

HOW TO PREPARE FOR  
**INTERNATIONAL MUSEUM DAY**

**ICOM** international  
council  
of museums



**18** may  
mai  
mayo  
2019

**INTERNATIONAL  
MUSEUM DAY**

**JOURNÉE INTERNATIONALE  
DES MUSÉES**

**DÍA INTERNACIONAL  
DE LOS MUSEOS**

**Museums as Cultural Hubs  
the Future of Tradition**

**Les musées, plateformes culturelles  
l'avenir de la tradition**

**Los museos como ejes Culturales  
El Futuro de las Tradiciones**



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#IMD2019

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## International Museum Day 2019

**International Museum Day 2019 will focus on the new roles of museums as active actors in their communities.**

The role of museums in society is changing. Museums keep reinventing themselves in their quest for becoming more interactive, audience-focused, community-oriented, flexible, adaptable and mobile agencies. They have become cultural hubs functioning as platforms where creativity combines with knowledge and where visitors can also co-create, share and interact.

While preserving their primary missions - collecting, conservation, communication, research, exhibition - museums have transformed their practices to remain closer to the communities they serve. Today they look for innovative ways to tackle contemporary social issues and conflict. By acting locally, museums can also advocate and mitigate global problems, striving to meet the challenges of today's society proactively. As institutions at the heart of society, museums have the power to establish dialogue between cultures, to build bridges for a peaceful world and to define a sustainable future.

As museums increasingly grow into their roles as cultural hubs, they are also finding new ways to honour their collections, their histories and their legacies, creating traditions that will have new meaning for future generations and relevance for an increasingly diverse contemporary audience at a global level. This transformation, which will have a profound impact on museum theory and practice, also forces us to rethink the value of museums and to question the ethical boundaries that define the very nature of our work as museum professionals.

At once a focal point for the community and an integral part of a global network, museums offer a platform for translating local communities' needs and views into a global context.

### **The future of tradition continues in ICOM Kyoto 2019**

International Museum Day will tackle the same theme as the 25th ICOM General Conference taking place in Kyoto, Japan between September 1st and 7th 2019. More than 3,000 museum professionals and experts from all international backgrounds will participate in this triannual event which has become a worldwide reputed hub for exchange about the topical issues museums tackle today, as well as the most innovative solutions.

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The **International Council of Museums** (ICOM) established International Museum Day in 1977 to increase public awareness of the role of museums in the development of society, and it has been steadily gaining momentum ever since. In 2018, International Museum Day garnered record-breaking participation with more than 40,000 museums hosting events in some 152 countries.



## 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 18<sup>th</sup> of May.

ICOM is committed to promoting and protecting natural and cultural heritage, present and future, tangible and intangible. With more than 40,000 members in 138 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 2018, more than 40,000 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 18<sup>th</sup> 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** 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**, 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.





## 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 2019 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**

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.

## Communications tools at your disposal

### Official poster and its variations

Each year, ICOM creates an International Museum Day poster, as well as 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 2019 poster, we wanted to emphasize the first part of the theme: “museums as cultural hubs”. This was a big challenge because it is about representing the museum as a hub in relation with the local communities. So we chose sign everyone knows as the localization sign. We transformed it into an entity gathering other entities and we used it to create a mesh for the background. This represents the place of the museum in a globalized world. This repeating sign also evokes the concept of polycentricity. It highlights the new role of museums as a platform and the link between museums and the future while respecting traditions.

As it is the theme of the Kyoto General Conference, the colors have been chosen to recall Japan and the pattern is close to Japanese indigo textile. Finally, this pattern is the visual echoes of previous International Museum Day, it quickly identifies the event.

You can download the poster and the web banner for 2019 on the International Museum Day website: <http://imd.icom.museum>

In 2018, thanks to you, the poster was available in 32 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](mailto: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 2019 image.

**Warning:** you cannot use this image for commercial purposes.

## International Museum Day 2019 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



On Twitter, you can publish your International Museum Day activities with the hashtag: **#MuseumDay** and mention us [@ICOMOfficial](https://twitter.com/ICOMOfficial).



ICOM is now on Instagram, please share your best pictures with the hashtag **#MuseumDay** and **#IMD2019!**



## 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.



## 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 #MuseumDay 2019!**

