INTERNATIONAL MUSEUM DAY

18 May 2012

PRESS KIT

Museums in a changing world
Les musées dans un monde en mouvement
Museos en un mundo cambiante

INTERNATIONAL COUNCIL OF MUSEUMS—ICOM
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SUMMARY

PRESS RELEASE

The 35th anniversary of International Museum Day: Me in my Museum photo contest

Outstanding participations:

Brazil p.5
Guatemala p.11
Lituania p.13
Bulgaria p.24
Russia p.27
Burkina Faso p.31
Nigeria p.32
China p.33

International Museum Day and the “Platform 2012” initiative p.36

About IMD p.37

About ICOM p.38

About the partners

Night of the Museum p.39
CNES p.40
Museum Together Project p.41
Launch of International Museum Day 2012

Every year since 1977, International Museum Day is held worldwide sometime around 18 May. This year, the museum community will celebrate the 35th anniversary of this event: more than 30,000 museums in around 100 countries will hold special activities on this occasion.

The theme of the 2012 International Museum Day, “Museums in a Changing World. New challenges, New inspirations”, invites museums and their visitors to wonder about the role of museums in our society, in an era of numerous changes: IMD2012 is as much about museums growing and shaping their future, as it is about displaying and interpreting new issues like climate change, new media or social responsibility.

Activities around the world

International Museum Day is also a fantastic opportunity for museum professionals to meet their public, organising dedicated activities around the theme. For instance:

- In Brazil, the museum of Modern Art in Sao Paulo has created an original programme combining art, technology and ecology in collaboration with the Escola de l’Auditorio Ibirapuera, the Planetario Artistoteles Orsini, and the Escola de Jardinagem.

- In China, the Shaanxi History Museum de Xi’an is inaugurating the exhibition Digital Museums which will present the digital construction, display, conservation and exchanges of collections of museums in Shaanxi.

- In Lithuania, the Kaunas City Museum invites the visitors to develop their creativity and ecological streak with the workshop “Don’t throw – create a miracle!” which combines creation and recycling.

Partners

For the second year in a row, the International Council of Museums is patronising the European Night of Museums, an event that follows International Museum Day on 19 May, in the spirit of an all-day and all-night museum weekend.

ICOM is also supporting the CNES Space Observatory initiative, which plans to offer a contemporary and original view on museum practices.

Visit the International Museum Day 2012 official website:
http://imd2012.icom.museum
Facebook page: http://www.facebook.com/internationalmuseumdjay

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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.


Upon this occasion, ICOM launched a photo contest for museum lovers and budding photographers of all ages. This contest celebrates museums around 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 on 18 May, which must be original and dynamic, highlighting the badge and the museum.

Submissions from all around the world are expected, and are already being 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.

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

“Me in My Museum” is organised with the support of Ab Initio
Outstanding participations

On the occasion of International Museum Day, museums around the world will organise several activities. Here is a small glimpse of what will be on offer. Please find the detailed programme on http://imd2012.icom.museum

BRAZIL

Like every year, Brazil is actively taking part in the International Museum day, celebrated with the National Museums Week, from May 14 to 20, 2012. For the 10th edition of the National Museum Week, seminars, exhibitions, guided tours, lectures, and workshops will happen in many Brazilian cities during the entire week. Museums and heritage institutions will also host art events as varied as musical, dance and theatre shows, as well as poetry competitions and film showings. The Museo de Arte Religioso y Tradicional in Rio de Janeiro will thus organise an open-air capoeira performance, and the Museu da Imagem e do Som de Campinas will show some documentary films made by teenagers.

Some of the major events in Brazil:

Pinacoteca do Estado de São Paulo, São Paulo
The heritage of the Pinacoteca do Estado witnesses the development of the city and of the country, containing part of the myths of São Paulo, its origins and qualities, its stories and characters, the visual memory of almost three centuries of art in São Paulo. Guided visits will be organised, starting from two emblematic paintings of the heritage, Os emigrantes, 1910, by the Italian emigrant Antonio Rocco, and Emigrants III, 1936, by Lasar Segall. They will go round the new long-term exhibition, highlighting foreigners’ contribution to the formation of the artistic circle in São Paulo and Brazil and to the building of a cosmopolitan, informed visuality.
Free activities
Website: www.pinacoteca.org.br
ICOM International Museum Day
**Museu da Abolição, Recife**

Showing of African films and round tables: exhibition of African films about politics, fashion, music, cinema, followed by round tables with teachers and students in museology, anthropology and related fields.

Free activities

Website: [www.museudaabolicao.com.br](http://www.museudaabolicao.com.br)

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**Instituto Tomie Ohtake, São Paulo**

Teacher’s Encounters and visit to the exhibition followed by workshops on “The construction of experience” on 18 and 19, May.

Current exhibition: *Ana Prata – Paintings*: the young artist Ana Prata based in São Paulo, presents a constellation of images reinterpreted through her paintings, a medium in which reveals hers view of the world.

Free activities

Website: [www.institutotomieohtake.org.br](http://www.institutotomieohtake.org.br)

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**Centro Cultural Banco do Brasil -CCBB, Rio de Janeiro**

- Small Hands at Gallery of Values - In this Gallery, will be offered a mediated visit especially dedicated to children, aged between 03 and 06 years.
  Schedule: 11am and 03pm
- Performative Visit to the Museum BB - Mediated visit with poetic and scenic-musical inserts.
  Schedule: 1pm and 4pm
- Recognizing CCBB - special route - sensorial visit to the historic building of CCBB.
- Recognizing CCBB with dramatized reading - After a mediated visit to the historic building of CCBB, will be offered a dramatized reading of reference Brazilian culture text, held in the rooms of the exhibition "BB and its history".

Free activities

Website: [bb.com.br/cultura](http://bb.com.br/cultura)
Earth Sciences Museum Alexis Dorofeeff, Minas Gerais

- Guided tours through the long term exposition: an introduction to the Earth processes and its skin: the soil.
- Science Chat: Interactive and educational strategies in Natural History museums in The Netherlands, Germany and Switzerland. Speaker: Prof. Cristine Carole Muggler, Department of Soils, UF Viçosa
- Science Chat: Virtual museums: beyond physical exhibitions by computer tools. Speaker: Prof. Dr. Pedro Romano, Department of Animal Biology, UF Viçosa

Website: www.mctad.ufv.br

Museu de Arte de Belém, Belém

- Projection of the documentary “Procura-se” (Wanted), (IBRAM prize for Audio visual scripts) in connection with the current exhibition. The documentary and the current exhibition act as a reflexion upon the validity of a collection belonging to a specific historical context, raising questions regarding its connexions with contemporary society.
- Round table discussion with curator Tadeu Lobato and the guest artists who participate to the “Procura-se” exhibition
- Lecture by Aldrim Moura de Figueiredo, curator of the long-term exhibition “Windows of the past, Mirrors of the Present: Belém do Pará, art, image and history”, guided visit to the exhibition with the curator.

Free Activities

Website: http://mabelem.blogspot.com/

Museum of Money of the Central Bank of Brazil, Brasilia

Conducting meetings and collectors fair in order to awaken, in children and youth, the taste for art collecting; there will be talks and jokes about things that involve the formation of a collection.

