

**ICOM** international  
council  
of museums

**ANNUAL REPORT**  
**2017**



# 2017

## ICOM



In the aftermath of ICOM's 70th anniversary celebrations in 2016, 2017 was also a year of commemorations for many of the organisation's National and International committees, several of whom celebrated significant anniversaries.

These landmarks are a reminder of what our organisation has achieved over the past 71 years. The consistent and fruitful collaboration of our 40,860 members-strong network in 2017 is a testament to the continued passion, dedication and creativity of our international community of museum professionals and experts.

This collaboration was visible in 2017 in the number of joint events held between committees. International Committees cooperated with the National Committees in the host countries of their events, ensuring accurate scrutiny of museum development and challenges in those regions. International Committees also joined forces, in some cases including Regional Alliances and Affiliated Organisations in their discussions, to ensure not only added regional expertise, but also vital interdisciplinary exchange.

This solidarity between ICOM's committees was also in evidence when natural disaster struck in the host countries of their respective events. Logistical support was provided, with some committees raising funds to assist museum professionals affected, such as ICEE in Puerto Rico. ICOM's DRMC was also active in monitoring situations and mobilising resources.

Meanwhile, new National Committees were created and others renewed. The newly created standing committee on Museum Definition Prospects and Potentials gained impressive momentum as roundtables were held worldwide to gather perspectives and take stock of the diverse regional realities within the museum field.



In 2017, ICOM stepped up its role as an advocate for museums on the international stage by participating in its first G7 Ministerial Meeting on Culture in Florence, Italy. The declaration which followed, emphasising the risk to cultural heritage from crime and natural disasters, highlighted the need for international cooperation in protecting cultural property and gave an added impetus to ICOM's actions in this area. Our organisation continued to be relentless in the fight against illicit traffic in cultural goods by preparing Red Lists for Yemen and South-East Europe and reinforcing cooperation with law enforcement agencies such as INTERPOL, the World Customs Organization and other experts.

As institutions in the service of society, museums have enormous potential to facilitate social cohesion and engage in the debate on human rights and social equality. In a dramatically altered museum landscape, and a world still rife with conflict, it is vital that museums reinforce their social role. The theme of International Museum Day in 2017—Museums and Contested Histories—prompted a welcome debate on society's ability to deal with difficult history. The theme generated unprecedented participation by museums and museum professionals as they considered how a greater understanding of a painful, collective past might lead to a more harmonious and shared future. The theme also inspired several committees to organise joint conferences on the topic, leading to publications under preparation, including an issue of *Museum International* to appear in 2018.

Migration was another hotly debated topic among our community in 2017. Protecting the free movement of museum professionals in a highly charged political context was addressed by ICOM US in a statement released following an Executive Order restricting entry to certain citizens released by the Trump administration.

As a platform for knowledge transfer and expertise, ICOM continued to prioritise research and professional development in 2017. Its International Training Centre (ICOM-ITC) organised two workshops at the Palace Museum in Beijing, China, and a new monograph series—*ICOM Advances in Museum Research*—was launched in October. The first book, *The Future of Natural History Museums*, is set to resonate with a wider museum public, and plans for the next book in the series are underway.

In a year rich with collaboration, advocacy and engagement, ICOM has done much to provoke dialogue and incite action on the issues our collective society faces today. Let us build on this solidarity that characterises our organisation and continue to work relentlessly to ensure that museums' voices are heard and their potential to promote social cohesion in our world realised.

**Suay Aksoy**, ICOM President

**Peter Keller**, ICOM Director General

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# 2017 KEY FIGURES

**40,860**



38,092 ICOM individual members and 2,768 ICOM institutional members

**+ 10 %**



percentage increase over 2016

**212**



new institutional members  
8,3% increase

**16,170**



number of members registered in International Committees  
39,6% of ICOM members

**120**



ICOM National Committees

**138**



countries and territories represented

**68 %**  
women



**32 %**  
men



# ICOM DEVELOPS ACCORDING TO ITS STRATEGIC PLAN

“We believe that it is of the greatest importance for every nation that the knowledge of the cultures of the various countries forming part of one world should be made more widely known; by these means there will be a broader ground of mutual understanding, for through exchange of cultural knowledge there is a common ground for peace.”

Resolution No. 4 of the 1st Interim Conference of ICOM, Mexico City, 8 November 1947

# ANNUAL CONFERENCES OF INTERNATIONAL COMMITTEES

## AVICOM

F@IMP festival 2.0  
Uherský Brod, Czech Republic  
13-15 June

## CAMOC

Migration: cities  
Mexico City, Mexico  
28, 30-31 October

## CECA (x DEMHIST)

Relevance and the role  
of museums and historic  
houses  
London, UK  
14-18 October

## CIDOC

Past, present and future  
issues in documentation  
Tbilisi, Georgia  
25-29 September

## CIMCIM

Presentation, preservation  
and interpretation:  
musical instrument collections  
challenged in the 21st century  
Basel and Bern, Switzerland  
22-25 February

## CIMUSET

Technical heritage  
and cultural identity  
Rabat, Morocco  
5-8 December

## CIPEG

The role of curators in  
museum research and  
exhibits: tradition, change,  
and looking to the future  
Chicago, USA  
5-8 September

## COMCOL

The guardians of  
contemporary collecting  
and collections—working  
with (contested) collections  
and narratives  
Umeå, Sweden  
5-9 December

## COSTUME

The narrative power  
of clothes  
London, UK  
30 June|2 July

## DEMHIST (x CECA)

Relevance 2017:  
are we doing enough?  
London, UK  
14-18 October

## GLASS

New museums: documenting  
and reviving glass-making  
traditions  
Sars-Poteries, Trélon and Boussois,  
France. Charleroi, Lommel, Seraing  
and Embourg, Belgium  
16-20 October

## ICAMT

Architecture of memorial  
museums on historical  
sites and off site  
Cincinnati, USA  
19-20 October

## ICDAD

Art deco in decorative  
arts and design  
Miami, USA  
30 November|1 December

## ICEE

Exhibitions without borders  
San Juan, Puerto Rico  
16-19 October  
Cancelled due to the damages  
caused by hurricanes to Puerto Rico

## ICFA

Changing rooms?! Permanent  
displays and their storage  
Copenhagen, Denmark  
17-20 September

## ICMAH

Museums, collections  
and industrial heritage  
Baku, Azerbaijan  
16-19 October

