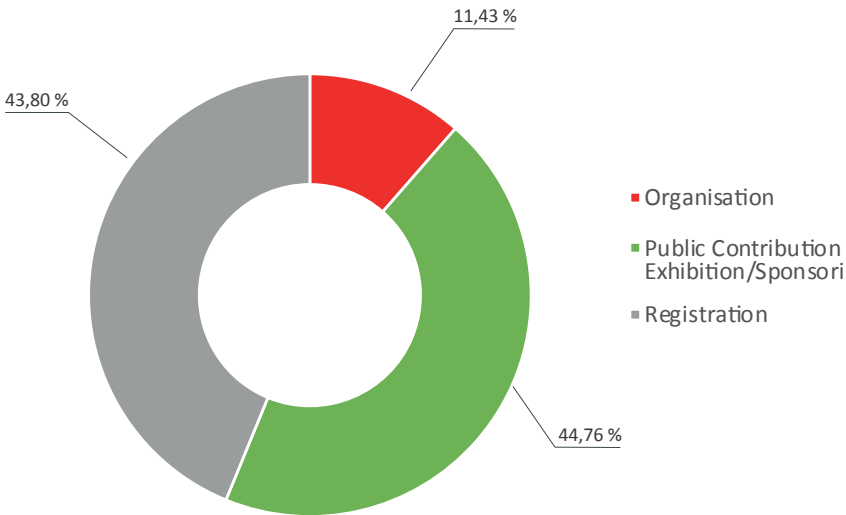
# FINANCIAL REPORT

## BUDGET OVERVIEW\*

INCOME <sup>1</sup>		
Organisation	205.882,35 €	11,43 %
Public Contribution and Exhibition/Sponsoring	806.142,77 €	44,76 %
Registration	788.859,08 €	43,80 %
TOTAL INCOME	1.800.884,20 €	100,00 %
EXPENSES <sup>2</sup>		
Organisation	691.624,42 €	38,54 %
Conference Venue/Technical Equipment	584.342,05 €	32,56 %
Staff	137.415,80 €	7,66 %
Materials	80.341,86 €	4,48 %
Miscellaneous	39.235,98 €	2,19 %
Conference Programme	6.450,00 €	0,36 %
Conference Catering/Social Programme	215.040,84 €	11,98 %
Exhibition	26.425,30 €	1,47 %
Registration	13.740,00 €	0,77 %
TOTAL EXPENSES	1.794.616,25 €	100,00 %
SURPLUS	6.267,95 €	

\* as of 30 November 2016

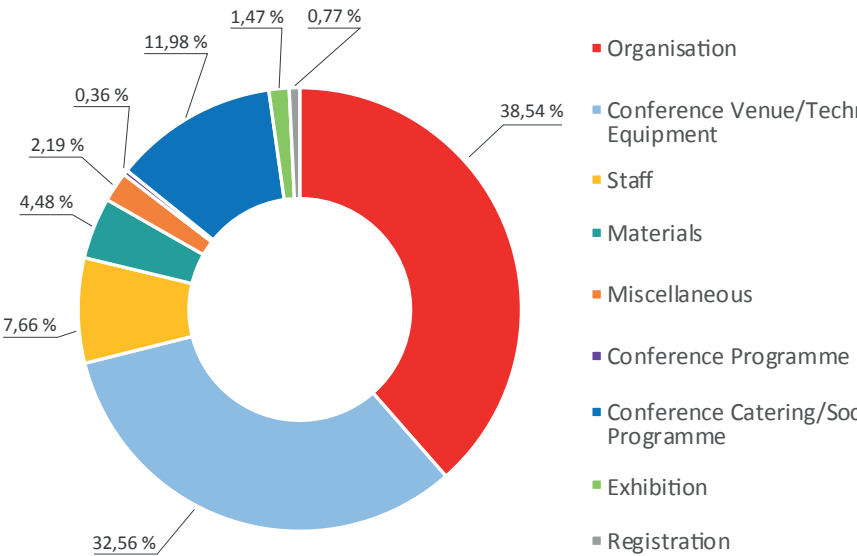
INCOME <sup>1</sup>	
Organisation	Funding Travel Grants
Public Contribution and Exhibition/Sponsoring	Sponsored Sessions & Product Presentations Sponsored Items/Advertisement Public Contributions
Registration	Early/Standard/Late Registrations Day Tickets Extra Fees



# FINANCIAL REPORT

## EXPENSES<sup>2</sup>

Organisation	LOC Cost Organisation Cost (e.g. Travel Expenses, Meetings, etc.) Keynote Speakers PCO Services Hotel/Travel/Registration Cost Travel Grants
Conference Venue/Technical Equipment	Rental Fee Technical Equipment/Furniture Meeting Rooms Registration Counter Wi-Fi/Internet Area Signage/Decoration
Staff	Hostesses/Interpreters/Press Agency/Photographer Technicians/Security/Cleaning
Materials	Printed Matters (e.g. Flyers, Final Programme, etc.) Postal Mailings /E-mailings Promotion Cost Conference Material Conference Application
Miscellaneous	Insurance Transportation/Shipping Transaction and Financial Costs Contingency Plan
Conference Programme	Online Programme/Session Planner
Conference Catering/Social Programme	Conference Catering (e.g. Lunch, Coffee Breaks, etc.)
Exhibition	Technical Exhibition Management Carpet
Registration	PCO Cost







## CONCLUSION

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# CONCLUSION

## CLOSING CEREMONY HANDOVER: ICOM KYOTO 2019

The Closing Ceremony, which took place at the Triennale di Milano on the evening of 9 July, was attended by the newly elected ICOM President, Suay Aksoy; the Vice Mayor of Kyoto City, Hiroyuki Fujita; Cultural Assessor of the City of Milan, Filippo Del Corno; Chair of ICOM Japan, Tamotsu Aoki; ICOM President (2010-2016), Hans-Martin Hinz; newly elected Vice-president of ICOM, Alberto Garlandini; Chairperson of ICOM Italy, Daniele Jalla; and ICOM Director General, Anne-Catherine Robert-Hauglustaine.



During the ceremony, in keeping with the ICOM General Conference tradition, the flag was handed over to the organisers of the next ICOM General Conference, to be held in Kyoto, Japan in September 2019.



The theme of the conference will be Museums as Cultural Hubs: The Future of Tradition, which aims to highlight the changing role of museums in today's society: "Amidst altering social, economic, and political environments, once-static institutions are reinventing themselves to become more interactive, audience-focused centres of culture.

As part of this transformation, museums are working to create more cohesive, shared visions amongst their employees and in partnership with other institutions and the communities they serve. As museums increasingly grow into their roles as cultural hubs, they are also finding new ways to honour their collections, their histories, and their legacies, making these traditions relevant to an increasingly diverse and global contemporary audience."The city of Kyoto counts some 200 cultural institutions and is home to 1,681 Buddhist temples and 812 Shinto shrines.

The video of presentation of ICOM KYOTO 2019 was showed, allowing the public to have a sneak peek of ICOM's next General Conference.

Link to the video:  
<https://youtu.be/LCA88v3tu08>



# CONCLUSION

## CLOSING SPEECHES

ALBERTO GARLANDINI

PRESIDENT OF THE ITALIAN ORGANISING COMMITTEE OF ICOM MILANO 2016

Dear Vice Mayor of Kyoto Mr. Fujita, dear Dr. Sasaki, President of the Organising Committee of Kyoto 2019, dear Dr. Aoki, Chair of ICOM Japan,  
Dear Culture Councillor of the City of Milan, Prof. Del Corno,  
Dear Hans-Martin, dear Suay, dear Anne-Catherine, Dear Daniele, Dear Andrea,

Tonight's Closing Ceremony will be the last event of ICOM Milano 2016

Three years ago I was very moved at the Closing Ceremony in Rio when, at the end of that successful Conference, the Brazilian friends gave me ICOM's Flag before all the participants. At that moment I realized the full meaning of being Responsible for ICOM 2016 and the magnitude of the responsibility of organising an ICOM General Conference. We are at the end of another successful ICOM General Conference. Now we have the final figures of the Conference: 3,500 registered participants from 130 countries, 300 volunteers, plus hundreds of colleagues that attended the side meetings organised out of MICO.

We had an exciting week with hundreds of meetings, social events, excursions, I am sure that ICOM Milano 2016 has been a rewarding experience for each of you, professionally and personally. The exchange of ideas and experiences we had in the past seven days, the projects and plans we agreed upon, the professional relations and friendship we built up, the important decisions taken by the General Assembly, the final Resolution on the Responsibility of Museums Towards Landscape are the precious gifts that ICOM Milano 2016 gives ICOM and all participants. It is now time to look onwards, to the future of ICOM, to the next General Conference in Kyoto. After my unforgettable experience as the President of the Organising Committee of ICOM 2016, I am well aware of the unique role of General Conferences in ICOM's life. The photos, documents and the movie that you saw in the Exhibition on the 70th anniversary of ICOM, give us many concrete examples of how the General Conferences have marked ICOM's history, its success and its great changes since its birth in 1946.

Dear Japanese colleagues, together with ICOM's flag I would like to transfer to you the experiences of Milan's Organising Committee. ICOM must establish a better exchange of know-how, between a National Organising Committee and the next one in time. I shall be pleased to assist you in every way. Our experience is at your disposal. ICOM's bodies and Secretariat have always been on our side in these three years and will certainly guarantee all the possible support to Kyoto Organising Committee. When you proposed your candidature to host the 25<sup>th</sup> General Conference I had the great chance to visit Kyoto and meet the Organising Committee, ICOM Japan, the Mayor of Kyoto, the local and national authorities. I know very well your serious commitment to ICOM and the international museum community. I know very well that Kyoto Organising Committee and the Japanese museum community have the professionalism, enthusiasm and powerful will to organise another memorable General Conference.

After Milan and Italy, in 2019 Kyoto and Japan will be the new heart and brain of the museum international community. We are eager to come to Kyoto and Japan, to discuss the challenging theme of Kyoto 2019 Museums as cultural hubs: the future of tradition. We are eager to meet the Japanese museums and professionals, to learn more about Kyoto and the great Japanese civilization.

ICOM Kyoto 2019 will be a great success and an impressive experience for all the participants. Dear friends, don't forget that after the closing ceremony and the exchange of the Flag the dancing party will start in the park. Please visit the Triennale Design Museum and the 21<sup>st</sup> Triennale International Exhibition.

It was such a wonderful experience to have you here.  
Have a nice trip back home and see you all in Kyoto.



# CONCLUSION

DR TAMOTSU AOKI  
CHAIR OF ICOM JAPAN, VICE-PRESIDENT OF THE JAPANESE ORGANISING COMMITTEE OF ICOM KYOTO 2019

Prof. Dr. Hans-Martin Hinz, Dr. Alberto Garlandini, Dr. Daniele Jalla, President Dr. Suay Aksoy,  
Our Respected Members of ICOM,  
Ladies and Gentlemen,

First, I would like to express my sincere gratitude to ICOM which has given the great honor to Kyoto, Japan for hosting 25<sup>th</sup> General Conference in 2019. Thank you so much indeed. We will do our best to make the Conference successful.

During this week, I have learnt a lot about Museums and their Activities from the wonderful speeches and reports with exciting discussions on various important issues. Everything impressed me strongly and deeply.

People from 140 Countries and territories have been gathered here in Milan and have spent very meaningful and enjoyable time together. I enjoyed very much staying in this charming city with delicious food.

But at the same time, in this week, we have met a chain of utterly unacceptable, misery and destructive incidents: After Istanbul, Dhaka, Baghdad, Saudi Arabia; fighting and killing never end.  
What a tragedy! What a disaster!  
We are living in a disrupted world.  
What can Museums do for this disrupted world?

“Only connect” is a famous phrase by British Author, E. M. Forster, as you might know, the author of “The Passage to India” “Room with a view” and others. I almost forgot his stories since I read them when I was young, however, these words still echo in my mind.

“To Connect” Person to Person, People to People, Culture to Culture, Past to Present, Present to Future.  
The main theme of Kyoto Conference is “Museum as Cultural Hubs”. Hubs to connect! I think Museums should serve as connecting centers for peoples and cultures. Museums should thrive to bring harmony and hope to this disrupted world today, of course, Museum’s effort is very limited, however, even though it is just a small effort, we never stop, we continue.

In this regard, ICOM and its Activities are becoming much more important and precious. I hope Kyoto Conference could contribute to the development of ICOM as the connecting center of the world.

Please come to Kyoto. We are waiting for you.

Thank you.

# CONCLUSION





## ANNEXES

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BODIES INVOLVED IN THE CONFERENCE

ICOM INTERNATIONAL COMMITTEES

AVICOM	ICOM International Committee for Audiovisual and New Technologies of Image and Sound
CAMOC	International Committee for the Collections and Activities of Museums of Cities
CECA	International Committee for Education and Cultural Action
CIDOC	International Committee for Documentation
CIMCIM	International Committee for Museums and Collections of Musical Instruments
CIMUSET	International Committee for Museums and Collections of Science and Technology
CIPEG	International Committee for Egyptology
COMCOL	International Committee for Collecting
COSTUME	International Committee for Museums and Collections of Costume
DEMHIST	International Committee for Historic House Museums
GLASS	International Committee for Museums and Collections of Glass
ICAMT	International Committee for Architecture and Museum Techniques
ICDAD	International Committee for Museums and Collections of Decorative Arts and Design
ICEE	International Committee for Exhibitions and Exchange
ICFA	International Committee for Museums and Collections of Fine Arts
ICLM	International Committee for Literary Museums
ICMAH	International Committee for Museums and Collections of Archaeology and History
ICME	International Committee for Museums and Collections of Ethnography
ICMEMO	International Committee of Memorial Museums in Remembrance of the Victims of Public Crimes
ICMS	International Committee for Museum Security
ICOFOM	International Committee for Museology
ICOM-CC	Committee for Conservation
ICOMAM	International Committee for Museums of Arms and Military History
ICOMON	International Committee for Money and Banking Museums
ICR	International Committee for Regional Museums
ICTOP	International Committee for the Training of Personnel
INTERCOM	International Committee for Museum Management
MPR	International Committee for Marketing and Public Relations
NATHIST	International Committee for Museums and Collections of Natural History
UMAC	International Committee for University Museums and Collections

ICOM EXECUTIVE COUNCIL 2013-2016

Hans-Martin HINZ (President)  
George ABUNGU (Vice-President)  
Tereza SCHEINER (Vice-President)  
Peter KELLER (Treasurer)  
Laishun AN (Ordinary Member)  
Inkyung CHANG (Ordinary Member)  
Luisa DE PEÑA DÍAZ (Ordinary Member)  
Willem DE VOS (Ordinary Member)  
Alberto GARLANDINI (Ordinary Member)  
Goranka HORJAN (Ordinary Member)  
Merete IPSEN (Ordinary Member)  
Ossama Abdel MEGUID (Ordinary Member)  
Diana PARDUE (Ordinary Member)  
Regine SCHULZ (Ordinary Member)  
Suay AKSOY (Ex-officio Member)

ICOM GENERAL SECRETARIAT

DIRECTOR GENERAL

Anne-Catherine ROBERT-HAUGLUSTAINE  
Administration  
Margarida ASCENSO

COMMUNICATION

Carla BONOMI  
Lara CLAVERY  
Maria GATON  
Sara HEFT  
Ninon SORDI  
Daniel VALERO  
Amélie ZANETTI

FINANCE, HR, GENERAL SERVICES, IT AND NETWORK SUPPORT

Sonia AGUDO  
Florian COURT  
Isabelle DEMANGEOT  
Harvey ORLAY  
Susanne PÖVERLEIN  
Inssam SELMI

LEGAL AFFAIRS

Renata KAMINKER  
Antonio MESINA

MEMBERSHIP

Tito CHAN  
Monica GAITAN  
Marina LARIOUI  
Alexis MOCIO-MATHIEU  
Sarah PETROGALLI  
Matteo TASSI

PROGRAMMES AND PARTNERSHIPS

Marie CLAVERIE  
France DESMARAIS  
Raphaël ROIG

PUBLICATIONS AND DOCUMENTATION

Mélanie FOEHN  
Elisabeth JANI  
Aedin MAC DEVITT

ICOM ENDOWMENT FUND

Lison D'HOUWT  
Bastien NOEL

ICOM ADVISORY COMMITTEE 2013-2016

Suay AKSOY (Chair)  
Nicholas CROFT (Vice-Chair)

SAREC – STRATEGIC ALLOCATION REVIEW COMMITTEE

PRESIDENT

Peter KELLER, Austria

MEMBERS

Claude FAUBERT, Canada  
Ian JONES, United Kingdom  
Chedlia ANNABI, Tunisia  
Kerya CHAU SUN, Cambodia

MEMBERS FROM EXECUTIVE COUNCIL (EXECUTIVE BOARD SINCE 9 JULY 2016)

Alberto GARLANDINI, Italy  
An LAISHUN, China  
Goranka HORJAN, Croatia (EC mandate ended on 9 July 2016)  
Tereza SCHEINER, Brazil (Vice-President mandate ended on 9 July 2016)

ADVISORY COMMITTEE (ADVISORY COUNCIL SINCE 9 JULY 2016) REPRESENTATIVE

Suay AKSOY, Chair (mandate ended on 9 July 2016)  
Regine SCHULZ, Chair (since 9 July 2016)

