



select contributions, and the authors of these will be invited to submit their full papers by 15 November, 2013. At least one author of each selected paper must attend the conference to present and discuss his or her work.

The full selection criteria and deadlines can be found on the conference website: [www.icom-cc2014.org](http://www.icom-cc2014.org)

### Decoding: Mia Couto and Ulpiano Meneses confirmed for ICOM Rio 2013



Cidade das Artes: The General Conference venue © Bob Wilson

Two guest speakers have confirmed they will attend the [ICOM General Conference in Rio](#) : Mozambican writer Mia Couto, and Ulpiano Meneses, former director of several Brazilian museums. Both will address the theme *Museums (Memory + Creativity) = Social change* in keynote speeches at the event, which will be held from 10 to 17 August in Rio de Janeiro.

A resident of Maputo, Mozambique, and author of works published in more than 22 countries, Mia Couto is a writer, journalist and biologist whose unique style, peppered with neologisms and word-plays, is a quest for memory as a

remedy for oblivion and acculturation.

Professor Ulpiano Meneses, former director of the Paulista Museum, argues that the greatest challenge for museums is to attract visitors and ensure loyalty, which requires creativity.

Dominican-American writer Julia Alvarez's presence is still to be confirmed. Her main inspiration is her own memories divided between two cultures, which depict the feminine universe in the US and in the Dominican Republic. Irina Bokova, Director-General of UNESCO, is also expected to speak on the challenges facing museums and the cultural field in general during the closing ceremony.

The keynote speeches will take place on **12, 13 and 14 August** in order to incite debate among museum professionals and inspire them in their daily work.

For further information, please refer to the [General Conference programme](#) , which is updated regularly.

### Museum News: A “made in Blackitude” heritage school in Cameroon



Musée La Blackitude in Yaoundé © Christian Nana

In order to highlight the richness and variety of Cameroon's cultural heritage and to ensure its dissemination to a larger public, the *Musée La Blackitude* in Yaoundé has created two concepts targeting schools: Heritage Classes and Recess in the Museum. These training and education modules aim to attract visitors and encourage repeat visits, but also to foster experience and cultural knowledge, and its transmission to younger generations. The programmes are also intended to raise awareness of current social issues such as remembrance and social progress.

The programme includes debate sessions, workshops and film screenings, which are carried out in schools and university campuses, but also in villages and chiefdoms, with a simple motto: sharing know-how and interest in preserving and sharing heritage. The main objective is to raise awareness of heritage in context.

### Participate in: ICOM at the AAM 2013 Annual Meeting and MuseumExpo in Baltimore

The 2013 American Alliance of Museums (AAM) Annual Meeting and MuseumExpo will take place in Baltimore, Maryland from 19 to 22 May. Following its presence at the MuseumExpo in 2012, ICOM will once again occupy a booth (#1251), which US members looking to connect with the ICOM network are encouraged to visit.

Among the sessions organised by ICOM US at the event are two idea forums:

- **“Museums and Restitution: Law, Ethics and the 1970 UNESCO Convention” on Sunday, 19 May from 2pm to 3:15pm**, which will provide a basic explanation for museum professionals of the 1970 UNESCO Convention and the Convention on Cultural Property Implementation Act, as well as information and clarity about the ICOM, AAM and AAMD ethics guidelines for collecting archaeological objects.

- **“Global Focus: Stories of Museums and Armed Conflict” on Tuesday, 21 May from 3:15pm to 4pm**, which will provide information on the ICOM Disaster Relief for Museums Task Force and its efforts to monitor and provide assistance during armed conflict, as well as on the US Committee of the Blue Shield and the Blue Shield network dedicated to the implementation of the 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict.

ICOM US has also planned a series of events with the aim of meeting its members and international attendees.

Full programme at <http://www.aam-us.org/am13>

### Publications: Museums Open Doors - ICOM Peru



This DVD is a television broadcast produced by TV Peru in cooperation with ICOM Peru. The programme, called *Museos Puertas Abiertas (Museums Open Doors)*, focuses on academic and archeological research on excavations and funerary practices, which teaches us about Pre-Columbian civilizations.