## ICME

Migration, home  
and belonging  
Washington DC, USA  
17-22 October

## ICMEMO

Exhibitions: new insights  
Crete, Greece  
15-20 September

## ICMS

Sensitivity to cultures  
in museum security  
Boston, USA  
21-25 August

## ICOFOM (x ICOFOM LAM)

The politics and poetics  
of museology  
Havana, Cuba  
21-25 August

## ICOM-CC

Linking past and future  
Copenhagen, Denmark  
4-8 September

## ICOMAM

Technical innovations—  
Innovative techniques  
Koblenz, Germany  
4-8 September

## ICOMON

Money and banking  
museums: from display  
to engagement  
Djakarta, Indonesia  
3-6 September

## ICR

Regional museums engaging  
with the “new reality”  
Helsinki and Tampere, Finland  
28 August|1 September

## ICTOP

Curators and communities:  
training for collaboration  
Windhoek, Namibia  
11-13 October

## INTERCOM

Entrepreneurial management  
Kolkata, India  
Postponed to 23-25 February, 2018

## MPR

Museums and the city:  
marketing and beyond  
Amsterdam, Netherlands  
1-5 October

## NATHIST

Natural History museums  
in the age of Humanity  
Pittsburgh, USA  
25-30 September

## UMAC

Global issues in university  
museums and collections:  
objects, ideas, ideologies,  
people  
Helsinki and Jyväskylä, Denmark  
5-8 September

## ICLCM (x ICMEMO)

Exhibitions: new insights  
Crete, Greece  
15-20 September



# ICOM'S EVER-GROWING NETWORK

Following the celebration of ICOM's 70th anniversary in 2016, the year 2017 was the Platinum Jubilee of the 1st Interim Conference of ICOM, which was held on 8 November, 1947, in Mexico City.

A number of ICOM committees also commemorated significant milestones this year. ICOM Italy turned 70, and so did ICOM Mexico which devoted its annual conference to *Reflections and New Perspectives for ICOM Mexico on its 70th Anniversary*, held in Mexico City on 27 November. ICOM Russia launched an interactive map for its 60th anniversary, covering the country's entire territory, from Kaliningrad to Vladivostok, with each point indicating all the museums in their network, amounting to 263.

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ICOM Azerbaijan was created 25 years ago in December. The first ICOM National Committee in the post-Soviet space has grown from 10 members in its early years to 107 members, who represent 43 museums and 14 other institutions. Meanwhile, ICOM Georgia celebrated its 10th anniversary both during Museum Week and on International Museum Day, with a conference entitled *21st Century Museum Challenges and Millennials*, in which most participants were postgraduate students.

In 2017, two new National Committees, ICOM Mozambique and ICOM Myanmar, were created. During the formalisation of its legal status, ICOM Mozambique coordinated the inaugural Fair of Museums and Cultural Heritage in celebration of International Museum Day. ICOM CIMAO, ICOM's West African Regional Alliance, saw its first year of operations following the approval of its creation in July 2016 by the ICOM Executive Board. In May 2017, it organised a regional workshop in Niamey, Niger, together with the other West African National Committees of ICOM, in order to debate the role and importance of the creation of women's museums in the region.



The Luxemburg National Committee marked its comeback in the international museum community in 2017. Its board decided to focus on the training of museum professionals, mainly in the digitalisation of museum collections.

A number of International Committees also celebrated their anniversaries in 2017. ICOFOM was created 40 years ago, while its Latin American regional subcommittee, ICOFOM LAM, was created 25 years ago. ICLCM also celebrated its 40th anniversary, illustrating its work throughout the years with historical photographs and documents on its website.

ICME celebrated its 50th anniversary at its annual conference at the Smithsonian National Museum of the American Indian in Washington DC, United States. ICOM-CC also reached the golden milestone and began the preparations for its 50th anniversary celebrations in 2011 by reorganising its archives. Valuable information on the committee's history was brought to light, and a research project, entitled *The ICOM-CC History Project: Fifty Years of ICOM-CC: 1967-2017* was eventually published and distributed to all delegates at its triennial conference in September.

Some committees stretched geographically, by working in regional sub-committees or creating new working groups to tackle a number of secondary topics. COMCOL added a fourth working group in 2017 devoted to 'Sharing Collections', which quickly grew into the most active one. DEMHIST's national groups organised large-scale meetings in Portugal, Italy and Brazil. They discussed regional challenges and explored local partnerships. ICOFOM's sub-committees were particularly active in the Asian Pacific and Latin American regions.

Most International Committees have acknowledged that their membership is heavily European and lacks representation from emerging countries, in particular Asia and Africa. In an effort to be more inclusive, CIMCIM changed its name to the International Committee for Museums and Collections of Instruments and Music. The term 'music' was added to include music-themed museums in a broader sense. Existing partnerships in Russia and China are currently being developed.



Some committees are turning to countries in Asia and Africa to host annual meetings and establishing long-term partners in these regions in order to enhance ICOM's international profile, in accordance with the 2016-2022 Strategic Plan. UMAC has forged a partnership with the Qian Xuesen Library and Museum of Shanghai Jiao Tong University to organise 'University Museum Training Weeks' in China in the coming years. The inaugural training week was held in 2017.

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In Windhoek, Namibia, ICTOP organised the conference 'Curators and Communities: Training for Collaboration', with a special focus on the local context of Southern African countries. The committee developed a special theme devoted to teaching Museum Studies in Africa, in an effort to highlight the importance of capacity building programmes in the region.

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# ICOM, A COLLABORATIVE EXPERIENCE

Several ICOM International Committees held joint meetings in 2017. Examples include meetings between CECA and DEMHIST, ICMEMO and ICLCM, CIDOC and COMCOL, and ICTOP and UMAC. These were opportunities to explore subjects of common interest and broaden horizons in their res-

Joint meetings were opportunities to explore subjects of common interest and broaden horizons.

pective research fields, and allowed members to discover new regions. Beyond their annual meetings, and in the aftermath of the 2016 ICOM General Conference in Milan, Italy, a number of committees undertook work on projects that require expertise from various fields. ICTOP and UMAC, for instance, are developing the *Professionalising Museum Work in Higher Education: A Global Approach (P-MUS)* research project in partnership with the Association of Academic Museums and Galleries (AAMG, US) and the European Academic Heritage Network (Universeum).

ICOM International Committees often team up with the respective National Committees of the countries that host their annual meetings, which not only provide financial and logistical support, but help contextualise museum development and challenges in said country or region, expanding the International Committees' reach with their expertise, and inviting them to reflect on new realities.