Free activities

Website: http://www.bcb.gov.br/?RED-MUSEUM
**Museo de Arte Religioso y Tradicional - MART, Cabo Frio, Rio de Janeiro**

Dialogues with Capoeira – Capoeira Roda Grupo Voces de África, on the lawn in front of the former Convento de Nuestra Señora de los Ángeles.

Free activities

**Museu de Arte Moderna de São Paulo, São Paulo**

- Theme tours with outdoor artistic activities.
  
  Tours’ Themes: the Five ‘R’s, sustainability, ecosystem and Populations.

- Photographic Marathon: visit to MAM’s current exhibitions followed by walk and photographic practice—exploring relations between environment and image

- Lanterns at the park: night walk to the artworks at the park with musical presentation of the Ibirapuera Auditorium School’s students.

- Special session at the Planetarium (Brazilian Signs Language Simultaneous Translation): “Changing in the Space: Trash and Deluxe Heavenly Bodies”

- Hiking in the park with the Gardening School, followed by a picnic including live music, vibration floor and signdancers (Brazilian Sign Language Simultaneous Translation)

Free activities

Website: [www.mam.org.br](http://www.mam.org.br)
**Museu Histórico Abílio Barreto, Belo Horizonte**

- Round-table on the topic: “Plague control and acclimatization of technical stock: preservation technology for collections”

- Meeting the MHAB Education Programme “The Abílio Barreto Historical Museum as a city museum”. This activity intends to consider the actions of the MHAB as a museum of the city of Belo Horizonte, from the analysis of the urban interventions realized by the institution since 2003.

- Round-table in partnership with UFMG: “the formation of museologists in a changing world – new challenges, new inspirations”.

- Opening of the short term exhibition “Contemporary inspirations shaping history museums: graffiti as city portraits”

Free activities

Website: [www.amigosdomhab.org.br](http://www.amigosdomhab.org.br)
**Museu da Imagem e do Som de Campinas - MIS, Campinas**

Launch of videos made by teenagers and teachers, followed by debates between their directors and the community.

15th May, 19:00 – Launch of video Águas do DIC (Waters of Campinas’ Industrial District). This short movie documentary was made by teenagers that live in the Industrial District of Campinas with the aid of educators from the local health and social assistance centers and from MIS. It explores the story of the neighborhood and the problems with the pollution of its waters.

17th May, 19:30 – Launch of video O sonho de três mulheres (The dream of three women). This 70 minutes documentary tells the story of the struggle of three women from Jardim Nova Merces’ neighborhood, to build a public preschool for their children, in the eighties. One of this dreamers is the director of the video, and made it with the support of the school she helped to raise (today, CEMEI Carlos Drummond de Andrade) and MIS.

Free activities

Website: [http://pedagogiadaimagem/sites.uol.com.br](http://pedagogiadaimagem/sites.uol.com.br)

**Museu Nacional / UFRI, Rio de Janeiro**

Exhibition Inspirations and Sapucaias: The Transformations of the Quinta da Boa Vista.

1808, the mansion built by the portuguese merchant Elias Antonio Lopes at Quinta da Boa Vista was chosen as the official residence of the Portuguese Royal Family in Brazil. To accommodate the Royal Family, the house, known as the Palace of São Cristóvão, has undergone several reforms in its premises. From 1822, with the political independence of Brazil against Portugal, the mansion became the Imperial Palace, official residence of the emperors (D. Pedro I and Pedro II) and was renovated at various times, especially during the reign of King Pedro II that the gardens of the Quinta da Boa Vista highlighted. The exhibition presents the changes that happened over the years.

Website: [http://www.museunacional.ufrj.br/](http://www.museunacional.ufrj.br/)

**Paço das Artes, São Paulo**
On May 18th specifically, Paço das Artes will host some activities as part of Performa Paço, an event which will present productions that deal with issues raised in performance art.

The Brazilian artists based in Berlin, Gustavo Jahn and Melissa Dullius, also known as Distrukur, were specially invited by the curator Marcio Harum to give workshops and present their work during the event.

Free Activities

Website: http://pacodasartes.org.br

_Museu da UFRGS, Porto Alegre_

The programme aims to bring attention to indigenous issues such as identities, cultures and their preservation, recognition and autonomy.

• Exhibition: Oretataypy – Mbya-guarani presence in South and Southeast Brazil

• Showing of the film _Terra Vermelha (Red Earth)_ (Director: Marco Bechis) which deals with the claims of a group of Indians Guarani-Kaiowá who live in slavery conditions and demand that the land of their ancestors be given back to them.

Free activities

Website: www.museu.ufrgs.br

_Piracicaba, São Paulo_

• Exhibition: Black Africa – _A magic universe, cradle of the world, cultural giant with a people rich in habits and beliefs_ from the artist: Lilian Françoso

• Conference – _Heritage Education: Formation Practices in Museums_

With Pr. Claudia da Silva Santana, Pedagogy professor at Universidade Metodista de Piracicaba (UNIMEP)

• Workshop – _Methods and Practices in Heritage education_
With Pr. Claudia da Silva Santana

- Exhibition: *Building an Experience with the Past: Heritage Education in the Context of Child Education*
- Showing of film – *The Memory of the Military Regime* (History, UNIMEP)

*Baptism of Blood* (Helvecio Ratton, 2007)

Comments: Pr Dr Uassyr de Siqueira

Free activities

Website: [www.unimep.br/ccmw](http://www.unimep.br/ccmw)
GUATEMALA

This year, museums in Guatemala are highlighting the links existing between past and present, inviting the public to discover Guatemalan primitive art and pre-Hispanic cultures. A great variety of thousand-year-old arts will be represented, from weaving to glasswork and festive music.

In La Antigua’s Museum, the habits and everyday life of different communities of Guatemala will be presented at the Museo de Arte Guatemalteco Primitivo-Contemporáneo, and the similitudes between pre-Columbian and contemporary art will be displayed at the Museo VICAL de Arte Precolombino y Vidrio Moderno.

Some of the major events in Guatemala:

*Casa K’ojom, Museo de Música Maya, Jocotenango*

- Exhibitions, conferences, presentations of videos and music groups in live performances, conference “Music in the 13 B’ak’tun”.

- Exhibition and conference “Audiovisual Conferences in times of change”: a message to the public about the fragility of the audiovisual collections and the current rhythm of the technologic revolution complemented by the exhibition of equipment and material of audiovisual acquisition, production and diffusion used in the last 50 years.

- The museum will be presenting a series of videos that will make part of a next educational project online illustrating and comparing the intangible cultural heritage of the Maya culture and of the Asian and African cultures. These videos will present for example design, materials, execution techniques and functions of the use of xylophone or marimba in Guatemala, Philippines and Malawi, or the tools and techniques of textile weavers in China, Nigeria and Guatemala. The videographic material will be presented by the curator of the audiovisual collection of the museum, as result of his recent field research with local museums’ collaboration.

Free activities

Website: [www.kojom.org](http://www.kojom.org)
**Casa MIMA, Ciudad de Guatemala**

Exhibition *Dolls, universal collecting over time*: the Casa MIMA and the Italian Institute of Culture in Guatemala have invited the members of the community eager to show their dolls and doll houses accessories prior to 1950 to take part in this exhibition.

