

HOW TO PREPARE FOR
INTERNATIONAL MUSEUM DAY

18 may
2018

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Hyperconnected museums
New approaches, new publics

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International Museum Day 2018

Hyperconnectivity is a term invented in 2001 to design the multiple means of communication we have today, such as face-to-face contact, email, instant messaging, telephone or the Internet. This global network of connections becomes each day more complex, diverse and integrated. In the hyperconnected world of today, museums join the trend. This is the reason why **the International Council of Museums (ICOM) has chosen the theme “Hyperconnected museums: New approaches, new publics” for the International Museum Day 2018.**

It is impossible to understand the role of museums without taking into account all the connections they make. They are an inherent part of their local communities, their cultural landscape and their natural environment. Thanks to technology, museums can now reach way beyond their core audience and find new publics when approaching their collections in a different way: it can be the digitalisation of their collections, adding multimedia elements to the exhibition or something as simple as a hashtag that allows visitors to share their experience in social media.

However, not all these new connections are due to technology. As museums strive to maintain their relevance in society, they shift their attention to the local community and the diverse groups that make it up. **As a result, these past years we have witnessed the birth of countless common projects organised by museums with the collaboration of minorities, indigenous peoples and local institutions. To engage these new publics and strengthen their connections with them, museums must find new ways of interpreting and presenting their collections.**

We invite cultural institutions of all types around the world to join in this celebration and shift their approach to their collections by exploring all the connections that tie them to their communities, cultural landscape and natural environment.

40 years of International Museum Day

The International Council of Museums (ICOM) established International Museum Day in 1977. The first edition was celebrated for the first time 40 years ago with a clear aim: to spread the message that museums are important means of cultural exchange, enrichment of cultures and development of mutual understanding, cooperation and peace among peoples. In 2017, International Museum Day garnered record-breaking participation with more than 36,000 museums hosting events in some 157 countries and territories.

About the International Council of Museums (ICOM)



The International Council of Museums (ICOM) established the International Museum Day in 1977 to increase public awareness of the role of museums in the development of society. It has since then become a worldwide event held on and around the 18th of May.

ICOM is committed to promoting and protecting natural and cultural heritage, present and future, tangible and intangible. With more than 37,000 members in 141 countries and territories, the ICOM network is made up of museum professionals from a wide range of museum and heritage related disciplines.

ICOM promotes standards of excellence in the museum field, in particular through its *ICOM Code of Ethics for Museums*, a standard-setting tool for museums, which includes basic principles for museum governance, the acquisition and disposal of collections, and rules for professional conduct. ICOM's other activities include fighting illicit traffic in cultural goods and promoting risk management and emergency preparedness to protect world cultural heritage in the event of natural or man-made disasters.

In order to carry out these activities, ICOM partners with entities such as ICCROM, INTERPOL, the World Customs Organisation, the World Intellectual Property Organization, and maintains a long-standing collaboration with UNESCO. The UNESCO-ICOM Museum Information Centre, created in 1946, gathers the most comprehensive collection of ICOM publications including *ICOM News*, *Museum International*, *ICOM Red Lists*, publications by International Committees and conference proceedings.

ICOM's commitment to culture and knowledge sharing is reinforced by its 30 International Committees, which are dedicated to a wide range of museum specialities and conduct advanced research in their respective fields for the benefit of the museum community. The organisation's International and National Committees, Regional Alliances and Affiliated Organisations hold conferences and symposiums worldwide that focus on pre-defined themes with a view to fostering exchange among museum professionals of all nationalities.

More information: <http://icom.museum>

International Museum Day

What is International Museum Day?

Every year since 1977, ICOM has organised International Museum Day (IMD), which represents a unique moment for the international museum community. On this day, participating museums plan creative events and activities related to the International Museum Day theme, engage with their public and highlight the importance of the role of museums as institutions that serve society and its development.



The objective of International Museum Day is to raise awareness of the fact that, "Museums are an important means of cultural exchange, enrichment of cultures and development of mutual understanding, cooperation and peace among peoples." Organised on and around 18 May each year, the events and activities planned to celebrate International Museum Day can last a day, a weekend or a whole week.

Participation in International Museum Day is growing among museums all over the world. In 2017, more than 37,000 museums participated in the event in some 158 countries and territories.

A little bit of history

Crusade for Museums

Before officially creating International Museum Day, ICOM gathered the international museum community for a 1951 meeting called *Crusade for Museums*, to discuss the theme "*Museums and Education*." The idea for International Museum Day was inspired by the framework for museum accessibility that was developed at this meeting.

