

ICOM international  
council  
of museums

ANNUAL REPORT  
2018





# 2018

## ICOM



Now well into its eighth decade of activity, ICOM is only picking up steam. The past year saw significant achievements, and a calendar of events and encounters—from conferences to workshops, seminars, training sessions, publication launches and more—that proved more profound than ever, deepening bonds among museum professionals from all continents, and furthering the values and causes at the heart of our work.

The growing interest in and commitment to ICOM's activities is highlighted by an impressive rise of 9.4% in individual membership in 2018, and an increase of 17.3% in International Committee membership. These figures speak strongly, illustrating the dynamism and strength of our organisation as an advocate for museums, which advance knowledge, vitalise communities and societies, and create a sustainable world. And indeed, in 2018, discussions on how to best encapsulate these roles and missions in the ICOM museum definition, a reference around the globe, took centre stage in a series of roundtables instigated by the Standing Committee on Museum Definition Prospects and Potentials. This collective conversation on the realities of the museum profession in the 21st century in its full diversity, as reflected within ICOM, will contribute to the creation of a new definition at the 2019 Kyoto General Conference. Two working groups were formed in 2018, to reflect and take action on different levels: the Working Group on Sustainability demonstrates ICOM's commitment to upholding the U.N. Sustainable Development Goals laid out in 2015; and a Working Group on the Future of International Committees focuses on the functions, relevance and purposes of these committees gathering experts in different museum specialties.

The concept of museums as agents of social change, accessible to all, accountable towards those they serve, has moved to the centre of our field. It took concrete form in 2018 through a publication jointly produced with the Organisation for Economic Development and Cooperation (OECD): the Guide for Local Governments, Communities and Museums provides local authorities and museums with tools to agree on a comprehensive development agenda that encompasses economics as well as education, culture and well-being.

International Museum Day 2018, devoted to ‘Hyperconnected Museums: New Approaches, New Publics’, shone a spotlight on innovative approaches for engaging with audiences of all types in new ways, interpreting and presenting their collection with a view to accessibility and diversity, and using technology to strengthen the countless connections created within and beyond their walls. Creative and interactive festivities attracted participants in 143 countries and territories around the globe, in another successful edition of this annual highlight for the world museum community.

ICOM continued to speak up forcefully for the protection of museums and heritage in the face of threats arising from human and natural factors, from slashed budgets and illicit trafficking to climate change. An important conference on ‘Cultural Heritage for a Sustainable Future—Natural Disasters and Museums’ was organised by ICOM-ASPAC, promoting sharing and expertise for disaster risk management in the aftermath of such events. One of the most striking, and horrifying, images from 2018, sure to stay with us for years to come, is that of the National Museum of Brazil in Rio de Janeiro, with its invaluable collection of 20 million items, engulfed in flames. This tragedy for the heritage and history of Brazil, and the world, only underscores the importance of our work: the expertise, commitment and professionalism fostered within ICOM are key to recovery from catastrophe, mobilising an array of stakeholders for support on the ground, and solidarity, to ensure the museum’s future.

Our museums are spaces for preserving collective memory for future generations, for learning and discovery, and creating ties with future generations. For 72 years and counting, ICOM has been at the forefront of their advancement: in times of stability and upheaval, peace and conflict, dialogue and impasse, we consistently strive to engage with individuals and institutions to promote the role and importance of museums in people’s lives and in society, for the betterment of all. We thank you all for the work that you have undertaken across the globe in 2018, and wish you an enjoyable read.

Suay Aksoy, ICOM President

Peter Keller, ICOM Director General

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# 2018 MEMBERSHIP KEY FIGURES



## 44,686

41,677 ICOM individual members  
and 3,009 ICOM institutional members

### +9.4%



increase in individual  
membership

### 241



new institutional members  
+8.7% increase

### 18,974



members registered in  
International Committees:  
16,854 individual and 2,120  
institutional, which represents  
42.5% of ICOM members

### +17.3%



increase of members enrolled  
in International Committees

### 118



ICOM National Committees

### 138



countries and territories  
represented

### 68%

women

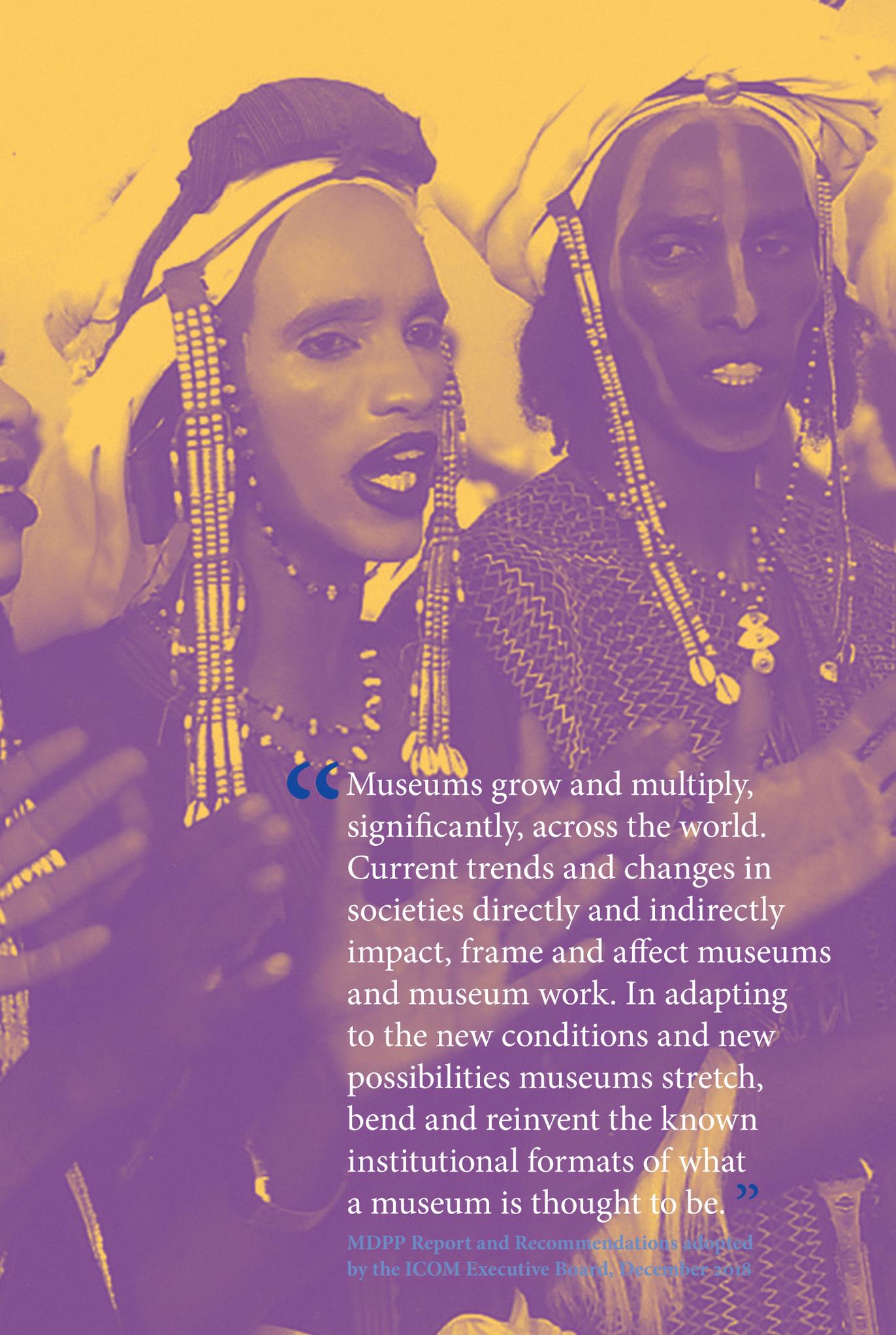


### 32%

men



# MUSEUM PROSPECTS AND POTENTIALS



“ Museums grow and multiply, significantly, across the world. Current trends and changes in societies directly and indirectly impact, frame and affect museums and museum work. In adapting to the new conditions and new possibilities museums stretch, bend and reinvent the known institutional formats of what a museum is thought to be. ”

MDPP Report and Recommendations adopted by the ICOM Executive Board, December 2018



# THE ICOM NETWORK SPEAKS UP FOR A NEW MUSEUM DEFINITION

ICOM's museum definition has been adapted over the decades to ensure its ongoing relevance for the international museum community, with the most recent version adopted in 2007. A decade later, following the 2015 Annual Meeting in Paris and the 2016 General Conference in Milan, ICOM created a Standing Committee on Museum Definition, Prospects and Potentials (MDPP), to initiate and lead the discussion, building on the debates of a dedicated working group in 2015. It sparked a collective conversation, taking the form of different events over the course of 2018, that involved radically rethinking this definition to reflect today's realities, with a new definition to be decided upon at the 25<sup>th</sup> ICOM General Conference in Kyoto in September 2019.

A network-wide initiative to hold roundtables in which all participants were encouraged to speak up and contribute their thoughts on current trends and challenges faced by museums and contemporary society has been at the heart of this process, with a format proposed by the MDPP. Throughout 2018, nearly 40 roundtable sessions were recorded, organised by ICOM committees and involving some 900 participants from all corners of the globe, formulating new propositions and perspectives to be encompassed by a text that will serve as a reference around the globe. This effort has fostered an impressive outpouring of opinions that adequately reflects ICOM's—and therefore, the international museum community's—diversity.

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In May 2018, ICOM members from Albania, Bosnia and Herzegovina, Croatia, Macedonia, and Slovenia gathered in Skopje, Macedonia for a roundtable held under the auspices of ICOM South East Europe, eliciting enthusiastic debate, particularly relating to emerging challenges, from lack of space and human resources to restricted freedom to choose programmes,

