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PRESS RELEASE

INTERNATIONAL PHOTOGRAPHY CONTEST “ME IN MY MUSEUM”

**The International Council of Museums is sponsoring a photo contest
to celebrate the 35th anniversary of International Museum Day**

Every year since 1977, International Museum Day is organized worldwide around May 18. From America to Oceania, through Europe, Asia and Africa, International Museum Day is a fantastic opportunity to encourage public awareness of the role of museums in the development of society. In 2011, International Museum Day garnered record-breaking participation with almost 30,000 museums hosting events in more than 120 countries.

International Museum Day turns 35 on 18 May, 2012.

Upon this occasion, ICOM is launching a photo contest for museum lovers and budding photographers of all ages. This contest celebrates museums all over the world through each participant’s perspective and marks the IMD anniversary in an original and playful way.

On their own, with friends or family, participants are invited to take a photo of themselves in their favourite museum with the International Museum Day Badge on display. An international jury will reward the best picture, which must be original and dynamic, highlighting the badge and the museum.



Submissions from all around the world are expected, and will be shared online. The best photograph will also be featured in the June issue of *ICOM News* and the winner will receive a “surprise bag” full of goodies from museum stores around the world.

Practical information:

Deadline: **22 April, 2012**

Results of the vote: **18 May 2012**

Photographs and participation form must be sent by email to the following address:

imd@icom.museum

Find all the information about “Me in my Museum”: <http://imd2012.icom.museum>

“Me in My Museum” is organized with the support of [Ab Initio](#)

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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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