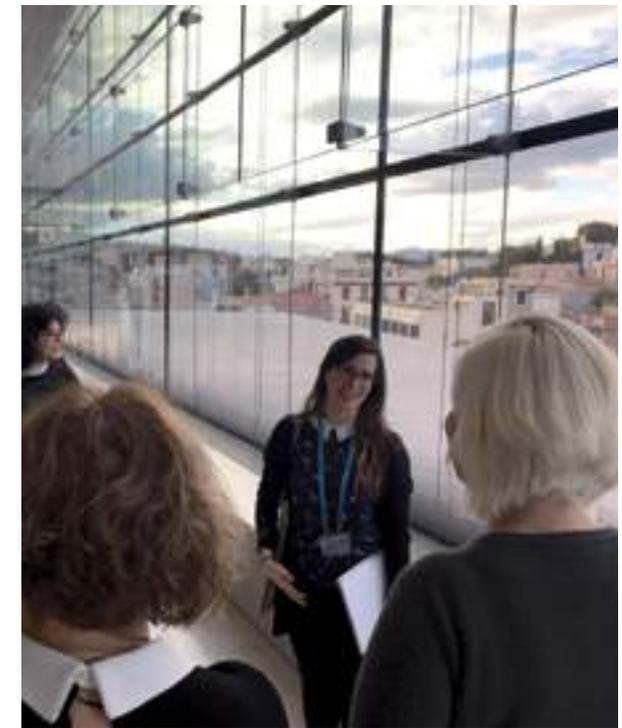
Since 2016, ICOM US has sought to host more International Committee annual meetings and sponsored five of such meetings in 2017, awarding grants to the groups that reached out to them for support: ICMS in Cambridge, Massachusetts; ICMEMO and ICAMT in Cincinnati, Ohio; ICEE in San Juan, Puerto Rico (cancelled due to Hurricane Maria); ICME in Washington, DC and NATHIST in Pittsburgh, Pennsylvania.

ICOM Armenia was also particularly active in this respect, welcoming experts from CECA and MPR for a regional workshop on planning and marketing museum education projects. ICOM Brazil worked with CIDOC and COMCOL to host an international seminar entitled *Building Collections for the Future*.

Thanks to the work of the Mexican sub-committees of UMAC, CECA and CAMOC, ICOM Mexico members participated in several International Committee conferences and meetings, thus bringing a Latin American perspective to the debate.

The ICOM Regional Alliances were also vital in hosting international conferences and workshops for colleagues from different countries. At its annual meeting in Chabahar, Iran, ICOM ASPAC had representatives from Bangladesh, Cambodia, China, India, Japan, Korea and Palau, as well as local Iranian members. The meeting welcomed two panel discussions around the theme 'Museums, Education and Water Crisis'. The Chabahar Recommendation was elaborated to address subjects and issues specific to the region at the end of the meeting. It called for museums to take local communities into account and thus accept their social responsibility within these communities. The need for capacity building, especially in the emergency management area, was also reaffirmed therein.

ICOM SEE continued to implement the RE-ORG methodology in museum storage together with ICCROM: in November 2017, 26 museum professionals, who were selected by ICOM Slovenia and ICOM Croatia, followed a training course at the Ethnographic Museum in Zagreb, Croatia. ICOM Arab co-organised the CIMUSET annual meeting in Morocco. This was the committee's very first meeting in an African or Arab country. The conference's most tangible result was the announcement that a science and technology museum would be created in Morocco. It will be the country's first museum of the kind, among a handful of such museums in the Arab countries.



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ICOM Europe and ICOM Arab secured the ICOM Special Project funding for their touring exhibition, *Interaction: Arabs and Europe*. The project was conceived in order to increase cooperation between European and Arab countries. Thereby, the project also sought to enhance ICOM's action and civic commitment, and to improve the knowledge and mutual trust of museums and museum professionals. Lastly, it aimed to disseminate heritage values and shed light on little-known museum collections. The exhibition opened at the Bibliotheca Alexandrina in Egypt on 28 January, 2018, and will continue in Rome, Italy, in April 2018.

From 24 to 29 November, 2017, the Museums, Galleries and Collections Institute at the University of St Andrews in the United Kingdom hosted the 2nd EU-LAC-MUSEUMS General Assembly. Launched in October 2016, the EU-LAC-MUSEUMS research project, *Museums and Community: Concepts, Experiences, and Sustainability in Europe, Latin America and the Caribbean*, is being developed by seven museums and research institutions in partnership with ICOM, with the financial support of the European Union's Horizon 2020 Research and Innovation programme. At the General Assembly, which was held in the United Kingdom, the consortium of partners and project advisors (including representatives from ICOM LAC, ICOM Europe, ICOM Chile and ICOM Costa Rica) actively discussed the implementation of the project, shared ideas and strengthened their collaboration in the areas of 'Technology and Innovation for Bi-Regional Integration'; 'Museums for Social Inclusion and Cohesion'; 'Fostering Sustainable Local and Regional Museums'; and 'Exhibiting Migration and Gender'.

As project advisors, several ICOM committees, and the two ICOM Regional Alliances based in Europe and Latin America and the Caribbean worked together to implement the project framework throughout the year 2017. To commemorate the 50th anniversary of the *Declaration of Santiago, Chile*, ICOM Chile, in partnership with the Universidad Austral de Chile and the

As project advisors, several ICOM committees and Regional Alliances worked together to implement projects throughout 2017.

EU-LAC-MUSEUMS project among others, organised a series of lectures on *The Museum's Role in Our Societies* in October and November at the University of Concepción, Chile. This was part of a commemoration programme that sought to promote and foster an updated, critical discussion on the principles of the *Declaration of Santiago Round Table* and educate on the topic. The inaugural lecture, 'Museums and Communities: Concepts, Experiences, and Sustainability in the South of Chile', discussed Chilean case studies.

The *Community Crafts and Culture* project, in partnership with the Museo Nacional de Costa Rica and ICOM Costa Rica, ICOM LAC and the Universidad de Costa Rica, collaborated with the country's indigenous communities, in order to support them in promoting their arts and crafts and raise awareness of their culture and way of life. The project builds upon existing partnerships in the community museums of Costa Rica to strengthen existing indigenous systems of organisation and communal work, making them more resistant against the homogenising forces of globalisation and unethical development.

ICOM National Committees are increasingly working together. *Presumption to Responsibility*, a conference organized in Brno, Czech Republic, by ICOM Czech Republic, Austria and Slovakia, was a huge success and was attended by 130 participants from 11 countries. Also in 2017, ICOM Nord (encompassing ICOM Iceland, Norway, Sweden, Finland and Denmark) and ICOM Germany jointly held a conference in Helsingborg, Sweden, from 21 to 23 September. As they delved further into the theme of the 2017 edition of International Museum Day, *Museums and Contested Histories: Saying the Unspeakable in Museums*, the participants tackled difficult issues met in all aspects of museum work.