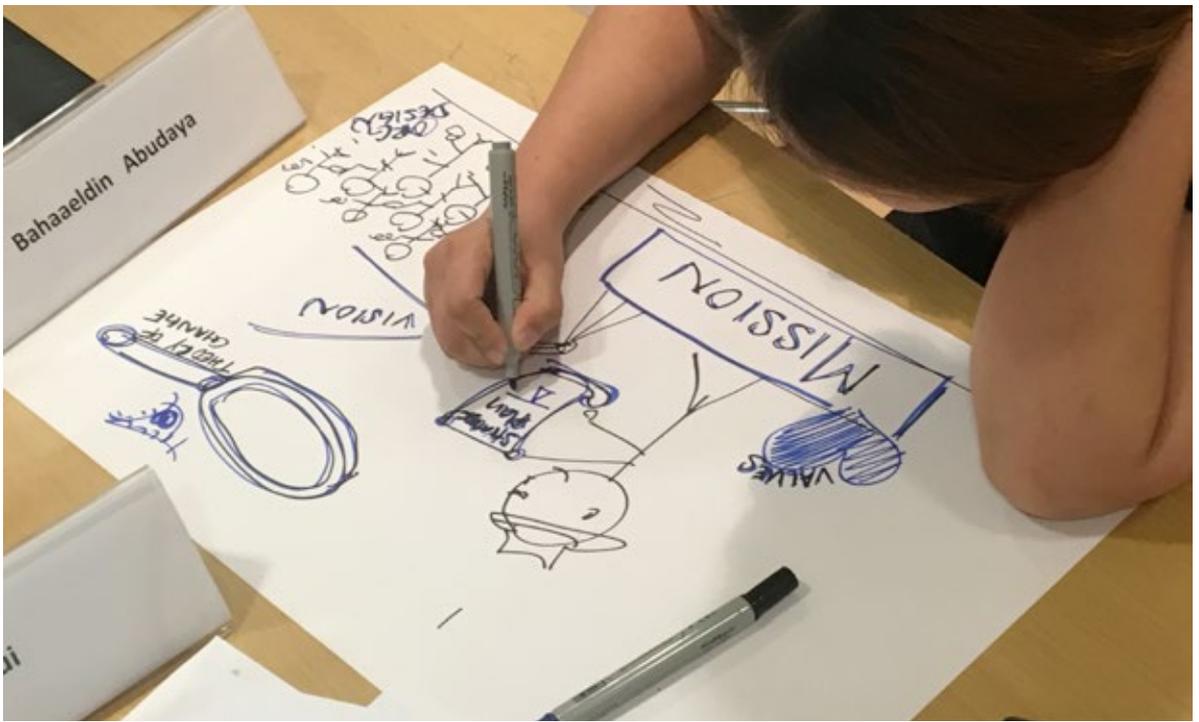
rising expectations of communities, and more. The organisers highlighted the importance for the usefulness of the museum definition discussions, of awareness of the different regional and national contexts of museum policies and practices. ICOM Finland hosted such an event in December, expressing great satisfaction with MDPP's roundtable concept and how it brought out the points of view of Finnish museum professionals. ICOM Kenya organised a series of sessions with participants representing different museum disciplines within the National Museums Kenya and ICOM New Zealand incorporated discussions on themes from ICOM's museum definition debate into its Annual Meeting in Christchurch in May. On the occasion of its 70th anniversary, ICOM Brazil hosted the MDPP Committee for discussions on the future of museums with the country's museum professionals, in an event jointly coordinated with ICOM Costa Rica.

One roundtable was held with ICOM Russia, which furthermore conducted an online survey from July to August, aimed at identifying attitudes of the museum community towards existing definitions of the term 'museum', attracting 155 participants. The Russian National Committee formed an expert group to draft its recommendations on an updated definition based on roundtable and survey results. The contributions from these various roundtables were the basis for the parameters set by the Standing Committee in order to help members, committees, partners and other interested stakeholders to draft their definition proposals, and will serve in the revision of the existing museum definition to be decided upon in Kyoto in 2019.

Alongside the MDPP series of roundtables, in 2018, ICOM continued its series of events on 'Defining the Museum of the 21st century', in an array of national contexts. Six such events were held: five physical encounters on the European continent, and one online symposium held in collaboration with Southern New Hampshire University in the United States, altogether drawing over 1,000 participants.

Other events, including trainings, examined some of the broader issues reshaping today's museum field from challenges faced by institutions to new roles being adopted by museum professionals. It is clear that shifting concept of the museum profession(s) strongly contribute to the drive to revise the museum definition. ICOM Europe, together with ICOM France and ICTOP, held a debate in Paris in June on the question 'What Does it Mean to be a Museum





Professional Today?’ Among the issues tackled were outsourcing/insourcing; professionalism versus volunteering; criteria for ICOM membership; and how the change in museums’ social roles impacts careers.

CIPEG organised a training on ‘The Role of Curators in Museum Research and Exhibits: Tradition, Change, and Looking to the Future’ held in Cairo in May. COMCOL was also involved in a week-long training session for young museum professionals in Egypt, in April and November, devoted to contemporary collecting and participation, in collaboration with the Reinwardt Academie and the Netherlands-Flemish Institute in Cairo. ICOM Portugal, meanwhile, devoted the July issue of its magazine (N° 12) to explorations of the theme *Museum Professionals: New Skills?*

Hand in hand with the roundtable initiative, intended to promote brainstorming and elicit reflections around a new definition over a specific period of time, these latter events, part of the daily life and activities of ICOM, are equally vital in fostering a continually reinvigorated perception of the museum, and of those who make it work.

# THE STANDING COMMITTEE FOR MUSEUM DEFINITION, PROSPECTS AND POTENTIALS

The Standing Committee for Museum Definition, Prospects and Potentials (MDPP, 2017–2019) is the group through which the framework for the revision of the ICOM museum definition is formalised, in conjunction with ICOM's decision-making bodies.

The core coordinating group of the MDPP has ten members with representation from all continents. This group sets the direction for the committee and coordinates its work, which involves a network of thematic working groups with different content and slightly different approaches, but targeting global participation across the organisation. Throughout the year, the MDPP, through its core group, has approached the subject of the museum definition from the outside in and addressed different thematic areas such as changing epistemologies; world views and museum typologies; cultural democracy and cultural participation; new trends in museum partnerships, ownership and governance; geopolitics, migration and de-colonisation; global trends; roundtables on challenges for societies and for museums; and discussion in ICOFOM on the museum definition.

The MDPP keeps its antenna attuned to prevailing and emerging trends and to conversations being carried out around the world.

The aforementioned roundtables and the other working groups within the MDPP are direct outcome of the mandate of the MDPP: to document and analyse prevalent societal trends, and the ways in which these impact museums, through the broad, membership-wide dialogue conducted in the period from January 2017 to May 2019; and to subsequently make recommendations to the ICOM Executive Board and Advisory Committee on potential needs for a revision

of the current definition. The MDPP keeps its antenna attuned to prevailing and emerging trends and to conversations being carried out around the world, and relies on continual widespread and enthusiastic involvement to properly accomplish its mission of advising ICOM's decision-making bodies on a revision of the definition.



There have also been certain opportunities for direct participation in relevant events. In early October, MDPP Chair Jette Sandahl gave a keynote address at the inaugural symposium of ICOM Singapore, 'The Changing Roles of Museums: New Museums for a New Age', supported by the National Heritage Board, in which she presented the work of the committee. At an event that more generally explored how society's definition of museums has been evolving, she highlighted current trends in museum ownership, sustainability, partnerships and governances; and explored challenges that may emerge down the road. Other members of the MDPP Committee were in attendance and gave presentations over the course of the event.

During its two years of preliminary work, the MDPP consistently presented its activities to the Executive Board, Advisory Council, and a number of National and International committees. In December 2018, the MDPP presented its report and recommendations to the Executive Board in order to formalise the process leading up to a revision of the museum definition in Kyoto in September 2019. These were unanimously adopted. The MDPP will organise and initiate this effort using a participatory process based on structured dialogic methods, for which the groundwork has been laid over the past two years.

Two concrete steps were taken in December, as part of the process. The first was the creation of a method to facilitate the development of a new definition, drawing from the most important arguments and fundamental elements to be reflected or included within, and taking the form of eight broad parameters intended to encourage and support new proposals from individuals and groups. The second was the development of the Museum Definition page on the ICOM website to promote and explain the process and methods used to determine a new definition, and to welcome all submissions for new proposals.

The  
museum  
definition  
should...

Be clear on the purposes of museums, and on the value base from which museums meet their sustainable, ethical, political, social and cultural challenges and responsibilities in the 21<sup>st</sup> century

Express the commitment of museums to be meaningful meeting places and open and diverse platforms for learning and exchange

Acknowledge and recognise with concern the legacies and continuous presence of deep societal inequalities and asymmetries of power and wealth - across the globe as well as nationally, regionally and locally

Express the accountability and transparency under which museums are expected to acquire and use their material, financial, social and intellectual resources

Retain – even if current terminology may vary - the unique, defining and essential unity in museums of the functions of collecting, preserving, documenting, researching, exhibiting and in other ways communicating the collections or other evidence of cultural heritage

Acknowledge and recognise with respect and consideration the vastly different world views, conditions and traditions under which museums work across the globe

Express the unity of the expert role of museums with the collaboration and shared commitment, responsibility and authority in relation to their communities

Acknowledge the urgency of the crises in nature and the imperative to develop and implement sustainable solutions

# MUSEUMS AND COMMUNITIES

The accountability of museums towards the societies and communities they serve, and the ways in which societal needs are reflected in their strategies, policies, and the core functions of research, collecting, preservation and exhibition, are central to the 21st century concept of museums. Creative and inclusive methods have now been embraced by museums, capitalising on their knowledge and skill to develop more inclusive methods, open to the involvement and participation of communities, and

A number of initiatives within the ICOM network have sought fresh perspectives on museums and communities, and the strengthening of ties between them.

to enhance access to heritage for audiences of all types. From promoting intercultural dialogue to providing experiential learning for those who missed out on conventional education, a number of initiatives within the ICOM

network have sought fresh perspectives on museums and communities, and the strengthening of ties between them.

Major multi-year projects undertaken within the ICOM network contemplate museums and communities from different perspectives and in different parts of the world. The EU-LAC MUSEUMS research project (2016–2020), which seeks to carry out a comparative analysis of small-to-medium-sized rural museums and their communities in Europe, Latin America and the Caribbean, held an international conference in Barbados from 7 to 9 November, in partnership with the Museums Association of the Caribbean, entitled 'Itinerant Identities: Museum Communities/Community Museums'. This brought together museum practitioners, academics, government officials, NGO members of and others to discuss new perspectives in the field of museums with respect to communities and sustainability, migration and gender, public education and audience development, cyber museology and digital identities, and more.

Consistent with the reflection and action undertaken in the framework of this project, December 2018 saw the launch of the result of collaboration between ICOM and the Organisation for Economic Cooperation and Development (OECD), in the form of a *Guide for Local Governments, Communities and*



*Museums.* This guide seeks to provide local authorities, museums and museum professionals with tools for capitalising on culture for local development and the sustainability of societies.

The 'Migrations: Cities|(Im)migration and Arrival Cities' project, an ICOM Project initiated by CAMOC in 2016 in collaboration with ICR and CAM, held its third and final workshop on 2 June at the Historical Museum in Frankfurt, during which the project's virtual platform was launched ([migrationcities.net](http://migrationcities.net)). Featuring content generated by participating institutions and individuals, this is intended as a sustainable resource to share relevant experiences and knowledge for city museums and museum professionals, concerning the impact of migration on communities and the ways that museums are able to engage with migrants.

An international conference jointly organised by ICOM Austria, Czech Republic, Poland and Slovakia, devoted to the theme of 'Museums and Identities: Planning an Extended Museum', was held at the Museum of King Jan III's Palace at Wilanów in Warsaw from 21 to 23 November. Attended by 105 delegates from 13 European countries, the conference explored the role of museums in the process of building identities in today's society. Amongst other themes, the panels addressed the impact of museums on cultural landscapes and social networks; on local development and financial sustainability; and on European identity.

Another major joint conference was hosted by ICOM New Zealand and co-organised with ICR and ICTOP from 5 to 9 November, on the theme: 'Facing the New Political Realities: Rethinking Training for Regional Museums'. Held in Auckland and Wellington, participants were hosted in museums of different sizes, mostly with a regional focus, and culminating in the national museum, the Museum of New Zealand Te Papa Tongarewa. Participants from North America, Asia and Europe had the opportunity to learn a great deal about issues in New Zealand and experience the bicultural museum practices evolving in the country, thanks to the active involvement of Maori communities and the guidance of Maori colleagues. The event was marked by stimulating exchanges of ideas and experiences amongst colleagues, and enhanced insights into the ways that museums must respond to their communities in different political contexts—of immense value at a time of great political change.