EX-OFFICIO MEMBERS

Anne-Catherine ROBERT-HAUGLUSTAINE, ICOM Director General  
Hans-Martin HINZ, ICOM President (mandate ended on 9 July 2016)  
Suay AKSOY, ICOM President (since 9 July 2016)

ICOM SECRETARIAT

Florian COURT, Management Control  
Susanne PÖVERLEIN, Manager of Technical Committees and General Meetings

#### MEMBERS OF THE ORGANISING COMMITTEE OF THE 24<sup>TH</sup> ICOM GENERAL CONFERENCE

Alberto GARLANDINI, President of the Committee  
Barbara LANDI, Project Manager

#### ICOM ITALY

Valeria ARRABITO  
Luigi DI CORATO  
Giuliana ERICANI  
Nunzia FERRANTE  
Daniele JALLA  
Adele MARESCA COMPAGNA  
Emma NARDI

#### ITALIAN MINISTRY OF CULTURAL HERITAGE AND ACTIVITIES OF TOURISM

Sandrina BANDERA  
Emilio CABASINO  
Marini CLARELLI  
Manuel GUIDO  
Vito LATTANZI  
Stefano LOCCASO  
Ugo SORAGNI  
Maria VITTORIA

#### ITALIAN MINISTRY OF FOREIGN AFFAIRS

Francesca AMENDOLA  
Paola CORDONE  
Tommaso GIARRIZZO  
Cristiano MUSILLO  
Massimo RICCARDO  
Manuela RUOSI

#### LOMBARDY REGION

Giuseppe COSTA  
Claudio GAMBA  
Maria Grazia DIANI  
Sabrina SAMMURI

#### COMUNE DI MILANO

Giulia AMATO  
Anna Maria FRATELLI  
Claudio SALSI

#### ITALIAN NATIONAL COMMISSION OF UNESCO

Danielle MAZZONIS

#### FIERA MILANO CONGRESSI

Paolo PERONI

#### BANCA INTESA SANPAOLO

Michele COPPOLA  
Andrea MASSARI  
Giovanni MORALE

#### MILAN CHAMBER OF COMMERCE/PROMOS

Sergio ROSSI

#### THE TWELVE UNIVERSITIES OF LOMBARDY

Giovanni Azzone

#### ITALIAN ICOM MEMBERS

Giovanni CELLA  
Salvatore SUTERA

#### K.I.T. GROUP GMBH (PCO)

Delphine BAUDOUIN, Account Director  
Verena STORCH, Project Manager, Conference Logistics

#### CONFERENCE LOGISTICS

Alexandre CHEROUTRE  
Sofia GOGOTISHVILI  
Giulia ROBBIANI

#### REGISTRATION, ACCOMMODATION, TRAVEL GRANTS

Erica DE GAUDENZI  
Allison JANSEN  
Andrea KNISPEL

#### EXHIBITORS, SPONSORS

Elena BAGGETTA  
Melissa GOLAY  
Chunjing YANG

#### GRAPHICS, PRINTED MATTERS, SIGNAGE

Tina GÜNTHER  
Julius HÖHNE  
Hannah JASPER

#### LIST OF GRANTEES

First Name	Family Name	Country
Melsi	LABI	Albania
Luan	PERZHITA	Albania
Erilda	SELAJ	Albania
Dorina	SUBASHI	Albania
Alejandro Anibal	CASELLA	Argentina
Siranush	FAHRADYAN	Armenia
Arusyak	GHAZARYAN	Armenia
Marine	MKRTCHYAN	Armenia
Gevorg	ORBELYAN	Armenia
Irada	GASIMOVA	Azerbaijan
Parvin	GOZALOV	Azerbaijan
Sheyla	HEYDAROVA	Azerbaijan
Rama	ZEYNALOVA	Azerbaijan
Jahangir	HUSSAIN	Bangladesh
Faith Allison	CALLENDER	Barbados
Alexandr	ZIMENKO	Belarus
Mladen	BANJAC	Bosnia and Herzegovina
Alma	LEKA	Bosnia and Herzegovina
Sarita	VUJKOVIC	Bosnia and Herzegovina
Zana	VUKICEVIC	Bosnia and Herzegovina
Tshepiso	GABONTHONE	Botswana
Winani	KGWATALALA	Botswana
Vincent Phemelo	RAPOO	Botswana
Gustavo	BROGNARA	Brazil
Luiz Antonio	CRUZ SOUZA	Brazil
Luciana	MENEZES DE CARVALHO	Brazil
Maria Ignez	ZUCCON MANTOVANI FRANCO	Brazil
Boundjoa Mickael	LOMPO	Burkina Faso
Moctar	SANFO	Burkina Faso
Jean Yves	SAWADOGO	Burkina Faso
Alassane	WAONGO	Burkina Faso
Fernand Ghislain	ATEBA OSSENDE	Cameroon
Hillary Jane	WALKER GUGAN	Canada
Philippe	ADOUM GARIAM	Chad
Bouba	KOSSEDA	Chad
Mbaikoua	NDJERABE	Chad
Elie	SENGUEDE NGALANG	Chad



# ANNEXES

First Name	Family Name	Country
Carolina Andrea	BARRA LOPEZ	Chile
Beatriz Victoria	ESPINOZA NEUPERT	Chile
Delia Karina	PIZARRO SAN MARTIN	Chile
Kareen Grace	STANDEN CASTRO	Chile
Daniel	CASTRO BENITEZ	Colombia
Clara Piedad	JIMENEZ HINESTROSA	Colombia
Melissa Alexandra	AGUILAR ROJAS	Costa Rica
Lauran Vanessa	BONILLA STEIGER	Costa Rica
Awoh Eugénie Mechtild	ABOUA	Côte d'Ivoire
Konan Christian	KOUASSI	Côte d'Ivoire
Katina Norbert	TOURE	Côte d'Ivoire
Jose Ramon	LINARES FERRERA	Cuba
Marek	PROKUPEK	Czech Republic
Lucie	RADONOVA	Czech Republic
Katerina	VELETA STEPANOVA	Czech Republic
Maria Belissa	RAMIREZ DE ZAIEK	Dominican Republic
Jorge Arturo	ALBUJA TUTIVEN	Ecuador
Jonathan Salomon	KOUPERMANN	Ecuador
Elham Salaheldin Mohamed	ALY	Egypt
Mohsen Ahmed Taha	ABDELSAMEEA	Egypt
Mohamed Gamal Rashed	GENEIDY	Egypt
Fatma	MOSTAFA ABDELAZIZ ELSEDY	Egypt
Melissa Regina	CAMPOS SOLORZANO	El Salvador
Marlon Vladimir	ESCAMILLA RODRIGUEZ	El Salvador
Kaie	JEESER	Estonia
Lana	KARAIA	Georgia
Maris	ROSENTHAL	Estonia
Nana	MEPARISHVILI	Georgia
Mikheil	TSERETELI	Georgia
Sylvia	WACKERNAGEL	Germany
Stéphanie	WINTZERITH	Germany
Stamatia	HADJINICOLAOU	Greece
Susana Elena	CAMPINS CASALINS	Guatemala
Samuel Fernando	FRANCO ARCE	Guatemala
Aida Lucila	SIERRA GONZALEZ	Guatemala
Indrani	BHATTACHARYA	India
Supreo	CHANDA	India
Anil	DWIVEDI	India
Kanika	GUPTA	India
Baisakhi	MITRA	India

# ANNEXES

First Name	Family Name	Country
Achal	PANDYA	India
Gunjan	VERMA	India
Golnaz Tayeebeh	GOLSABAHI	Iran, Islamic Republic of
Zahra	HABIBIZAD	Iran, Islamic Republic of
Damon	MONZAVI AMROABADY	Iran, Islamic Republic of
Lawrence Nyabote	MONDA	Kenya
Josephine Muthoni	THANGWA	Kenya
Esther Ndaisi	KIOKO	Kenya
Grace Anne	WANGARI	Kenya
Juris	CIGANOVs	Latvia
Nelly	ABBOUD	Lebanon
Vaiva	LANKELIENE	Lithuania
Vaida	RAKAITYTE	Lithuania
Maja	CANKULOVSKA MIHAJLOVSKA	Macedonia, The Former Yugoslav Republic of
Meri	STOJANOVA	Macedonia, The Former Yugoslav Republic of
Maria de Lourdes	MONGES Y SANTOS	Mexico
Guadalupe Monserrat	NAVARRO HERRERA	Mexico
Carla Virginia	PRAT PERXACHS	Mexico
Jessica Beatriz	RAMIREZ RIVERA	Mexico
Irina	ARPENTII	Moldova, Republic of
Eugen	SAVA	Moldova, Republic of
Angirmaa	NERGUI	Mongolia
Orkhon	TSOGTBAYAR	Mongolia
Jeremy Gale	SILVESTER	Namibia
Birendra	MAHATO	Nepal
Alice Phoebe	TYLER	New Zealand
Abdoulaye	MAGE	Niger
Mahamane	SALEY	Niger
Muhammad	ABBAS	Pakistan
Ozma	BHATTI	Pakistan
Rukhsana	DAVID	Pakistan
Idalia Doris	GOMEZ DE ESPINOSA	Panama
Denise Cristina	POZZI-ESCOT BUENANO	Peru
Luis Orlando	REPETTO MALAGA	Peru
Marlene Socorro	SAMSON	Philippines
Aprille	TIJAM	Philippines
José Alberto	JULINHA RIBEIRO	Portugal
Luís Filipe Matos	RAPOSO	Portugal

First Name	Family Name	Country
Elsa Catarina	TEIXEIRA GONCALVES RODRIGUES	Portugal
Momath	DRAME	Senegal
Aminata	SALL	Senegal
Zeljko	ANDELKOVIC	Serbia
Natalija	COSIC	Serbia
Slavko	SPASIC	Serbia
Barbora	MISTRIKOVA	Slovakia
Ursa	VODOPIVEC	Slovenia
Victoria Regina	HEUNIS	South Africa
Helene	VOLLGRAAFF	South Africa
Nuria	RIVERO BARAJAS	Spain
Prisca Isaya	KIRWAY	Tanzania, United Republic of
Wilbard Stanley	LEMA	Tanzania, United Republic of
Felista Flavia	MANGALU	Tanzania, United Republic of
Tidjougouna Epsé Loubela	BADJOUMBAYENA	Togo
Nurdan	ATALAN CAYIREZMEZ	Turkey
Azime	EVRENSEL	Turkey
Kelvin Kizito Sewava	KIYINGI	Uganda
Kateryna	CHUYEVA	Ukraine
Yevgen	BIELINSKYI	Ukraine
Erika Isabelle	JENSEN	United States
Sally	YERKOVICH	United States
Gabriela Beatriz	SICCARDI	Uruguay
The Hung	NGUYEN	Viet Nam
Fidelity	PHIRI	Zambia
Victoria	PHIRI	Zambia
Clare Whitehead	MATEKE	Zambia
Mary	MBEWE	Zambia
Terry Simioti	NYAMBE	Zambia
Njabulo	CHIPANGURA	Zimbabwe

## CATEGORIES OF COUNTRIES

Cat 1 : GDP per capita by PPP (€) > 22 120 €					
Andorra	Brunei Darussalam	Germany	Kuwait	Qatar	Taiwan
Australia	Caiman Islands	Iceland	Liechtenstein	San Marino	United Arab Emirates
Austria	Canada	Ireland	Luxembourg	Saudi Arabia	United Kingdom
Bahamas	Denmark	Israel	Monaco	Singapore	United States
Bahrain	Faroe Islands	Italy	Netherlands	Spain	Vatican
Belgium	Finland	Japan	New-Zealand	Sweden	
Bermuda	France	Korea Rep.	Norway	Switzerland	

Cat 2 : 8 728 € < GDP per capita by PPP (€) < 22 120 €					
Antigua and Barbuda	Croatia	Greece	Malta	Portugal	Surinam
Argentina	Curacao	Grenada	Mauritius	Romania	Trinidad and Tobago
Barbados	Cyprus	Hungary	Mexico	Russia Fed.	Turkey
Belarus	Czech Republic	Iran Islamic Rep.	Montenegro	Saint Kitts and Nevis	Uruguay
Botswana	Dominica	Kazakhstan	Netherlands Antilles	Saint Lucia	Venezuela
Brazil	East Timor	Latvia	Oman	Saint Vincent and the Grenadines	
Bulgaria	Equatorial Guinea	Lebanon	Palau	Seychelles	
Chile	Estonia	Lithuania	Panama	Slovakia, Rep.	
Costa Rica	Gabon	Malaysia	Poland	Slovenia	

Cat 3 : 2 824 € < GDP per capita by PPP (€) < 8 728 €					
Albania	China	Georgia	Kosovo	Paraguay	Tonga
Algeria	Colombia	Guatemala	Libya	Peru	Tunisia
Angola	Congo Rep.	Guyana	Maldives	Philippines	Turkmenistan
Armenia	Cuba	Honduras	Marshall Islands	Samoa	Ukraine
Azerbaijan	Dominican Republic	India	Micronesia, Fed. States	Serbia	Uzbekistan
Belize	Ecuador	Indonesia	Moldova	South Africa	Vanuatu, Rep.
Bhutan	Egypt, Arab Rep.	Iraq	Mongolia	Sri Lanka	Vietnam
Bolivia	El Salvador	Jamaica	Morocco	Swaziland	
Bosnia-Herzegovina	Ex- Yugoslav Rep. of Macedonia	Jordan	Namibia	Syria, Arabic Rep.	
Cape Verde	Fiji	Kiribati	Nicaragua	Thailand	

Cat 4 : GDP per capita by PPP (€) < 2 824 €					
Afghanistan	Congo Dem. Rep.	Kenya	Mozambique	São Tomé and Príncipe	Uganda
Bangladesh	Djibouti	Kirgizstan, Rep.	Myanmar	Senegal	Yemen, Rep.
Benin	Eritrea	Korea Dem. Rep.	Nepal	Sierra Leona	Zambia
Burkina Faso	Ethiopia	Laos Pop. Dem. Rep.	Niger	Somalia	Zimbabwe
Burundi	Gambia	Lesotho	Nigeria	South Sudan	
Cambodia	Ghana	Liberia	Pakistan	Sudan	
Cameroon	Guinea	Madagascar	Palestine	Tajikistan	
Central African Republic	Guinea-Bissau	Malawi	Papua New-Guinea	Tanzania	
Chad	Haiti	Mali	Rwanda	Togo	
Comoros	Ivory Coast	Mauritania	Salomon Islands	Tuvalu	



## INTERNATIONAL COMMITTEES REPORTS

## AVICOM

## AVICOM ACTIVITIES DURING ICOM MILANO 2016

25<sup>TH</sup> YEARS OF AVICOM HISTORY OF MULTIMEDIA IN MUSEUMS

Marco Tonon, founder of AVICOM 1991, cannot make his guide in an excursus on the experiments in technology for museums. Michael Faber founder vice president spoke about the early years and the importance of social media for the communication with the public as a new task of AVICOM. Karina Durand founder vice president Memories: experiences in museums training and new technologies with great files of letters. János Tari chair of AVICOM showed the changes the technological interpretation of cultural heritage in museums, pilot study result of winners 2000 and 2015 F@imp festivals in Budapest and Stéphane Bézombes, general secretary, Challenging the digital transformation in museums, while separate screen showed AVICOM and F@imp 25 years Video presentations.

## TECHNOLOGICAL CULTURAL LANDSCAPES

Ildiko Fejes, Head of department, Hungarian National Museum described the Landscape of the Hungarian Museums by Data Visualisation. Ms. Zhang Xiaowan Nanjing Museum Chinese Museum's Development under Condition of New Technologies and Jiang Hu, deputy director, Shanghai Museum China "Internet +: The Future Development Strategy of the Digital Shanghai Museum" on behalf of the Digitization Committee of Chinese Museums Association.

## F@IMP AND MUSEUM GEEK INTERNET FESTIVAL

Dr. Tatyana Pchelyanskaya, deputy director of the State Museum of the Religious History and Olga Kissel, festival director of "Museum Geek" from national to international festival, a new communication channel with museum community. Benedek Varga director of HNM Budapest, Ildikó Fejes presented F@IMP 2.0 online platform development of the on festival in November 2016 (MUZEUM@DIGIT). Aparna Tandon - Samuel Franco Arce: Preserving, sharing, and using sound and image content across cultures the way ICCROM/SOIMA. Fekla Tolstaya, Leo Tolstoy Museum: Tolstoy museum projects to promote classical literature through the Internet: Anna Karenina.

## AVICOM GENERAL ASSEMBLY

We discussed and accepted the Internal Rules of AVICOM. No objections were made, minutes was recorded by a new board member John Cheeseman, then the Election Officer, Bob Haroutunian and announced the result: ten nominations were accepted by acclamation.



## AVICOM DIGITIZATION AND ARCHIVE ISSUES

Some of the archive documents, photographs and videos from 1991 have been unable to be digitised, so there are gaps in the list of the Mazotti Foundation Marco Tonon Archive placing on the web. Although much work has been done partly a detailed description of the work completed and paid by AVICOM. Due to the Fontainebleau Archive floods there has been water damage to the AVICOM archive and the boxes have been moved to dry out without either a report or notification made to us to Grenoble.