ICOM National Committees are increasingly working together.

#### Solidarity in the museum community

Following the succession of deadly natural disasters in the Caribbean, Mexico, Guatemala and the United States in September 2017, ICOM expressed its sorrow and solidarity with the people in the impacted areas. The ICOM Disaster Risk Management Committee (ICOM DRMC) liaised with colleagues who live in the affected regions to gather information on the different situations on the ground, needs and types of help required, in order to mobilise its network accordingly. ICOM worked with ICOM DRMC to produce, when necessary, Museum Watch Lists so as to monitor and identify museums at risk in the concerned areas: in Mexico, following the series of earthquakes, as well as in the Caribbean and Texas after the succession of violent hurricanes and storms.

Despite the damage and losses that the country suffered from, the international conferences were held as planned, with the support of ICOM Mexico, while ICEE was forced to cancel its annual meeting in Puerto Rico, US. A call for donations was launched to help the Museo de Arte de Puerto Rico, the planned host institution of the 2017 meeting, ultimately raising 6,000 USD from contributions of ICEE members and conference participants, including ICOM US.

ICOM Italy started the project *Adopt a Museum*, to collect funds for museums in the centre of the country struck by the series of earthquakes of 2016. This project, which is supported by the Italian Ministry of Culture and Tourism, was presented during ICOM's June Meetings in Paris, France, and has since helped many museums in the restoration and enhancement of their damaged properties and collections.

# ICOM'S SPECIAL PROJECTS

All of ICOM's special projects are supported by the Strategic Allocation Review Committee (SAREC).

**Feb., Jun. and Oct.**  
**Athens, Mexico City, Calgary**

Migration:  
Cities | (im)migration  
and arrival cities  
Conferences, workshops  
CAMOC, CAM, ICR

**Nov.**  
**Mexico City**  
The first international  
workshop of house museums  
DEMHIIST, ICOM Mexico,  
Red de Casa Museo Mexico

**Nov.**  
**Mexico City**  
New perspectives  
for ICOM Mexico's  
70th anniversary  
Conference  
ICOM Mexico

**Mar.**  
**Niamey**  
L'importance de la création  
de musées des femmes  
dans les pays d'Afrique  
de l'ouest  
Regional workshop  
ICOM-CIMAO, ICOM Niger,  
ICOM Burkina Faso

**Oct.**  
**Rio de Janeiro**  
Building collections  
for the future  
Conferences, workshops  
COMCOL, CIDOC

**Feb.**  
**Cape Town**  
Human remains  
management project  
Workshops, panel and  
traveling exhibition in 2018  
CAM, ICME, ICOM Namibia,  
ICOM Botswana, ICOM South Africa,  
ICOM ETHCOM

**Dec.**  
**Mostar**  
Digitization in museum  
collections of museums  
in Bosnia Herzegovina  
Conference and workshop  
ICOM Bosnia Herzegovina

**Jun.**  
**Alexandria**  
Interaction: Arabs and Europe  
Traveling exhibition in 2018  
ICOM Europe, ICOM Arab,  
ICOM Egypt

**Apr., Sep. and Oct.**  
**Shanghai, Helsinki, Windhoek**  
P-MUS Project:  
professionalizing museum  
work in higher education  
Workshops  
UMAC, ICTOP

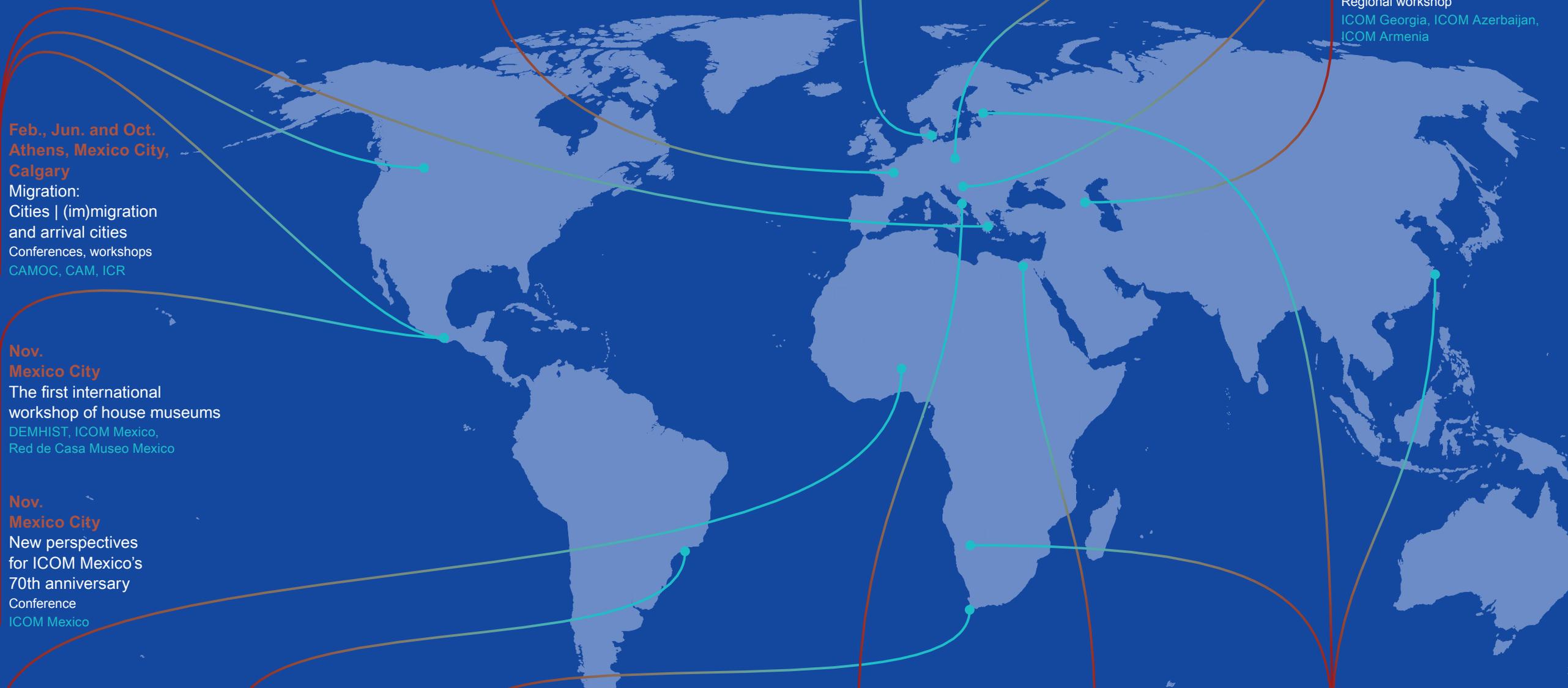
**Jun.**  
**Paris**  
Définir le musée  
du XXI<sup>e</sup> siècle  
Conferences  
ICOFOM, ICOM Belgium,  
ICOM France, ICOM Switzerland

