



Paris, 24 September 2012

## PRESS RELEASE

### Launch of International Museum Day 2013

Museums (memory + creativity) = social change

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The worldwide community of museums will celebrate International Museum Day around **18 May, 2013**.

This year, the theme of the International Museum Day will be **Museums (memory + creativity) = social change**. Our rich heritage, which museums both display and protect, is associated with inventiveness and vitality, both of which have characterized the museum sector in recent years and are museums' greatest strengths.

ICOM General Director, Julien Anfruns adds: "Reconciling their traditional mission of preservation with cultivation of the creativity necessary for renewal and visitor growth is the evolution that museums are striving for, with the firm conviction that their presence and their actions can change society in a constructive manner."

The **International Council of Museums (ICOM)** established **International Museum Day** in 1977 to increase public awareness of the role of museums in the development of society. Momentum has been rising unabated ever since. In 2012, International Museum Day garnered record-breaking participation with almost 32,000 museums hosting events in more than 129 countries.

ICOM is partnering with the UNESCO Memory of the World Programme – which celebrates its 20<sup>th</sup> anniversary in 2012 – for **International Museum Day 2013**. ICOM and Memory of the World, which is dedicated to world documentary heritage, share a common vision of safeguarding heritage for the benefit of society and are joined in their reflection on the potential of digitization for this purpose.

Visit the International Museum Day official website:

<http://imd.icom.museum>

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## **ICOM in short**

Created in 1946, ICOM (International Council of Museums) is an international non-governmental organization 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 organization 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 in cultural property and emergency programmes in the event of natural disasters or armed conflicts.

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

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