## AVICOM AND F@IMP 2.0 FESTIVAL EVENTS PLANNED FOR 2016-2019

Two new board members will participate in The Best in Heritage Conference in Dubrovnik in September 2016. Invitation for AVICOM/F@IMP 2.0 to present in Czech Republic in 2017 by MUSAIONFILM, also proposed event in Germany in 2018 in collaboration with our vice president Michael Faber, Shanghai Museum (China) will invite us some time before the ICOM General Assembly in Kyoto in 2019.



## CIDOC

## CIDOC ACTIVITIES DURING ICOM MILANO 2016

CIDOC had a very good meeting with more than 100 participants. CIDOC is a long standing ICOM International Committee and has presently eleven Working Groups, concerned with questions of collection management, data exchange, standards etc. Due to the local arrangements – having all meeting rooms nearby – an intensive exchange was possible between the experts. Thanks to the hosts CIDOC had a great support from a group of highly engaged young volunteers who supported the participants on all matters arising in the course of the conference.

As traditional with CIDOC, a mixture between plenaries and working group meetings took place. Some of the topics discussed, were: LIDO, the data harvesting format for museum data into portals; the question of long-term preservation of digital museum data as well as a panel discussion on "The UNESCO/PERSIST Guidelines for the selection of digital, heritage for long- term preservation", which were launched 2016 by the UNESCO/PERSIST Content Task Force. They have been discussed in 2015 within the library sector at IFLA 2015 and with the archival sector on ICA 2015. As these guidelines are meant to work for all heritage institutions (archives, libraries, museums, others) input of museums should be given.

A session presented all the working groups, providing an introduction of the work of CIDOC and working groups (Archaeology, CIDOC CRM, Co-reference, digital preservation, exhibition documentation, intangible cultural heritage and the information centers). The professional excursion took place on Thursday to Torino. Together with the CIDOC Board the local organization group had prepared a very interesting and stimulating day, which enabled an intense exchange on museum documentation and networking between cultural heritage institutions with colleagues from Torino. A general introduction "What is Documentation?" was followed by three discussion groups on different topics. After lunch the group split in groups to visit different memory institutions, continuing the exchange of experience and with the focus on collaboration between museums, libraries, archives and related institutions.

During the AGM of CIDOC the results of the election were presented. The new Board comprises Prof. Monika Hagedorn-Saupe, Germany (Chair), Ass. Prof. Gabriel Moore Forell Bevilacqua, Brazil (Vice-Chair), Trilce Navarrete, Netherlands (Secretary).

The next annual meeting of CIDOC will take place in Tbilisi, capital of Georgia, in September 2017.



Off-site day in Torino

CIDOC wishes to thank the local organizers for making possible an unforgettable event!

Prof. Monika Hagedorn-Saupe Trilce Navarrete  
CIDOC Chair  
CIDOC Secretary

## CIMCIM

## CIMCIM ACTIVITIES DURING ICOM MILANO 2016

CIMCIM's activities during ICOM 24<sup>th</sup> General Conference (Milan, Italy) were organized by the Museo del Violino (Cremona, Italy) and brought over 70 participants from 21 countries to discuss the theme of Musical Instrument Museums: Interpreting the Present. As the call for papers indicated, «because of their history, the majority of musical instrument collections focus their activities and displays on the past. This is accomplished through historic objects that, according to ICOM's definition of a museum, are acquired, conserved, researched, communicated, and exhibited in the service of society and its development. However, museums can and should exert a key role in promoting, representing, stimulating, and interpreting the present. This can take place in a number of ways, including supporting and working with instrument makers, individuating and proposing models for development, collaborating in the dissemination and understanding of contemporaneity to the wider public, influencing public perception of instrument museums and collections, and creating and sponsoring artistic productions in their many facets. Several possibilities for movement in this direction could be drawn from art, design, and technology museums, where public impact, visibility, and economic success of temporary and permanent exhibitions related to our time have demonstrated the potential of this approach, both for the institutions and their users».

The goal of bringing together different experiences and approaches was well accomplished: the theme allowed the Programme Committee to choose 29 papers (among over 35 proposals), organized under three sub-topics: 1. Past and Present in the Museum; 2. Sound, Music and Landscape in the Museum; 3. New Technologies and New Displays.

The three-day conference included a panel session where colleagues from museums of different origins and profiles had the opportunity to «present the latest developments relating to new exhibitions and to discuss to what extent their decisions have been influenced by the history and variety of the collection, by the different aims, policies and resources of each institution, and also by the current transition of the broader museum sector towards a more active role in modern society». The meeting gave also the occasion of the election of the new members of the Board for the next three years.

The Off-site meeting was hosted by the Museo del Violino in Cremona which organized a visit of its collection and its Scientific Laboratories, including a visit of the Carutti's Collection of historical instruments at the Cremonese Civic Museum and a performance on a Stradivari violin ('Vesuvius', 1727c.) at the Giovanni Arvedi Auditorium.



Museo del Violino

Finally, the new Board announced the next CIMCIM conference, which will be hosted by the Hochschule der Kuenste in Bern and the Museum fuer Musik in Basel, between 22 and 25 February 2017.



CIMCIM members

## CIPEG

### CIPEG ACTIVITIES DURING ICOM MILANO 2016

CIPEG held its Annual Meeting as part of the ICOM 2016 General Conference leaving time to participate in the official ICOM programme. Following a Board meeting, we welcomed 41 CIPEG members and collaborators for our traditional Reports of the Institutions, thus keeping up with what is happening in Egyptian and Sudanese collections around the world. The theme of the CIPEG meeting, 'Egyptological Landscapes: Museums, Libraries, Historical Palaces and Archives', was chosen to relate to the general ICOM theme of 'Museums and Cultural Landscapes'.

We opened with a highly stimulating keynote lecture by Christian Greco, Director of the Egyptian Museum in Turin, on 'Material Culture and Social Inclusion: Creation of a Sustainable Cultural Landscape'. Very interesting papers on various fields enriched the CIPEG discussion that followed.

Daniela Picchi, curator of the Egyptian Collection in Museo Civico Archeologico in Bologna, arranged our Italian programme so as to illuminate the most important Egyptological landscapes in Milan and northern Italy. It started with an off-site meeting in collaboration with the Dipartimento di Studi Letterari, Filologici e Linguistici, Università degli Studi, Milan. Claudio Gallazzi, the Professor of Papyrology, kindly gave us an introduction to the Library and the Milan Vogliano Collection, while Patrizia Piacentini, the Professor of Egyptology, showed us the Archives and Library of the Università degli Studi in Milan; in the evening, we had a special CIPEG visit to the Leonardo Da Vinci National Museum of Science and Technology.



The next day began with more CIPEG papers and ended with the CIPEG General Assembly. We then spent a wonderful off-site day visiting other Egypt-related institutions and Egyptian collections in Milan, starting with the Egyptian collection in Castello Sforzesco in Museo Civico Archeologico, and the Vogliano and Vassalli Archives, in the Biblioteca Archeologica – Biblioteca d'Arte. In the afternoon we visited the Palazzo Morando Attendolo Bolognini to see the Egyptian Room and Pinacoteca di Brera, with its Lamberto Vitali collection and a small Egyptian nucleus. A fine evening was spent in the Gallerie d'Italia with a guided tour through the exhibition 'Restituzioni 2016. Tesori d'arte restaurati', concerning recent conservation works, and at a joint reception with the ICOM Glass committee, generously hosted by Intesa Sanpaolo.

For Egyptologists the absolute highlight of a visit to Italy is the world famous Egyptian Museum in Turin and we were very fortunate to be able to arrange a full day visit with special guided tours. We met Federico Poole, curator of the Exhibition 'Il Nilo a Pompei', which he enthusiastically showed to us. After this, we had an excellent meeting with the Association for Students of Egyptology who were at the same time on an excursion to Turin. In the afternoon we enjoyed a fantastic tour of the museum with the Director, Christian Greco. The museum generously offered us a light cocktail before we returned to Milan.



To deepen the general conference theme, CIPEG held a post-conference workshop in Bologna under the title 'Museums Resources and Networks Between Collections and Institutions', in collaboration with the Museo Civico Archeologico.

## GLASS

### GLASS ACTIVITIES DURING ICOM MILANO 2016

During the ICOM 24<sup>th</sup> GENERAL CONFERENCE in Milan, ICOM GLASS participated in general activities and plenary sessions. In addition, ICOM GLASS organised its own programme of Museum visits and break away sessions.

We held two paper sessions, themed "Glass Museums and Cultural Landscapes" and "Updates on glass collections and glass conservation". During the GLASS General Assembly, we elected our Chairperson and Board. ICOM GLASS and ICDAD, also held a joined meeting themed "Cooperation and sharing in the decorative arts". Our full and varied programme, organized in collaboration with the Italian National Committee of the AIHV - Association Internationale pour l'Histoire du Verre, allowed the participants to visit several museums and glass collections, spanning from antiquity to contemporary art. We enjoyed private tours and had the opportunity to meet and engage with the hosting glass curators and specialists.

In Milan, we visited:

- Museo Poldi Pezzoli: This historic house Museum holds a small but important collection of Venetian and ancient glass;
- Castello Sforzesco: At this castle Museum we enjoyed an exclusive visit to a temporary exhibition of a collection of contemporary glass recently donated to the museum and organised to coincide with our visit.
- The stores of the municipal museums: We had the opportunity to see the stored collections and inspect some highlights close up;



- Museo Civico di Storia Naturale: We enjoyed a tour of the temporary exhibition “Glass from the Bersellini collection”, specially organized for us by the Italian National Committee of AIHV. It showed a private collection of 20<sup>th</sup>-century Murano glass animals, arranged imaginatively within the natural history displays.
- Bagatti Valsecchi Museum: This historic house Museum holds a collection of decorative arts, formed during the 19<sup>th</sup>-century to furnish the Neo-Renaissance style house. The Venetian glass collection is displayed in its original setting. As a special privilege, the curator opened the cabinets for us.
- Fondazione Prada: At this recently opened contemporary art exhibition centre, we attended an opening event.
- Gallerie d'Italia: At this exhibition gallery, funded by a local bank, we saw the temporary exhibition “Restituzioni 2016. La bellezza ritrovata”, which included a group of recently restored Venetian enamelled glasses, excavated in Padua.

Two excursions took us to Pavia (Musei Civici), Turin (Museo di Antichità, Palazzo Madama, and Fondazione Accorsi), Gardone Riviera, and Brescia.

At Gardone Riviera, we visited Il Vittoriale degli Italiani, the residence of Gabriele D'Annunzio (1863-1938), which holds a collection of early 20<sup>th</sup>-century glass. At the Museo di Santa Giulia, Brescia, we visited the permanent exhibition of the ancient glass collection. A specially organised temporary exhibition showcased the museum's important collection of Venetian glass.

The special programme of the ICOM GLASS Committee, organised partly in conjunction with ICDAD, provided ample opportunity to socialise, strengthen existing relationships and establish new contacts.

Teresa Medici and Reino Liefkes

## ICEE

### ICEE ACTIVITIES DURING ICOM MILANO 2016

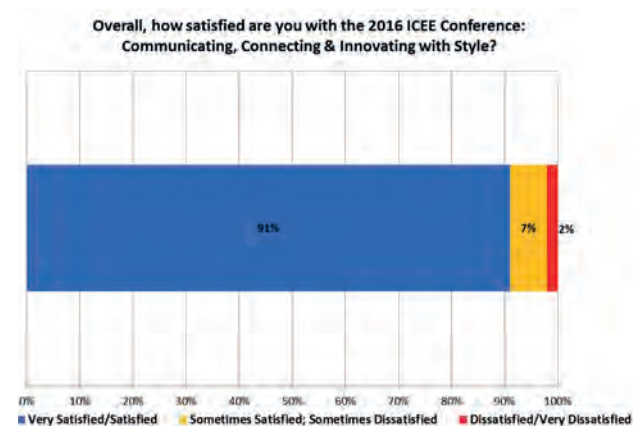
The 2016 ICEE Conference was held on 4-7 July, 2016 in Milano, Italy, during the 24<sup>th</sup> ICOM General Conference. Through the theme of this year's *ICEE conference, Communicating, Connecting and Innovating with Style*, we invited conference participants to think about their work in exhibitions through the eyes of the design world, exploring the ways museums communicate, connect with audiences and plan for dynamic and engaging

visitor experiences. The conference attracted over 110 participants from 32 different countries.

The ICEE content development team received a record number of proposals from 21 countries. The final 2016 programme included keynote sessions, panels, discussions, the ever-popular Marketplace of exhibitions, behind the scenes tours of Milan museums and cultural heritage sites, as well as special networking opportunities with ICOM-MPR. A joint afternoon program was developed in partnership with MUDEC Museo della Cultura.

### ICEE POST-CONFERENCE SATISFACTION SURVEY

The ICEE started conducting post-conference satisfaction surveys in 2014 as a way to obtain feedback from the attendees regarding the event. The 2016 survey results indicated the highest level of satisfaction with the conference since 2014. The overall satisfaction in 2016 improved for third year in a row, receiving a rating of 91%, compared to 88% in 2015, and 89% in 2014. Each aspect of the 2016 conference improved or closely maintained results from 2015 and 2014 surveys.



### ICEE BOARD

Four members of the ICEE board retired during the 2016 Conference after they successfully completed their second term at the board including: ICEE Chair, Carina Jaatinen (Finland); ICEE Treasurer, Isabel Salgado (Spain), Marlies Kleiterp, (the Netherlands), and Christoph Lind (Germany).

Subsequently, 4 new board members were elected, as well as a new ICEE board chair. Elections were conducted by ballot during the ICEE Business Meeting which was held on Wednesday, 6 July, 2016.

Antonio Rodriguez of Washington D.C., USA, was elected as Chairman of the Board. Antonio is a senior-level consultant with more than 20 years of experience in museums, traveling exhibitions, and partnership development.

In addition, 4 new board members were elected:

- Amanda Mayne, International Engagement Manager, The British Museum, London, UK
- Lourdes Ramos, Executive Director, Museo de Arte de Puerto Rico, San Juan, Puerto Rico
- Hillary Spencer, Assistant Director of Global Business Development, American Museum of Natural History, New York
- Hanneke Kik, Senior Project Manager, Travelling Exhibitions and Fundraising, National Museum of Antiquities, Leiden, Netherlands

### PARTNERSHIPS AND COLLABORATIONS

izi.TRAVEL Grant Contest

For second year, the ICEE partnered with izi.Travel to support the participation of ICOM members (countries of categories 3 and 4) in the ICEE Conference. As a result, Marianna Manucharyan (Museum of the Armenian State Pedagogical University, Armenia), Linda Mboya (Nairobi National Museum, Kenya), Rania Mohamed (Cairo Egyptian Museum, Egypt), and Josefina Pichardo attended the conference in Milano. They expressed their creativity and vision on what good content is, by creating audio guides using the izi.TRAVEL platform.

### Partnerships and Collaborators for the 2016 ICEE Conference

Our partners for the 2016 ICEE conference includes Italian and international museums, sponsors, and ICOM ICs



### 2017 ANNUAL CONFERENCE

During the closing day, the hosting country/partner for next year was announced. The 2017 Conference will be held in San Juan, Puerto Rico, in October 2017. The event will be hosted by the Museo de Arte de Puerto Rico (MAPR).

## ICFA AND COMCOL

### ICFA AND COMCOL ACTIVITIES DURING ICOM MILANO 2016

On occasion of the 24<sup>th</sup> General Conference of ICOM its international committee on fine arts (ICFA) and collecting (COMCOL) had a joint meeting. The theme of this meeting was related to the theme of the General Conference. Within the context of “Museums and cultural landscapes” the two committees did focus on the issue of collecting fine arts beyond the museum walls. In particular, we did explore this theme in relation to specific dilemmas provided by the relation between works of art and their “natural habitat”, such as sculptures in public spaces and paintings in historic houses.



Art collecting and the sense of place: an integral and integrated approach towards arts, other heritages and collecting

Museums are part of a cultural information landscape. There is an increased tendency to create networks of museums and other art and heritage initiatives; the distinction between institutional and private initiatives is blurring as well as the distinction between in situ and ex situ. These tendencies ask for an integrated and integral perspective on art and heritage and on the concept of collecting. Such integrated and integral perspective is strongly connected with the concept of “sense of place”.



In itself the topic is not new. It has a long and respectable tradition in museological thinking. We could for example mention the work of Georges Henri Rivière. It was important that Jacques Kuhnle (France) referred to the Charter of Siena, which sort of summarizes contemporary thinking on integrated and integral perspectives.

#### AS SPECIFIC ASPECTS OF THIS MAIN THEME WE ADDRESSED FOLLOWING TOPICS:

##### THE MEANING OF HERITAGE IN THE PUBLIC SPACE, AND HOW TO COLLECT THIS.

Art in public space, such as statues on squares and in public parks, accumulates social significance that usually is not related to its art historical significance. The same can be said about buildings and “even” trees. In this context, Gloriana Amador (Costa-Rica) spoke about artistic interventions and used the term “urban-artistic acupuncture”. Matthias Henkel (Germany) extended the concept of public space to the digital world.

The objects contribute to the “sense of place”, but at the same time this “sense of place” becomes part of the identity of the object. More than an object in a museum environment, heritage in the public space is integrated in people’s daily life and often become projections of their dreams, fear, hopes and anger. This could even result into physical interferences. Interesting case studies were presented by Helene Vollgraaff (South Africa) and Alexandra Bounia (Greece). How can (should?) museums deal with this, and how can (should?) stakeholder communities be involved? In case of art, is it a task of fine art museums to document this, for example by collecting relevant documents? If not, who’s responsibility should this be? How can (should?) the perspective of stakeholder communities be respected?