**Sep.**  
**Copenhagen**  
50th anniversary  
of ICOM-CC  
Publication  
ICOM-CC

**Nov.**  
**Brno**  
Presumption  
to responsibility:  
museums and  
contested history  
Conferences, workshops  
ICOM Czech Republic,  
ICOM Slovakia, ICOM Austria

**Mar.**  
**Zagreb**  
Storage Re-org  
Workshops  
ICOM SEE, ICOM Croatia,  
ICOM Slovenia, ICOM Albania,  
ICOM Montenegro, ICCROM

**Jun.**  
**Tbilisi**  
Inclusive programs  
in museums  
Regional workshop  
ICOM Georgia, ICOM Azerbaijan,  
ICOM Armenia



# THE VOICE OF ICOM

ICOM was the only NGO officially invited to take part in the G7 Ministerial meeting on Culture.

ICOM is strongly present on the international stage, defending the interests of museums and museum professionals around the globe. In 2017, it continued to voice its support for the protection and promotion of cultural heritage, and together with its committees, ICOM rallied for the relevance of museums and culture in a time of great change by participating in international conferences and projects.

ICOM participated in the first G7 Ministerial Meeting on Culture in Florence, Italy, from March 30 to 31. A selected number of organisations were invited to join the meeting, along with the Ministers of Culture and cultural authorities from Canada, France, Germany, Italy, Japan, the United Kingdom and the United States, the European Commissioner in charge of culture and UNESCO's Director General. ICOM was the only NGO officially invited to take part in the meeting, contributing as an observer expert on cultural property protection. It is deeply involved in the areas addressed in the technical sessions of the 2017 G7 Meeting of Experts: the challenges and opportunities of international law, initiatives supporting the protection of cultural heritage, and professional training. The G7 Ministerial Meeting concluded with the signature of the joint declaration of Florence, entitled 'Culture as an Instrument for Dialogue among Peoples'. The declaration expresses deep concern at the ever-increasing risk that stems from natural disasters and crimes against cultural heritage, museums, monuments, archaeological sites, archives and libraries around the world

In 2017, ICOM still provided expertise for UNESCO on questions pertaining to cultural property protection. ICOM finalised the *Study on the Protection of Cultural Heritage in Conflict and Occupation* in both French and English at the request of the Committee for the Protection of Cultural Property in the Event of Armed Conflict (related to the Second Protocol of the Hague Convention of 1954 for the Protection of Cultural Property in the Event of Armed Conflict). UNESCO commissioned ICOM to carry out this expert work, which was submitted to the 12th meeting of the Committee on 29 November, 2017.



At the request of UNESCO, ICOM also contributed to the report on UN Security Council Resolution 2347. The document, coordinated by UNESCO, describes ICOM's work and actions, and was submitted to the Security Council in late 2017.

ICOM participated in expert meetings on the instrumental role of international law in the protection of cultural heritage against terrorism, natural disasters and illegal trafficking. The ICOM Code of Ethics, standards, and guidelines (such as the Red Lists) have proven to be valuable and effective tools to apply existing international legal instruments for the protection of the world's cultural heritage. ICOM held meetings through its International Observatory on Illicit Traffic in Cultural Goods, involving representatives from law enforcement agencies and concerned bodies (INTERPOL, World Customs Organisation, French customs, and police corps from Italy, France and Spain), academics and other experts in art crime. Discussions focused on the elaboration of the most efficient practical tools for professionals, to enhance the fight against illicit traffic in cultural goods in the future in order to ensure that the utmost rigour is applied to its Red List series and that they are continually improved.



Throughout the year, ICOM pursued its work in the global fight against illicit traffic of cultural goods, including the development and dissemination of the Red Lists of Cultural Objects at Risk, a renowned series now recognized by all Cultural Property Protection experts and authorities worldwide. A new

ICOM Code of Ethics, standards, and guidelines have proven to be valuable and effective tools to apply existing international legal instruments for the protection of the world's cultural heritage.

Red List was prepared for Yemen and published in early 2018, while the *Red List of West African Cultural Objects at Risk*, comprising an emergency section on Mali, was shared with law enforcement agencies around the world, following its December 2016 launch at the

National Museum of Mali in Bamako. This Red List was quickly put to good use in helping to identify—and remove from sale—a Tenunkun sculpture whose typology is featured among the artefacts most frequently subjected to looting and illegal trade. A Red List for South-East Europe was under preparation, with contributions from ICOM SEE, together with National Committees and museum professionals from the region. ICOM Brazil has initiated discussions on the fight against illicit traffic of cultural goods, and the need for a Brazilian Red List was expressed in 2017.



As a partner of the Best in Heritage and the European Museum Forum, ICOM attended their respective conferences to uphold excellence in the European museum field and best practices in museums worldwide. ICOM was also invited to meetings of partner organisations such as the Science Centre World Summit 2017 in Japan, where ICOM President Suay Aksoy addressed representatives from leading science museums and science centres, and had active, fruitful exchanges with directors and curators of Japanese museums.

### Defining the museum of the 21st century

ICOM's definition of the museum is a reference for the international museum community. It has evolved alongside society, and will continue to be updated in accordance with the realities of the community that it serves.

The newly appointed ICOM Committee for Museum Definition, Prospects and Potentials (MDPP), began its first year of work in 2017. The committee was created to explore 'the shared as well as the profoundly dissimilar conditions, values and practices of museums in diverse and rapidly changing societies.' The committee participated in various international meetings throughout the year and organised a series of roundtables at the ICOM June Meetings in Paris, France, the ICR annual meeting in Finland in August, the Yeongwol International Museum Forum in South Korea in September, and the CAMOC annual meeting in Mexico in October. The objective was to collect as many points of view as possible, enriching ICOM's ongoing discussions on a new definition of the museum.