The 1977 Resolution

International Museum Day was officially established in 1977 with the adoption of a resolution during the ICOM General Assembly in Moscow to create an annual event "with the aim of further unifying the creative aspirations and efforts of museums and drawing the attention of the world public to their activity." International Museum Day was meant to convey the message that "Museums are an important means of cultural exchange, enrichment of cultures and development of mutual understanding, cooperation and peace among peoples."

Uniting the museum community on one theme

As the event attracted more and more museums, and increasingly favoured diversity in unity, ICOM suggested a theme for the first time in 1992: *Museums and Environment*.

Creation of a universal identity

In 1997, ICOM launched the first official poster of the event on the theme of fighting illicit traffic in cultural goods. The poster was adapted by 28 countries.

Strengthening communication

In 2011, institutional partners, a website and communications kit for International Museum Day were introduced, marking a turning point for the event. ICOM was also patron of the European Night of Museums for the first time that year, an event that takes place on the Saturday closest to the 18th of May each year.

Your key role as a museum

To ensure International Museum Day fulfils its ambitions, we need your help!

You are the ambassadors of International Museum Day. Thanks to the activities that you organise and the strong connections you develop with your public, this event continues to be a success year after year.

In addition to the activities you plan, your participation in International Museum Day is an opportunity for you to:

- ◉ **Implement partnerships** (*p. 12*) with schools, associations, other museums, etc. to promote the event as a moment of sharing and collaboration;
- ◉ **Use and disseminate the graphic materials of the event** (*p. 10*), in order to spread the news of your activities efficiently throughout the world;
- ◉ **Spread information** about International Museum Day to the public via your web spaces (website, social media, etc.);
- ◉ **Send a press release** about International Museum Day or organising a press conference as a means to ensure the visibility of your museum and of the event;
- ◉ **Gain international visibility about your activities** before and after the event: by sharing information about your International Museum Day activities with ICOM, allowing us to spread the news throughout our network and beyond through social networks and our website dedicated to the event. It also allows us to enrich our archives with International Museum Day activities from each year's celebration.

Coming soon:

Museums, share your activities on our interactive International Museum Day map!

Tell the whole world about your International Museum Day activities by putting them on the map. Thanks to your contribution, visitors will be able to find International Museum Day activities near them.

How to organise your International Museum Day

International Museum Day draws the attention of both the general public and museum professionals around the world. We hope that you will plan your own activities for the 2018 edition of the event, following the general principles of International Museum Day and that the examples of past International Museum Day activities, be they original or conventional, with limited budget or broad-based activities, will provide inspiration for your own preparations.

We recommend that you follow eight important steps:

1. Target a specific public

You can choose to target your regular visitors or a new public. We recommend you to target a specific public, such as children, teenagers, senior citizens, socially disadvantaged people, etc. In the next chapter, you will see examples of activities that target different publics.

2. Define your objectives

To reach a new public, to attract various types of visitors, to enhance the museum's visibility, to highlight your participation in the community, to be heard by public authorities and/or to make your institution known to potential partners.

3. Position your museum

The objectives you set can also be related to the positioning of your museum. International Museum Day helps to show the importance of museums in society and to highlight their different aspects. You need therefore to find the positioning that best suits your institution. Is it an innovative museum? A museum that listens to social issues? A dynamic museum? A museum in contact with the public? A museum that generates tourism?

4. Forge institutional partnerships and sponsorships

International Museum Day is an opportunity to create local, national or international partnerships, regarding anything from collections, to mediation or financing. Collaborations can be implemented with other museums,

professionals, associations, private companies, and more.

5. Develop a precise budget

International Museum Day's activities can be organised in large structures as well as small institutions. The necessary human and financial resources will also depend on the visibility you choose to give to the event.

6. Create an unexpected programme

In the next chapter, we will give you some ideas with examples of successful International Museum Day activities in the past. An unexpected activity programme is the key to your success!

7. Develop a communication and promotion strategy

We have developed a set of communications tools (*p. 12*) to help you implement your strategy. ICOM and its network can also be one of your communication channels.

8. Make a post-event evaluation

It is important for you to analyse the success of your International Museum Day and its effective impact. It is therefore essential to define criteria of success depending on your objectives. Some examples of good performance indicators include: attendance, creation of long-term partnerships and the number of media sources that diffused information about the event.

Create your activity programme

International Museum Day is an occasion to honour museum audiences and to offer a wide range of special activities, depending on your target public.

It is best to define your activity programme in relation to the theme suggested for International Museum Day.