Free on the inauguration day – 8 May

Website: [www.casamima.org](http://www.casamima.org)

**Museo de Arte Guatemalteco Primitivo-Contemporáneo, La Antigua**

Guided tour of the permanent exhibition in several languages, which will highlight the commitment of the Museo de Arte Guatemalteco Primitivo-Contemporáneo to teach future generations the importance of preserving and promoting the Guatemalan primitive art and the various traditions, habits and everyday life of different communities of Guatemala, creating a permanent link with the past. Thus, it builds the future by learning from the past.

Free activities

Website: [www.centrodeartepopular.com](http://www.centrodeartepopular.com)

**Museo Casa del Tejido Antiguo, La Antigua, Sacatepequez**
Exhibition Tzutes, Inauguration day: 18 May

A craftswoman will be weaving during the exhibition and people who visit the museum on this day will be able to admire the thousand-year-old Maya art.

Website: [www.casadeltejido.org](http://www.casadeltejido.org)

*Museo VICAL de Arte Precolombino y Vidrio Moderno, La Antigua*

The exhibition will present pre-Columbian plates and glass plates and will show how pre-Hispanic utensils have inspired contemporary glass objects that fulfil the same functions as in the past: practical, ceremonial and decorative.
The Lithuanian government has declared 2012 as the Year of Museums, as 2012 marks the 200 year anniversary of the opening of Lithuania’s first public museum. Therefore, a rich programming featuring a great variety of activities is being offered for International Museum day on 18 May, 2012.

The Lithuanian museum fair is one of the major events being organised by the Lithuanian museum community for the occasion. This “Museums without Walls” fair will be held in the Vilnius Rotuses square, one of the oldest and most beautiful spots in the city. Some 30 museums are expected, and will offer visitors various educational programmes and exhibitions.

Some of the major events in Lituanai:

**Lithuanian Theatre, Music and Cinema Museum (LTMCM), Vilnius**

In one of the oldest squares of Vilnius - Vilnius Rotušes square is organized the “fair” the moto of which is “Museum without walls”. The visitors of the “fair” will have the opportunity to take part in various educational programmes, exhibitions. 29 Lithuanian museums are expected to take part in this event.

Visitors will have an opportunity to take part in educational programme for children and adults. Puppet play according to the Lithuanian folk-tale “Sigute”. “Actors”: children, their parents, grandfathers and grandmothers. The demonstration of animated films, created by children in the museum, are expected.

On the European Night of Museums, May 19th, the visitors will have an opportunity to see a long-term exposition returned to life by live music and dance. The visitors will see a performance and concert of young dancers, future ballet and music stars. Surprises and unexpectedness are expected...

Free activity

Website: [www.ltmkm.lt](http://www.ltmkm.lt)
The Memorial Complex of the Tuskulėnų Peace Park, Vilnius

An open day and open night at the museum

Events: “The road of the Condemned 1977-1947” to commemorate the people murdered and martyred in the NKGB–MGB internal prison in Vilnius; a concert of classical music; educational sessions; documentary movies screening; guided night tours in the Memorial Complex of the Tuskulėnų Peace Park and exposition “The Secrets of Tuskulėnų Manor”.

Free activities

Website: http://www.genocid.lt/tuskulėnai

The Museum of Genocide Victims, Vilnius

An open day and open night at the museum

The Museum of Genocide Victims will hold an open day during which visitors will be able to see the former inner KGB prison and other modern expositions in the museum.

The museum will be open from 10 am to 6 pm

An open night, project “The Road of the Condemned in 1944–1947”, educational session with practical tasks, meeting with the film director of Swedish origin Jonas Ohman and screening of his documentaries in open air.

Free activities

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The Vilna Gaon State Jewish Museum, Vilnius

The Museum of Genocide Victims will hold an open day during which visitors will be able to see the former inner KGB prison and other modern expositions in the museum.

The museum will be open from 10 am to 6 pm

An open night, project “The Road of the Condemned in 1944–1947”, educational session with practical tasks, meeting with the film director of Swedish origin Jonas Ohman and screening of his documentaries in open air.

Free activities

Contact: Ramune Driaučiūnaitė - ramune@genocid.lt
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ICOM International Museum Day

- Guided tour in the Holocaust exhibition;
- Guided tour in the exhibition The Lost World in the Tolerance Center;
- Guided tour in the exhibition Rescued Lithuanian Jewish Child Tells about Shoa in the Tolerance Center;
- Educational program “Jewish languages” in the Tolerance Center.

Free activities

Website: www.jmuseum.lt

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**Museum of Energy and Technology, Vilnius**

- Series of events POWER PLANT: Storm!

Visitors will be able to participate in: EKO workshop. At this workshop they will learn to make and decorate their own original pots from used plastic bottles. They will be able to sow and grow their spices, flowers and even vegetables at home.

- Science festival: misteries of microworld, hydrogen-powered engine, solar panels, pipe of neat dusts, shouting contest, studies of mobile phone radiation, plasma ball, virtual city, chemical crystals, the world of optical illusions, workshop of strange bubbles, hole drilling in the palm of the hand...

- ENCOUNTER game! Visitors will experience thrill and excitement and may even see the ghost while wandering in the corridors of Vilnius first power plant.

Free activities

Website: www.emuziejus.lt

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**Money Museum of the Bank of Lithuania, Vilnius**

On the 19th of May the Museum will accept visitors from 10:00 to 24:00
Demonstration of films about the history of money and banking, functions of the Bank of Lithuania in the Exhibition and Education Hall at fixed hours

Tasks, crosswords, interactive tests for individual visitors and visitor groups with a possibility to win prizes

Question/answer sheets for parents with 5 to 10 year old children

After seeing films one will be able to win prizes for the right answers on the films seen.

Free activities

Website: www.pinigumuzieinus.lt

Lithuania National Museum, Vilnius

Free guided tours during the International Museum Day.

Website: www.lnm.lt

Museum of Minerals at the Institute of Geology and Geography, Nature Research Centre, Vilnius

The visitors will be taken in for a longer time than usual (till 7 pm). Classes teaching to read the transformations of the earth crust recorded in the stone will be organized.

On the Museum Day, practical classes for groups of students and other willing persons will be held. They will be toughed to identify minerals and rocks and to describe fossils by simple methods taking into account the polish, colour, transparency, solidity, fissility, fragility, refraction, permeance and other properties of stone. By mere examination of a plain field stone, they will be able to read its past and present and get an idea about the factors which formed and transformed it and the Earth. Visitors are allowed to bring along their own interesting stones. The class time should be arranged in advance.

Free activities

Website: http://www.geo.lt/geo/index.php?id=105
**Museum of Zoology of Vilnius University, Vilnius**

- Specialized viewing of exhibition for higher forms (schoolchild). Investigation of differences and similarities of animals, information about education armamentarium in Zoology from old times till present day – everything will be discussed.

- Excursion: “Personalities in the history of Museum of Zoology of Vilnius University” for general public: at 5 pm, 7 pm and 9 pm. Different questions might be discussed while enjoying the views of the oldest Zoological collection in Lithuania.

Free activities

Website: [http://www.zool.gf.vu.lt/](http://www.zool.gf.vu.lt/)

**Lithuanian Library for the Blind, Vilnius**

- Demonstration of movie starts. Audio description is a special service for the blind, enabling them to understand the contents and the story of the film, allowing them to follow the sequence of events, etc.