In 2017, ICOFOM initiated a global, multilingual debate on the definition of the museum through a series of symposia on *Defining the Museum of the 21st Century*. The initial session was held in Paris, France, in June 2017 in collaboration with ICOM France, Belgium and Switzerland, with the presence of 150 participants and 10 keynote speakers. The second symposia was organized in October 2017 in Beijing, China, and more were held in Buenos Aires, Argentina, and Rio de Janeiro, Brazil, in November, with a final session at the University of St Andrews in the UK. Therein, the regional realities of museums and the museum profession were highlighted, and participants have suggested specific rephrasings, and even questioned the purpose of elaborating (yet another) museum definition.

# SOCIAL OF ROLES MUSEUMS

“‘Museums and contested histories’ is an important theme for International Museum Day because it goes to the heart of questions about the role of museums in contemporary society; whether they are merely safe spaces of escapism and places of refuge from contemporary and historic difficulties, or whether they can be places of engagement with such difficulties.”

Chris Whitehead, Professor of Museology, Media Culture and Heritage at the School of Arts and Cultures of Newcastle University

# SOCIAL ROLE OF MUSEUMS



**Mexico City, Mexico**  
30 October | 1 November  
Museums of cities and  
contested urban histories  
**ICOM Mexico, ICOM DRMC,  
ICOM MDPP**

**Santiago, Chile**  
18 May  
La memoria y los derechos  
humanos  
**ICOM Chile**

**London, UK**  
14-18 October  
Relevance 2017, are we doing  
enough? Keeping heritage  
relevant in the 21st century  
**DEMHIST, CECA**

**San José, Costa Rica**  
18 May  
Museums and controversial  
stories: saying the  
unspeakable in museums  
**ICOM Costa Rica**

**Saint Andrews, Scotland, UK**  
24-29 November  
Museums and community:  
concepts, experiences  
and sustainability in Europe,  
Latin America and  
the Caribbean  
**ICOM LAC, ICOM Europe,  
ICOM Chile  
and ICOM Costa Rica**

**Brno, Czech Republic**  
22-24 October  
Presumption to responsibility.  
Museums and contested  
history. Saying the  
unspeakable in museums  
**ICOM Czech Republic,  
ICOM Slovak Republic  
and ICOM Austria**

**Helsingborg, Sweden**  
21-23 September  
Difficult issues  
**ICOM North  
(ICOM Iceland,  
ICOM Norway,  
ICOM Sweden,  
ICOM Finland  
and ICOM Denmark)  
and ICOM Germany**

**Mexico City, Mexico**  
28 November  
City museums and  
challenged urban stories  
**CAMOC, ICOM Mexico**

**Lisbon, Portugal**  
27 March  
Build the future, understand  
the past (Museums and  
contested histories: Saying  
the unspeakable in museums)  
**ICOM Portugal**

**Saint Petersburg, Russia**  
6-9 September  
Museums as a platform  
for education and mediation  
of social relations  
**ICOM Russia**

**Belgrade, Serbia**  
20 May  
Museum and hard history  
repressions and fear  
in the Great War  
**ICOM Serbia, ICOM SEE**

**Lomé, Togo**  
18 May  
Musées et histoires  
douloureuses, dire l'indicible  
dans les musées  
**ICOM Togo**

**Washington DC, USA**  
17-19 October  
Migration, home,  
and belonging  
**ICME**

**Cincinnati, Ohio and Washington  
DC, USA**  
14-21 October  
Memory building: engaging  
society in self-reflective  
museums  
**ICMEMO, ICAMT**

**Helsinki, Hameenlinna  
and Tampere, Finland**  
28 August | 1 September  
Together! Regional  
museums engaging  
with the new realities  
**ICR, ICOM Finland**

**Niamey, Niger**  
18-20 May  
Atelier sous régional  
d'échanges et de  
capitalisation sur le rôle  
et l'importance de la création  
des musées de la femme  
dans les pays de l'Afrique  
de l'ouest  
**ICOM Niger,  
ICOM Burkina Faso,  
ICOM CIMAIO**

**La Ligua, Chile**  
6-7 November  
Saying the unspeakable  
**CECA, ICOM Chile**

**San José, Costa Rica**  
18-19 May  
Museos e historias  
controvertidas: decir  
lo indecible en los museos  
• Cuenta tu relato: migración  
y movimiento  
• Retrato de una ciudad:  
construyendo objetos  
desde desechos  
• Bullying  
**ICOM Costa Rica**

**Haïti**  
15-31 May  
Musées et histoires  
douloureuses: dire l'indicible  
dans les musées  
**ICOM Haïti**

**Yeongwol County, Korea**  
14-16 September  
Sustainability of community  
and future museum  
**ICOM Korea**

**Skopje, Macedonia**  
18 May  
Museums and contested  
histories: saying the  
unspeakable in museums  
**ICOM Macedonia**

**Ljubljana, Slovenia**  
5-6 October  
Museums and contested  
histories: between memory  
and oblivion  
**ICOM Slovenia**



# MUSEUMS, A PLACE FOR INCLUSION

Museums are socially responsible institutions, which, according to the ICOM definition of the museum, operate 'in the service of society and its development'. Therefore, ICOM aims to raise awareness of museum professionals in the communities museums serve and, in 2017, the ICOM network organised numerous events to advocate for inclusive spaces within museums, and act on behalf of diversity and openness in museum programmes.

ICOM devoted an entire issue of its scholarly journal *Museum International* to this subject in 2017, entitled 'The Role of Museums in a Changing Society'.

ICOM devoted an entire issue of its scholarly journal *Museum International* to this subject in 2017, entitled 'The Role of Museums in a Changing Society'. This issue examined the ways in which museums can play a leading role in the development of social ties and cohesion, and in challenging discrimination and other human rights abuses.

This *Museum International* issue was promoted at ICOM's stand during the 2017 Annual Meeting and the American Alliance of Museums (AAM) Museum Expo in May of that year. The event, held in Saint Louis, Missouri, explored the theme *Gateways for Understanding: Diversity, Equity, Accessibility, and Inclusion in Museums*. Many ICOM members and committees participated, actively participating in the sessions. ICEE organised a panel session, *Global Perspectives on Exhibition Exchange: The ICEE Platform*, while ICOM US welcomed at its annual luncheon and business meeting the keynote speaker Michael Conforti, the director of the Clark Art Institute, Massachusetts, who gave a presentation on the collective stewardship of cultural property and the potential of international cultural exchange programmes.

ICOM Georgia focused on inclusiveness in museums to foster accessibility for diverse groups of people, in particular for audiences with limited possibilities. The committee, with the financial support of an ICOM Special Project grant and the Georgian Ministry of Culture, thus organised a regional workshop on the topic *Inclusive Programmes in Museums* in June 2017, in collaboration with ICOM Azerbaijan and ICOM Armenia.