An issue of *Museum International* on 'Museums and Contested Histories' was published in December 2018, offering critical reflections on the changing role and ethical boundaries of museums, and inspired by several key ICOM conferences held following International Museum Day 2017 devoted to the same theme. The issue highlights museums' increasing willingness to address past traumatic events through mediation and experimentation. By acknowledging and expressing multiple points of view and voices, museums might well play a crucial reconciliatory role in ongoing controversies, giving a voice to the voiceless, shifting narrative focus, and upholding pluralism.

ICOM participated in international conferences, expert and technical meetings for the implementation of tools for the safeguarding of intangible cultural heritage.

ICOM continued as a partner of the Intangible Cultural Heritage and Museums Project (IMP), launched in 2017 which explores approaches and practices relating to intangible cultural heritage in museums in Belgium, France, Italy, the Netherlands and Switzerland. The project fosters cross-disciplinary peer learning, develops professional skills and tools, and creates international networking possibilities for the exchange of good practices. As a member of the Think Tank, which acts as an advisory board, ICOM participated in international conferences, expert and technical meetings for the implementation of tools for the safeguarding of intangible cultural heritage. An international conference and expert meeting on 'Intangible Cultural Heritage, Museums and Urbanised Society' was held in the Swiss Alpine Museum in Berne in September; and an IMP workshop was held in November during the annual conference of the Network of European Museum Organisations (NEMO) in Malta.





Last but not least, the growing emphasis on the social role of museums means that ICOM must stay attuned to societal trends, and the willingness to address contemporary societal issues that are quite often contested and political in nature. The creation of the Museums and Society section within the ICOM Secretariat in 2018, together with recently formed ICOM bodies including MDPP as well as the Strategic Planning Standing Committee and the Working Group on Sustainability, should be viewed as part of ICOM's broader vision aimed at tracing, mapping, interpreting and addressing changes and trends within society and the international museum community. The Museum and Society section focuses on contributing to the development of ICOM's strategy to address social and political themes such as diversity, exclusion, human rights, decolonisation, climate change, migration and sustainable development. It also aims to promote the social role of museums and seeks to deepen dialogue around these subjects within the international museum community, and to integrate contemporary societal issues in museum and heritage policies.

# ROUNDTABLES, WORKSHOPS & DISCUSSIONS AROUND MUSEUM DEFINITION

MORE THAN 900 PARTICIPANTS

## ICOM AUSTRALIA

Roundtable on Museum  
Definition  
15 May 2018, Australia

## ICOM AUSTRIA, ICOM GERMANY & ICOM SWITZERLAND

International  
Bodensee-Symposium 2018  
on Museum Definition  
21-23 June 2018  
Friedrichshafen, Germany

## ICOM ARMENIA

Roundtable  
on Museum Definition  
23 March 2018, Armenia

## ICOM BANGLADESH

Roundtable on Museum  
Definition  
7 April 2018, Dhaka, Bangladesh

## ICOM BULGARIA

Roundtable 'Defining the  
museum: Challenges and  
tendencies for communities  
and museums initiative'  
18 June 2018, Sofia, Bulgaria

## ICOM BRASIL

70 anniversary of ICOM Brasil  
on 'Redefining the Museum'  
8, 10 and 12 January 2018  
Sao Paulo, Rio de Janeiro and  
Salvador, Brasil

## ICOM CAMOC

CAMOC Conference 2018  
'The Future of Museums  
of Cities' roundtable Towards  
a New Definition or New  
Definitions of City Museums  
2-5 June 2018, Frankfurt, Germany

## ICOM CHILE

Workshop on Museum  
Definition  
16 April 2018, Santiago, Chile

## ICOM DENMARK

Roundtable  
on Museum Definition  
19 February, 24 April  
and 7 May 2018, Aarhus,  
Vemb and Copenhagen, Denmark

## ICOM ECUADOR

Roundtable  
on Museum Definition  
18 April 2018, Quito, Ecuador

## ICOM EGYPT

Round Table on the 'Future  
of Museums in Egypt  
and Arab Region'  
23 May 2018, Alexandria, Egypt

## ICOM ESTONIA

Roundtable  
on Museum Definition  
3 May 2018, Tallinn, Estonia

## ICOM FINLAND

Roundtable  
on Museum Definition  
13 December 2018, Finland

## ICOM FRANCE

Roundtable on the Future  
of Museum  
22 May 2018, Dijon, France

## ICOM GUATEMALA

Roundtable on Museum  
Definition  
21 March 2018, Antigua, Guatemala

## ICOM GREECE

Workshop: a new definition  
of the museum  
30 March 2018, Athens, Greece

## ICOM ICOFOM

Workshop 'Defining  
the Museum of the  
21st Century. Evolving  
Multiculturalism in Museums  
in the United States'  
14 September 2018  
Manchester, United States



### ICOM ISRAEL

Roundtable on the Future of Museums with the Council for preserving heritage sites  
21 March 2018, Rishon Lezion, Israel

### ICOM JAPAN

Roundtable on Museum Definition  
23 & 25 May 2018, Kyoto, Japan

### ICOM KENYA

Roundtables on Museum Definition  
3 & 11 May 2018, Nairobi, Kenya

### ICOM LATVIA

Conference 'Re-imagining the Museum in the Global Contemporary'  
9-12 October 2018, Tartu, Latvia  
Roundtable on the Future of Museums  
26 March 2018, Riga, Latvia

### ICOM MALTA

Roundtable on Museum Definition  
21 April 2018, Malta

### ICOM MONGOLIA

Roundtable on Museum Definition  
6 November 2018, Ulaanbaatar, Mongolia

### ICOM NEW ZEALAND

Annual Meeting

where members discussed themes from ICOM's definitions debate  
May 2018  
Christchurch, New Zealand

### ICOM MACEDONIA, ICOM BOSNIA & ICOM SEE

Conference 'What is a museum? — a new museum definition'  
24 May 2018  
Skopje, Macedonia

### ICOM RUSSIA

During the international museum festival 'Intermuseum 2018' a roundtable on 'What is the Museum Today?' was held.  
31 May-2 June 2018  
Moscow, Russia

### ICOM SINGAPORE

ICOM-Singapore's inaugural symposium 'The Changing Roles of Museums: New Museums for a New Age'  
9 October 2018, Singapore

### ICOM SOUTH AFRICA

Roundtable on Museum Definition  
20 June 2018, Pretoria, South Africa

### ICOM TURKEY

Workshop on Museum definition  
19-21 April 2018, Avanos, Turkey

### ICOM UK

Roundtable on Museum Definition  
7 March 2018, Edinburg, Scotland

### ICOM USA

Roundtable on Museum Definition during ICOM US annual meeting in conjunction with the American Alliance of Museums (AAM) and MuseumExpo  
6-9 May 2018, Phoenix, USA  
Webinars on Museum Futures, Prospects and Potentials  
16, 24 April & 8 May 2018



# THE POWER OF MUSEUMS



“The role of museums as mediators among individuals, societies, nations and communities makes them powerful agents of cultural diplomacy and intercultural dialogue.”

Peter Keller, ICOM-ITC  
April 2018 Training Workshop  
'Managing a Museum Today'  
Apr.8-17, 2018 Beijing , China

A close-up photograph of a person's torso wearing a light-colored, textured tote bag. The bag features the ICOM logo and the text 'international council of museums'. The person is wearing a grey sweater over a checkered shirt. In the background, another person's hands holding a white cup are visible.

**ICOM** international  
council  
of museums

# THE LOCAL AND REGIONAL ROLE OF MUSEUMS

Museums of the 21<sup>st</sup> century must be vital spaces for those they serve, allowing for connections to be made between past, present and future, tightening social bonds and fostering development in a variety of areas in their immediate surroundings and further afield.

Numerous activities within the ICOM network over 2018 sought to enhance the role of museums as local and regional actors, fostering cultural exchange and mutual comprehension. ICOM South East Europe developed a multicultural project promoting tolerance and understanding, involving partners from Macedonia, Croatia and Slovenia: a touring exhibition entitled *Sa o Roma*. Focused on the Roman settlements in Skopje and its surroundings, the exhibition was prepared by the Museum of Macedonia and subsequently presented in Zagreb, Rijeka and Pula (Croatia), and Ljubljana (Slovenia). ICOM SEE members have voiced their intention to continue to cooperate more closely on subjects tackling common issues in the region, which can serve as a solid base for joint research that may be published or presented in exhibitions. An exhibition exchange bank has already been developed to identify exhibitions that can tour in different countries in the region. This was put into practice in 2018 with the Croatian exhibition *On Animals and Men*, which travelled to Skopje (North Macedonia) and Belgrade (Serbia), before continuing on to Croatia and Slovenia.

Also in this region, as a partner in the 'Migrations:Cities |(Im) migration and Arrival Cities' project, ICR undertook a sub-project in cooperation with ICOM SEE on the subject of 'The Balkan Migration Route'. The committee recorded a number of cases of museums involved in addressing the migrant crisis in Bosnia, Croatia, Slovenia and Austria. Hand in hand with the Museums and Galleries of Ljubljana, it prepared a nine-minute film entitled *Ljubljana—On the Crossroads*, addressing how to redefine and re-contextualise collection objects, featuring some of the migrants living in Ljubljana, and highlighting the fact that Slovenes are migrants as well.

Discussions of broad scope took place, devoted to collective issues derived from shared histories, which inevitably trickle down to local level.

Discussions of broad scope took place, devoted to collective issues derived from shared histories, which inevitably trickle down to local level. COMCOL held its annual conference from 25 to 29 September at the Canadian Museum for Human Rights in Winnipeg, in collaboration with the Federation of International Human Rights Museums, devoted to the theme of 'Contemporary Collections: Contested and Powerful'. A variety of sessions and panels addressed issues related to the challenge of acknowledging and mending errors from the past in order to spark social, environmental and political change. The emphasis on the responsibility of museums, as highly trusted institutions within society, to promote mutual understanding, dialogue and human rights, was at the heart of the conference.

From 23 to 25 November, ICOM Europe held its annual autumn conference together with ICOM Germany, devoted to the theme of 'Museums, Borders and European Responsibility—One Hundred Years after World War I'. Some one hundred participants from twenty European countries gathered at the Ludwig Museum in Koblenz, Germany, for renewed reflection encompassing the legacy of World War I; museum practices in its aftermath and their positions as political agents; how museums act and respond to changing borders; and the risks that museums and democracy face, amongst other subjects. The conference concluded with the issuing of a joint ICOM Europe/ICOM Germany statement on 'Preserving the Autonomy of Museums on the Occasion of the 100th Anniversary of the End of the First World War', which encourages museums to continue their commitment to independence and freedom of opinion, art and culture, and to not shy away from uncomfortable facts.

Another major international meeting spanned disciplines and borders alike, entitled 'Hyperconnected Museum Organisations: Museology, Education and Cultural Action', was held in Hernandarias and Asunción, Paraguay, from 8 to 11 November, in collaboration with CECA, UMAC, ICOFOM LAM and ICOM LAC. Some 260 participants from nine countries gathered for this regional experience-sharing event to strengthen networks, explore future collaboration projects within the committees, and discuss new actions and needs, drawing on the theme of IMD 2018.



# ADVOCACY AND AWARENESS- RAISING

2018 saw a number of actions in support of causes and proposals striving for the vibrancy and diversity of the museum and cultural sphere, for today's society and for future generations.