- Tactile book display: they are created for visually impaired children and are "read" by touch. Visitors will be blindfolded, and using their fingers will try to guess what is depicted in a tactile illustration.

Free activities

Website: [www.labiblioteka.lt](http://www.labiblioteka.lt)

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**Railway museum, Vilnius (Branches in Šiauliai and Kaunas)**
Cycle of events “International Museum Day in Railway museum”:

• The Railway Museum offers the opportunity to visit the exhibition of rolling stocks, which is not open to public so far.

• Creative afternoon for children *Train in my dreams*.

• Theatrical tour in a historical diesel train D-1.

• Children’s drawings exhibition “Museums in a changing world” opening in Kaunas railway station passenger’s hall;

Free activities

Email: muziejus@litrail.lt

*M. K. Ciurlionis National Museum of Art, Kaunas*

Guided tours with museum collections curators, special educational programmes to families, films about art and artists...

Free activities

Website: www.ciurlionis.lt
**Kaunas City Museum, Kaunas**

Eco-workshop, exhibition of visitors’ creations, long opening hours.

On the 18th of May Kaunas City Museum will raise visitors’ awareness of global problems and become an eco-ambassador. With the slogan “Kaunas City Museum – for clean and safe planet” will invite every visitor to pay attention to waste sorting and recycling and to join the all-day workshop “Don’t throw – create a miracle!” This workshop will end with the exhibition of visitors’ creations.

On the 19th of May the museum will be open at night.

Free activities

Website: [www.kaunomuziejus.lt](http://www.kaunomuziejus.lt)

**Vytautas the Great War Museum, Kaunas**

On 19th of May, visitors will be able to see and participate themselves in shows with medieval music, dances, knight fights. Visiting exhibition halls, they will be able to see historical characters and try their luck in finding Vytautas, the Great War Museum treasure.

Free activities

Website: [http://kariuomene.kam.lt/lt/karo_muziejus.html](http://kariuomene.kam.lt/lt/karo_muziejus.html)

**Maironis Lithuanian Literature Museum, Kaunas**
“Let’s read Maironis’ poems by heart” – on the 19th of May

Visitors will be able to visit Maironis’ house, see memorial rooms, exhibitions, old gothic vaults. Also everyone will have an opportunity to read Poet’s poems and to sing the songs by heart.

Free activities

Website: www.maironiomuziejus.lt

Kaunas Castle (Kaunas City Museum branch), Kaunas

Medieval feast in Kaunas Castle: free guided tours, medieval games, dances, handicrafts...

Free activities

Website: www.kaunomuziejus.lt

Juozas Grušas Memorial Museum (The Department of Maironis Lithuanian Literature Museum), Kaunas

Poetry and music evening in the garden of playwright on the 19th of May

Poetry and music evening in the garden of Juozas Grušas will be held by the actors and musicians. Visitors will have an opportunity to visit playwright’s house, see memorial rooms and the latest exposition with very interesting exhibits.

Free activities
ICOM International Museum Day

Museum of Lithuanian Education History, Kaunas

• Free entrance to the museum all week;
• Presentation of a new educational project Secrets of a Moving Museum;
• Event The palette of Visions and Sounds of the Museum, Inside the museum the staff, dressed in traditional Medieval, Interwar and Soviet era will be telling stories, showing exhibits, answering questions, and a creative workshop will be taking place in the museum’s backyard; • Participants will be able to write their wishes to the city and its residents on small leaves of paper and decorate the Tree of Life.
• Fire at night, where all participants will be encouraged to take their own instruments and perform to each other around a fire.

Free activities

Website: www.maironionuziejus.lt

Juozas Naujalis Memorial Museum, Raudondvaris, Kaunas region

• Virtual lecture-exhibition, 10 years activities anniversary of Juozas Naujalis Memorial museum: activities and future
• Festival of mixed-choir Juozas Naujalis, organized in partnership with cultural centre of Raudondvaris, Kaunas region: lecture; exhibition; songs and music of XIX-XX centuries

Free entry and activities, free guided visits.

Website: www.naujaliomuziejus.lt
**Kaunas University of Technology, Kaunas**

Excursion “Return to the University of Lithuania”: a sightseeing tour of the remaining buildings of the University of Lithuania for the academic community of the University, school children and Kaunas citizens.

Free activities

Website: [http://muziejus.ktu.lt](http://muziejus.ktu.lt)

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**Lithuanian Sea Museum, Klaipeda**

- Round table with Lithuanian Sea Museum specialists;
- Specials excursions to the collection storage rooms
- Event “Pirates of the Baltic Sea” for everybody who wants to listen to the romantic pirate stories, to learn pirate dances, songs, fights, to find a hidden treasure in the Nerija fort and to feel himself as real pirate for one night. All the visitors have to be dressed and equipped like pirates! Award is waiting for those who will be best prepared for the big pirate adventure.

Free activities


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**The History Museum of Lithuania Minor, Klaipeda**
It is planned that the theatrical event “Klaipeda in the 3rd decade of the XXth century” will take place in the History Museum of Lithuania Minor on 19 May from 8 till 12 pm.

Free activities

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Website: www.mlimuziejus.lt

**Trakai History Museum, Trakai**

Unique displays, tours, concerts, medieval duels and to search for hidden treasure and other unforgettable surprises in this medieval castle.

Website: www.trakaimuziejus.lt

**The Republican Vaclovas Intas Stone Museum, Mosedis, Skuodas region**

Presentation of a new exhibition, and guided tour *What do the rocks, witnesses of Earth’s history, explain*

Free activities

Website: www.akmenumuziejus.lt
Janina Monkute-Marks museum, Kedainiai

- Exhibition “Museum and the World” where participants will be all visitors with their artworks (there will be a place to exhibit); will be a big stand where visitors will be able to write personal opinion and suggestions.
- Artistic event, theme “Museum Stories”
  - Arts & Crafts: creating Night of Museums flag; making pinyatas’; large sculpture; action “Draw Me a Story”; land art.
  - Games: water shooting; Pinyatas’ game.
  - Outdoor exhibitions: arts and crafts exhibition; stone sculpture park.
  - Inside expositions: international small size works exhibition; potluck exhibition “Museum and the World”;
- Performances: live music; dancing show.

Free activities

Website: www.jmm-muziejus.com

Samogitian museum „Alka“ of Telšiai municipality, Telšiai

- Event “Welcome the Samogitian village museum”: the exhibition opens its doors after two years of renovation;
- Žemaites Drama Theatre will play performance “Marti” by Žemaite;
- Educational events, folk art fair and picnic will be held.

Free activities
Website: http://zam.mch.mii.lt/
The Lithuanian Museum of Ethnocosmology, Village of Kulionys, Čiulenų parish, Moletai district

Daytime excursions on the 18th of May and night time excursions on the 19th of May.

Website: www.cosmos.lt

Marijampole Local Lore Museum, Marijampole

On the 16th of May – the activities “Get to know your city”:

Performance “My city – it is me”

The award of winners of the quiz “Curves of the history” for the radio station “Kapsai” audience

Guided tours in Marijampole city at night

Website: www.marijampolesmuziejus.lt

Rokiškis Regional Museum, Rokiškis

Conference, exhibition opening

Vilnius Gediminas Technical University (VGTU) conference of young scientists “K. Šešelgis readings 2012” will be held (May 17-18) and the art exhibition will be open of the regional family of Šešelgiai, “Creation work – the source, which connects and warms us” (May 17). The composition of music and literature, “Under the museum’s vaults murmurs the spring of time”, on May 19th is expected.

