



ICOM's second thematic month with African museums in June

The ICOM World Expo Programme continues in June with the **Month of Africa**. From 1 – 30 June, African museums will be presented through a month-long exhibition and various activities.



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What's New

In June, ICOM has teamed up with **Angola Pavilion** of Shanghai World Expo and performances will be on-staged in ICOM Pavilion to open the Month of Africa.

5 June (10.00 – 10.30): 'Mwa Na' – a show of traditional Angolan carnival, performed by six children, singing and dancing in costumes with background music.

5 June (14.30 – 15.00): 'Kina Ku Moxi' – a show of traditional Angolan dance and chant, performed by four dancers and two drummers.

6 June (10.00 – 10.30): 'Kina Ku Moxi'

6 June (15.00 – 15.30): 'Mwa Na'

ICOM International Committee for Education and Cultural Action (CECA) will continue to host events at the ICOM Pavilion in June. Four specialists from Nigeria will entertain and teach the families and young public through lively activities and traditional African performances. Local public will have an opportunity to get to know African cultures.

12 & 13 June

- A dance drama of traditional marriages in Nigeria
- Songs and dance from Senegal
- Cultures of Burkina Faso
- Workshop for school children to learn African societies (Guinea)



© Natal Museum

Focus on the Temporary Exhibition

Museums in Africa show their difference and diversity through their collections, professions and locations. ICOM has prepared a full month of exhibitions on social, cultural, economic, environmental and technological developments in African museums.

A Glimpse of Museums and Society

Museums maintain collections and hold them in trust for the benefit of society and its development. As one of the most important educational tools for the general public, museums create a learning environment for all ages. They offer an opportunity to understand different ethnic groups and their cultures which enables us to live in peace and harmony. Museums provide equal access to everyone. Through their many disciplines and activities, museums offer people opportunities to capture and realize their own potential.



N. Amorim © ICOM

Interview of the Month

Hu Wei, creator of the video wall of the ICOM Pavilion at the Shanghai World Expo.

How was the concept of the video wall born?

The concept for the film production was to sum up in 5 minutes the theme of 'Museums, Heart of the City'. As the film begins, the camera zooms in from the outer space onto a museum. Following this gradual transition of the long range shot, the audience travels through a fictional museum, in which involves a diverse content of literature, society, nature, history, art, etc. This fictional museum could be a metaphor of the world's museums, epitomising in the film the relation between Man and museums. It brings to Man boundless knowledge and imagination, and Man, in reviewing history, glances into the future at the same time. The museum is thus the mental garden of humans, as well as the heart of the city.

Did you enjoy working on the video wall project?

Facing the large amount of material received from many museums around the world, the selection of suitable images for re-editing was no easy task. On one hand, I had to present the diverse types of museums in the shortest time possible; on the other hand, to ensure the flow of the film, I needed to be meticulous in my selection of screen material by taking into account its colors, scenes, speed etc. As such, the selection of material was the first and foremost step in the entire creation process, as well as the most complicated and difficult one. However, it was also the process that I enjoyed the most.

What is the highlight of the video wall?

The highlight of the film lies in the last part. As we exit from the scene of the 'museum', the screen reveals some pictures of the world's prominent cities, the rhythm picks up, and the image eventually fixes on Shanghai, not only reminding us of the concept of the heart of the city, but also bringing us to the venue of the 2010 World Expo.

What is your idea of a modern museum experience?

The museum is an important place for self-reflection. Therefore, it should offer a vivid experience instead of being rigid.

What is your favourite museum?

I like the Museum of Contemporary Art of Sao Paulo as shown in the film.



N. Amorim © ICOM

Highlight of May

On 2nd and 3rd May, two Italian specialists from ICOM International Committee for Education and Cultural Actions organised a series of lively workshops involving children of all ages and their families. 'Eat with the Romans', 'Gods and Goddesses', 'Wheel of Culture' and 'Roman Life' were open to 6-12-year olds children, who get to know about Europe and European museums in interaction with the animators.

On 18 May, ICOM Honour Day was announced in the Expo Park with a delegation of Chinese museum directors headed by Mr. Julien Anfruns, ICOM Director General. The theme of 'Museums for Social Harmony' was celebrated.

About the 2010 Shanghai World Expo

The official website of 2010 Shanghai World Expo: <http://www.expo2010.cn/>

About ICOM Pavilion

Situated in the heart of Zone B of the Expo Park, inside the International Organisations Joint Pavilion, ICOM celebrates its participation under the theme of 'Museums, Heart of the City' throughout the six months.

About ICOM

Created in 1946, ICOM is a non-governmental organisation (NGO) maintaining formal relations with UNESCO and having a consultative status with the United Nations' Economic and Social Council. ICOM is the only international organisation representing museums and museum professionals. ICOM is:

- A diplomatic space that gathers 137 countries and territories.
- The standards of excellence which defines the norms and standards for museums in terms of conception, collections management and organisation. ICOM Code of Ethics for Museums is the code of reference in the world museum community.
- A professional network which has more than 28,000 members and comprises a unique professional network composed of institutions and museum professionals.
- A world think-tank. Museum professionals from ICOM's 31 International Committees conduct specialised research in their fields.
- The international missions such as the fight against illicit traffic of cultural property, and risk management in case of emergency or military conflict.

Press contact:

ICOM – Tel. + 33 1 47 34 91 76 – Fax: + 33 1 43 06 78 62 – worldexpo2010@icom.museum