##### HOW TO ORGANIZE SHARED RESPONSIBILITY?

One of the key concepts of present day more integrated developments is the notion of shared responsibility: a shared responsibility of museum staff, a shared responsibility of organizations and interest groups in networks of heritage communities, and a shared responsibility of museums and their source communities, constituent communities, actually all communities of practice. Several dimensions of these issues were discussed. For example, the possibility of a religious foundation of this responsibility, as explained by Hadi Zandkarimi (Iran) in his paper on “waqf”. Others spoke of expectations of visitors and how they perceive the role of museums. Xianya Xu (China) presented a details analysis of this.

Most speakers suggested that museums should have a responsibility in the preservation of art in public spaces. But how museums should organize a respectful and productive collaboration with all stakeholders involved is still a matter to be discussed.



##### THE MEMORY OF FINE ARTS MUSEUMS IN THEIR CITIES

Fine arts museums represent a “sense of place” themselves. The institutions with their collections and their buildings are markers in the identity of the place (square, neighbourhood, city), usually embodying the history of the place. Pang-Yen Cheng (Taiwan) and Aysegül Güchan (Turkey) presented interesting case studies of the political dimension of this. But who are the people involved? In the first paper, Stefanie Knöll (Germany) showed how in 19th century Basel private collectors played a crucial role. In this case study religious, political and museological considerations shaped meaning and significance.

##### HISTORIC HOUSES AND THEIR FINE ART: ARCHIVE OR COLLECTION?

Few historic houses have no paintings on their walls, but what about their artistic value versus their socio-historical, contextual value? Can (should?) fine art museums adopt responsibility for all fine art in a historic house? Is it possible (or not) to make a distinction between “collection” and “props”? Can paintings and sculptures be replaced, by copies or works with lesser artistic value, in order to add good quality works to the collection of a fine art museum? Behind these questions are the interests of stakeholder communities. How to identify these stakeholder communities, and how to respect their perspectives?

Leontine Meijer-van Mensch  
Chair COMCOL

## ICLM

### ICLM ACTIVITIES DURING ICOM MILANO 2016

On 3 July the 60 members of ICLM attending ICOM XXIV General Conference have enjoyed a warm welcome to Milan with an enchanting concert dedicated to Ferruccio Busoni on the 150th anniversary of his birth. Thanks to the generous support of the Municipality the concert, organized in collaboration with the Associazione Case della memoria, took place in the splendid frame of Palazzina Liberty exciting the true admiration of our foreign guests arriving on that very day from 18 different countries.

In the following week all of them expressed full satisfaction with the excellent organization of the Conference, capable of meeting the highest requirements. We wish to mention a particular praise to the four clever and charming volunteers steadily present during the whole stay, even more than their due. The city of Milan itself has been much appreciated: in particular for the good running of its structures, first of all the public transport, and mostly for the very rich offer of cultural events, exhibitions and museums open till late in the evening.

A special mention is due to the museums of particular interest for ICLM: the recently fully renewed Casa Manzoni and the Museum of the Scala Opera House. In both of them our guests enjoyed a fascinating walk, wisely supervised by the smart curators. Also the guided visit to the exhibition of Studio Azzurro at Palazzo Reale aroused the greatest interest.



Two cultural excursions outside Milan have been most successful. On 7 July ICLM members visited Bergamo during the whole day following Gaetano Donizetti’s footsteps – and visiting the museums dedicated to him – thanks to the invaluable help of Roberta Marchetti, General Secretary of Fondazione Bergamo nella storia. Given the literary vocation of the Committee, they also visited the

magnificent historical library named after Angelo Mai, hosting a precious treasure of manuscripts, incunabula, and ancient books.

On July 8th IBC offered us an exceptional trip to Parma. We have been guided first through the most interesting Centre and Archive for the study of Communication, run by the University in the ancient Abbey of Valserena, where a gorgeous lunch was offered. Later we visited the extraordinary Casa della musica, comprehensive of three most interesting and innovative museums: Museo dell’opera, Museo Arturo Toscanini and the House of sound. After which, our colleagues enjoyed a guided walk through the streets of the magnificent city.



Finally, on 10 July, the first day after the Conference, we offered our guests a very relaxing excursion to the house of Antonio Fogazzaro on the Italian shore of Lugano’s Lake. The visit to this beautiful literary museum run by FAI in the frame of a magnificent “cultural landscape” has sealed the success of ICLM’s participation to the General Conference in Milan.

Maria Gregorio, Board member of ICLM  
Rossella Molaschi, web editor Direzione Cultura, Comune di Milano

## ICME

### ICME ACTIVITIES DURING ICOM MILANO 2016

Viv Golding (Chair) & Board Members Laurie Kalb, Sylvia Wackernagel, Mario Buletic, Martin Earing & Clara Arokiasamy, thank the ICOM triennial organisers for making our meetings in Italy such a success. ICME approached the ICOM theme Museums & Cultural Landscapes from the perspective of migration & our call for papers, Curating & Engaging: Peoples, Places & Entanglements in an Age



of Migrations attracted a pleasing international response, with 45 participants from 23 countries.

We asked our members to consider, in an age of migration, what new approaches the ethnographic museum might employ to progress what Édouard Glissant terms 'Relation'. Glissant's creolisation theories recognise peoples, cultures, ideas, information & knowledge do not remain static in the global world & curators may profitably use creolising strategies, which implies building community anew, recognizing the complexity of identities & the dynamic nature of culture, rather than simple mixing or métissage.

Twenty-five papers, outlining innovative museum practices that reflect the challenges of globalization, mobility & migration, were selected. ICME papers examined a range of questions such as, when people, objects, knowledge & information travel what are the ties that bind communities in an inclusive sense of belonging? What are the distinctive features of community identity? How, if at all, can ethnographic museums establish closeness across cultural divides & facilitate mutual understanding & social cohesion? To what extent can ethnographic museum spaces, collections, practices & policies empower communities & build fresh identities? Is there a mediation role for the ethnographic museum in cultural exchange? What strategies can the ethnographic museum use when representing multiple cultures, even clashing perspectives, in contemporary societies? Papers addressing these questions were organized over four days into seven panels with the following subthemes.

- The Future of the Ethnographic Museum & Costume Collections: Addressing Colonialism & its Legacies
- Mis/Representation: Raising New Voices & Co-Curation
- Revisiting the Contact Zone & Travelling Theory
- Coming to Our Senses
- Borderlands & Bridges: Art & Identity
- The Politics of Belonging: Refuge & Citizenship
- The Current Landscape of Ethnographic Museums in Italy

Panels 1 & 2, organized with the Costume Committee at MiCo, were very well attended with standing room only. Four panels were generously hosted off-site, panels 3 & 4 by the Ethnographic Museum in Genoa, & panels 6 & 7 by MuDec, Museum of Cultures Milan.

ICME made three study trips prior to & during conference. The Swiss foundation, Pro Helvetia, organized a walking tour of modern architecture in Milan.

Puppet Theatre Carlo Colla & Son's, highly skilled company demonstrated the complicated construction processes & the puppet performances.



Campari Museum offered two talks & a delicious aperitivo experience in the historic Villa Campari.



Thank you!

## ICMEMO

### ICMEMO ACTIVITIES DURING ICOM MILANO 2016

For ICMEMO, the coincidence of its 2016 annual meeting with the triennial ICOM General Assembly in Milan offered a special opportunity to further its aim to become a global network of Museum Professionals in Memorials for the victims of all kinds of public crimes – thereby widening, but by no means weakening, its traditional staffed, institutional and thematic focus on Western European and North American Memorials for the victims of the Holocaust and other national socialist crimes. The meeting was especially devoted to the transcontinental cooperation with academic research institutions as well as with other International Committees of ICOM.

#### ICMEMO organized seminar sessions on three major issues:

- Memories of dictatorships in Latin America, Eastern Europe and Post-Soviet States (4 July, in partnership with the University of Exeter, GB, and L'Institut des Sciences Sociales du Politique, Paris). The speakers came from Belarus (Nelly Bekus, University of Exeter), Kazakhstan (Anar Khassenova, Museum Alzhir, Astana), Germany (Barbara Thimm), Romania (Gruia Badescu, Oxford University), and Chile (Ricardo Brodsky, Museum of Memory and Human Rights and Roberto Fuertes, Villa Grimaldi, both in Santiago)
- The ethical and Educational Issue of Dark Tourism (5 July, joint session with ICOMAM – International Committee for Museums of Arms and Military History). Papers were offered by Jörg Skriebeleit (Flossenbuerg Concentration Camp Memorial, Germany), Ewa Kowalska and Magdalena Sasal (both Katyn Museum, Warsaw, Poland), Kirsten John-Stucke (District Museum Wewelsburg, Germany) Ralf Rath (German Tank Museum, Munster), Chhay Visoth (Tuol Sleng Genocide Museum, Cambodia) and Meysam Abdoli (Malek National Library & Museum, Tehran, Iran).
- Reproducibility of Memorial Heritage: Challenges and Debates (6 July, in partnership with EUROM – European Observatory on Memories, Barcelona). Light was shed on this theme by Kateryna Chuyeva (Maidan Museum, Kiev), Carla Prat Perxachs (Museo Memoria y Tolerancia, Mexico City), Philip Norman Peterson (Holzer/Kobler Architects, Berlin), Erik Somers (NIOD Institute, Amsterdam), Kornelis Spaans (ICOM Ecuador), Marcello Flores (Institute for the History of Resistance in Italy, Milan), Jordi Guixé (EUROM, Barcelona), Stefanie Endlich (University of Arts, Berlin) and the three Italian professors Simon Levis Sullam (University of Venice), Ilaria Porciani (University of Bologna) and Paolo Pezzino (University of Pisa).

Also on Wednesday 6 July, short presentations (Pecha Kucha Format) on different aspects of public commemoration were given by Gabriela Römer (University of Cordoba, Argentina), Sigal Meirovich (University Alberto Hurtado, Santiago de Chile), Laura-Edythe Coleman (University of Florida), Anna Stadinchuk (Gulag Museum, Moscow), Katerina Babic (Memorial Park Kragujevački Oktobar, Serbia), Jane Klinger (US Holocaust Memorial Museum, Washington), Dario Disegni (National Museum of Italian Judaism and the Shoah, Ferrara) and Nayat Karakose (Hrant Dink Foundation, Istanbul, Turkey).

All contributions to the conference shall be published. For further information, see ICMEMO website:

<http://network.icom.museum/icmemo/>

At the ICMEMO membership meeting, a new board was elected. The previous treasurer Ophelia Leon (A.R.T.E, Art And Resistance Through Education, Oxford) succeeded Karen Franklin (Leo Baeck Institute, New York) as the new chair. Thomas Lutz (Topography of Terror, Berlin) and Jordi Guixé (EUROM, Barcelona) are the ICMEMO vice-chairs 2016-2019. Markus Moors (District Museum Wewelsburg, Germany) continues as secretary. Kornelis Spaans (ICOM Ecuador) is the new treasurer. Also on board for the current three years-term are: Iratxe Momoitio (Peace Museum Guernika, Spain) Julie Higashi (Kyoto University of Foreign Studies, Japan), Carla Prat Perxachs (Mexico City), Kateryna Chuyeva (Kiev), Erik Somers (Amsterdam) and Daniel Dratwa (formerly Jewish Museum Brussels, Belgium).

Guenther Morsch (Brandenburg Memorial Foundation, Germany) was appointed to a special advisor to the board.





On 7 and 8 July two impressive excursions were on the programme. At first the participants went to the former Campo di Fossoli, where Italian Jews were displaced into German concentration camps during World War II. The visit at the Memorial there was followed by a guided tour at the Museo Monumenti al Deportati in Carpi, a small city nearby. Thursday ended with a city tour through Modena and a visit to the Synagogue. The ICMemo conference was closed by a trip to Turin on Friday and a visit at the Museo Diffuso della Resistenza in the Piedmont capital.

In October 2017 ICMemo will hold its next annual meeting in Cincinnati, U.S.

## ICOFOM

### ICOFOM ACTIVITIES DURING ICOM MILANO 2016

The conference in Milan brought together within the General Conference of ICOM up to 150 members at the same time (an estimate of 350 different participants during the conference). The symposium was organized in three parts. The first part on Museums and urban landscapes was jointly organized by ICOFOM, CAMOC and MINOM. Ten speakers from the different committees proposed a brilliant overview on this specific theme, focusing on the most important issues that cities and museums could raise around the concept of landscape.



The second part focused on the Predatory museum and allowed to listen to three guest speakers and 16 speakers during five sessions. By confronting the predatory face of museums here, ICOFOM intended to open the path for a reflexive, decolonized museology that could acknowledge its history with a critical perspective. Predation can of course be linked with anthropology and colonization, but it could also be taken as a guideline to examine our relation with cultural landscapes. Both sessions were held in the convention center of Milan.

The third part, organized by Cristina Vannini at the Catholic University of Milan, sought to present recent aspects of museology and Italian museums for the 3<sup>rd</sup> millennium goals and expectations. That day was organized around two round tables that brought together ten professional of major Italian museums and academic staff of some of the most prestigious Italian universities.



During the conference, and for the first time, a poster session was also established by ICOFOM around the theme of the predatory museum, which allowed exhibiting the abstracts of 17 researchers. This "première" proved to be a success, which will likely be continued.

The conference also allowed presenting most recent ICOFOM publications: ICOFOM Study Series 44, following the theme of Tsukuba conference on "Museums, Libraries and Archives", was published that year. The book *Visiting the visitor*, edited by Ann Davis & Kerstin Smeds (Bielefeld, Ed. Transcript) presents a selection of articles on the report to the public on the issues addressed by ICOFOM between 2010 and 2013. *New trends in museology*, published by François Mairesse in 2016 (Paris, La Documentation française) presents a selection of articles related to the topic discussed during the symposium in Paris in 2014. In addition, the *Key Concepts of Museology* directed by, François Mairesse and André Desvallées, presented in Shanghai in 2010, was translated into Italian (2016), while the "dictionary" part (450 terms briefly defined) of the *Dictionnaire encyclopédique de muséologie* edited by André

Desvallées and François Mairesse were the subject of a Farsi translation [published in Tehran, 2016].

A system of specific grants to ICOFOM, completing fellowships of ICOM, was established in 2015 to encourage young members of ICOFOM to participate in the annual conferences. The selection process is directly linked to the procedure for peer review of abstracts for communication. For the Conference of Milan, eight grants were distributed, three scholarships of 1,000 Euros (for members of ICOFOM under 40 years), as well as five scholarships of 500 Euros.

François Mairesse, President (2013-2016)

## ICOM - CC

### ICOM - CC ACTIVITIES DURING ICOM MILANO 2016

ICOM-CC was present during the full conference week, including the full-day Advisory Committee meeting and the International Committees meeting 3 July, the Extraordinary General Assembly, General Assembly, and the Advisory Committee meeting 9 July. During the Advisory Committee session 3 July, the ICOM-CC Chair, Kristiane Strætkvern offered the help of its network to any and all of the training programmes in the field of conservation of cultural property. Kristiane made the offer to the assembled delegates in response to Raphaël Roig, ICOM's Senior Programme Officer, who requested suggestions for francophone trainers in an Algeria-ICOM training project in Algeria.

ICOM-CC held three sessions and activities during conference week. On 5 July, ICOM-CC organized a joint session on Disaster Risk Reduction for Museums with the International Committee for Museum Security, ICMS, and the ICOM Technical Committee on Disaster Relief Management (DRMC). The session consisted of presentations by experts working in the protection and safeguard of cultural heritage time of conflict. There were approximately 100 delegates who participated in the very inspiring session.

This was followed by discussion where the audience could give input and make observations from their experiences relating to the issues raised by the presenters. Capitano Francesco Provenza of the Italian Carabinieri for Safeguarding Cultural Heritage gave a presentation on the UNESCO initiative, *Unite4Heritage*. The session (see Fig. 1) included a panel discussion on Museum Leadership in Safeguarding Heritage at Risk around the world, monitored and lead by Program Officer France Desmarais. The panel

consisted of Lisa Pilosi, Sherman Fairchild Conservator in Charge at the Metropolitan Museum of Art, New York, Markus Hilgert, Director of the Ancient Near East Museum in the Pergamon, Berlin, and Corine Wegener, Cultural Heritage Preservation Officer, Smithsonian Institution, Washington D.C.

The session brought together various types of stakeholders working in and contributing to heritage protection during conflict and it emphasized building capacity for professionals who can take on the responsibility of salvaging cultural objects threatened during conflict. Corine Wegener addressed the preservation of intangible cultural heritage, especially in the context of current refugee crisis situations where people are uprooted from their homes and cut off from their culture and traditions. She also urged museums to contact their national Blue Shield organisation where possible, in order to establish platforms for collaboration and training.



The panel discussion at the joint session between ICOM-CC, ICMS and ICOM DRMC. From the left; France Desmarais, Corine Wegener, Markus Hilgert and Lisa Pilosi.

ICOM-CC organized a second session on 6 July entitled: 'Loans and Environmental guidelines – Current procedures and perspectives'. The keynote address was given by Stefan Michalski, Canadian Conservation Institute, on 'Objects that travel: What risks? What rules? What to wear?' Michalski took the audience through past historical discussions and trends examining more rigid parameters and practices for museum climates to more recent trends advising greater flexibility based on specific problems and requirements. The complete programme and the session abstracts are available on the ICOM-CC website. Case studies dealing with lending and museum climate and environment were presented by Kristiane Strætkvern, Achal Pandya, and Luiz Souza giving insights to examples from Sweden, USA, India and Brazil.