ICOM Portugal co-organised the 4th International Meeting on *Education and Accessibility in Museums and Heritage*, entitled 'Training for Inclusion: Is Universal Accessibility Feasible?'. Over one hundred national and international professionals from Portugal, Spain, Brazil, Chile, Cuba, Mexico, Argentina, Italy and France shared their experiences and insights on the subject.

An *Inclusive Museum* project was launched by ICOM Russia jointly with the social project *Wonder Wheel* and the support of the Sberbank's Charitable Foundation 'Investment to the Future'. It aimed to develop best practices in the socialisation and creative rehabilitation of children with disabilities using museum resources, and fostering an accessible environment in museums. In 2017, the project focused on mental disabilities: the committee created and promoted a series of eight videos with recommendations on general approaches, terminology, etiquette and examples of interactions with children with disabilities.

**A national campaign: 'Museums for Everybody! The Day of Inclusion', with a key message calling for equal rights and opportunities to participate in cultural life.**

Furthermore, it conducted two educational webinars on how to interact with mentally disabled children and organise effective inclusive and art therapy programmes. ICOM Russia also established a national campaign, 'Museums for Everybody! The Day of Inclusion'

on the first Saturday of December, with a key message calling for equal rights and opportunities to participate in cultural life. The first edition, which was held on 2 December, 2017, drew the participation of over 250 museums from 65 regions and welcomed 15,000 visitors. Lastly, the committee launched a grant contest to financially reward the best inclusive programmes in museums.

At their 2017 joint annual meeting, CECA and DEMHIST questioned the relevance of museums. Participants debated engagement with local communities and young people, social inclusion, and other subjects related to audience development.



At ICR's annual meeting, participants were challenged with an innovative view from a keynote speech by the general director of the Association of Museums of Finland. The presentation, entitled 'A Museum is a Service. New Professional Practices-Customer Orientation and Networking to Consider Museums', proved the importance of providing inclusive public services to diverse museum audiences.

At its annual meeting, ICME dedicated one of the sessions to *The Inclusive Museum*. The session deliberated on inclusion, who museums work, collect and exhibit objects for. Speakers presented their ideas to integrate diverse audiences—a practice that is now firmly established in many museums, and speakers outlined practical and theoretical experiences from museums that are socially and culturally inclusive.

# SAYING THE UNSPEAKABLE IN MUSEUMS

This year, International Museum Day (IMD) was celebrated on and around the 18th of May, with the theme 'Museums and Contested Histories: Saying the Unspeakable in Museums'. Museum collections offer reflections of memories and representations of history. This day provided an opportunity to show how museums display and depict traumatic memories and encouraged visitors to think beyond their own individual experiences.

This theme, which focused on the role of museums as hubs for promoting peaceful relationships between people, highlighted how the acceptance of a contested history is the first step in envisioning a shared future under the banner of reconciliation. Although it dealt with a complex topic, this 40th edition drew record-breaking participation, with 157 countries and territories organising special activities around the globe. This unprecedented success highlights the need to foster a long term discussion on the topic.

From Greenland to New Zealand, museums highlighted difficult and often little-known histories related to their exhibitions through an array of events. The ICOM interactive map registered 1,276 activities that focused on the theme, although the participation was probably higher. The Tokyo Women's Active Museum on War and Peace, for instance, prepared an exhibition on the exploitation of Asian Pacific women during the Japanese colonisation period; the Danish Welfare Museum organised a debate on poverty with homeless newspaper vendors; and in Spain, the Würtz Museum encouraged visitors to bring their used shoes—symbols of their personal journey and experiences—to create a collaborative installation that was later donated to an NGO.

In addition to public events held in museums, many ICOM National Committees organised conferences for professionals, adapting the theme to their own regional contexts.



For example, local delegations of ICOM Argentina coordinated a series of conferences on the IMD topic, allowing Argentinian museum professionals to recall and reflect on the memory of painful moments in the history of the country. One presentation was entitled 'The Indigenous Issue: Voices that Challenge Each Other, Voices that Dialogue, New Actors in a Museum', and another one focused on 'Controversial Museologies: An Open Door to Critical Thinking'.

ICOM Burkina Faso organised a lecture with the director of the National Museum, Mr Jean Paul Koudougou, who declared that museums should address traumatic histories not for society, but with society. ICOM Chile also tackled the IMD theme at a roundtable entitled 'Conversation in the Museum of Memory and Human Rights'.

Two panels, in which both professionals and students were invited to attend, were organised by ICOM Colombia. They were entitled 'Spaces for the Unspeakable: Museums, Memory and Reconciliation' and 'Museums and New Controversial Stories'. Likewise, ICOM Portugal added a subtitle to the theme for its spring conference: Build the Future, Understand the Past. The Omani National Committee organised six workshops, which highlighted the efforts and challenges in protecting significant archaeological sites and manuscripts at risk.

This unprecedented success highlights the need to foster a long term discussion on the topic.



ICOM Slovenia, the Slovene Museum Association, the Faculty of Arts of the University of Ljubljana and the National Museum of Contemporary History held an international conference that strove to articulate ways to elicit hidden histories and interpret cultural heritage today. The first conference was dedicated to the transformations of museums after 1989, emerging trends in museums, and a multifaceted understanding of ‘contested, difficult, forgotten’ history in Europe today.

Numerous countries and committees considered the IMD theme to be relevant, and it has indeed resonated over the course of the year. ICOM Haiti prolonged the International Museum Day to a ‘museum fortnight’ for the very first time and, alongside participating museums, organised six open-house days, eight conferences, a documentary screening, and a performance for children. The Serbian National Committee, in collaboration with the ICOM SEE Regional Alliance, the Museum Society of Serbia and the Historical Museum of Serbia, organised a 10-day event, which included a roundtable discussion entitled ‘Museums and Hard History – Repressions and Fear in the Great War’.

For the ICOM June Meetings, Professor Chris Whitehead of Newcastle University (UK) delivered an inspiring keynote speech on how museums can deal with difficult histories of the present, entitled ‘What Stories are Told, and What Stories are Not Told in Museums’. He emphasised the ‘importance of bringing the plurality of heritage into view’ and how museums deal with traumatic, recent memory. “I think that if museums wish to remain relevant in today’s society they need to make sure that they’re dealing with difficult issues, some of the issues that they have studiously avoided dealing with in the past. It’s the only way, really, to connect with modern people: we’ve got to be more honest that we used to be.” (David Fleming, President of the International Federation of Human Rights Museums and member of the IMD 2017 Scientific Committee).