Free activities
Šilute Museum, Šilute

- Event "Museums in a changing world; Young artists’ interpretations in the space of the museum”.
- Visiting museum in candlelight
- Educational lesson of “Soviet repression reenactment” (Macikai concentration camp-punishment cell Museum in Macikai village).

Free activities

Website: www.silutesmuziejus.lt

Museum of Nalshia, Švenčionys

On the 19th of May the event “A night in the Museum The Legends and Myths of Nalšia Land” will take place at night. The visitors of the Museum will be able to listen to stories, legends and folksongs, which are specific to this region.

Free activities

Website: http://www.nalsia.lt/
**Stripeikiai Traditional Apiculture Museum, Stripeikiai village, Ignalina district**

Free guided tours in the museum; concert

On the 19th of May the Night of Bard Music will take place in the museum. The concert will take place in the open air. The participants and visitors will be served with herbal tea and honey; all the willing will have an access to the exhibition.

Free activities

Email: kultura@anp.lt

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**The Museum of Ancient Equipment, Smalininkai, Jurbarkas district**

Museum tour; bonfire lighting; reading of self-made poems; amateur performance; degustation of culinary heritage dishes; bonfire games, concert...

Free activities

Website: [www.techmuziejus.lt](http://www.techmuziejus.lt)

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**Basketball Museum, Joniškis**
On the 19th of May the museum will be open at night. The activity “The Night of Basketball” will include competition of free throw, competition of three point throw, and “I sing about basketball“ an evening with the songs about basketball in the entertainment center „Žilvinas“.

Free activities

Website: [www.joniskiokrepsiniomuziejus.lt](http://www.joniskiokrepsiniomuziejus.lt)

**Brazauskas family house – museum, Kaisiadorys**

On 19th May, museum will invite all visitors to play night football and to enjoy cinema in the open air. All the participants will be entertained by live music performance and photography exhibition.

Free activities

Website: [www.kaisiadoriumuziejus.lt](http://www.kaisiadoriumuziejus.lt)

**Kaunas T. Ivanauskas Zoological Museum, Kaunas**

• Lecture on *Birds and Men* by: Saulius Rumbutis (Head of the Ornithological Department).

If birds could speak they wouldn’t say anything good about men. What good can be said of those who killed the largest living bird in the world Aepyornis, slightly smaller dodos and many other avian species? We are destroying at great speed bird habitats: forests, natural meadows, marshes. Many birds perish after collisions with high voltage power lines, cars, wind turbine blades, drowned entangled in fishing nets. Truth, we establish protection areas for birds, pass laws designated to safeguard them, carry on different conservation projects, raise nesting-boxes and feed birds in winter. But is it enough the birds could talk about human beings sweetly?

• Documentary *Meeting the Ospreys* (director M. Survila, the award of film maker Petras Abukevičius for the Best Lithuanian documentary of nature).

• Pupils’ works exhibition of Kaunas educational institutions dedicated for the Earth Day and the World Biodiversity Day.
Free activities

Website: www.zoomuziejus.lt

Kretinga Museum, Kretinga

• 18 May, at 3 o'clock p.m: talk Hour “Museums in changing world. New challenges, new inspiration” with politicians of the region, members of the Seimas, members of Kretinga Museum Council, chairmen of rural communities, foremen of the town...

• Event “Youth for Museum”: music groups of Kretinga non- governmental organizations will participate and present their framework programs. They will also take part in the quiz “Calendar Holidays and Ancient Crafts”.

Free activities

Website: http://www.kretingosmuziejus.lt/

BULGARIA

This year, Bulgarian museums are organising many different, original activities to celebrate the International Museum Day. Children’s artistry will have a place of pride in many museums, as in the Municipal History Museum of Svilengrad where primary school pupils will present old school songs, poems, plays and Bulgarian folk dances. Visitors will also be able to discover cultural treasures in the region of Oryahovo during a guided excursion organised by the Museum of History with Fine Arts Gallery, or have fun seeing entertaining exhibitions and participating in attractions at the Museum House of Humour and Satire in Gabrovo.

Some of the major events in Bulgaria:
**Municipal History Museum, Svilengrad**

Festive program at the Municipal History Museum-Svilengrad: “140 years since the teacher work of the national poet Ivan Vazov in Svilengrad”, prepared by the pupils of the 1st Primary School “Ivan Vazov”-Svilengrad. The program will include old school songs, poems, a dramatization of a class period in an old class school, as well as old Bulgarian folk dances, presented by the pupils.

Opening of an exhibition in the showroom of the museum: “Education in the Svilengrad area by the end of the XIX-XX century”.

**Ethnographic museum, Berkovitsa**

Opening of a exposition of Hristo Ivanov Tashev; with a demonstration of making a object from the artist and participation of people from the public.

Website: [www.bulgaria-vr.com](http://www.bulgaria-vr.com)

**Historical Museum, Samokov**
Annual Bulgarian national award “Zahari Zograf”, given to a Bulgarian artist for achievements in fine arts.

E-mail: museum_samokov@abv.bg

Museum of History with Fine Arts Gallery, Oryahovo

• A student’s lecture on the theme “Museum in a changing world” (for students in junior high school and secondary school age, but activity is open for anyone who wishes to participate). Lecture starts with a short brief on the beginning of the museums and the history of the museums’ work in the world and especially in Bulgaria. With the help of Internet, children will experience some famous museums in Bulgaria and in other countries. They will also discuss on innovations in museums’ work and the place of new media in museums.

• Participants will have the chance to make an excursion to some of most significant cultural landmarks in the region: “St. George” church in Oryahovo, dating from the period of the Bulgarian national revival, “The Stone” mediaeval castle near Oryahovo, the antique castle “Variana” near the village of Leskovets, and the “Mladen Pavlov” museum-house in the village of Dolni Vadin. A guide will make a brief lecture for each landmark.

• There will be a multimedia workshop on the theme “Museum and its place in a changing world”. Participants are Museum of History with Fine Arts Gallery in Oryahovo, Ethnographic house of the cultural home in the village of Selanovtsi, the “Mladen Pavlov” museum-house in the village of Dolni Vadin, and the archaeological collection of the administrative house in the village of Leskovets. Each participant presents a short multimedia presentation, describing first the history of the collection and its most valuable objects, then the innovations which allowed adapting to the changing world, and finally the new challenges and the new inspirations in the museums’ work in the municipality of Oryahovo.

Email: museum_oriahovo@abv.bg

National Museum of Education, Gabrovo


Free admission
Rousse Regional Museum of History, Rousse

Museum education program for students - training in archeology school office, practical exercises in trial plots lecturers and ethnographic film for adults - Living Human Treasures from Bulgaria
Free entrance

Website:  www.museumruse.com

Regional History Museum “Stoyu Shishkov”, Smolyan

• Awarding of diplomas to museum donors

• Ceremony at the memorial of Stoyu Shishkov

• Opening of the exhibition *Monuments and Memorial Sites in Smolyan Region*, dedicated to the Balkan War in cooperation with students from English language school “Ivan Vazov” – Smolyan, and *Art – Dialogue between Past and Present* in cooperation with students from Professional School for Applied Arts – Smolyan.