In the wake of the devastating fire that destroyed much of the National Museum of Brazil in Rio de Janeiro on 2 September, ICOM issued a statement on the necessity for adequate public funding for museums, calling on policy- and decision-makers worldwide “to recognise the need to care for museums, to allocate adequate funding and to develop policies that will allow these cultural institutions to carry out their vital role in society for generations to come.” The statement highlights the necessity for collaboration amongst ICOM and its partner institutions, other international organisations, and national and regional governments, to ensure the ongoing health of the museum sector, and the prevention of such catastrophic events in the future. In the immediate aftermath of the disaster, ICOM President Suay Aksoy had issued a call regarding the devastating fire in the National Museum of Brazil, to its Standing Committee on Disaster Risk Management as well as UMAC, CIDOC, NATHIST, ICOM-CC and other pertinent actors in its network, “to channel all kinds of expertise necessary to overcome this disaster.” ICOM Director General Peter Keller visited the museum site in Rio, and held a meeting in Paris with the Brazilian Minister of Education and the Ambassador of Brazil to UNESCO to assess Brazilian museums and heritage following the fire.

The statement highlights the necessity of collaboration to ensure the ongoing health of the museum sector.

ICOM issued a statement on the independence of museums in March, citing core principles of the *ICOM Code of Ethics for Museums*, as well as the 2015 *UNESCO Recommendation Concerning the Protection and Promotion of Museums and Collections, their Diversity and their Role in Society*, in concluding that “[t]he high level of professional and institutional integrity and autonomy of museums should not be jeopardised by financial or political interests.” This statement was published in *Museum International* Vol 69 N° 3–4, devoted to ‘Museums and Public Policy’. The issue gathers perspectives and



experiences from the worldwide museum landscape to illustrate how museums are navigating the complex terrain of public policy. Factors requiring museums to respond to shifts in public policy—including cultural policy, as well as policy relating to human rights, international relations, national identity, education, indigenous rights and natu-

ral resources—are addressed, concerning museums in Europe, Asia, North and South America.

September also saw the creation of an ICOM Working Group on Sustainability. In the context of unique challenges related to social, economic and ecological issues, the Working Group's mission is to help ICOM to consider how to integrate the *UN Sustainable Development Goals* and the *Paris Agreement* across its range of activities, and to support its members and member museums to contribute constructively in upholding the *Sustainable Development Goals* and towards climate change adaptation and mitigations. The body is expected to deliver its recommendations at the 2019 ICOM General Conference in Kyoto.

ICOM participated in the 'Stakeholder Consultation on the New Workplan for Culture' of the European Commission in Brussels in February 2018, representing museums and museum professionals, providing a voice for their values and interests. In the context of the 'Structured Dialogue between the European Commission and the Cultural Sector', ICOM's expertise was invaluable in discussions seeking to encourage people-centred, inclusive and cross-sectoral approaches to cultural heritage; promote its accessibility to all, including those with special needs; and raise awareness of Europe's cultural heritage, with a special focus on hard-to-reach groups. The joint ideas that emerged formed the basis of a report entitled *Social Inclusion: Partnering with Other Sectors*, which, in particular, provides recommendations for improving such cross-sector partnerships, and counteracting exclusionary attitudes in the broader population.

# THE OECD: A NEW PARTNER

ICOM joined forces with the Organisation for Economic Cooperation and Development (OECD) to highlight and strengthen the role of museums in local development.

Over the past two years, a group of museum professionals from several institutions, ICOM committee representatives and members met regularly, working in collaboration with the OECD and the ICOM Secretariat to draft a *Guide for Local Governments, Communities and Museums*, launched in late 2018. This guide is intended to serve as a road map for local governments, museums and museum professionals to jointly define a local development agenda that promotes a more sustainable future. It will facilitate the communication between local governments and museums that do not always speak the same language, and it will help local museums to advocate for their institutions and projects.

This initiative builds on ICOM's efforts to strengthen its partnerships with high-level intergovernmental organisations to promote the value of museums in contemporary society, which, in recent years, notably took the form of the UNESCO *Recommendation Concerning the Protection and Promotion of Museums and Collections, their Diversity and their Role in Society* (2015). This is consistent with the strategic objective of enhancing ICOM's international role as enumerated in the *Strategic Plan 2016–2022*.

This initiative builds on ICOM's efforts to strengthen its partnerships with high-level intergovernmental organisations to promote the value of museums in contemporary society.

The *Guide for Local Governments, Communities and Museums* centres on five main themes: economic development and innovation; urban regeneration and community development; cultural development, education and creativity; inclusion, health and well-being; and managing the relationship between local governments and museums to maximise the impact on local development. It was launched at the OECD Conference on 'Culture and Local Development', held in Venice on 6 and 7 December, 2018 in cooperation with the European Commission and UNESCO. The first major OECD event to examine the relationship between culture and local development, the conference gathered museum and heritage professionals, economists,

academics and policy-makers for discussions on the transformative potential of culture on local economies and society. It aimed to provide recommendations and highlight successful measures in this arena.

ICOM Director General Peter Keller spoke during the first plenary session, devoted to how cultural and creative engagement can spark well-being and social cohesion, encourage economic growth and help revitalise cities and surrounding areas. He provided examples of the economic impact of museums generating added value on public investment, and of inclusive programmes such as National Museum Liverpool's dementia care initiative, 'the House of Memories'.

On this occasion, ICOM also co-hosted a thematic session devoted to 'Cultural Heritage and Local Development: Maximising the Impact'. Here, panellists addressed various strategies undertaken by museums and cultural institutions to boost economic development, innovation and urban regeneration. Possibilities for partnerships between museums and local governments, aimed at enhancing education, well-being and inclusion, were also raised.



# TRAINING MUSEUM PROFESSIONALS

ICOM's training-related activity continued to flourish in all corners of the world, through initiatives undertaken to further the capacity-building for museum professionals in different regions and stages of their career, and to adapt this offer to meet today's needs through research and practice alike.

In keeping with its objective of pursuing training and learning experiences, as laid out in the *ICOM Strategic Plan 2016–2022*, successful training projects have been continued and completed thanks to cooperative efforts by committees, and core ongoing activities overseen by the Secretariat in collaboration with the network.

The collaborative UMAC-ICTOP Special Project, “Professionalising Museum Work in Higher Education: A Global Approach” (P-MUS), saw the successful completion of its second year, with a research workshop at the Federal University of Minas Gerais in Belo Horizonte, Brazil, and the outlining of a publication slotted for release in 2019. Through a series of workshops and the dissemination of a worldwide survey conducted over the course of two years, P-MUS will strive to establish comprehensive and consistent standards of professional training for museum professionals. The Association of Academic Museums and Galleries (USA) and the European Academic Heritage Network are partners in the project as well.

**P-MUS will strive to establish comprehensive and consistent standards of professional training for museum professionals.**

ICOM Portugal continued its involvement in the collaborative ‘Mu.SA: Museum Sector Alliance’ project, supported by the European Commission (2016–2019), and aimed to address the growing gap between formal education/training and the realities of a museum sector characterised by the emergence of new job roles related to the quickening pace of ICT use. It directly addresses the shortage of digital and transferrable skills identified in the project's analysis phases, and more generally supports ongoing professional



development in the museum field, through handbooks, the development of standards, courses including a MOOC, e-learning and face-to-face lectures, a conference, national sector alliances, and more.

The BE MUSEUMER project was launched in 2018, with the aim of establishing an international training programme focused on long-term education for early- to mid-career museum personnel from the South Caucasus region (Armenia, Azerbaijan, Georgia). Through 14 training sessions and 7 webinars on key issues ranging from museum mission to social and economic value, audience development and more, this initiative strives to enhance the growth and sustainability of museums in these countries, strengthening the leadership and management skills to respond to the challenges facing 21st-century museums. Overseen by the project partners NEMO, the Georgian Museums Association and the Dutch Academy of Culture Management, the events were held in collaboration with the local ICOM committees, the project will run until 2021 with funding from the Creative Europe Programme of the European Union.

A series of training modules were held in Venezuela by the Museology Training Program, launched in 2016 by ICOM Venezuela and the National System of Museums. In the first quarter of 2018, 353 professionals from 128 public and private institutions participated in training workshops covering topics ranging from cataloguing to preventive conservation, collections documentation, education and more, conducted by professionals from museums across the country.

CIMUSET collaborated with the China Science and Technology Museum (CSTM) and the Foundation for the Development of Science and Technology Museums in China to hold an International Training Workshop at the CSTM in Beijing from 29 October to 5 November, 2018. Devoted to the theme 'Developing Relevant and Inspiring Science Exhibitions: From Idea to Opening Day', the aim was provide information for

exhibition management in scientific and technical museums, whose needs differ from those of 'traditional' museums due to their size, content and design.



The work of the ICOM International Training Centre of Museum Studies (ICOM-ITC) successfully carried on in 2018. The 10th workshop was held from 9 to 17 April at the Palace Museum in Beijing on the theme of 'Managing a Museum Today', with museums experts from six countries



lecturing on museums and society, management tools and public programming amongst other topics, for 32 participants. The 11<sup>th</sup> edition was held from 14 to 22 November in Fuzhou, following the recommendation of the ICOM-ITC Governing Board to develop courses in other Chinese cities, and was dedicated to the theme of ‘Promoting Your Museum: Making it Relevant and Attractive’. Discussions addressed the topics of museum branding, trends in marketing, and public relations to reach new audiences, and reached 31 participants.

Lastly, a series of seminars were held at the Qatar Museum of Islamic Art in Doha, Qatar in October, as part of a training programme on museum management, with the participation of 67 museum professionals of a number of nationalities currently working in Qatar. The seminars covered the following themes: ‘The Ethical Museum’; ‘Managing a Museum Today’; ‘Museums as Engines of Cultural Diplomacy’; ‘Promoting the Museum in the Digital Age’; and ‘Developing an Engaging Exhibition’.