These presentations were followed by a participatory dialogue moderated by Bill Wei. The objective of the dialogue was to give the participants the opportunity to exchange their thoughts on climate requirements for museums and to understand why they think the way to do. In small groups, participants provided examples of their experiences with loan climate requirements and expanded on these examples in a question/explanation dialogue format. This form of 'discussion' was received very positively. The essence of the dialogue for many of the participants was that there needs to be more communication and flexibility among professionals on the issue of loan climate requirements.

ICOM-CC also organized an off-site session on 7 July, coordinated by Joan Reifsnnyder, to the Pinacoteca di Brera. Participants were warmly welcomed by the new Director of Brera, Dr. James M. Bradburne. During the visit conservator Sara Scatragli and technical manager for the collections, Angelo Rossi, interacted with the approximately 40 participants from all museum sectors (see Fig. 2). Climate and environmental conditions and parameters for the Brera collections were discussed. A special visit to the open conservation laboratory and open storage areas were the major attraction of the morning. Delegates were also able to spend time in the beautiful collection housed in this museum.



ICOM-CC off site meeting at the Pinacoteca di Brera. The attendees were introduced to the open conservation laboratory by Angelo Rossi and Sara Scatragli.

During the week, former Vice Chair of ICOM-CC and longstanding member, Vinod Daniel, was elected to the Executive Board of ICOM. Vinod's nomination was submitted and supported by ICOM-CC. Kristiane Strætkvern was also appointed by ICOM as the new spokesperson for the International Committees of ICOM.

Achal Pandya and Kristiane Strætkvern, ICOM-CC

## ICOMAM

### ICOMAM ACTIVITIES DURING ICOM MILANO 2016

We held a 3-day conference in Milan during the ICOM General Conference followed by a 1-day study tour to Turin. There were around 100 attendees for our lectures and presentations every day. The ICOMAM participants came from Austria, Azerbaijan, Belgium, Brazil, Bulgaria, Canada, Estonia, Finland, Germany, Holland, Iran, Italy, Latvia, Oman, Poland, Russia, Slovenia, Sweden, UK and USA. During the 3 days we heard 31 lectures on the subject of Dark Tourism and on new research within our field. ICOMAM also arranged its own excursion trip to Turin, to the Armoury, the Artillery Museum and an Officers Club.



On the Friday we all took part in the different excursions arranged by ICOM. The excursion to the Scala workshop was excellent. The host Mrs Christian Miedico coordinated the tour of the workshop, followed us back to La Scala and arranged for us a behind-the-scenes-tour. And Mrs. Christina Miedico also help us to take part in the advanced Italian way of buying tickets to the opera, we were trained in lining up in several different queues to get numbers to be allowed to stay in the next queue etc. and finally we were let inside the ticket office to stay in the real queue. In the evening we had an amazing experience at La Scala, with Plácido Domingo on the stage for only 15 Euro. Thank you Christina – this was a lesson for life.

For one of the days ICOMAM had a joint session with ICMEMO, the International Committee of Memorial Museums in Remembrance of the Victims of Public Crimes, and in addition every day we had visitors in our meetings from other ICOM branches. This was interesting and we found that we had very different opinions about what to discuss and what not to discuss during an international meeting. There were political discussions, some quite angry, but I heard that they calmed down later in the evening on the underground back to the city centre. This was very new to us in ICOMAM – we have a gentleman's agreement not to discuss politics as we have members from all political systems. We try to meet on museum issues as we find this challenging enough and we also learn from each other. As we are working with the topic of war and conflict, we are aware of the fact that there is always another point of view; it all depends on which side you are. To involve political questions was new to us – and it made the temperature rise in the auditorium more than once.

The negative feedback from our members is that it was too complicated to book excursions and social events. Some never got any tickets at all.

We also want to stress that even though all Committees were gathered for several days, ICOM never took the opportunity to present their ideas about a new logo. We think a big organization such as ICOM should involve us all more in such a work. This information was given out in a small bag on the last day as we left the conference.

The positive feedback is that we all appreciated that the International Committees had arranged time slots after the key note speakers. That way it was possible to attend both the key note sessions and our own lecturers. It was also easy for those of us who needed to make contact with members from other countries, to find partners for projects and to network as we were all together in the same venue. It was also very good to be able to talk to the Japanese ICOM representatives and they came to our auditorium on short notice and introduced themselves which was highly appreciated.



On the whole Milan and the conference will be remembered as a very well organized event. To have us all in the same venue was perfect. I think however that the next time our own committee may choose not fill all of our time slots but save some time to go and listen to other International Committees.

We look forward to Kyoto and Japan in 2019, Eva-Sofi Ernstell, chair of ICOMAM

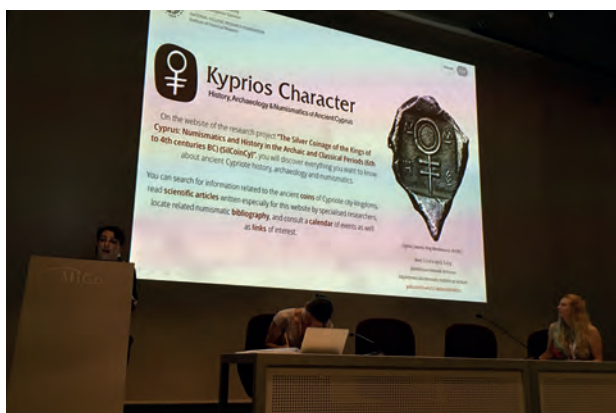
## ICOMON

### ICOMON ACTIVITIES DURING ICOM MILANO 2016

The 23<sup>rd</sup> Annual ICOMON Meeting took place between 4 and 7 July 2016 with great success.

The first two days were dedicated to presentations exploring case studies from around the world that constitute the numismatic and financial museum landscape. We heard about the display, development, and research activities from bank museums in Mexico, India, Indonesia, and Venezuela; we heard about monetary and financial education initiatives from the UK and the US; we learnt about coin digitisation projects in museums in France and Slovenia and had the opportunity to hear about the development of a major numismatic e-platform, Kyprios Character.

On the third day of our meeting, we hosted a workshop for best practice in display, storage, and information exchange of numismatic collections in collaboration with the Money and Medals Network UK.



We spent the off-site day on a knowledge sharing visit to the Museum of Savings in Turin.



We also elected our new Board for 2016-2019:

- Chair – Eleni Zapiti, Cyprus
- Secretary – Effrosyni Nomikou, UK
- Treasurer – Frans Fox, Netherlands
- Communications – Mieka Harris, UK
- Member – Karla Santos de Sa Valente, Brazil

The 24<sup>th</sup> Annual ICOMON Meeting will be held in Jakarta, Indonesia 3-6 September 2017.

## ICR

### ICR ACTIVITIES DURING ICOM MILANO 2016

#### BOARD MEETINGS

Board meeting, 3 July, MICO, members were present, only vice-chair Chen Jianming and Henrique de Freitas sent regrets.

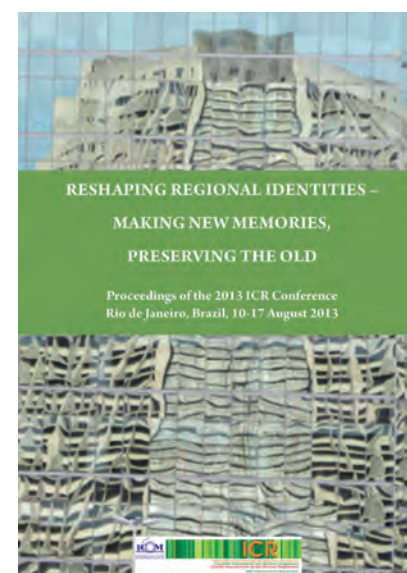
We want to stress some of our activities:

- Special project »Regional Museums role in assisting to rebuild their local communities after an earthquake«. The Nepal conference was supported of € 7,000.00 from ICOM; ICOM China, Japan and Taiwan will assist financially and professionally. The workshop will have a practical focus, in January 2017.
- ICR is a partner of CAMOC Special project, Migration: Cities. Main idea: How migrants and receiving populations are making new forms of urbanisms in the cities reflected in cultural, political and economic processes. This project is about exploring the roles museums can have in collecting, presenting and collaborating in these processes.

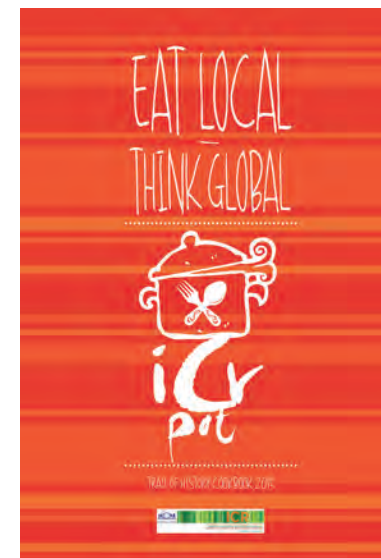
## PUBLICATIONS

New publications were presented:

- Regional Museums and Local Gastronomic Heritage, Norway (2011) and Serbia (2012).
- Reshaping Regional Identities – Making New Memories, Preserving the Old, Brazil (2013).



- Eat Local – Think Global, an ICR recipe book: 26 recipes, main dish/ dessert, with historical background.



Info: Taiwan proceedings was presented by Eddie-Wei Chun Lai, another will be the Israel conference proceedings.

## GRANTS

ICR Travel Grant for Younger Museum Professionals

3 ICR members' recipients (out of 11 applications) were chosen by ICR Selection Committee: Paulina Roja Sánchez, Mexico; Jasmina Uroda Kutlić, Croatia; Leonidas Argyros, Greece.

## OTHER BUSINESS

- We were discussing future ICR meetings, in 2017 we plan joint annual meeting with CAMOC in Finland.
- The document Update of Guidelines for Hosting ICR Conferences needs to be shortened, ICR and local representative will both sign the last page.

On July 8 met a new board at the premises of EMYA, ICR officers were elected.

## ICR ANNUAL CONFERENCE

Monday/Tuesday, 4 sessions, 25 participants from 16 states, from Finland to Greece, and Australia to Mexico, on: Museums, Landscapes and Horizons – understand what you have, know where you are, see where you going.

## JOINT SESSION ICR – CAMOC

On 6 July, five ICR members Jane Legget, Carrie Lunde, Chen Jianming, Stefanos Keramides, Irena Žmuc gave keynotes presentations on Museums and Landscape communities.

## PLENARY SESSION

33 ICR members and 4 members of different ICOM ICs were present. Beside other business: ICR Elections were held, chair Rune presented the new election process, among 10 candidates 9 members were elected. Initiative came from several members we should translate most important documents in French and Spanish. The board will try to renew the efforts.

## OFF-SITE MEETING

ICR excursion day was on Thursday, 7 July to Bologna with a cooperation with CAMOC. We visited Museum of the story of Bologna, Urban Center Bologna and attended guided tour through the city center with the architect Daniele Vincenzi. On Friday our members chose different excursions, The silent walk was a choice of a new board to stay in the city for the board meeting.

## ICOM PLENARY ASSEMBLY ICOM

On Saturday our representatives were voting, voting and voting... Not to forget our participation in different events, inclusive the Opening and Closing Party.

Irena Žmuc

ICR chair

September 2016

## ICTOP

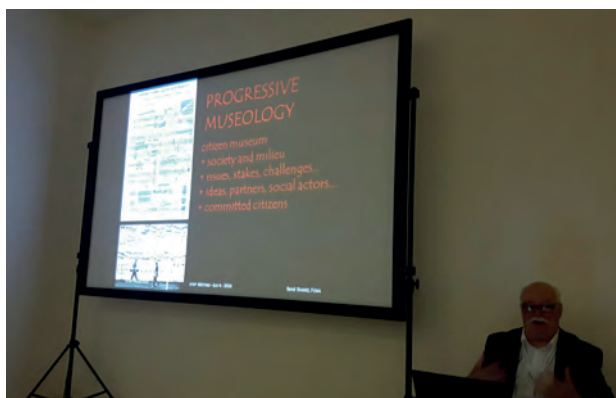
### ICTOP ACTIVITIES DURING ICOM MILANO 2016

From 3-9 July, 2016 ICOM (International Council of Museums) had its triennial conference in Milan (Italy) attended by 3500+ museums professionals from all over the World. ICOM Milan triennial meeting succeed the last held in Rio de Janeiro (Brazil) in 2013, while the next will be in Kyoto (Japan) in 2019.

During ICOM Milan 2016, which had the main theme of "Museums and Cultural Landscapes", all 30 ICOM's International Committees had their separate meeting/conference, all taking place at the same venue at the MiCo Milano Congressi. The ICOM 2016 Milan general programme was endlessly rich by brining on the stage key-note speakers as famous artist Christo, a Nobel laureate Orhan Pamuk as well as notable persons as David Throsby, Professor in the Economics Department of Macquarie University in Sydney and internationally acclaimed as one of the inventors of cultural economics, honourable Professor Nkandu Luo, Minister of Gender and Child Development from Zambia and celebrated Italian architect Michele De Lucchi.



As far as ICOM-ICTOP Milano 2016 programme is concerned, ICTOP main theme in Milano was “The Museum Professional Landscape: Reframing precepts and pedagogy for the contemporary culture and heritage profession”. The proposed theme attracted significant number of perspective presenters where, after peer review 18 were selected for presentation covering issue of museum/heritage capacity building and training across all five continents. ICOM-ICTOP invited key-note lectures were delivered by Canadian heritage expert René Rivard (who was in addition invited speaker for the ICOM Milano 2016 Memorial lectures) and Prof. Amarewar Galla. Beside many others, extremely interesting presentations about development of training issues concerning museum and heritage related capacity building of professional (and beyond) ICOM-ICTOP Milano 2016 accommodated presentation about museum trainings in Japan (host of the next ICOM triennial conference in 2019), as well about development of the Museum International journal. The post conference day ICOM-ICTOP participants spend at the University of Milano-Bicocca (the north part of Milan) which showed great effort people there doing regarding museums and heritage training, at the University (Bicocca) but as well in a wider museum and heritage related (more practical) context: the Bicocca Hangar, the Pirelli Foundation etc.



Finally, it is worth to mention here then during ICOM Milano 2016 new ICTOP Board has been elected, more about this and ICTOP in general could be found at <http://ictop.org/>

Author:

Darko Babić is an Assistant Professor of Museums & Heritage Studies at the University of Zagreb, Croatia. He is acting as, in Milano elected, Chairman of the ICOM-ICTOP.

## NATHIST

### NATHIST ACTIVITIES DURING ICOM MILANO 2016

The theme of the 2016 ICOM NATHIST conference was Natural History Museums in Cultural Landscapes:

Natural history institutions are repositories of natural material, frozen in time becoming evidence for environments that are no longer there. They are a conduit for creating authentic connections between people and the natural world and landscapes. They build new knowledge about species and the environments they inhabit. Through their exhibits, programs, collections, research and conservation action, natural history museums help to address a growing disconnect between humanity and the global ecosystems that sustain all life on earth, including people.

As visitor-based institutions they must be attuned to the topics that engage the public, the most effective modes of communication, as well as paying attention to whether their messages were adequately received. They are important part of the cultural landscape of contemporary societies and one sector full of opportunities and innovation. The 2016 conference of ICOM NATHIST will explore the latest achievements in these relationships.

The conference was attended by approximately 70 members as well as guests, including the recipient of ICOM NATHIST's inaugural student bursary, Aneke Groen from The Netherlands. Two keynote speeches were given. The first was by Dr. Ian Miller as the keynote speaker for the 2016 annual meeting. Ian is Curator of Paleobotany and Director of Earth & Space Sciences at the Denver Museum of Nature & Science in the USA. In addition to running the Earth and Space Sciences Departments, he is in charge of the world-class collection of fossil plants at the Museum. The second was by Dr. Michele Lanzinger, Director of Muse in Trento.



During the conference, ICOM NATHIST President, Eric Dorfman (Director of Carnegie Museum of Natural History, US) joined Markus Hilgert (Director of the Ancient Near East Museum in the Pergamon Museum, Germany) and Leng Srong (Chief of Section for Movable Heritage and Museums in UNESCO) to discuss how museums can contribute to the fight against illicit trafficking of wildlife and cultural artefacts.



The delegates paid an enjoyable visit to Muse, for an excursion that included a very full day at the museum, as well as visiting the Oetzi Museum and Museum of Nature South Tyrol. Also included was a day off-site at the Lombroso Museum in Turin, partnering with University Museums and Collections (UMAC) for a symposium on the display of human remains. This symposium was especially relevant to members of ICOM NATHIST, as many natural history museums actively collect and display human remains. Although the ICOM Code of Ethics for Natural History Museums covers standards for this activity, the topic has yet to be covered cohesively for our sector. As part of the day's activities, we heard from members of ICOM NATHIST who presented on case studies and legislation.

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## ICOM MEMORIAL LECTURES REPORT

## ICOM MEMORIAL LECTURES 2016 - MUSEUMS AND CULTURAL LANDSCAPES

The ICOM Memorial Lectures 2016 were held in respectful memory of our Syrian colleagues, Qassem Abdallah Yehya (1978–2015) and Khaled al Asaad (1934–2015).

