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## PRESS RELEASE

### Launch of International Museum Day 2012 Museums in a Changing World. New challenges, New inspirations.

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The worldwide community of museums will celebrate the 35<sup>th</sup> anniversary of International Museum Day around **18 May, 2012**.

In 2012, *Museums in a Changing World. New Challenges, new inspirations* is the **theme** of International Museum Day. Today, the world is changing faster than ever. New technology delivers new ideas, gigabytes of information, news of an increasingly unstable climate.

International Museum Day will allow its visitors to wonder about the role of museums in our new society, in the era of new media, and to discover and rediscover how museums are looking to the future in terms of sustainable development.

The **International Council of Museums (ICOM)** established **International Museum Day** in 1977 to encourage public awareness of the role of museums in the development of society. Momentum has been rising unabated ever since. In 2011, International Museum Day garnered record-breaking participation with almost 30,000 museums hosting events in more than 120 countries.

Visit the International Museum Day 2012 official website  
<http://imd2012.icom.museum>

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## **ICOM in short**

Created in 1946, ICOM (International Council of Museums) is an international nongovernmental organisation maintaining formal relations with UNESCO. Within the United Nations, ICOM has a consultative status with the Economic and Social Council. ICOM is the only international organisation representing museums and museum professionals on a global level.

ICOM is:

- A diplomatic forum made up of representatives from 137 countries and territories
- Standards of excellence for museums including ethics (*ICOM Code of Ethics for Museums*)
- A unique international network of more than 30,000 museum professionals around the world
- A think-tank composed of 31 International Committees, which represent museums' specialties
- Missions of international public service notably in the fight against illicit traffic of cultural property and emergency programmes in the case of natural disasters or armed conflicts.

**For all questions concerning the world museum community and for interview requests with ICOM's Director General, please contact the press office:**

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