# ANNUAL CONFERENCES OF INTERNATIONAL COMMITTEES

MORE THAN **2200** PARTICIPANTS



**AVICOM**

Festival of Audiovisual  
International Multimedia  
Patrimony f@imp 2.0  
31 May-1 June 2018

**CAMOC**

The Future of Museums  
of Cities  
2-5 June 2018, Frankfurt, Germany

**CECA**

Museums, Education  
and Cultural Action: Between  
Old and New Meanings  
24-28 September 2018  
Tbilisi, Georgia

**CIDOC**

Provenance of knowledge  
29 September – 5 October 2018  
Heraklion, Greece

**CIMCIM**

2018 Annual Conference  
10-16 September 2018  
Hubei & Shanghai, China

**CIMUSET**

Museums in the Digital World  
15-18 October 2018  
Ottawa, Canada

**CIPEG**

Beating Barriers! Overcoming  
Obstacles to Achievement  
4-8 September 2018  
United Kingdom

**COMCOL**

Contemporary Collections:  
Contested and Powerful  
25-28 September 2018  
Winnipeg, Canada

**COSTUME**

Fashion and Innovation  
10-15 June 2018  
Utrecht, Netherlands

**DEMHIST & ICDAD**

Decorative Arts and Interiors  
10-12 October 2018  
Baku, Azerbaijan

**GLASS**

Glass Museums and  
Collections in Russia  
24-29 September 2018  
St. Petersburg, Russia

**ICAMT**

Sustainability in Architecture  
and Exhibition Design  
6-8 September 2018  
Espoo & Helsinki, Finland

**ICEE & ICFA**

Cultural Heritage:  
Transition and Transformation  
11-17 November 2018  
Madrid & Barcelona, Spain

**ICLCM**

Trieste as the Literary  
Capital of Italy  
19-21 April 2018, Trieste, Italy

**ICMAH**

Corporate museums  
10-12 October 2018, Istanbul, Turkey

**ICME**

Re-imagining the Museum  
in the Global Contemporary  
9-12 October 2018, Tartu, Estonia

**ICMEMO**

Memory, Art & Identity  
13-18 October 2018  
Tel Aviv, Tel Itshak, Jerusalem, Akko,  
Atlit & Lohamei Hagetaot, Israel

**ICMS**

Disaster Planning  
14-18 September 2018  
Nairobi, Kenya

**ICOFOM & ICTOP**

41th Symposium  
of ICOFOM—Museology  
and the Sacred  
15-19 October 2018, Tehran, Iran

**ICOMAM**

War and Peace—  
Fear and Happiness  
30 September – 3 October 2018,  
Ljubljana, Slovenia

**ICOMON**

Future-proofing numismatics  
in museums: issues  
of conservation and  
collections management  
3-6 October 2018, Athens, Greece

**ICR & ICTOP**

Facing The New political  
Realities: Rethinking  
for Regional Museums  
5-9 November 2018  
Auckland & Wellington, New Zealand

**INTERCOM**

Entrepreneurial Management  
23-25 February 2018, Kolkata, India

**MPR**

Communicating with Heart:  
Putting People at the Center  
8-11 October 2018, Chicago, USA

**NATHIST**

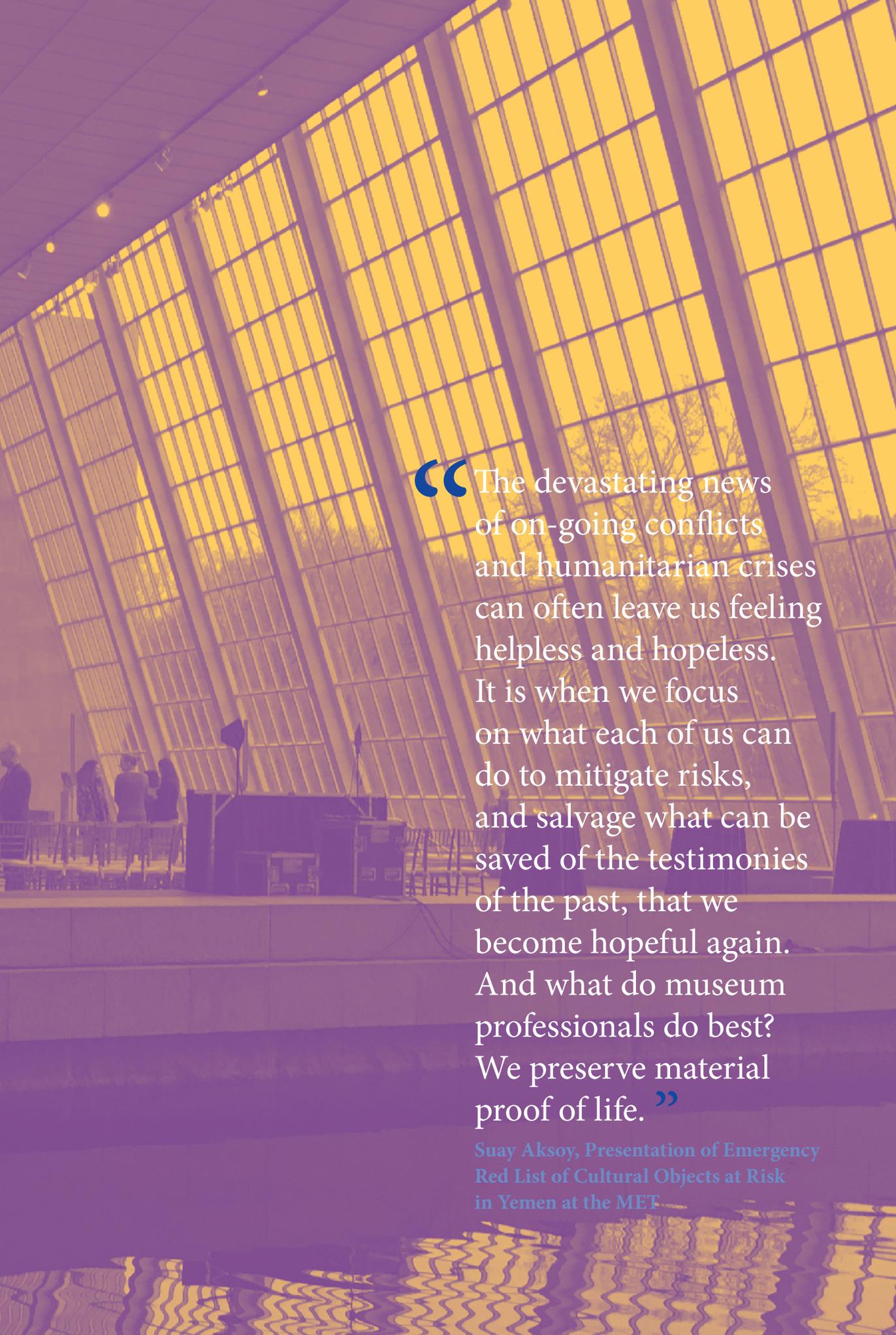
Natural History Museums  
in Time and Place  
5-8 November 2018  
Tel-Aviv, Jerusalem  
& Ramat Gan, Israel

**UMAC**

Audacious Ideas: University  
Museums and Collections  
as Change-Agents for a  
Better World  
21-24 June 2018, Miami, USA

# SUSTAINING THE MUSEUM





“The devastating news of on-going conflicts and humanitarian crises can often leave us feeling helpless and hopeless. It is when we focus on what each of us can do to mitigate risks, and salvage what can be saved of the testimonies of the past, that we become hopeful again. And what do museum professionals do best? We preserve material proof of life.”

Suay Aksoy, Presentation of Emergency Red List of Cultural Objects at Risk in Yemen at the MET

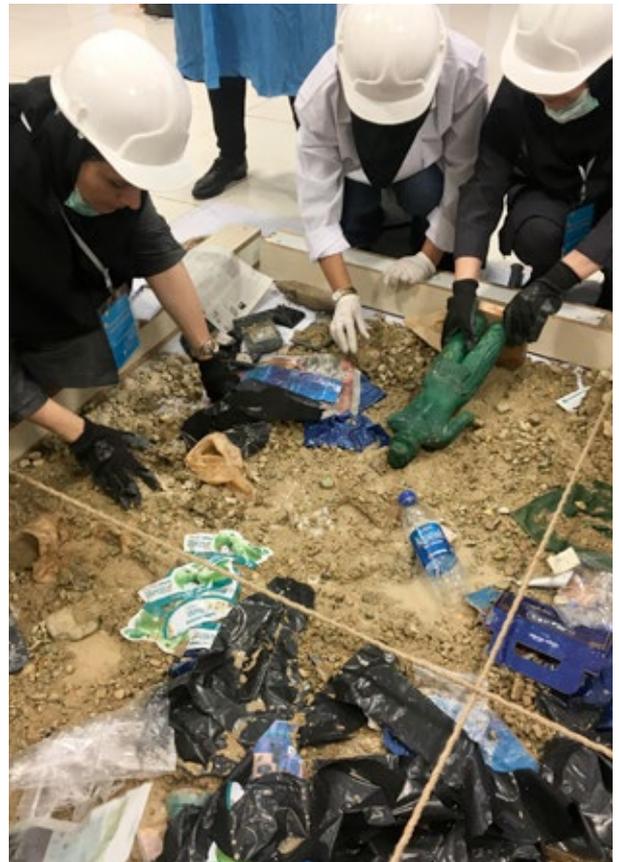


# THE ICOM SECRETARIAT'S INITIATIVES FOR CULTURAL HERITAGE PROTECTION

ICOM remained at the forefront of global initiatives for the protection of cultural heritage in 2018. In the face of instability due to political, social and economic factors, ICOM's work in the field of cultural property protection was more urgent than ever, taking multiple forms, from international conferences to publications, involving a number of expert partners.

Efforts to fight the illicit traffic of cultural goods are ongoing. ICOM's renowned series of *Red Lists of Cultural Objects at Risk* grew further with the publication of *the Emergency Red List of Cultural Objects at Risk – Yemen*, which was launched on 31 January at the Metropolitan Museum of Art in New York. The German translation of *the Emergency Red List of West African Cultural Objects at Risk* that had been funded by the Swiss Federal Office for Culture was completed in October, and revised with the collaboration of ICOM Germany, with a planned launch in 2019. Two Swedish translations of *Red Lists – Iraq and Syria* – were in preparation, thanks to funding from the *Världskulturmuseerna* (National Museums of World Culture in Sweden), and will be launched in 2019 as well. Work also continued on the planned *Red List* for South East Europe.

ICOM participated in the 10th International Symposium on the Theft and Illicit Traffic in Works of Art, Cultural Property and Antiquities of INTERPOL, one of its main partners for ensuring the effectiveness of the Red Lists, in





Hanoi in October. The meeting gathered 130 experts from 80 member countries, alongside participants from the private sector, academia, museums, and more than 20 non-governmental and international organisations. Particular focus was placed on the protection of cultural property in conflict zones, and the possible link between art theft and the financing of terrorism.

The ICOM International Observatory on Illicit Traffic in Cultural Goods, an information databank gathering resources on illicit traffic and the means to fight it, and a permanent international cooperative platform between law enforcement agencies, research institutions and other external expert stakeholders, remained active in 2018. In June, thanks to funding from the French Ministry of Culture, ICOM launched a French version that will strengthen the international impact of the Observatory.

# INTERNATIONAL COOPERATION IN THE FACE OF DISASTER

The capacity to respond to disasters, both natural and human-made, dealing blows to cultural and/or natural heritage, is of utmost importance in a world facing political upheaval and climatic change that unfortunately show no signs of slowing. The expertise and commitment of ICOM's network and global partners are invaluable for education and action in this arena.

The *ICOM Code of Ethics for Museums* states in articles 1.6 and 2.21 that museums should protect their collections against natural and human-made disasters. To this end, ICOM has developed programmes and forged alliances with international agencies and governments around the world for training, awareness-raising and concrete action on heritage in danger and post-disaster situations.

ICOM has developed programmes and forged alliances around the world for training, awareness-raising and concrete action on heritage in danger and post-disaster situations.

A seminar entitled 'The Integrated Protection of Movable Cultural Heritages from Disasters', jointly organised by ICOM Nepal, the Natural History Museum of Tribhuvan University and the US Embassy in Kathmandu, was held on 26 June in Kathmandu. The seminar drew 45 participants including museum professionals, academics, members of police forces and more. The subject of disaster relief continues to resonate strongly in Nepal and others struck by devastating natural disasters. The proceedings of the ICR's 2017 ICOM Project "Regional Museums" Role in Assisting to Rebuild Their Local Communities after an Earthquake' were published in 2018, including 14 contributions from colleagues from China, Greece, Italy, Japan, Nepal and Taiwan—countries with extensive experience in mitigating the effects of natural disasters. It was also published in a digital version, with 100 hard copies printed for distribution in Nepal.