In spite of cultural landscapes in distress, joint activities and inspiring key figures help advance our professional development work, key to ICOM's ongoing task and success in carrying out our missions. ICOM Memorial Lectures allow a specific type of interdisciplinary session within the frame of the triennial General Conferences. This session is large enough to represent diverse fields, periods and levels of seniority within the profession and the international organization, and fills an important role in these terms.



Four International Committees of ICOM – CECA, ICEE, ICTOP, and INTERCOM – had called for the ICOM Memorial Lectures 2016. These were held under the auspices of ICOM Austria, and organised by the present writer in cooperation with ICOM General Secretariat, ICOM Italy and ICOM Milano 2016. In this event within the 24<sup>th</sup> General Conference of ICOM and with the theme “Museums and Cultural Landscapes” three lectures were given: The ICOM 70 Years' Jubilee Lecture, the Fourth Alma S. Wittlin and the Eleventh Stephen E. Weil Memorial Lectures.

In opening the session, Danielle Spera, President of ICOM Austria remembered our Syrian museum colleagues who were killed by IS, and underlined the importance of common efforts to promote peace and safeguard our cultural heritage. She then briefly reviewed ICOM Austria's recent activities in the ongoing fight against illicit traffic of cultural goods. Hans-Martin Hinz, President of ICOM in his address of welcome underlined that he attached great importance to such collaborative efforts

as the Memorial Lectures, and that he had supported it all along. He thanked all involved and the speakers for their dedication and willingness to join. As President of ICOM he asked for a Minute of Silence to solemnly honour the Syrian museum colleagues, who had suffered violent deaths while on duty.

Then Anne-Catherine Robert-Hauglustaine, Director General of ICOM, reminded us of the ICOM founders' hope after the Second World War, to further democratic and non-violent developments, and of ICOM's ongoing mission in this sense. She also introduced the speakers, Bernice L. Murphy (Australia), René Rivard (Canada) and M. Cristina Vannini (Italy), whose presentations engaged the audience in considering the values and key objectives in advancing the effectiveness of museums in their “service to society and its development”, inscribed in ICOM's definition and social service orientation since 1974. They related these issues to present day museum concerns, practical, or less concretely manifest, but implicit notions.

As thinking practitioners, we cannot escape awareness of these ‘landscapes’, the ever-changing settings, often the causes for, as well as the outcomes of past efforts and achievements of museum workers. In this vein, Bernice L. Murphy, one of the shapers of present day ICOM, was invited to give the ICOM 70 Years' Jubilee Lecture. In ‘ICOM 70 YEARS ON: An ethical vision of nature, culture, heritage, and museums' continuing social mission’ she offered a historic overview and updated perspective on the core vision and purposes that have concerned ICOM's international collaborative networks and programmes developed over seven decades. Pointing at today's fast-moving world of change, with multiple forms of knowledge, history, social relationships, cultural creativity and heritage, she asked for advancing effectiveness of museums in their humanitarian agenda. Nowadays, she concluded, the international museums community is challenged to re-commit innovative energies to the ethical vision that was at the heart of ICOM's formation, in 1946.

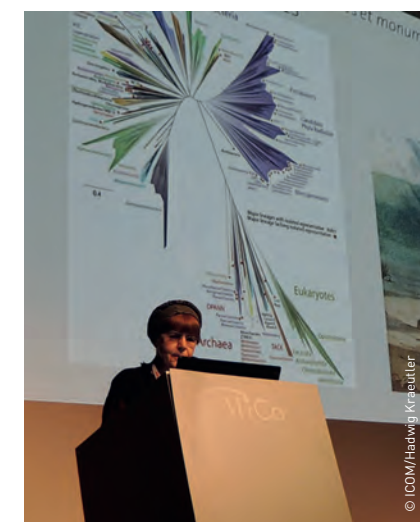
The Fourth Alma S. Wittlin lecture “Museums and Changing Cultural Landscapes”, delivered by renowned museologist René Rivard, as well as the Eleventh Stephen E. Weil lecture, “Revisiting Weil's Cabinet of Curiosity” by archaeologist and EU-advisor on aspects of education and culture, M. Cristina Vannini, explored and explained the changing practical frames for the work of museums, and what these may entail for fulfilling their commitments in actively shaping the social climate. These Memorial Lectures also tied in the intellectual

legacies of two insightful scholars, Alma S. Wittlin (1899–1992) and Stephen E. Weil (1928–2005), both influential for our museum landscapes.

Publication of these three papers by Bernice L. Murphy, René Rivard and M. Cristina Vannini and of a brief account of the ICOM Memorial Lectures 2016 event is being prepared. The participating International Committees had expressed interest that their respective statements of support also be included in the forthcoming Web-documentation.

This report gives me the opportunity to thank these highly esteemed museum experts and cherished colleagues for preparing and sharing their work so freely, and especially for collaborating and making it available in this format. I also take the liberty to again express my gratitude to all involved, especially to the officers of ICOM Austria, treasurer Otto Hochreiter for permission to use the Baroque “Palmyra” motif, to David Fleming, former President of INTERCOM, who led a lively, albeit – due to time restraints – short discussion after the lectures, and to Lynne Teather, President of ICTOP whose pertinent and well-formulated closing remarks urged for continued and stringent cooperative work. Last but not least my sincere thanks go to Anne-Catherine Robert-Hauglustaine, Director General of ICOM and to Alberto Garlandini, President of ICOM Milano 2016 for all support and for providing so generously for the ICOM Memorial Lectures 2016.

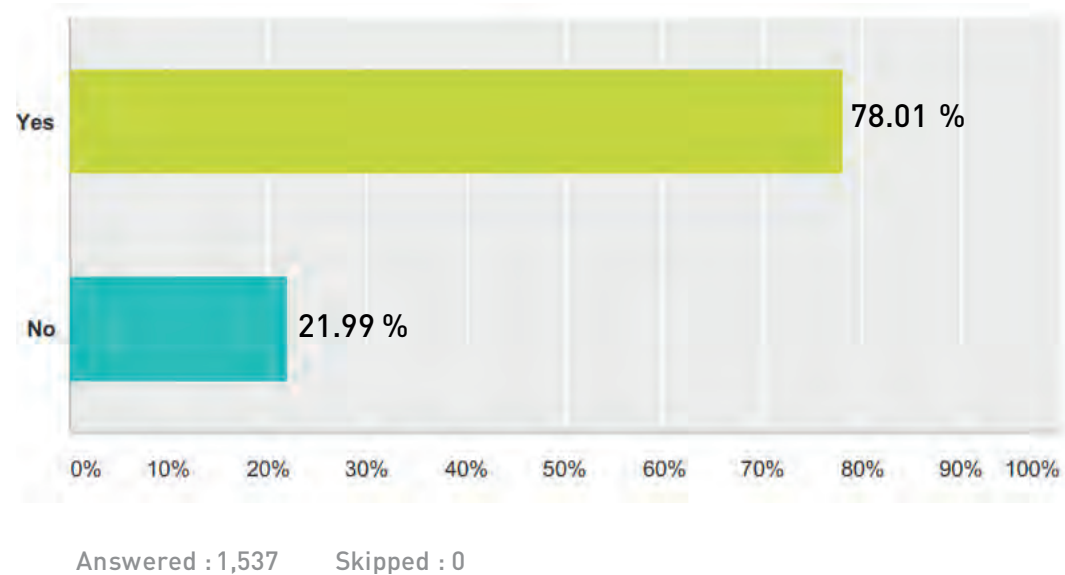
Hadwig Kraeutler, Vienna, September 2016



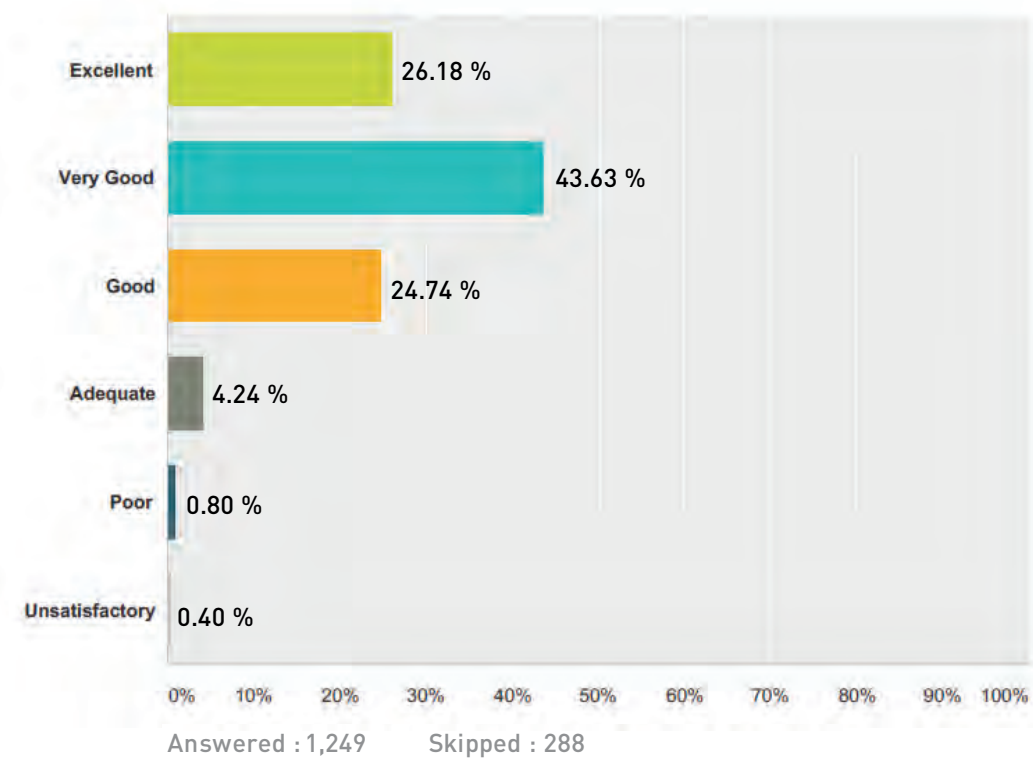


## ICOM MILANO 2016 - PARTICIPANTS SURVEY

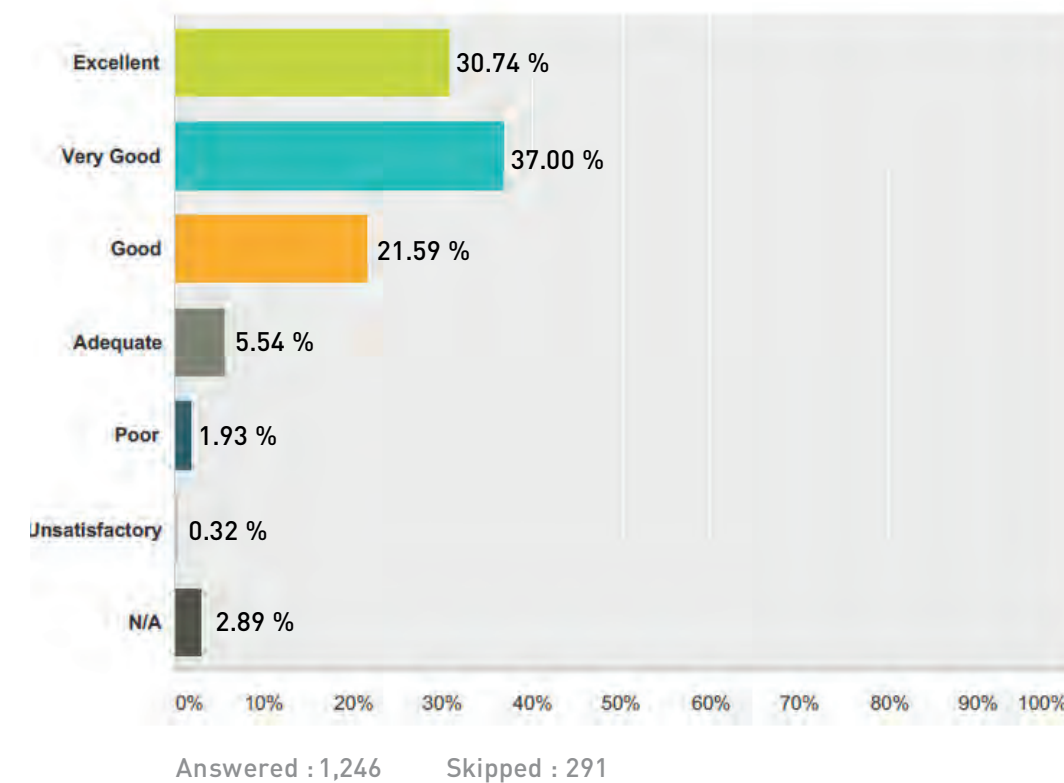
Are you an ICOM Member?



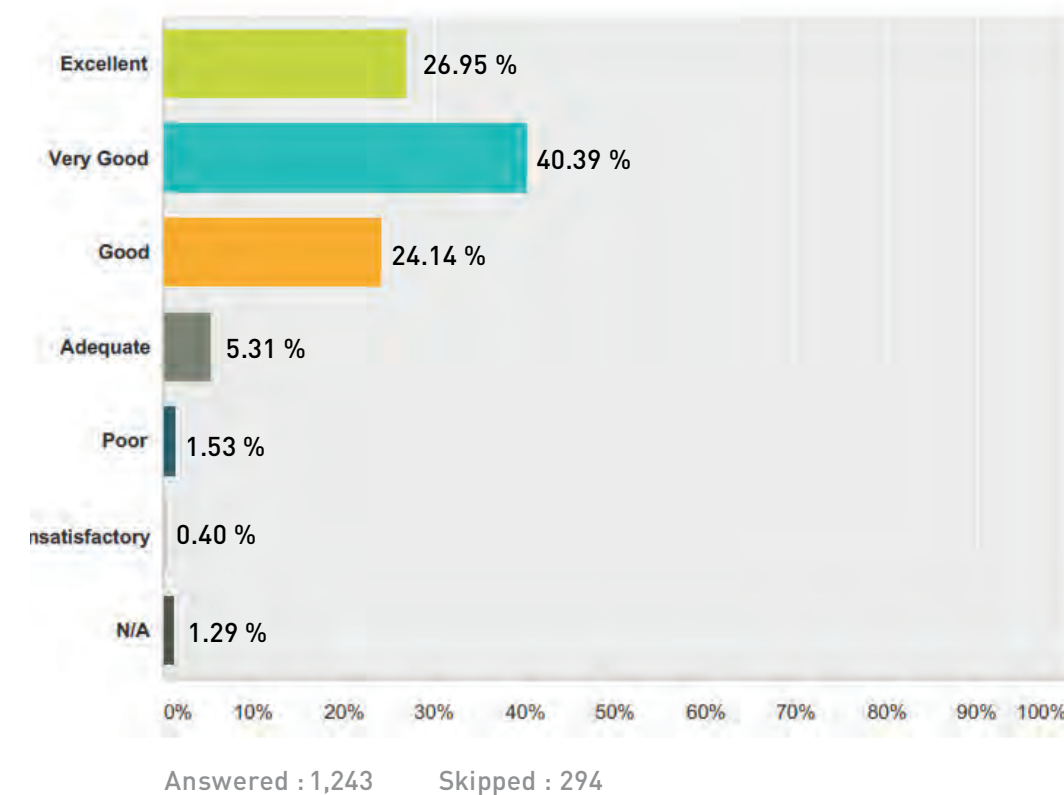
Overall satisfaction with the conference programme