• A concert of the young musician Boyko Chelebiev, a student in Primary and General Secondary School “St. St. Cyril and Methodius” in Smolyan;

• A concert of Folklore Dance Formation Club “Horo” at Community Centre “Orpheus forests - 1870”; Folklore Dancing School – improvisations, performed by Rusanka Bodurova and museum visitors; Screening of films.

Website:  www.museumsmolyan.eu

Museum House of Humour and Satire (MHHS), Gabrovo
Exhibitions; Entertainment (attractions, film shows); Artistic events for young people.

Website: http://www.humorhouse.bg

RHM, Varna

The celebration will be devoted on the opening of the entirely renovated exposition of the Archaeological museum. It will show the exhibits in new, attractive way, in compliance with the requirements of the contemporary design. The visitors will have the possibility to see for the first time on this day some entirely new specialized halls, much multimedia, impressive pictures, educational graphs.

An show of the audiovisual performance “Legends of Aladja Monastery” will be organized.

The department “New history” plans to show in a special showcase the newly arrived and most attractive exhibits. In honour of the celebration a children’s concert will be performed.

The Department of Natural history presents the following programme:

- Lectures concerning “Vegetation diversity along the Bulgarian Black Sea coast during the last 400 000 years ” and “The dense forest of Bulgaria” by Prof. DSc Mariana Filipova-Marinova

- Lectures concerning “Cretaceous-Tertiary extinction event”, “Protected areas and zones” and “The reason about dinosaurs’ extinction” by asist. prof. Stojan Vergiev

- Competition “My favourite pet”

- The taxidermist Zahari Petkov will demonstrate the basic methods of taxidermy

- A workshop in botany will be held – preparing of herbarium

Free activities

Website: www.archaeo.museumvarna.com

RUSSIA
Excursions, guided tours, workshops, performances, film showings, concerts and much more… Visitors will be able to discover Siberian shamanic traditional rites at the State Museum of the History of Religion in Saint Petersburg, share a cup of tea and admire the fireworks organised at the Central Museum of Armed Forces of Moscow, or even reread the classics while strolling among the collections of the biggest museum of Russian literature in the Pushkin House of Saint Petersburg.

Some of the major events in Russia:

**The Chuvash state art museum, Cheboksary-city**

- Virtual exhibition of new arrivals “The Gift’s Day-2012” which was online at [http://www.artmuseum.ru](http://www.artmuseum.ru) in May 2012:

- The Museums Night dedicated to the device of 2012 will be “Round dance-Jam” – having a useful and good time in folk style (the 19th of May 2012).

Free activities

Website: [www.artmuseum.ru](http://www.artmuseum.ru)

**Museum “Bulgakov’s House”, Moscow**

- Exhibition *Illustrations to novel “Master and Margarita”: Graphik arts. Painter Marina Ordinskaya*

- Excursions “The shocking stories of love”. It is night excursions on the bus “Tram 302 bis” around Moscow.

- Lecture “Bulgakov’s Moscow”. Author Irina Gorpenko.

Free activities
Website: www.dombulgakova.ru

Central Museum of Armed Forces, Moscow

Historical Military and Music Festival, including Military Orchestra Concert, Fireworks, Exhibition dedicated to the Patriotic War of 1812, Tours around the museum display, Historical presentation of small arm samples and uniform, soldier’s food and tea for all the guests.

Free activities

Website: www.cmaf.ru

Literary Museum of the Institute of Russian Literature (the Pushkin House),

Russian Academy of Sciences, Saint Petersburg

Literary Museum of the Pushkin House is the first and the largest national literary museum. Its permanent exposition is structured primarily by monographic principle. Individual sections are devoted to G.R.Derzhavin,

Free Activities

Website: http://www.pushkinskijdom.ru/

**Moscow Literary Museum Centre of K. G. Paustovsky, Moscow**

Exhibition: "K. Paustovsky and I. Bunin" and "Reading circle of K. Paustovsky».
Interactive lesson «Lessons of the Forest»
Excursion "Moscow of K. Paustovsky".
Demonstration videos.
Master-class.
Free activities

Website: www.mirpaustowskogo.ru
**Lytkarinsky historical museum, Lytkario**

Lectures, exhibitions, excursions

On May, 18th, 2012:

- In the morning, lecture for schoolboys, students and adult people on a theme «Museum. In the changing world ...» on which with use of multimedia means and communication technologies will tell about a museum as a whole, about work of the Lytkarinsky historical museum, about innovations in work of museums of Russia and new innovative approaches in museums of the world.

- During the day, an exhibition «Magic thread» on which it is possible to learn about occurrence of a thread, ancient craft – weaving. Distaffs are presented to expositions, to a fabric, homespun clothes and the exhibits weaved by hands of employees of a museum on the ancient weaving loom, stored in the Lytkarinsky museum.

- During the day, an exhibition «That learnt children in Russia» it will allow to be transferred on 150 years ago and to appear in the conditions of rural school of the middle of a XIX-th century, will acquaint with history of formation in Russia, will tell about the first schools in our corner of the world.

- In the evening, excursion «Alexander Tchernyshev and the don Cossacks» which will acquaint visitors with the bright historic figure – the person who was at the beginnings of Russian military intelligence service, the hero of Patriotic war of 1812.

Free admission in showrooms, free visiting of multimedia lectures, free visiting of excursion.

Website: [www.lytkarinomuseum.ru](http://www.lytkarinomuseum.ru)

**Perm State Art Gallery, Perm**

Lectures, guided tours, discussions, performances, master-classes, concerts, films, fireworks...

Free activities

Website: [http://www.gallery.permonline.ru](http://www.gallery.permonline.ru)
Moscow Museum of Modern Art, Moscow

Guided tours

Website: www.mmoma.ru

The State Museum of the History of Religion, Saint-Petersburg

• “St.-Petersburg’s Top Mystery” – Special Program for the Night of Museums
• Reconstruction of the peoples of the North’s traditional rites “A Wandering of a Siberian Shaman”

Website: www.gmir.ru
National Centre for contemporary arts, Moscow

- Guided tour of the exhibition Coordinates of a Generation/LXXV by Vitaly Patsukov
- The night's program will include screenings of video collages made by the students of our kids studio, music performances, video materials and, last but not least, items from NCCA's photography collection.

Free activities

Website: www.ncca.ru
On the occasion of the International Museum Day and to celebrate the fiftieth anniversary of the National Museum of Ouagadougou, ICOM Burkina-Faso offers to confront the current museum practices with the challenges of Burkinabe contemporary museology. Thus, several professionals of culture and museum fields will speak about their reflection on ethics practice in the museums of Burkina-Faso.

A museologist ball, an open day at the National Museum and a cinematic morning will also celebrate the event in a festive way!