ICOM Australia was involved in a Blue Shield symposium on 'Cultural Heritage, Climate Change and Natural Disasters' at the National Library of Australia on 29 and 30 January. Two Cultural Property Protection Expert Group roundtables were held in January and July to further discourse pertaining to cultural property protection, the Hague Convention and the possible ratification of the *First and Second Protocols* by the Australian government.

ICOM LAC organised a series of workshops on 'First Aid to Cultural Heritage in Times of Emergencies' in San José and Rey Curré, Costa Rica, from 12 to 16 February, drawing museum

With a focus on emergency preparedness and response, the objective was to guide participants to develop their own emergency plans for their home institutions.

professionals, civil protection first responders and community leaders. With a focus on emergency preparedness and response, the objective was to guide participants to develop their own emergency plans for their home institutions. Hosted by ICOM Costa Rica in partnership with the country's Ministry of Culture, and in cooperation with the EU-LAC Museums Project, the workshops were attended by 65 participants.

A three-day training workshop on 'Managing Museums in Times of Crises' was held from 11 to 13 September in Iran, in coordination with ICOM Iran. The 25 participating museum professionals attended sessions entitled 'Understanding Risk Management', 'Being Prepared: How to Identify Potential Risks', and 'Responding to Crises and Emergencies', and one of the programme highlights was a practical exercise on the salvaging and recovery of cultural heritage, providing the opportunity for participants to learn about first aid for cultural heritage, stabilisation, documentation, packing and storing.





ICMS devoted its annual conference to ‘Disaster Planning’, held in Nairobi from 17 to 19 September. Sessions addressed a range of topics, from ‘Flooding’ to ‘Moving Antiquities When a Disaster Happens’, ‘The Future of Security’, and more. Following the conference, ICMS hosted a training workshop on disaster planning guidelines, geared for museum professionals from the African continent, and attended by 28 participants from Kenya, Tanzania, Uganda and Zambia.

ICOM-ASPAC’s 2018 annual meeting was on the theme of ‘Cultural Heritage for a Sustainable Future—Natural Disasters and Museums’. Hosted at the Kyushu National Museum in Japan on 1 and 2 December and attended by the ICOM President, the event drew 140 participants, for talks and panels that addressed disaster prevention for cultural properties in Japan and Korea; the objectives and significance of World Tsunami Day (5 November) and the World Tsunami Museum Conference (30 November); heritage theft in Nepal; earthquake disasters and response in the National Museum of Taiwan History, and more. ICOM-ASPAC voiced its commitment to promote sharing, expertise and best practice on disaster risk management on local, national, regional and international levels.

# SUSTAINABILITY

Museums are perfectly positioned to address and enhance sustainability as they are able to work with communities to raise public awareness, support research and knowledge creation to contribute to the well-being of the planet and societies for future generations. But the term sustainability also applies to the health of museums themselves in order to be able to carry out their core missions and position themselves as vital societal agents.

The creation of ICOM's Working Group on Sustainability in 2018 was important in formalising ICOM's advocacy in this respect, which had already taken shape in recommendations as early as 1971, while wide ranging discussions and initiatives throughout the network addressed various aspects of sustainability.

At the Museo Nacional de Ecuador in Quito from 24 to 26 October, ICOM Ecuador hosted the Andean Summit of Museums of the Americas. Organised with the support of UNESCO, this highly anticipated event drew specialists and museum directors from South, Central and North America for presentations, panels and excursions centred on the theme of 'Financing and Sustainability of Museums and Communities'. Creative approaches to economic sustainability for museums, their social functions and responsibilities, and the development and implementation of educational projects were among the subjects addressed by speakers.

Speakers highlighted issues of social inclusion, museums as keepers of traditions and values for future generations, and their role in promoting tolerance and respect for cultural diversity.

ICOM Georgia, in partnership with ICOM Europe, organised an International Forum and Regional Workshop on 'Museums for the Sustainable Development of the Society' as a SAREC-funded ICOM Project, from 1 to 4 July at the Georgian National Museum in Tbilisi. ICOM President Suay Aksoy delivered a keynote address on this subject, calling it "an opportunity and duty for museums"; and other speakers highlighted issues of social inclusion, museums as keepers of traditions and values for future generations, and their role in promoting tolerance and respect for cultural diversity.



The subsequent workshop gave the 25 participants from the South Caucasus region the opportunity to deepen reflection on the theoretical and practical aspects of these questions, applying this learning back in their home institutions.

ICOM Switzerland centred its annual conference, co-organised with the Swiss Museums Association in Lausanne, around the theme of 'Sustainable Development', and devoted issue no. 13 of its journal, *Museums.ch*, to the same topic. Contributions examine the ways in which museums are able to incorporate sustainable development into their critical reflection on cultural heritage, noting the pressure that museums often face to adopt such strategies and agendas. The challenges and opportunities of doing so are presented, from the points of view of natural history museums and local and regional museums. The roles of cultural mediation, conservation and digitisation in the realm of sustainable development also feature in the issue.

# ROUNDTABLES, WORKSHOPS AND TRAINING ACTIVITIES ON CULTURAL HERITAGE AT RISK & CRISIS MANAGEMENT



**MORE THAN 1000 PARTICIPANTS**

## **ICEE & ICFA**

ICEE ICFA Annual  
Conference 'Cultural  
Heritage: Transition  
and Transformation'  
11-17 November 2018  
Madrid & Barcelona, Spain

## **ICMS**

Workshop 'Disaster Planning'  
14-18 September 2018  
Nairobi, Kenya

Training activity 'How  
museums can improve their  
organization faced to risk?'  
8 November 2018, Paris

## **ICOM ASPAC**

ICOM-ASPAC Annual  
Meeting 2018 'Cultural  
Heritage for a Sustainable  
Future—Natural Disasters  
and Museums'  
1-2 December 2018, Kyushu, Japan

## **ICOM AUSTRALIA**

'The Cultural Heritage,  
Climate Change and Natural  
Disasters' symposium  
with Blue Shield Australia  
29-30 January 2018  
Canberra, Australia

## **ICOM AUSTRIA**

ICOM Palmyra-Talks 'The  
Carabinieri Command for the  
Protection of Cultural Heritage  
and the Italian Task Force  
'Unite4Heritage''  
18 January 2018, Vienna, Austria

ICOM Palmyra-Talks  
'The Buddhas of Bamiyan'  
4 April 2018, Vienna, Austria

ICOM Palmyra-Talks  
'Sunken Heritage'  
14 June 2018, Vienna, Austria

ICOM Palmyra-Talks  
'Egyptian Heritage in Danger'  
27 September 2018, Vienna, Austria

OSCE— South Eastern  
Europe Roundtable  
'Prevention of the illicit  
trafficking in cultural property'  
20 October 2018, Bari, Italy

## **ICOM BOLIVIA**

Workshop 'Illicit Trafficking  
and Protection of Cultural  
Property of the Plurinational  
State of Bolivia'  
and Presentation 'Red List  
of Cultural Property in Danger  
of the Plurinational State  
of Bolivia'  
9-10 August 2018, La Paz, Bolivia

## **ICOM BOSNIA**

TAIEX Workshop 'Fighting  
Illicit Trafficking of Cultural  
Property'  
26- 27 April 2018, Sarajevo, Bosnia

## **ICOM BRAZIL**

Seminar 'the Protection  
and Circulation of Cultural  
Property: Combating Illicit  
Trafficking'  
4-5 June 2018, São Paulo, Brazil

## **ICOM CAM**

Workshop 'Human Remains  
Management in Southern  
Africa'  
22-23 March 2018  
Windhoek, Namibia



### ICOM CAMEROUN

Workshop on the 'Fight against illicit trafficking of cultural goods in Central Africa'

4-6 September 2018  
Yaoundé, Cameroun

### ICOM-CC

Workshop 'Care of collections—a global journey of concerns and approaches'

19-21 November 2018  
Fuzhou, China

### ICOM FRANCE

Training activity 'How museums can improve their organization faced to risk?'

8 November 2018, Paris, France

### ICOM ITALY

Crowdfunding campaign 'Adopt a Museum'

Ongoing since 2017

### ICOM IRAN

Training Workshop 'Crisis Management in Museums'

11-13 September 2018, Tehran, Iran

### ICOM IRELAND

Series of meetings for cultural heritage groups with ICOM, the Heritage Council, the Blue Shield, ICOMOS, and ICCROM

### ICOM LAC

Workshops on 'First Aid to Cultural Heritage in times of Emergencies'

12-16 February 2018  
San José & Rey Curré, Costa Rica

### ICOM NEPAL

Seminar on 'the Integrated Protection of Movable Cultural Heritages from Disasters'

26 June 2018, Kathmandu, Nepal

### ICOM MACEDONIA

Conference co-organised with the Forum of MNC Blue Shield 'Implementation of European standards and measures for dealing with the risk of natural disasters and other accidents Cultural Heritage'

16 May 2018  
Demir Hisar, Macedonia

### ICOM RUSSIA

Discussion 'Contemporary Space of the Museum—the Space of the Security'

1 June 2018, Moscow, Russia

### ICOM UK

SARAT (Safeguarding Archaeological Assets of Turkey) and Blue Shield

Ongoing since 2018

### SECRETARIAT

INTERPOL 10th International Symposium 'Theft and Illicit Traffic in Works of Art, Cultural Property and Antiquities'

17-19 October 2018, Hanoi, Vietnam

CONNECTIONS

THE MUSEUM





“The technological revolution has presented new social responsibilities for the global museum community.”

Inkyung Chang, member of ICOM's Executive Board and Founding Director of the Iron Museum, International Museum Day 2018



# IMD 2018 AND 'HYPERCONNECTED MUSEUMS' AT ITS HEART

The 2018 edition of International Museum Day (IMD) was a resounding success. Celebrations around the theme 'Hyperconnected Museums: New Approaches, New Publics' were held in 143 countries and territories around the globe, with national events in 92 countries.

Museums are spaces for creating many different types of connections: with communities, cultural landscapes and their natural environment. The 2018 IMD theme encompassed the ways in which today's museums are changing their approach to their collections, using technology to explore and strengthen all of these connections. As museums discover ways of reaching beyond their core audiences, they are also creating new forms of engagement and new ways of interpreting and presenting their collections, with a firm focus on diversity.

Museums seized this opportunity to organise a wealth of innovative activities, many of which spilled beyond museum walls into surrounding communities and the virtual sphere, multiplying interactions on all continents. The Nairobi Gallery in Kenya held celebrations with special audiences in mind: encounters were organised between older people and children aged 7 to 12, including children from impoverished areas and orphanages, with a focus on the transmission of indigenous knowledge from older to younger audiences through traditional crafts and storytelling. The Egyptian Museum in Cairo hosted a virtual visit for Vietnamese schoolchildren, and in Australia, a Wikipedia Editathon was held to create pages for Victorian museums and galleries who did not yet have one. Visitors to the Museo de Arte Contemporâneo da Universidade de São

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Paulo in Brazil were encouraged to record a minute-long video introducing their favourite artwork by a woman artist. And in Shanghai, a metro train was decorated in the colours and patterns of the 2018 IMD poster.