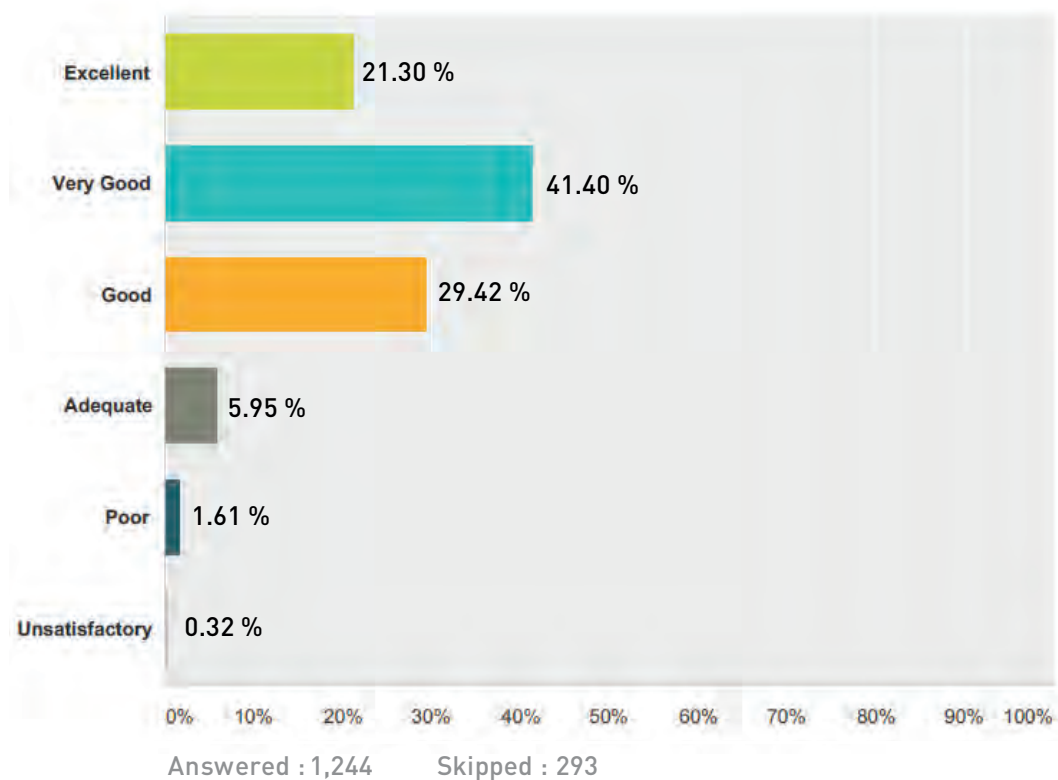
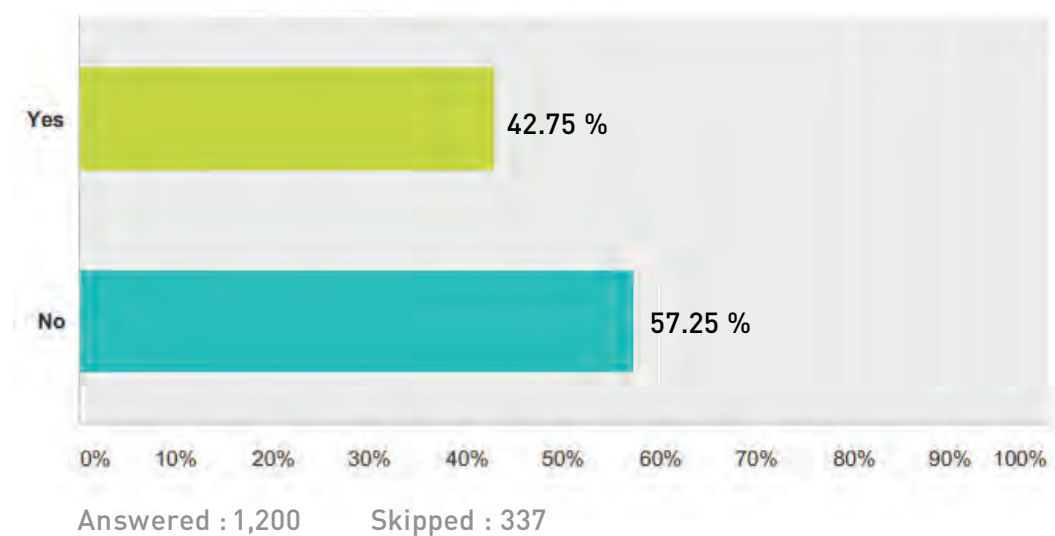
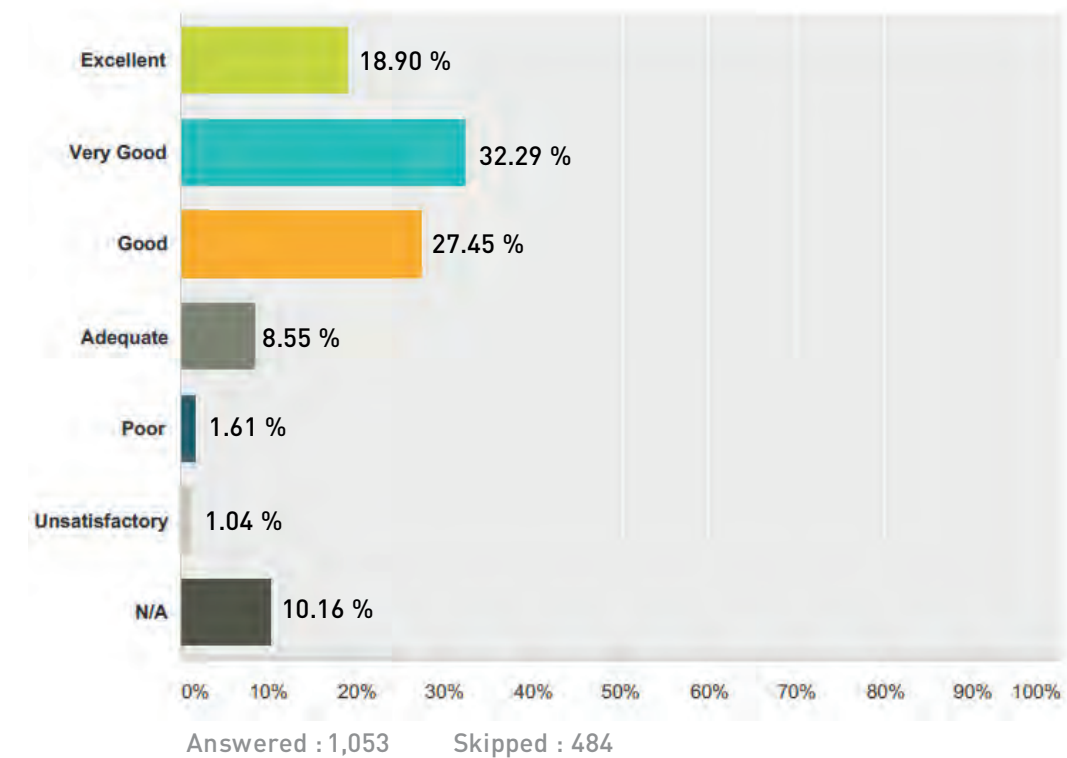
Overall satisfaction with the social programme



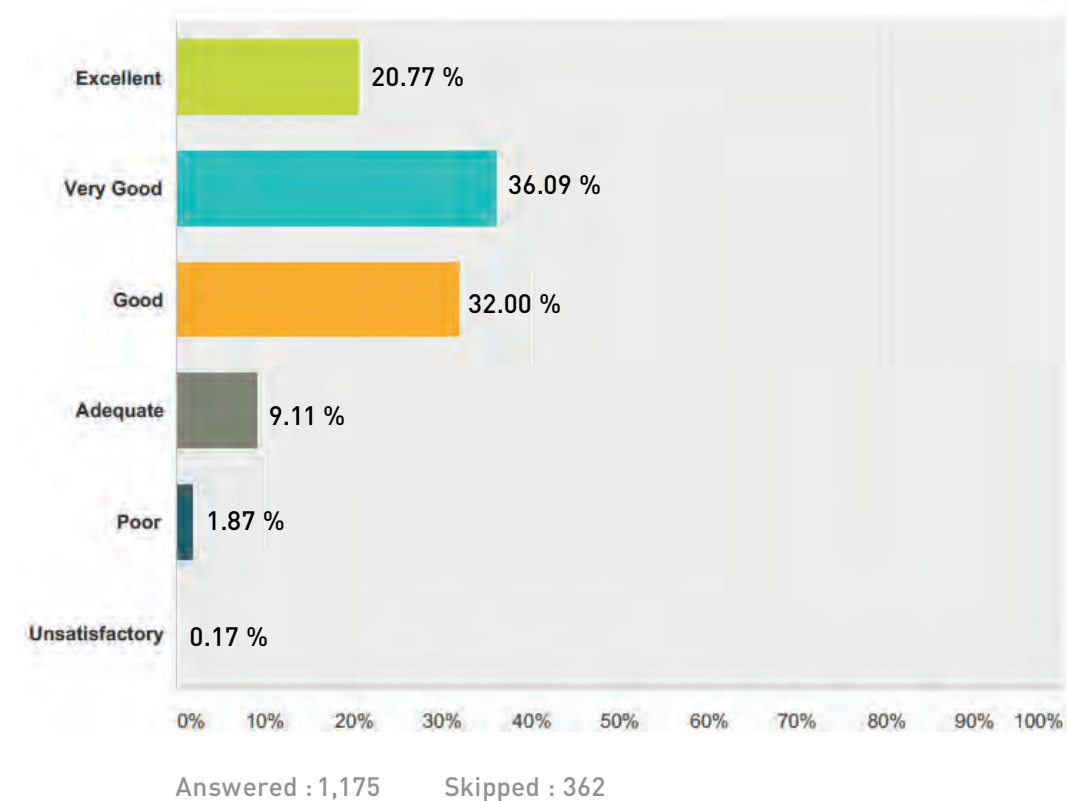
Overall satisfaction with possibilities of networking



## Overall satisfaction with personal acquisition of knowledge

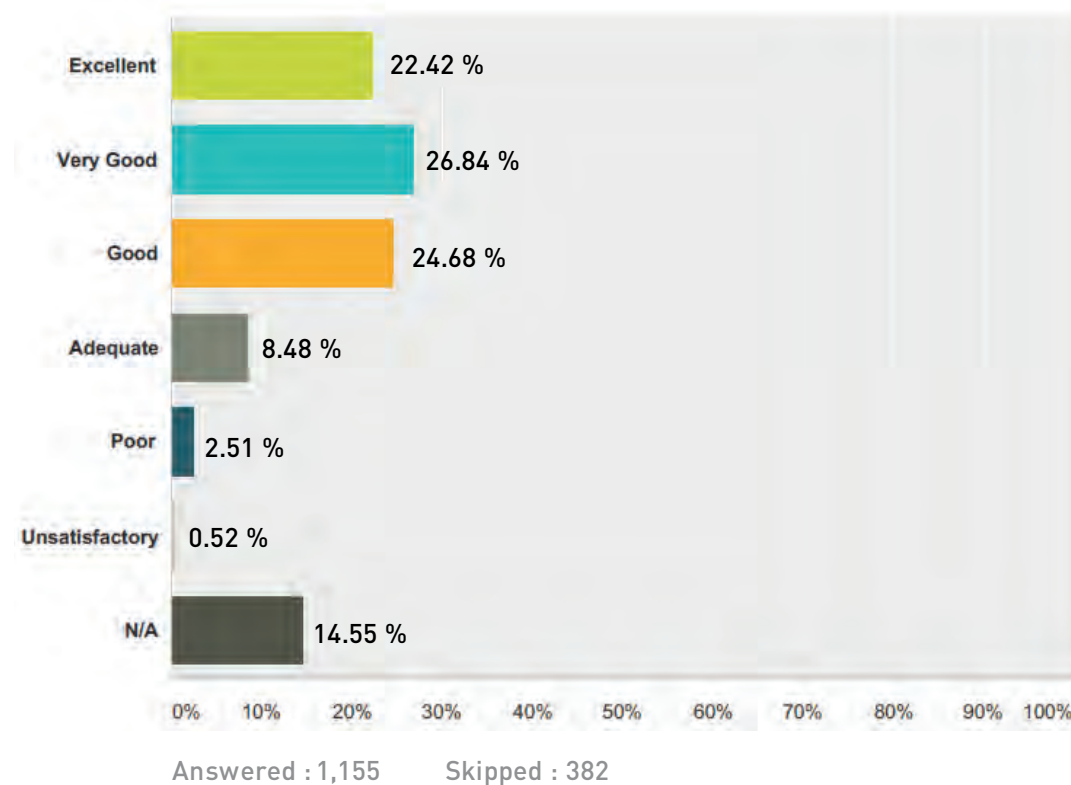
The conference has an interactive online Session Planner  
Did you use this tool ?Online Programme (Session Planner)  
Programme and rooms overview per day

## Museum Fair - Attractiveness

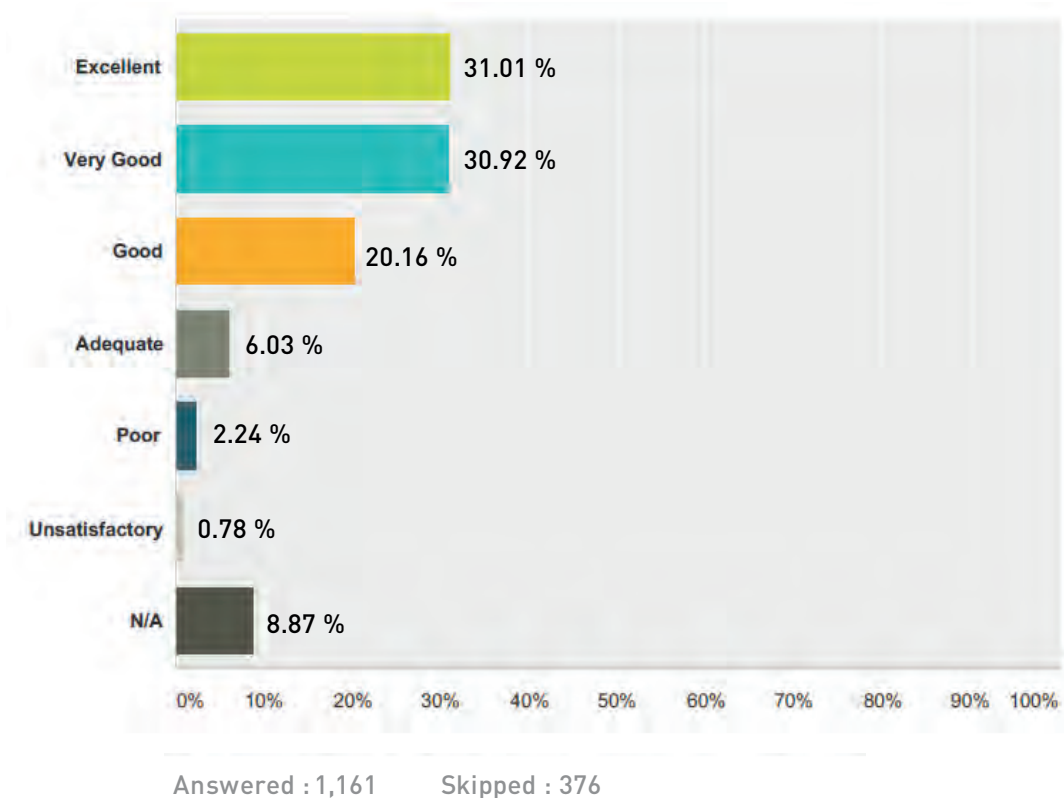




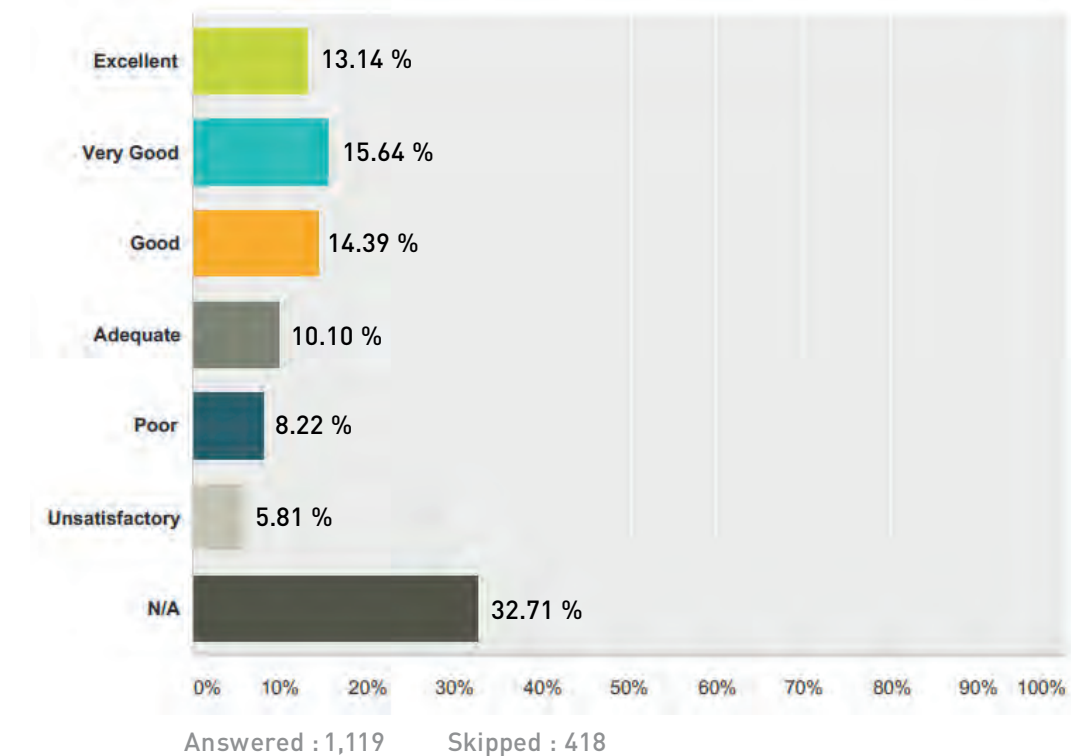
## «Where ICOM from» exhibition - Attractiveness



