

ICOM Pavilion

国际博物馆协会馆

EXPO 2010 Shanghai



ICOM at the World Expo Shanghai 2010

e-newsletter

1

ICOM launches its participation in the 2010 Shanghai World Expo

Since its creation in 1946, for the first time in history, ICOM will participate in the celebrated World Expo, which is held this year under the theme of 'Better City, Better Life' in Shanghai from 1 May to 31 October. With a booth of 108m², ICOM will be able to show the world the important role museums play in modern history as well as ICOM's function as the only international organisation representing museums and museum professionals.

Check out the real-time information on our website: <http://icom.museum/expo2010/expo2010.html>

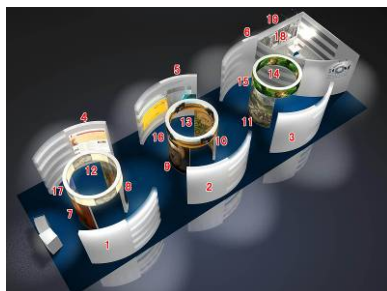
The ICOM Pavilion



The entire ICOM World Expo booth will be in the centre of the International Organisations Joint Pavilion in Zone B of the Expo Park.

In cooperation with EWI Worldwide, ICOM will create a "museum experience" for the visitors to its booth. This concept will help ICOM convey the image of world museums to the public.

The ICOM World Expo Programme



ICOM's exhibition theme 'Museums, heart of the city' will be animated by exhibitions and events during the six months of the Expo. The programme contains:

- **A permanent exhibition**, presenting ICOM and its missions.
- **A different exhibition for each month**, each one focusing on one continent at a time, presented by five thematic panels and a short screening of five aspects: Museums and Society, Museums and Environment, Museums and Culture, Museums and Economy and Museums and Innovation.
- **Events and activities** at the beginning of each month, presenting museums in one region. ICOM Honour Day will be on 18 May, which is also International Museum Day.

The ICOM World Expo Events Calendar

| Monthly events | | | | | |
|------------------------|------------------------|-------------------------------|---|-------------------------|----------------------|
| May | June | July | August | September | October |
| Month of Europe | Month of Africa | Month of North America | Month of Latin America and the Caribbean | Month of Oceania | Month of Asia |
| Special Event | Special Event | Special Event | Special Event | Special Event | Special Event |
| 2 - 3 May | 5 - 6 June | 3 - 4 July | 7 - 8 August | 4 - 5 September | 2 - 4 October |

About the 2010 Shanghai World Expo

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

Press contact:

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