



## PRESS RELEASE

Paris, 14 October 2010:

### Launch of International Museum Day 2011 'Objects tell your story'

The worldwide community of museums will celebrate International Museum Day around May 18, 2011. **Museum and Memory** is the **theme** of International Museum Day 2011. Museums store memory and tell stories. They have numerous objects in their collections that are basic to the memory of the communities we live in. These objects are the expressions of our natural and cultural heritage. Many of them are fragile, some endangered and they need special care and conservation. International Museum Day 2011 will be an occasion for visitors to discover and rediscover individual and collective memory.

Memory is a preoccupation for organisations beyond the museum community. ICOM has therefore initiated close **institutional partnerships** with the UNESCO Memory of the World Programme (World Documentary Heritage), the Co-ordinating Council of Audiovisual Archives Associations (CCAAA), the International Council of Archives (ICA), the International Council of Monuments and Sites (ICOMOS) and the International Federation of Library Associations (IFLA).

IMD 2011 will focus on the **African continent** whose cultural contribution to the world is often unknown and deserves to be promoted.

The **International Council of Museums (ICOM)** established **International Museum Day** in 1977 to encourage public awareness on the role of museums in the development of society. Momentum has been rising unabated ever since. In 2010, International Museum Day garnered record-breaking participation with almost 30,000 museums hosting events in more than 95 countries.

**Download the official poster on ICOM's website:**  
**<http://icom.museum>**

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## ICOM in short

Created in 1946, ICOM (International Council of Museums) is an international non-governmental organisation maintaining formal relations with UNESCO. Within the United Nations, ICOM has a consultative status with the Economic and Social Council. ICOM is the only international organisation representing museums and museum professionals on a global level.

ICOM is:

- ◉ A diplomatic forum made up of representatives from 137 countries and territories
- ◉ Standards of excellence for museums including ethics (*ICOM Code of Ethics for Museums*)
- ◉ A unique international network of more than 30,000 museum professionals around the world
- ◉ A think-tank composed by 31 International Committees which represent museums' specialties
- ◉ Missions of international public service notably in the fight against illicit traffic of cultural property and emergency programmes in case of natural disasters or armed conflicts.

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

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