Alongside the events organised by museums, ICOM committees held conferences and workshops for professionals inspired by the IMD theme. In Mexico, for instance, where an agreement was signed with the Head of Government of the Federal District declaring May as ‘Museums Month’ in Mexico City, several different gatherings were organised: a joint ICOM Mexico/UMAC conference on ‘Hyperconnected Collections and University Museums’ was held on 17 May in Mexico City; a symposium co-organised by ICOM Mexico with the Museum of Memory and Tolerance, with the involvement of major Mexican museums, was held on 21 May in Mexico City; and a joint ICOM Mexico/CECA conference took place on 31 May.

Other events were held in the months prior to and following International Museum Day. The DEMHIST committee in Portugal devoted its national meeting to the IMD theme, held on 23 and 24 February at Casa-Museu Frederico de Freitas in Funchal, Madeira, also drawing colleagues from Italy and Spain. ICOM Serbia, in cooperation with ICOM SEE, ICOM Republic of Macedonia and ICOM Bosnia and Herzegovina, held a regional seminar on ‘Hyperconnected Museums: Challenges of Digital Communication’ on 18 and 19 October in Belgrade. ICOM Armenia organised a regional workshop on ‘Digital Engagement in Museums and Community Well-Being’, with the participation of museum professionals from Armenia, Georgia, Iran and Russia, from 8 to 10 November.

# RENEWED COMMUNICATION TOOLS TO BRING THE NETWORK FORWARD

ICOM's communication tools continued to develop and improve over the course of 2018, the outcome of strategic measures taken by ICOM's governing bodies and at the initiative of individual committees seeking to strengthen their social media presence, overhaul their publications, and in general, speak up more effectively to members and broader museum audiences.

ICOM Spain undertook the second phase of its web renovation project, enhancing the dissemination and promotion of its activities online, in particular through the 'Window on Museums' page, dedicated to ICOM's institutional members in Spain. The website received a total of 152,224 page visits in 2018. The Spanish committee furthermore revamped the design of its *ICOM CE Digital* magazine, inaugurated with issue n° 14, entitled 'Museums and Gender: And Men?', which examines subjects ranging from the male nude to masculine, homosexual and queer sexualities, and the crisis of masculinity. ICOM Finland also overhauled its website, with the aim of providing better service to its members, as well as insights and information for everyone interested in the museum world.

ICOM UK continued to grow its social media presence and engagement through its Twitter account @ICOM\_UK, which has attracted over 6,300 followers and maintains a consistently high rate of engagement. A volunteer was recruited to develop and deliver an online campaign for IMD 2018—the first time the committee undertook such an initiative, which proved essential to the success of celebrations in the UK. COMCOL, meanwhile, was active on Twitter

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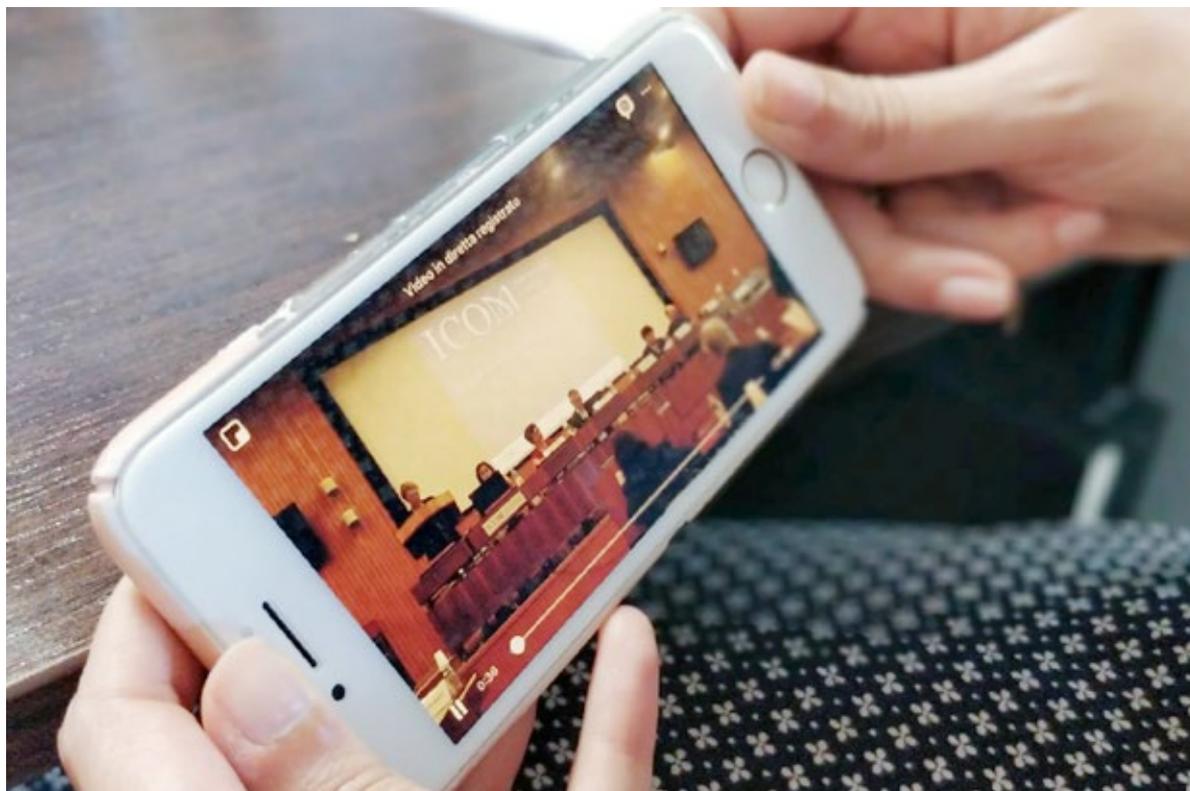
for the first time on the occasion of its September annual conference on 'Contemporary Collections: Contested and Powerful' in Winnipeg, and ICOM Venezuela created five different hashtags on the occasion of IMD to share good practices in museums on social media. This increased social media activity by the committees allows for effective interaction with ICOM's official accounts, facilitating communication on the wealth of events and work undertaken within the network.

Committees have innovated to allow their learning tools to reach broader audiences: ICEE, for instance, developed a series of webinars in 2018, with three 60-minute live web seminars successfully executed over the course of the year. Showcasing relevant examples of best practices and innovation in the exhibition and museum field, all of these featured interactivity and access to resources, with guidelines available for hosting Webinar Watch Group Events. They were recorded and archived for later access.

Vol 70 N° 277–278 of *Museum International* was dedicated to 'Museums in a Digital World'. In this issue, authors examine the opportunities that digital technology has provided museums in terms of accessibility, inclusion and the democratisation of culture, and the various strategies and creative initiatives that museums have developed to adapt to this changing environment.

The newly redesigned ICOM website was launched in July, with a whole new set of features and tools for ICOM members.

The newly redesigned ICOM website was launched in July, with a whole new set of features and tools for ICOM members. In its first six months, page views increased by 20.71% and users by 25.93%, thanks to this improved platform, offering some 14,000 resources for research, the conservation and transmission of vital knowledge in the museum and heritage field that have been centralised and may be accessed through a high-powered search engine. ICOMMUNITY has been replaced by a new members' section integrated into the website. This provides access to a personalised dashboard and offers the possibility to add events, promote calls for papers, prepare meetings, add publications to the database, list and apply for job offers, apply for grants, submit articles and join an International Committee. Through these new tools, the website facilitates access to information, and exchanges among ICOM members, strengthening the professional network. ICOM's social media channels are also integrated into the site, making it simple to keep up with the very latest network news and activities—including the ICOM Instagram account, targeting young people, which was started on 1 March and has so far seen good results, with 3,400 followers, 104 photos, 7 videos and 115 stories in 2018.



Also in 2018, for the very first time, the ICOM Annual Meetings were broadcast via Facebook Live, making them accessible to the widest number of members possible. In total, more than 2,000 people watched the live stream—eight times the capacity of the conference room!

The keynote speech by artist Fred Wilson, the General Assembly, and the vote on the 2022 ICOM General Conference host city were shown live during this annual event, held from 6 to 9 June in Paris. Participation via Twitter and Instagram using the hashtag #JuneMeetings was also encouraged—so many efforts to optimise ICOM’s reach for engagement in the vital discussions that take place on social media.

# EXPANDING ICOM'S NETWORK

ICOM's presence around the globe continued to expand in 2018, through outreach efforts by committees and events that raised the visibility of the network, increasing membership figures, tightening bonds between ICOM committees and national museum organisations, and positioning ICOM more strongly in the world of cultural heritage and cultural diplomacy.

The success of IMD activities in Haiti led to the creation of the group 'United Haitian Museums', gathering institutional members of ICOM Haiti as well as museums that are not yet members, to harness the momentum gained in the country in 2018. ICOM US also undertook an effort to promote ICOM membership and raise awareness on international museum issues for non-member US museums, through the presence of board members assigned to attend the various regional and affiliate museum conferences in the country as representatives of ICOM. Membership in the US rose to record numbers in 2018: 2,028 individual and institutional members, up from 1,762 in 2017. A short series of questions added to the committee's renewal form has allowed for feedback on how membership experience can be improved, helping with member retention. A number of other National Committees saw their membership rise as well, in a year in which individual membership rose by 9.4% to a total of 41,677 individuals, while institutional membership came to 3,009. ICOM Pakistan attracted 17 new members in 2018, bringing the country's total to 101 individuals and institutions. ICOM Finland drew 53 new members to its overall membership of some 1,000 individuals and institutions and ICOM France drew 650 new members, bringing membership to a total of 4,845 individuals and institutions.

ICOM Colombia meanwhile doubled its total membership between 2017 and 2018, from 74 to 146 members, having defined the strategic objectives of enhancing membership value, service, communications and capacity-building. This coincided with the first Regional Meeting of Public Policies of Museums, organised through an ICOM Project undertaken in partnership with ICOM Peru, which was hosted at the Museo Colonial in Bogota on 30 and 31 May. Experts from Peru, Chile, Brazil, Ecuador and

Colombia were in attendance, with the objective of discussing and shedding light on museum-related public policies in different Latin American countries for a comparative panorama of their concrete results.

ICOM Kenya and ICOM Tanzania, the two ICOM National Committees in East Africa, hosted a 'Revival, Revamp, Growth and Sustainability Workshop', funded by an ICOM Project grant as part of a comprehensive strategy to boost membership in the region, also encompassing Ethiopia, Uganda, Rwanda, Burundi, South Sudan, Somaliland and Somalia. The workshop drew 45 participants who attended sessions on the culture, heritage and museums of the East African region, as well as on various aspects of ICOM, from history, activities and programmes to membership requirements, opportunities and benefits. Uganda, Rwanda and Ethiopia subsequently initiated efforts to establish their respective National Committees, with the long-term goal of creating a Regional Alliance for East Africa. Museum professionals from Uganda had already held two meetings in Kampala prior to this, preparing the creation of the committee in 2019.

International Committees boosted their membership by 17.3% overall, with 18,974 members enrolled in 2018—16,854 individual and 2,120 institutional. This represents an impressive 42.5% of total ICOM members, furthering knowledge, and the sharing of expertise and experiences in their respective museum specialities.

