



INTERNATIONAL MUSEUM DAY 2012

International Museum Day is celebrated every year to raise public awareness of the role museums play in the development of society. This year's event once again generated considerable enthusiasm around the world, with nearly 32,000 museums participating in 129 countries. ICOM wishes to thank the museums worldwide that publicised the event with creativity and passion.

ACTIVITIES ALL AROUND THE WORLD

The theme "*Museums in a Changing World. New challenges, New inspirations*" was interpreted in myriad ways by museums around the world and inspired numerous activities.

In Brazil, for example, the São Paulo Museum of Modern Art developed a programme combining art, technology and ecology in partnership with several local institutions.

In Zambia, the Livingstone Museum presented an exhibition entitled "*Waste management in Livingstone – What are we doing about it?*", with the assistance of local authorities, associations and private companies.

Meanwhile, the Communications Museum of Macao in China organised a two-day seminar open to professionals and the general public with several talks on topics related to museums in a changing world.

The National Museum of Montenegro in Cetinje, in collaboration with the University of Fine Arts, scheduled an outdoor interactive project where young artists were asked to comment on an art exhibition and then conceptualise a new way of presenting the works.

Many other museums organized new and original activities that may be explored on the website devoted to the event: <http://imd2012.icom.museum>

For the second year in a row, on 19 May, ICOM sponsored the European Night of Museums, making for an entire weekend devoted to museum activities.



Brazil, São Paulo Museum of Modern Art



Zambia, Livingstone Museum



The winning photo ©Nadav Aronowitz

35 YEARS OF IMD

To celebrate the 35th anniversary of International Museum Day, ICOM sponsored a photo contest entitled "*Me in My Museum.*" Participants were asked to photograph themselves in front of or inside their favourite museums with the official logo of the 35th annual International Museum Day on display in the photo. More than 200 museums in 46 different countries throughout five continents were represented in the contest, with many more publicising the event and following along. The winning photograph was taken in front of the Tel Aviv Museum of Art, Israel. Winners Efrat and Yonit, seen in the picture, received a surprise bag of goodies from museum stores around the world.

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