Examples of activities for a general public

- ◉ **Free entry or free guided visits**
Free entry is an option, but the financial cost that it generates must be taken into account. A free entry policy should be supported by an interesting educational programme to attract the public to your museum.
- ◉ **Discounts on some services offered by the museum**
Johannesburg Art Gallery in South Africa offered a 10% discount on publications and on the Association of Museum Friends' membership fee for 18 May. (2012)
- ◉ **Open day, longer opening hours or late-night openings**
Activities organised in European museums for European Night of Museums are excellent examples.
- ◉ **Visits of storage areas or scholarly research collections; display of recently restored collections**
The National Museum of South Africa allowed the public to see collections of objects and documents that have never been on display before (2017).
- ◉ **Exhibitions, activities, conferences or guided tours based on the International Museum Day theme**
The "Sc'Arti in Mostra" organised and promoted by the province of Avellino, in Italy, was the product of an art contest inspired by the themes of reusing and recycling waste through art. The exhibition, open to the public, supported a culture of recycling. (2015)
- ◉ **Practical workshop or visits led by a museum professional**
Oman museums co-organised with the ministry lectures and workshops with specialists from security agencies and museums (2017).
- ◉ **Conferences, lectures and professional round table discussions**
The National Gallery of Victoria in Australia organised a conference to discuss how public and private institutions gather their collections and how such collecting can create or preserve a cultural landscape (2016).
- ◉ **Meeting with partners, fundraising events**
Fort Smith Regional Art Museum in the US held a "White Party" fundraiser, preparing for the museum's opening in 2013. (2012)
- ◉ **Inaugurations, openings of new museum space**
The Chimczuk Museum in the City of Windsor, Canada used International Museum Day as an opportunity to open the "Fighting in Flanders" exhibition in the presence of the Belgian ambassador to Canada. (2016)

- **Special cultural activities: concerts, theatre or dance shows, artistic performances, films screening, etc.**
The Uganda Museum in Kampala encouraged visitors to take a plant home or plant a tree at the museum to do their part in creating a sustainable environment. The National Forestry Authority donated trees to the cause. (2015)
- **Unusual visits**
In Peru, the Pachacamac Site Museum scheduled an outdoor interactive project called “Paint and Identify in the Pintado Temple” to remind visitors of the paintings that once decorated the monument. (2013)
- **Activities based on interaction using, for example, social media or virtual visits, etc.**
Sharjah Museums in the United Arab Emirates carried out an Instagram project called #heartifact, inviting the public to photograph objects that are meaningful to them and post them along with a short description. The museum then created a collage of the images and shared it with the public on International Museum Day. (2014)
- **Games, contests, awarding of prizes**
Rwandan Museums held cultural competitions among ten schools in Nyanza district where students competed in four fields including traditional dance, drawing, poetry and general knowledge of Rwanda’s heritage (2017).
- **All-day tour to several museums of your region**
In Barbados, visitors went museum hopping in a bus tour to learn about the contested histories of the Barbadian heritage. (2017)
- **Activities “outside the walls”**
The Benque House of Culture in Belize organised activities where students learned about excavating, Maya hieroglyphics and the history of imprints of hands. (2017)

Examples of activities to target...

○ **Professionals and academics**

International Museum Day can be a great occasion for professional get-togethers. Some possible professional activities include:

- Professional meetings in the museum or through ICOM’s National Committees
- Conferences, colloquiums, seminars, roundtables, task forces, debates, international forums
- Discussions about museum operations, such as inventory, security issues, etc.
- Discussions about legislation and cultural policies
- Promotion of the *ICOM Code of Ethics for Museums* and distribution of the document
- Twinning of museums on a regional, national and international level
- Organisation of exhibition exchanges
- Creation of national and international cooperation programmes
- Partnership with university centres
- Publish articles on the theme in specialised journals, newsletters, information letters, etc.

🕒 **Young children and teenagers**

Your museum is encouraged to create educational programmes to help raise awareness among young generations about the role of museums in society. To do so, it could be useful to contact schools and decide together on a pedagogical programme suitable for the theme "Hyperconnected museums: New approaches, new publics".

You could, for example:

- Create a learning kit for teachers (educational cards, brochures, tools for activities...);
- Organise activity workshops such as role-plays, competitions;
- Create a visitor programme adapted to children;
- Partner with young people to launch an exhibition on the theme of hyperconnectivity;
- Develop a twin programme between your museum and a learning institute.
- *Tip:* Teenagers may be more likely to take an interest in interactive exhibitions and activities that include museum experts who can reply to questions about the museum.