ICOM's focus on creating a vital space within the network for emerging museum professionals will ensure continued growth and dynamism in the coming years and decades. The Museums and Relevant Products and Technologies Exposition (MPT-EXPO), launched by ICOM China and other partners in 2004, has turned into a landmark event on the museum field's annual agenda, fostering important encounters among professionals for knowledge sharing and best practices, as well as with the general public. In 2018, the MPT-EXPO drew some 10,000 professional attendees from 39 countries, and over 90,000 public visitors. On this occasion, ICOM, ICOM China and Fuzhou Municipal People's Government jointly organised the 2018 International Forum of Young Museum Professionals on the theme of 'Museums as Cutting-Edge Spaces', emphasising the critical role of the emerging generation of professionals for the museum field.

ICOM's focus on creating a vital space within the network for emerging museum professionals will ensure continued growth and dynamism in the coming years and decades.

Bridging traditional and innovation, ICOM's network is reinvigorating itself in new ways every year, providing a platform for fresh and familiar voices to ring out on the global cultural landscape for the benefit of museums, and those who help them thrive.

# INTERNATIONAL MUSEUM DAY 2018



# Hyperconnected museums

## New approaches, new publics

May 18<sup>th</sup> 2018



Ecuador



India



Dominican Republic



Korea



Puerto Rico

# INTERNATIONAL MUSEUM DAY 2018



Burkina Faso



Nepal



Irak



Egypt



Macao



Mexico



South Africa



Oman

# INTERNATIONAL MUSEUM DAY 2018 SOCIAL NETWORK HOT SPOTS



@atencioncultura

Follow

Con la campaña  
#EnElMuseoMeConectoCon MinCultura  
celebra el Día Internacional de los Museos  
este 18 de mayo e invita a los colombianos  
a visitarlos y a reflexionar sobre  
los enfoques y conexiones que los llevan  
a conquistar nuevos públicos.

06:16 - May 15<sup>th</sup> 2018

1 retweet 1 like

@SMPizarro

Follow

@IcomOficial Chile en la ceremonia de celebración  
del Día Internacional de los Museos, en el Museo  
Aeronáutico y del Espacio. Excelente !!!!

11:30 - May 18<sup>th</sup> 2018

1 like

@UNIraq

Follow

(اليوم العالمي للمتاحف (18 أيار/ مايو)  
والهدف من اليوم العالمي للمتاحف هو إذكاء الوعي بحقيقة  
أن "المتاحف وسيلة هامة للتبادل الثقافي وإثراء الثقافات  
وإنماء التفاهم المتبادل والتعاون والسلام بين الشعوب  
#MuseumDay #العراق

08:21 - May 18<sup>th</sup> 2018

2 retweets 5 likes

@MOMAT60th

Follow

【美術館】\今日は無料観覧日!/:本日18日は国際博物館の日!「MOMATコレクション」展が無料でご覧いただけます。(横山大観展は有料)夜間開館日のため、20:00(入館は19:30)までご覧いただけます。

17:30 - May 17<sup>th</sup> 2018

54 retweets 105 likes

@mcstkorea

Follow

5월 18일은 '세계 박물관의 날'입니다. 이 날을 기념해, 국립중앙박물관에서 오늘(5/11)부터 5월 20일까지 다양한 행사를 준비했어요!

'2018 박물관·미술관 주간' 국립중앙박물관 행사 일정을 아래 링크에서 자세히 알아보세요.

17:20 - May 10<sup>th</sup> 2018

13 retweets 15 likes

@DitsongMuseumSA

Follow

Ditsong Museums together with CoT and GeoScience museum hosting the main launch for International Museum Day at Ditsong National Museums of Cultural History.  
#internationalmuseumday #museumday

06:26 - May 18<sup>th</sup> 2018

2 retweets 3 likes

# SOCIAL NETWORKS IN 2018: FACTS & FIGURES

## FACEBOOK



**+6,660 followers (+43%)**

Milestone: reached 20,000 followers  
2 live streaming of the Annual Meetings:  
General Assembly and Keynote

## INTERNATIONAL MUSEUM DAY



People read about International Museum Day  
977,000,000 times in **41 languages**,  
50,000 Facebook posts, Tweets,  
YouTube videos, 20,000 news articles

## TWITTER



**+9,7% (+5.600 followers)**

Milestone: reached 20,000 followers  
Live coverage on social media of 8 ICOM  
Committees and partners events

## INSTAGRAM



**3,400 followers**, 104 photographs

7 videos, 115 stories  
Milestone: opening of the Instagram in march 2018

## NEW ICOM WEBSITE



**+25,93% users (+20,71% pages views)**

**33 news articles** published in 2018  
5 collaborations with external authors and committees  
for Indigenous People's Day, World Refugee Day  
and the 100-year anniversary of WW



## CAMPAIGNS

3 successful hashtag campaigns launched in 2018!

## INTERNATIONAL WOMEN'S DAY



**#WomenInMuseums**

Campaign to promote the equality of representation  
and professional opportunities in museums

594 tweets  
105 Facebook posts  
177 Instagram pictures  
Hashtag reach: **4,5 million people**

## INDIGENOUS PEOPLE'S DAY



**#IndigenousDay**

Campaign to strengthen the collaboration  
between museums and indigenous communities  
3 articles (2 from *The Future of Natural History  
Museums*) published on ICOM's website  
Social media campaign

## MUSEUMS AND LOCAL DEVELOPMENT



**#SustainableMuseums**

On the occasion of the launch of the *ICOM OECD Guide  
for Local governments, communities and museums*.

12 pictures and one video across all social media  
channels, hashtag reach: **2,3 million people**  
Total Live Tweet conference coverage reach: **2 million**

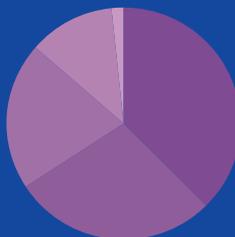
# ACTIVITIES & PROJETS

## PUBLICATIONS

---

Total amount: €74,479

- Museum International
- Museum Basics
- Audit of archives
- Code of ethics
- Other costs



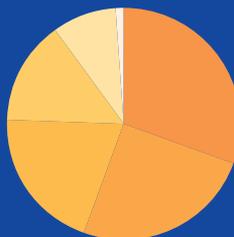
## HERITAGE PROTECTION AND TRAINING

---

Total amount Heritage Protection: €75,435

Total amount Capacity Building: €80,982

- Training in Qatar
- Red Lists
- International Training Centre
- New database for Red Lists
- Observatory on Illicit Traffic in Cultural Goods
- Training in Iran

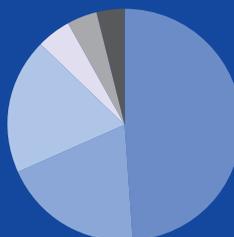


## SUPPORT TO THE NETWORK

---

Total amount: €366,916

- Subsidies for the International Committees
- Bursaries allocated to attend the Annual Meetings
- Special projects funded
- Subsidies for the Regional Alliances
- Bursaries allocated to the Standing Committees
- Bursaries to attend the Executive board meeting



# KEY FINANCIAL DATA FOR 2018

ICOM's membership dues reached €3,709,255 in 2018, representing an increase of 9.65%. This increase is mostly due to an increase of number of members amounting to 44,686 in 2018.

In 2018, ICOM received a total amount of €464,290 from:

– French Ministry of Culture and Communication	€20,000
– Subsidy from the Getty Foundation to fund the bursaries for the 2019 General Conference in Kyoto	€75,000
– Subsidies directly allocated to the International Committees	€11,506
– Donations from the ICOM Foundation	€240,685
– The National Museums of World Culture (NMWC)	€15,000
– The ICOM Endowment Fund	€97,099
– Werkplaats Immaterieel Erfgoed (Tapis plein)	5 000 €

Account aggregation consists of assembling the accounting of several entities to assess the economic, financial situation and the assets of a group.

## 2018

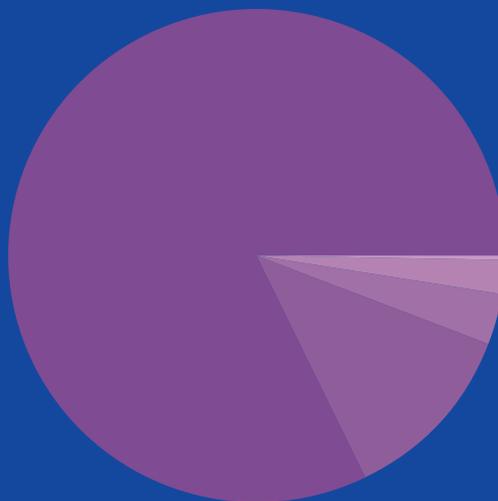
Resources	4,405,140
Minus operating expenses	1,588,872
Minus salaries, social charges and taxes	1,727,697
Minus depreciation expenses	122,642
Operating result	965,929
Joint operations	101,982
Financial income	10,398
Financial expenses	78,481
Financial result	-68,082
Exceptional result	2,890
Final result	1,002,720
Average staff number	26

All figures expressed in euros

# BREAKDOWN OF INCOME AND EXPENSES FOR 2018

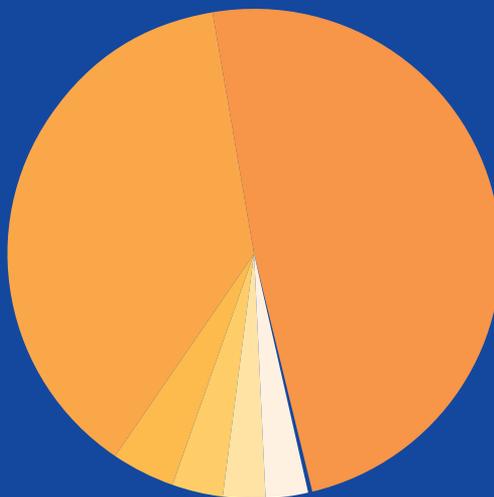
## REVENUES

- Membership dues
- Subsidies
- Other income
- Joint operations
- Financial income
- Exceptional income



## EXPENSES

- Salaries, social charges and taxes
- Operating expenses
- Expenses allocated to the programmes, capacity building, museums and society
- Support to the network
- Financial expenses
- Depreciation and provision
- Exceptional expenses





### Print on PEFC paper

The PEFC (Promote Forest's Sustainable Management) certification guarantees consumer goods comes from sustainable sources and engages people to participate in sustainable and responsible consumption.

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- Austral University of Chile
- Blue Shield International
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- European Union
- ICA – International Council on Archives
- ICCROM – International Centre for the Study of the Preservation and Restoration of Cultural Property
- ICOMOS – International Council on Monuments and Sites
- IFLA – International Federation of Library Associations and Institutions
- INTERPOL – International Criminal Police Organization
- Louis Vuitton Foundation
- MDG – Millennium Development Goals
- National Folk Museum of Korea
- National Museum of Archaeology, Lisbon
- National Museum of Costa Rica
- OECD – Organisation for Economic Co-operation and Development
- Palace Museum, Beijing, China
- Pontifical Catholic University of Peru
- Qatar Museums, Qatar
- SCWS – Science Center World Summit
- Smithsonian Institution
- The Metropolitan Museum of Art
- UNESCO – United Nations Educational, Scientific and Cultural Organization
- UNIDROIT – International Institute for the Unification of Private Law
- University of St Andrews, Scotland
- University of the West Indies, Jamaica, Barbados, Trinidad and Tobago
- University of Valencia, Spain
- WCO – World Customs Organisation
- Werkplaats immaterieel erfgoed
- WIPO – World Intellectual Property Organization

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