Throughout the programme, museum professionals speak of the importance of preserving and spreading cultural knowledge on specific Peruvian indigenous groups, in particular Lambayeque Culture. By exploring the *Museo Nacional Sican* and the archeological site *Museo Tumbas Reales-Huaca Rajada* in the Pomac Forest Historical Sanctuary, visitors become aware of the ancestral heritage of this ethnic group.

This production highlights the work carried out by ICOM Peru in fostering the country's rich cultural heritage such as ancient ceramic and gold artefacts, representing traditions and history as a way of discovering the past.

ICOM Peru's blog: <http://comiteperuanoicom.blogspot.fr/>

### IMD: ICOM partners with The Roland Collection



For **International Museum Day 2013**, ICOM is partnering with the Roland Collection of Films on Art for the ART HOPPING project from 12 to 31 May.

This project will allow museums to enhance their wide range of activities for IMD by providing visitors with 39 free films about art.

ART HOPPING takes the viewer through a large cinematic landscape with two different sets of film, one with English-language commentary and another without any narration or text, suitable for non-English-speaking audiences as well as the hearing-impaired. In total, **17 hours of free cinema are available**.

ART HOPPING provides posters in English, Spanish, French and German. A customisable version without text is also available, enabling museums to create posters in their local language. Each ART HOPPING poster contains several QR codes that instantly call up films selected from the Roland Collection. By pointing their smartphones at the familiar square pattern, visitors can hop from one film to another. Access to the selected films is immediate and streaming does not require log-in or navigation via a website.

If they wish to do so, museums can distribute the poster at the entrance or in schools, libraries, gardens, and forward posters electronically to their entire membership and volunteer base. They can place the QR codes in the museum for visitors to find them during their visit, or on their website, as QR codes can be scanned just as easily on a screen. They may also present the films on small screens in the museum.

The Roland Collection covers all royalties and distribution costs for museums participating in International Museum Day. All museums may take part in this project by offering this free activity to their visitors during International Museum Day.

[More information on Art Hopping](#)

[View list of films available](#)

### Rio 2013: Calling ICOM's amateur photographers!

If you are an active member of ICOM and have attended annual meetings of your committee, ICOM General Conferences, field visits with your colleagues, etc., and taken photos at these events, please share them with us! Through these photos, we intend to preserve ICOM's visual memory and show the human facet of the General Conference. Whether you use your smartphone or take black and white snapshots, send us your best pictures to be displayed during [ICOM's upcoming General Conference](#) .

To participate:

- Give your photos a name including the place and date of the event, without accents and linking the words with "\_" (underscore). For example: avicom\_canada\_oct2010.jpg
- [Click here to send your five best pictures](#)
- We cannot read any messages you might write in the body of the email. If you wish to contact us, please write to [general.conference@icom.museum](mailto:general.conference@icom.museum). We regret to inform you that we will not accept pictures sent directly to that address.
- If you have printouts of your photographs, try scanning them or taking a picture of the photo and [email it to us](#). We will contact you if your photo is selected.
- Deadline for submission: 30 April, 2013

We will select the best pictures and display them during the Rio General Conference in August; we will also file all pictures received in our photo database.

By submitting photos, the entrants grant ICOM, and those authorised by ICOM, a royalty-free, worldwide, perpetual, non-exclusive license to display, distribute, reproduce and create derivative works of the entries, in whole or in part, in any media now existing or subsequently developed, for any educational, promotional, publicity, exhibition, archival, scholarly and all other standard ICOM purposes. Any photograph reproduced will include a photographer credit where applicable. ICOM will not be required to pay any additional consideration or seek any additional approval in connection with such uses. Photographic contributions will not be remunerated.

### The latest news on ICOM website



[Fake ICOM certificates](#) , 20 March, 2013

[The Blue Shield meets in Paris](#) , 18 March, 2013