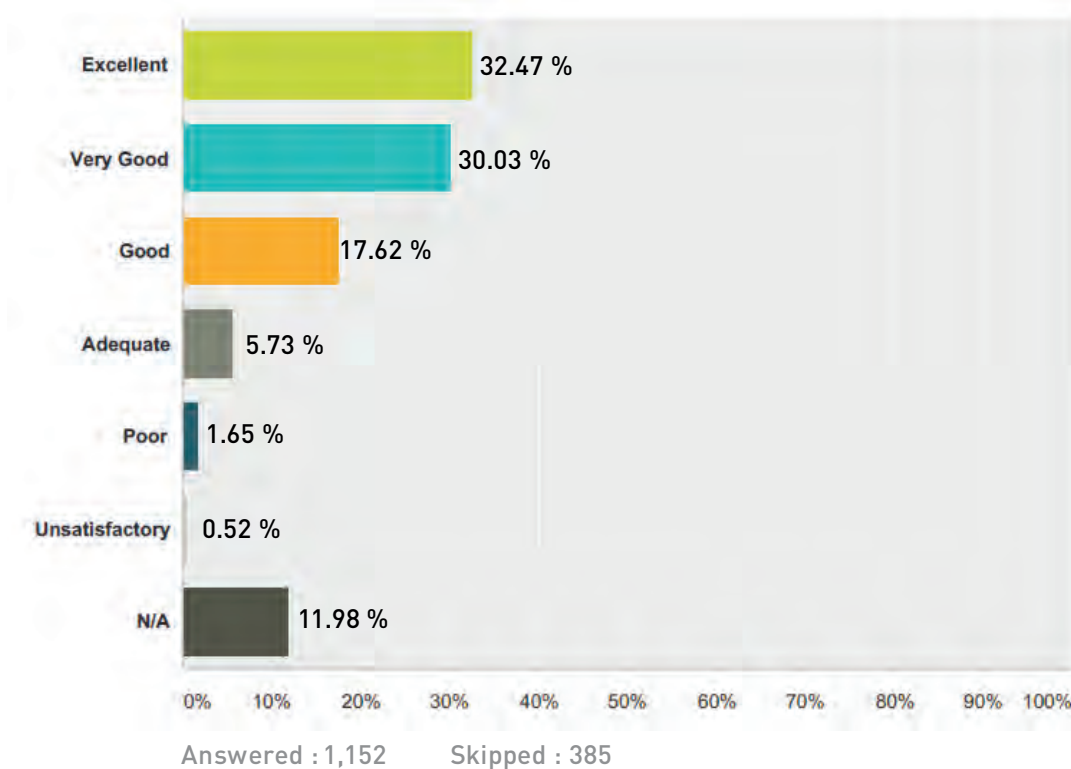
## Opening Party



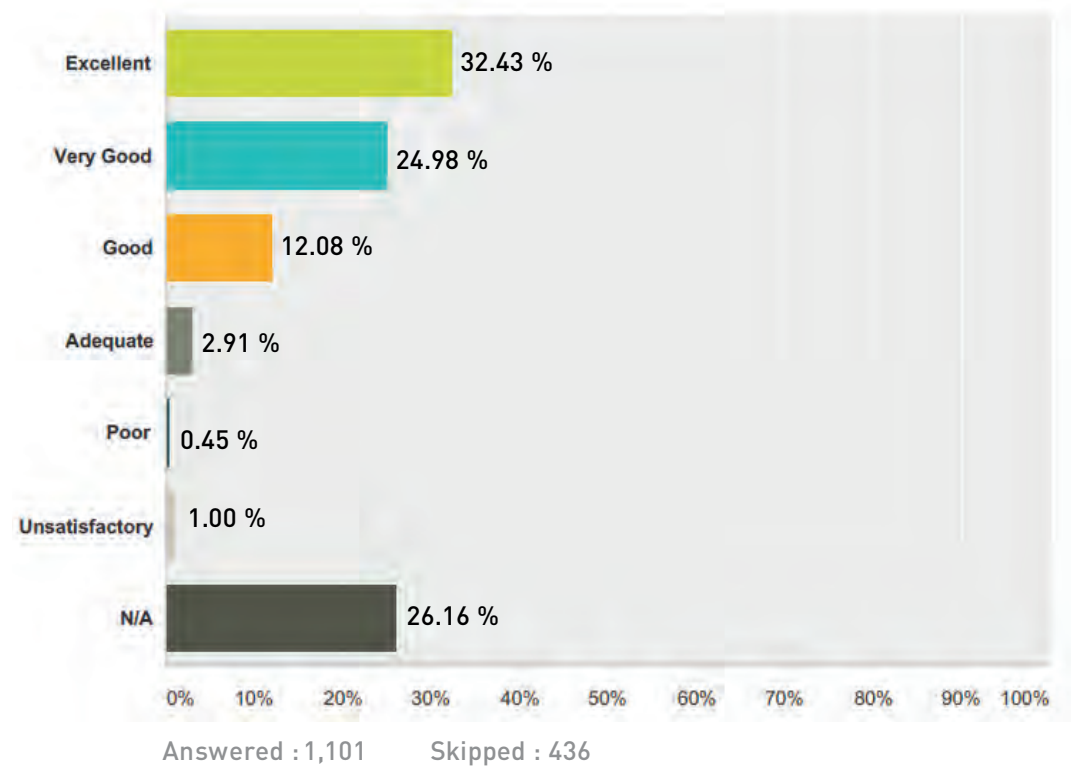
## Closing Ceremony and Party



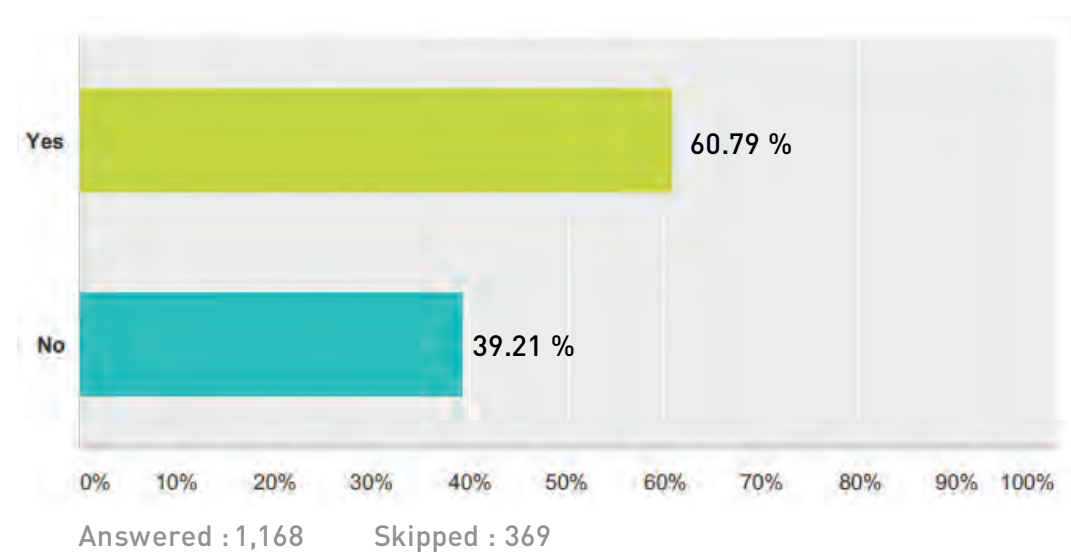
## Social Events offer (Concert in Duomo, Open Night at the Science Museum, Party in Brera, etc.)



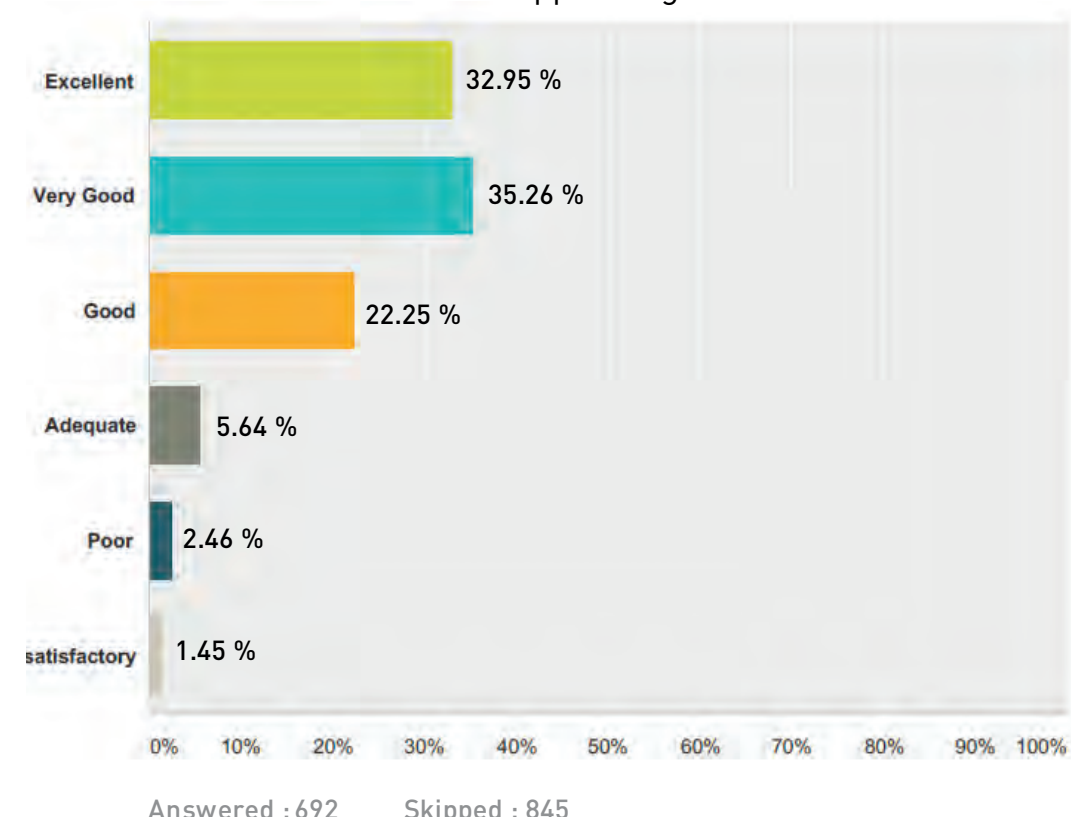
## Excursions



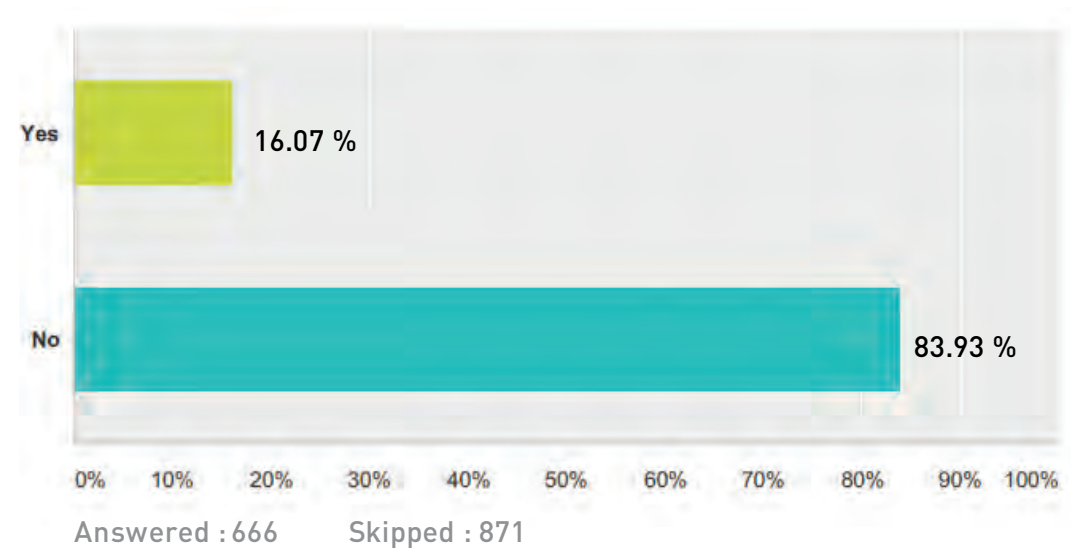
## Did you use the ICOM Milano 2016 Conference App?



## ICOM Milano 2016 Conference App - Programme

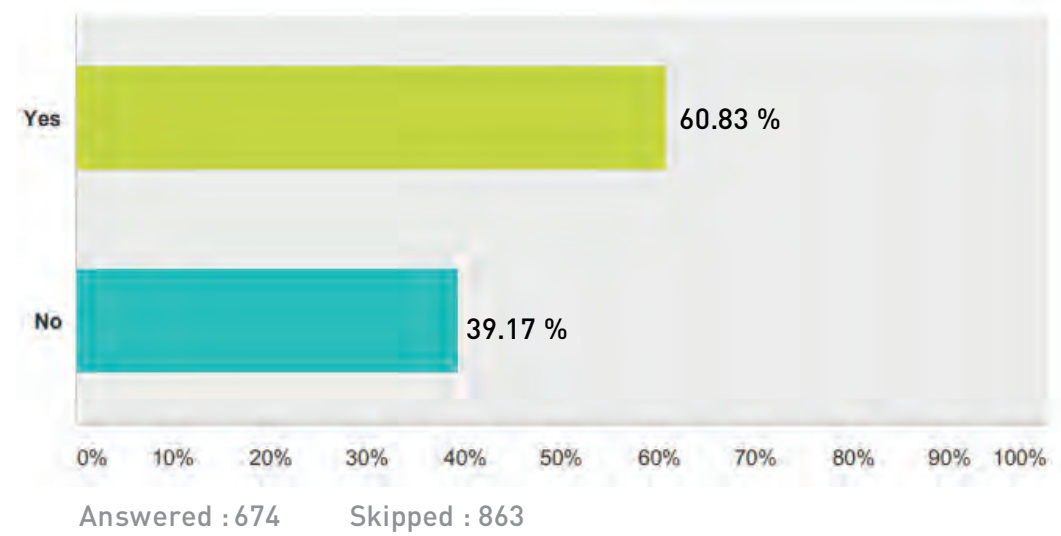


## Did you miss any important information while using the ICOM Milano 2016 Conference App?

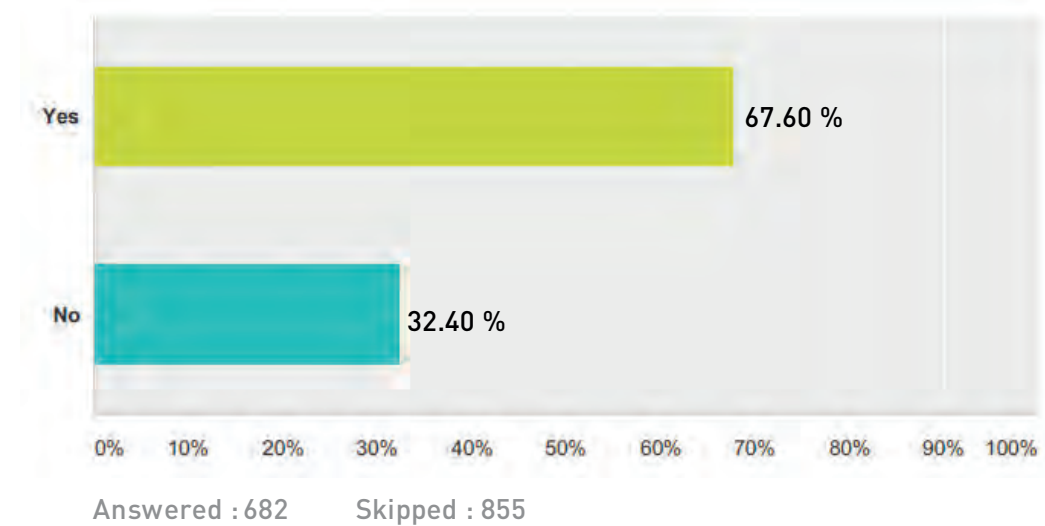




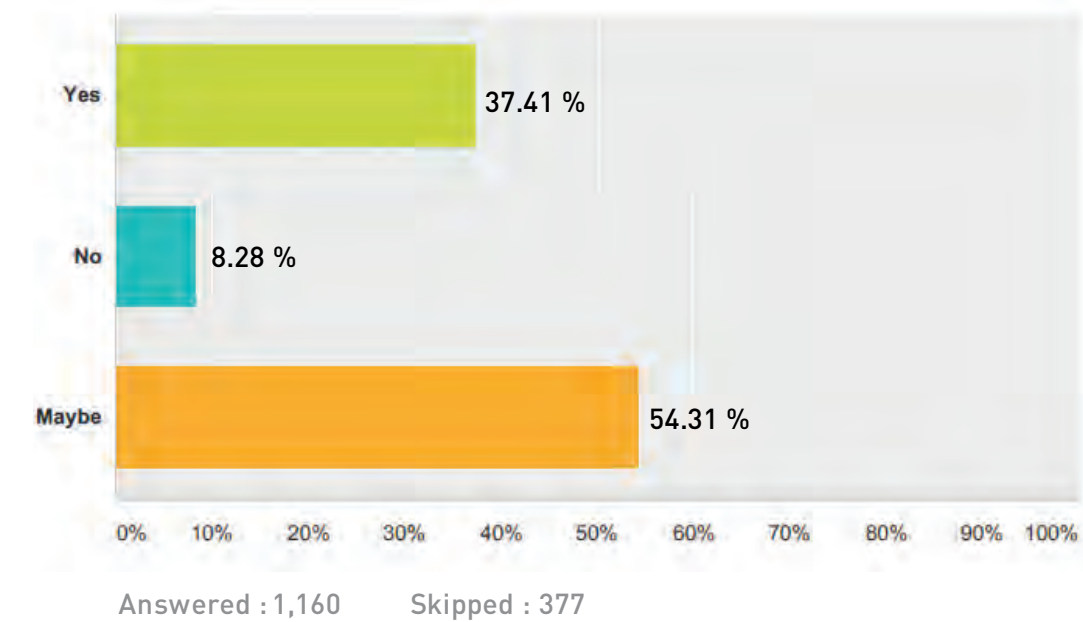
Would you be using the App after the conference?



In the future, could you imagine using only the App to consult the final programme?



Will you attend ICOM's 25th General Conference in 2019 in Kyoto?



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