



## ICOM makes its Expo debut with European museums

The ICOM World Expo Programme begins with the **Month of Europe**. From 1 - 31 May, European museums will be presented through a month-long exhibition and various activities.



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### What's New

ICOM International Committee for Education and Cultural Action (CECA) will host events at the ICOM Pavilion over a period of six months. In May, two specialists from Italy will entertain and teach the young public through lively activities. Families and the young public will have an opportunity to get to know European cultures.

**May 2 & 3 (11.00 - 12.00):** "Eating with the Romans" (6-8 year-olds) where ancient Roman snacks will be prepared.

**May 2 & 3 (14.00 - 15.00):** "Discovering Gods and Goddesses" (8-10 year-olds) and paint your own Gods and Goddesses.

**May 2 & 3 (15.30 - 16.30):** "The Wheel of Culture" (10-12 year-olds) will test your knowledge of Europe.

**May 2 & 3 (17.00 - 18.00):** "Roman Life" (10-12 year-olds) will dress you up as Romans!

### Highlight of the Month

On **International Museum Day** on 18 May, 2010, the entire ICOM programme will be highlighted. Under the theme of "Museums for social harmony", an official celebration will be held in the Expo Centre in the presence of the ICOM official delegation headed by ICOM Director General Julien Anfruns and composed of directors from museums of the Yangtze Delta Region. The ceremony will begin at 15.30.

Through various events, ICOM will raise public awareness on the role of museums in society as well as ICOM's missions and actions.



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### Focus on the Temporary Exhibition

Louvre Museum, Guggenheim Museum Bilbao, Rietberg Museum Zurich, Cité des sciences et de l'industrie, Paris, Hermitage Museum of Saint-Petersburg... Museums in Europe exhibit their diversity through



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Museum Rietberg Zurich

their collections, professions and locations. By collaborating with the biggest museums in Europe, ICOM has prepared a full month of exhibitions on social, cultural, economic, environmental and technological developments in European museums.

## A Glimpse of Museums and Culture

Museums are responsible for both tangible and intangible cultural heritage and as such, they play a key role in the cultural development of today's society.

Museum collections are the keepers of our traditions and history and in turn, cultural identity is enhanced through the viewing of these same collections. By offering an opportunity to understand and appreciate cultures as well as providing an environment for their conservation and restoration, museums are committed to the preservation, interpretation and promotion of our many cultural heritages.

## Interview of the Month



D.R.

David Liau, Creative Director and Architect of the ICOM Pavilion at the Shanghai World Expo.

### **How was the ICOM Pavilion concept born?**

“Bridging the Global Museum Community within a Modern Museum” is the overarching concept. The design is intended to present ICOM in a global way at the Expo, and to provide a memorable “museum” experience to visitors so they will become members of this global community.

As for the architecture, the ‘rings’ and ‘horizontal lines’ were inspired by the ‘O’ and ‘I’ of the ICOM logo. Three interlinked rings represent a well-connected museum community. These well-positioned rings create an organised and smooth traffic flow.

### **Did you enjoy designing the ICOM Pavilion?**

The fact that three teams — France, China and USA were able to communicate and share the creative process was thanks to the latest internet technologies. Being engaged in this international project and seeing it stand among this global community at Expo 2010 Shanghai was truly a rewarding experience for me, thanks to the support from both ICOM and EWI.

### **What is the highlight of the ICOM Pavilion?**

Wherever you are inside the ICOM pavilion you will enjoy panoramic views of the world.

### **What is your idea of a modern museum experience?**

Simple and clean architecture and interiors plus well-designed lighting and traffic flow.

### **What is your favourite museum?**

Guggenheim New York City. I was truly inspired by it when I first visited it when a student at Pratt Institute (NYC art college).

## About the 2010 Shanghai World Expo

The official website of 2010 Shanghai World Expo: <http://www.expo2010.cn/>

## About ICOM Pavilion

Situated in the heart of Zone B of the Expo Park, inside the International Organisations Joint Pavilion, ICOM celebrates its participation under the theme of “Museums, Heart of the City” throughout the six months.

## About ICOM

Created in 1946, ICOM is a non-governmental organisation (NGO) maintaining formal relations with UNESCO and having a consultative status with the United Nations' Economic and Social Council. ICOM is the only international organisation representing museums and museum professionals.

- ICOM is:
- A diplomatic space that gathers 137 countries and territories.
- The standards of excellence which defines the norms and standards for museums in terms of conception, collections management and organisation. ICOM Code of Ethics for Museums is the code of reference in the world museum community.
- A professional network which has more than 28,000 members and comprises a unique professional network composed of institutions and museum professionals.
- A world think-tank. Museum professionals from ICOM's 31 International Committees conduct specialised research in their fields.
- The international missions such as the fight against illicit traffic of cultural property, and risk management in case of emergency or military conflict.

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