• Public conferences on the theme of IMD 2012 in the gardens of the Parc Bangr Wéogo:
  “Culture in the SCADD: role of museums” by Désiré Ouedraogo,
  “The bringing-in of Natural History Museums to sustainable development in Burkina Faso” by Moustapha Sarr
• Open day in museums on 18 May
• Visit of the international exhibition A comme Afrique (A like Africa) at the Musée National
• Seminar on ethics in museums in Tiébélé (177 km from Ouagadougou)
• Cinematic morning and cultural evenings

Email: jpkoudougou@free.fr
Thursday 17th May, 2012:

1. Open day: Galleries will be opened to the public free of charge from 9:00am - 4:00pm.

2. Essay Competition for Senior Secondary School students on the theme.

The open day will see the galleries open to the public free of charge from 9:00am - 4:00pm. Selected objects from the stores will also be on display in the courtyard. Every Unit will have a small display of what the unit does. Also, there will be an essay competition among selected Senior Secondary Schools students in Lagos and its environ on the theme of the event.

Friday 18th May:

1. Lecture will be delivered on the theme

2. Traditional fashion and costume display by School pupils

3. Cultural
4. Drama

A lecture on the theme will be delivered by renowned museum professional. There will also be a traditional fashion and costume display by ten selected Schools in Lagos; four primary and six secondary schools respectively. The museum staff will make a drama presentation on the theme of the event.

Free activities

Website: www.nigerianmuseum.com

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**CHINA**

Chinese museums are celebrating IMD across the whole country through many inclusive, original programmes of activities such as the workshop « Imagine the museum in the future » at the Hunan Provincial Museum of Changsha, folk traditional craft shows and performances, and interactive activities at the Guangxi Museum, and educational activities to rediscover the “dragon year culture” and “the lifestyles of ancient Chinese” at Shaanxi History Museum.

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**Some of the major events in China:**

*Suzhou Museum, Suzhou, Jiangsu Province*

Forum: The sixth session of forum of Museum Directors, Suzhou

Theme: New Challenges and New Inspirations Encountered by Museums

This forum is jointly organized by Suzhou Museum and Suzhou Association of Museums, aiming to provide a stage for museum directors to share views on new changes and new ideas on museum development.
Free entry

Website: [http://www.szmuseum.com/](http://www.szmuseum.com/)

**Liaoning Provincial Museum, Shenyang, Liaoning**

"Approach to history, the treasures of my heart -- essay competition of pupils"

"Approach to history, the treasures of my heart -- crafts competition of pupils"

These two competitions are organized by Liaoning Provincial Museum, encouraging all the pupils in Liaoning to participate. The theme of their works should be focused on artifacts conserved in the museum. In April 15th, all excellent works will be awarded and exhibited in Liaoning Museum.

Website: [http://www.lnmuseum.com.cn](http://www.lnmuseum.com.cn)

**Communications Museum, Macao**

On the occasion of the International Museum Day, the Communications Museum of Macao is organizing two days of seminars on the 4th & 5th of May, 2012, open to professionals and the public.

Website: [http://macao.communications.museum](http://macao.communications.museum)

**Fujian Provincial Museum, Fuzhou, Fujian Province**
Temporary Exhibitions:

**Smiling terracotta figures—the Underground Realm of Emperor Hanjing**

Hanyang Mausoleum is the tomb of both Liu Qi, the fourth emperor of Xihan dynasty, and his queen. The exhibition will display 120 articles of cultural relics from Hanyang Mausoleum, including terracotta warriors, animal’s clay figures, utensils and so on. The exhibition will be a miniature of the society in Xihan dynasty.

Website: [http://www.fjbwy.com/](http://www.fjbwy.com/)

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**The museum of Guangxi Zhuang Autonomous Region (Guangxi Museum), Nanning, Guangxi Autonomous Region**

On International Museum Day, after the opening ceremony of Cultural Relics Protection Promotion, the museum will organize some cultural propaganda performances on the square in front of the Guangxi Museum. Meanwhile, in the museum building there will be a verification of cultural relics. Experts in various fields of our museum will be invited to give services on consulting, verification of relics, preservation of cultural relics, relic-maintenance, relevant legislation and so on. To celebrate the first anniversary of “Exquisite as Flowers Museum Porcelain Collection Exhibition”, a vote will be held for “Ten Best Porcelains”.

Guangxi museum will cooperate with more schools and social communities, inviting more children of migrant workers to visit Guangxi Museum in the future, and to carry out more donation activities, in order to give those children more chances to experience museum culture. Besides, there are also some activities such as lottery-attached interlocution, and Teenagers’ Photo Competition. Some temporary exhibitions enrich exhibition content. In Minority Park many activities are still waiting

In the Garden of Minority Cultural Relics, activities, such as folk traditional craft shows and performances and interactive activities, are organised.

Free activities

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Website: [www.gxmuseum.com](http://www.gxmuseum.com)
**Hunan Provincial Museum, Changsha, Hunan Province**

Around this year's theme of “Museums in a Changing World: New challenges, New inspirations”, Hunan Provincial Museum plans to hold a series of events on “Imagine the museum in the future”, in the hope of, through the platform of new media, widening the range of museum education, helping the public to better understand the theme of IMD and inspiring the people, especially students to explore and experience the museum in new way.

1. Leading the audience to preview the new Hunan Provincial Museum after renovation through volunteer docents’ interpretation

2. Organizing the children of rural migrant workers in cities to visit the museum and attend colorful exhibition-based activities.

3. Disseminating knowledge about the International Museum Day in the such interactive platforms as website, microblog, etc.

Website: [http://www.hnmuseum.com/hnmuseum/eng](http://www.hnmuseum.com/hnmuseum/eng)

**The Palace Museum, Beijing**

- On the morning of May 18, 2012, ten volunteers will be gathered at the Jianting Square of The Palace Museum. They will interpret and disseminate the history of Cultural relics for the passer-bys. The history will include “pottery, one of China’s name card”, “the delicacy of clocks in the Palace Museum”, “folding screen of the forbidden city” and so on. The activity plans to be extended to communities and schools to gain an extensive social impact.

- Consulting activity: this is a traditional activity for International Museum Day. To provide necessary consulting services for the audiences, the stuffs will disseminate cards for all the audiences. The card will concisely carry the history, architecture and also the map of the Palace Museum.

Free activities

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Website: [www.dpm.org.cn](http://www.dpm.org.cn)
Shanxi Museum, Taiyuan

On May 17, the Exhibition of Calligraphy and Painting Works by Famous Shanghai-style Artists is to be opened. It will be jointly organized by Shanghai Museum.

On May 18, the Museum Day of 2012, a photography exhibition themed "I Love Museum" is to be held. All the participant works will come from the public-oriented photography competition with the same theme. Experts, visitors and internet users are welcome to vote for the prize-winners. The final list of the awarded will be announced at the awarding ceremony to be held on June 9, 2012.

Free activities

Website: www.shanximuseum.com

Shaanxi History Museum, Xi’an, Shaanxi Province

• The opening ceremony of the “Digital Museum” of Shaanxi Museums

The “Digital Museum” will exhibit the digital construction, display, conservation and exchanges on collections of museums in Shaanxi. It will be displayed as 10 parts, including exhibition on cultural relic collections, exchanges for museum professionals, national movable cultural heritage and so on.

• Education activity on “Tour for finding its cultural routes of Shaanxi History Museum”

This activity is based on “dragon year culture” and “the lifestyles of ancient Chinese” with a list of activities to enhance the awareness of middle and primary school students for Chinese culture and encourage their DIY ability. A PPT will be shown to the students illustrating the evolution of Chinese character. The organizers will lead the students to a visit the museum and learn the songs about dragon.