For more inspiration:

- 🕒 Check our Facebook fan page
<http://www.facebook.com/internationalmuseumday>
- 🕒 Take a tour of our collection of tweets #MuseumDay
<https://twitter.com/IcomOfficiel>

**Do you want to be part of our social media initiative?
Follow the instructions on Page 12.**

Communications tools at your disposal

Official poster and its variations (postcard and web banner)

Each year, ICOM creates an International Museum Day poster, as well as a web postcard and web banner, linked to the theme of the year, enabling participating museums to illustrate the theme and to attract visitors with an appealing design.

For the 2018 poster, we wanted to reflect our hyperconnected world. It was a challenge since hyperconnectivity and the connections we make with others are intangible. We choose the QR code as the main visual element this year, as a symbol of innovation and the vast diversity of connections. These barcodes are made up of pixels that can be combined in infinite ways. When scanned, we can download a picture, receive an email, open a website or find data. The 2018 poster assembles these QR codes in blocks that resemble a Tetris game. In the famous videogame, sometimes you just need to change the shape of a single piece to form a line. Applying that principle to museums, sometimes you just need to approach your collection in a different way to connect with a new public. Through this poster, we encourage museums to shift their attention to a public beyond their core audience or to engage with their public in an innovative way. By doing so, museums become creators, conductors and enablers of new connections.

You can download the poster, the postcard and the web banner for 2018 on the International Museum Day website: <http://imd.icom.museum>



In 2017, thanks to you, the poster was available in 38 different language versions. This year, ICOM Committees will assist us in providing you with International Museum Day poster for and additional tools in your own language(s).

If you wish to use the poster in a language that is not available, do not hesitate to contact your ICOM National Committee.

We invite you to print and hang the poster in your museum during International Museum Day. You can also adapt this image in many ways and on any media, according to your wishes. You may also use the poster graphics and modify their format to fit your needs. Send an email to imd@icom.museum to get a version of InDesign and make your modifications. In order to disseminate and archive your creations for our records, we would be grateful if you could send us any modified designs made from the International Museum Day 2018 image.

Warning: you cannot use this image for commercial purposes.

International Museum Day 2018 website and social media



International Museum Day has a dedicated website that complements the ICOM website. The International Museum Day website address is:
<http://imd.icom.museum>



International Museum Day is also on Facebook.
<http://www.facebook.com/internationalmuseumday>

Please don't hesitate to participate on Facebook by:

- Liking our Facebook page
- Mentioning (@International Museum Day - ICOM) in you posts, comments or photos to spread the information about this Facebook page
- Leaving a comment or a post on the Facebook page



If you are on Twitter, you can publish your International Museum Day activities with the hashtag: **#MuseumDay** and mention us [@ICOMOfficial](#).

Find financial partners

You can look for three different kinds of support:

- **Financial support:** financial aid for the everyday functioning of a structure or for a special event such as International Museum Day. This support can come from private companies or public administrations.
- **In-kind sponsorship:** a company can donate products for your event, such as for a reception, or it can print or disseminate the leaflets of your event free of charge.
- **Skills sponsorship:** a company can make its staff available to you free of cost, for example the communications department. This kind of sponsorship is on the rise in particular for educational programmes.

To give visibility to your partners, you may offer to:

- Insert their logo in all the communications tools created for the event and particularly in the poster.
- Insert information about the partner in the press kit and press releases.
- Organise the International Museum Day launch jointly with your partners.
- Invite partners to participate in your activity programme or to disseminate documents during your International Museum Day event.
- Organise a reception for networking purposes, if you have a number of sponsors.
- Publish the company's advertisements in one of your communication outlets.

Partner: European Night of Museums

Since 2011, ICOM has been sponsoring the European Night of Museums, which is celebrated every year on the Saturday just before International Museum Day.

This year, the European Night of Museums will be held during the night of May 19th 2018. Created in 2005 by the French Ministry for Culture and Communication, the event inspires museums to open their doors to the public until 1:00 a.m. and free of charge. By welcoming the public at night, museums provide visitors with a new perspective on their collections, applying a more creative and sensory approach.

You can combine the European Night of Museums and International Museum Day for a packed weekend of events!

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Contact

For more information, please contact your National Committee. The list of National Committees is available on the following webpage:

<http://icom.museum/the-committees/national-committees/>

You can also contact **ICOM General Secretariat**:

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Have a great International Museum Day 2017!



#MuseumDay



www.imd.icom.museum



www.facebook.com/internationalmuseumday