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Press Release

ICOM partners with the Roland Collection of Films on Art for International Museum Day 2013

From May 12 to 31, ICOM is partnering with the Roland Collection of Films on Art for the ART HOPPING project. This world premiere will provide museums with a unique infrastructure to share films on art with their visitors via interactive posters/QR codes that instantly call up films from the Roland Collection. This unprecedented initiative, which will last 20 days and is specifically created for International Museum Day, will therefore allow museums worldwide to give free access to some exceptional films on art.

By pointing their smartphone at one of the square black patterns on an ART HOPPING poster, visitors will be able to watch their film of choice. If they wish, museums can **exhibit the posters** at the entrance or distribute them to schools, libraries, etc. They can also forward posters electronically to their entire membership and volunteer base. They can **place the interactive posters around the museum** or publish it on their website, as QR codes can be scanned just as easily on a screen. They may also **present the films on small screens** in the museum.

ART HOPPING takes the viewer through a large cinematic landscape with two different sets of film: the first with English language commentary and the second with specifically composed music without narration or text, suitable for non-English-speaking audiences as well as the hearing-impaired. In total there are 39 films making 17 hours of free film available to visitors during the 20 day ART HOPPING project.

All museums may take part in ART HOPPING by offering this free activity to their visitors. Other organizations may also publish the poster to let their readers, subscribers, members, and clients take advantage of this unique opportunity.

More information online:

[Details about the ART HOPPING project](#)

[List of films available for ART HOPPING](#)

[Interactive poster](#)

The Roland Collection of Films on Art

The Roland Collection exclusive archive represents a selection of the work of 230 film directors from 25 countries. More than 4 000 museums, art galleries and other types of institution from 82 countries have screened cinematic treasures from the collection, thanks to the online database.

International Council of Museums – ICOM

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ICOM in brief

The International Council of Museums (ICOM), created in 1946, is the world organisation representing museums and museum professionals, committed to the promotion and protection of natural and cultural heritage, present and future, tangible and intangible. With approximately 30,000 members in 137 countries, ICOM is a unique network of museum professionals acting in a wide range of museum-and heritage-related disciplines.

ICOM is:

- A diplomatic forum made up of representatives from 137 countries and territories
- Standards of excellence for museums, specifically regarding ethics, with its *ICOM Code of Ethics for Museums*
- A unique network made up of almost 30,000 museum professionals at an international level
- An international think-tank composed of 31 International Committees representing museum specialties
- International public service missions, specifically through its programmes aimed at fighting illicit traffic in cultural goods and the museum emergency programme in case of natural disasters or armed conflicts.

For any matter related to the global museum community and to interview the Director General of ICOM:

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