Website: http://www.sxhm.com/

International Museum Day and the “Platform 2012” initiative
The theme of International Museum Day, “Museums in a Changing World: New Challenges, New Inspirations” was developed to reflect that while museums exist to collect, interpret, and safeguard humanity’s natural and cultural heritage, they also reflect the world and its transformations, challenging visitors to discover themselves through exploring objects.

Modern museums must compete for an audible voice against a noisy background of new information, accelerating technology and an unstable climate, communicated by a burgeoning social media. The IMD theme is a base from which to explore responses to change, an opportunity for museums of all kinds to showcase their best achievements, newest innovations and to reflect on how they will act as an authoritative voice in the face of the world’s most important social and ecological issues.

A key global initiative that stems from IMD, has been developed by ICOM NATHIST, along with partners including the World Association of Zoos and Aquariums (WAZA). It is “Platform 2012”, created to contribute to dialogues begun as part of Rio+20 United Nations Conference on Sustainable Development. It is an initiative that gives collecting institutions a cohesive voice in encouraging global governments to take positive action around sustainable development. At the same time, it engages the public in thinking about how changing climate might affect their favourite places and species. Some key features of the project:

- A statement that can be signed up to online by the world’s collecting institutions (museums, galleries, zoos, aquariums etc.) that encourages global governments to use scientifically sound information when making decisions about sustainability and climate

- A free downloadable exhibition featuring graphics and stunning high-resolution photographs from around the world that can be printed and displayed, along with explanatory notes and detailed suggestions for exhibiting, in conjunction with an institution’s own collections

- The opportunity for the general public to contribute photos and descriptions of their own favourite places that could, or have been, affected by climate change

- While this project addresses environmental issues, focus on the future makes it as relevant for art galleries, children’s museums and historic places as it is for natural history museums and zoos

The launch of Platform 2012 will coincide with the Earth Summit in Rio de Janeiro in June 2012 and will have a physical presence at the conference. The Platform 2012 website is currently under construction, due for completion at the end of May. For updates on this process, and links, please see the Platform 2012 page on the ICOM NATHIST website: www.icomnathist.org.

The International Council of Museums Committee on Museums and Collections of Natural History (ICOM NATHIST) is focused on conservation of biodiversity, scientific study, and education of the wider public. It provides a forum for professional interaction for those who work in museums with natural history collections as well in institutions with similar aims, such as zoos, aquariums and wildlife parks.
About the International Museum Day

The International Council of Museums (ICOM) established International Museum Day in 1977 to encourage public awareness of the role of museums in the development of society.

From America to Oceania, through Europe, Asia and Africa, International Museum Day (IMD) is a special moment for the global museum community. On this day, participating museums interpret an issue affecting cultural organisations. International Museum Day is also a fantastic opportunity for museum professionals to meet their public. Museums are at the heart of the system, institutions that serve and develop society.

Traditionally, International Museum Day is organised around 18 May. It can last for a day, a weekend or a whole week as long as the objective remains focused on the motto: “Museums are an important means of cultural exchange, enrichment of cultures and development of mutual understanding, cooperation and peace among peoples”.
About ICOM

Created in 1946, ICOM (International Council of Museums) is the only international organisation representing museums and museum professionals on a global level.

ICOM 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:

- 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 of 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 the second year, ICOM will patronize the European Night of Museums, an event which announces International Museum Day in the spirit of an all-day and all-night museum week. The European Night of Museums will be celebrated on 19 May, 2012.

The European Night of Museums was created in 2005 by the French Ministry of Culture and Communication. During a late-night opening, visitors can discover, for free, museums’ collections and all the special events organised for the festival. The Night of Museums aims to make museums more accessible to the general public and in particular to a new younger public and to federate a network of European museums around a common festive and friendly event.

In 2011, more than 4,000 European museums in 40 different countries participated in the Night of Museums.

The Council of Europe and UNESCO are patronizing the Night of Museums and the French Federation of Friends of Museums and the French Réunion des Musées nationaux (RMN) are institutional partners of the event.
This year, the CNES Space Observatory is partnering with the International Museum Day to offer a contemporary and original view on museum practice.

In 2000, the CNES, the French National Space Agency, created the Space Observatory to put space back at the centre of heritage, historical and artistic concerns. Its mission is to develop an innovative cultural policy at the crossroads of several public policy aspirations. In this perspective, the Space Observatory builds and carries out programs to promote the emergence of creation, art and heritage in a scientific and technical universe, according to a humanist vision of knowledge wherein learning and imagination are intricately linked with their effects on society.

The Space Observatory is partnering with the French Ministry of Culture and Communication for the European Night of Museums for the 5th consecutive year with this year’s event, *Controverses spatiales*. On the European Night of Museums, in each participating museum, this new project will offer an encounter around a work of art or a group of works of art, between an expert linked to the collections and a specialist from the spatial world, in order to engage in conversation about the ways in which our knowledge is continually shaken up.

Since 2008, through the many events proposed for the European Night of Museums, a rich and innovative landscape of experimental encounters is emerging, showing the capacity of museum collections to respond to the conceptual questions raised by space exploration today.

The Space Observatory, in partnership with ICOM and under the sponsorship of Mr Jean-Claude Mignon, President of the parliamentary assembly of the Council of Europe, maintains the multidisciplinary approach launched five years ago with French museums (museums of fine arts, history, contemporary art, science and technique) and is opening up to the rest of Europe for 2012. This year, some 30 French and European museums are participating in the event *Controverses spatiale*.

Through this contemporary approach to mediation around the collections, the goal of this initiative is twofold. It proposes to share the questions raised by evolutions in the concept of space over the centuries to a curious and varied public. Furthermore, beyond the event itself, a foundation for a European cultural model for the benefit of the greatest number is being laid.
MuseumTogether Project: museums get their own social network...

On the occasion of International Museum Day, ICOM is supporting the Museum Together project, an innovative social application that aims to foster the organisation of meetings around museums and encourage the sharing of cultural experience.

MuseumTogether is first and foremost an iPhone application. The end user creates their profile and then searches for other profiles so they can organise shared visits or join visit projects already launched by the other members of the community.

Progressively, through the use of the application, the user creates a friend network in order to share their experiences and visits. A system of instant messaging by the friend network facilitates the process.

In addition, the user has access to a stream of news and offers published by museums.

There are numerous possible uses for MuseumTogether: guides can introduce themselves and organise visitor groups; individuals can group together to organise lift-sharing when planning to visit an exhibition; parents with children of the same age can meet and organise museum visits together.

Through common spoken languages, affinities, lifestyle and more, Museum Together delivers the same attributes as a social /dating site but structures them around museums, exhibitions or other cultural events.

The iPhone app is supported by a website called Mustogether.com. This site functions as a true social platform, designed for exchange and dialogue between members of the community, as well as commentary on museums or visited exhibitions.

Beyond the advantages Museum Together brings to end users, the application and website also provide important benefits for museums themselves. Museum representatives and/or curators have access to their own pages. This “curator interface” allows museum managers to publish promotional information and make offers visible to the entire community or to selected targets. Museum Together aims to help museums reach new populations, new networks, and influence attendance by proposing, for instance, privileged access during selected timeslots, special offers on museum shops, and much more.

More information by e-mail: info@mustogether.com