The IMD theme also became the main topic of the international conference organised by ICOM Germany and ICOM Nord (ICOM Iceland, ICOM Norway, ICOM Sweden, ICOM Finland and ICOM Denmark) from September 21 to 23 in Helsingborg, Sweden. Some 250 participants attended the two-day programme, including the ICOM President, Suay Aksoy and the Director General, Peter Keller. Ethics, contested histories in changing communities and the public responsibility of museums counted among the themes evoked.



Participants concurred that difficult issues arise in all aspects of museum work and the lively discussions of the conference reflected the fact that most of them ‘resonated immensely with the attendees, proving the need of exchange and the joint development of viable strategies’.

ICOM Austria, ICOM Czech Republic and ICOM Slovakia organised an international conference dedicated to the IMD 2017 theme, entitled ‘Presumption to Responsibility’. More than 100 delegates from 11 countries attended the conference in Brno, Czech Republic. This ICOM Special Project was devoted to the ways in which museums interpret complex stories from the past and to their responsibility as significant societal actors.

Numerous countries and committees considered the IMD theme to be relevant, and it has indeed resonated over the course of the year.

In Brazil, where controversy over exhibiting nudity and children together rang out on the artistic and museological scene in 2017, ICOM Brazil launched a manifesto based on the concepts of the IMD, and advocating freedom of expression—especially in art exhibitions. The manifesto was a reminder that museums are strong institutional actors in the contemporary world and encouraged Brazilian museums to carry on defending their social role.

CAMOC’s annual meeting in Mexico offered an enriching perspective on ICOM’s ongoing efforts to encourage museums to tackle past and contemporary contested histories. The conference addressed difficult issues and stories from around the world, with a special focus on local and social challenges in Central and South America.

# INTERNATIONAL MUSEUM DAY

# ACTIVITIES AROUND THE WORLD



Singapore



France



Ecuador



Kazakhstan



Rwanda



Belize



Peru



Tunisia



Belgium



Spain



India



Sri Lanka



Slovenia



El Salvador



Serbia



Nigeria

# MUSEUMS IN AN AGE OF MIGRATION

ICOM International Committees are at the forefront of the reflection on migration. The importance of ICOM's role in the international museum community is proven in the cultural diversity represented in International Committee members and their ability to mobilise National Committees in order to weigh in with their specific experiences.

How the international museum community might make museum spaces a home where diverse audiences find a sense of belonging.

In this respect, the 'Migration: Cities' project deserves to be mentioned. It was initiated by CAMOC and implemented in collaboration with ICR and CAM, who were supported by ICOM National Committees to bring a series of workshops to different countries, thanks to an ICOM Special Project grant. The project explores the current and past impact of migrant influx on cities, and ways in which museums are collaborating with migrants to collect and present their stories. The project includes workshops on museums and migration, and aims to create a web platform for city museums and museum professionals to find relevant experiences, share knowledge, and discuss ethical and meaningful ways to engage with new urban dynamics and the diverse realities of 'arrival cities'. Workshops were organised in February in Greece and in October in Mexico.

In June, CAM included a panel related to the *Migration: Cities* project in the programme of the Heritage and Nation Building Symposium, part of the organisation's triennial General Assembly in Calgary, Canada. In 2017, the web platform was under preparation, and has collected 11 videos from different museums as case studies so far. A toolkit has been developed to facilitate museum contributions to films and documents. The platform is expected to become a resource for museum professionals, in order to discuss the preservation and representation of contemporary urban life in museums. It will offer insights based on research along with practical tools, and experiences and testimonials from museums and migrants.



Inspired by *Migration: Cities*, ICR launched a sub-project with ICOM SEE, which comes as a response to the current situation in the Balkans, entitled *Regional Museums on the Balkan Route of Migrations*. ICME also tackled the issue of migration in 2017. Its annual meeting, *Migration, Home and Belonging*, was held at the National Museum of the American Indian (NMAI) in Washington, DC, US, serving as an excellent venue for ICME to address the theme, as a place that 'gives voice to communities who have been silenced in museum settings [...] and speaks of the strength of peoples making new homes and creating spaces of belonging'. ICME evoked migration through the social and cultural lens of the ethnographic museum, focusing on how the international museum community might make museum spaces a home where diverse audiences find a sense of belonging.

## ICOM encouraging international exchanges

ICOM UK organised the fifth Working Internationally Conference in partnership with the National Museum Directors' Council and the Natural History Museum in London. Attended by 120 museum and gallery professionals from across the country, the conference focused on the issues that would be brought about in a post-Brexit world, and ways in which British institutions could maximise opportunities and anticipate challenges. The conference also explored the regulatory and legislative risks of Brexit and the soft risks arising from a weaker perception overseas, impacting the ability of British museums to effectively deliver cultural diplomacy.

CIPEG encountered difficulties at its annual conference in the United States due to tightened immigration measures, which prevented the participation of museum professionals from certain Arab countries. Faced with this situation, CIPEG issued a statement to support the role of museums in promoting dialogue between cultures, in which it is stated that the 'freedom of research and exchange of ideas, for which travel to and from these countries is essential.' Insofar as ICOM is committed to connecting professionals of diverse

cultural backgrounds to foster dialogue and understanding among peoples of all nations, it expressed its concerns at the January 2017 Executive Order to suspend travel to the United States for citizens originating from seven countries. ICOM stated that: *[T]he free movement of museum professionals is vital to ensure that intercultural and interdisciplinary meetings and cooperation continue to be possible. Museums work to enhance social cohesion and to help foster a climate of tolerance, peace, and respect for cultural identities and diversity.*

Also, in response to the Executive Order, ICOM US reaffirmed its goal to 'give voice and advocacy to the US museum community in the international arena and on matters of global concern', and demonstrated its ongoing drive to collaborate with international colleagues as an advocate for cultural exchange and to welcome all, regardless of origin or religion.



# PROFESSIONALISM AT THE HEART OF ICOM'S MISSIONS

“Professional responsibilities involving the care of the collections should be assigned to persons with appropriate knowledge and skill or who are adequately supervised.”

ICOM's Code of Ethics for Museums,  
Article 2.19

# WORKSHOPS AND TRAININGS

**1** Planning and marketing the museum education projects

CECA, ICOM Armenia, MPR

Yerevan, Armenia  
22-25 November

**22 participants**

**2** Museum exhibitions: planning and design

ICOM Armenia, ICEE

Yerevan, Armenia

5-8 April

**3** Jewelry arts in the museum space: yesterday, today, tomorrow

ICOM Azerbaijan, ICOM Georgia

Baku, Azerbaijan

25-27 January

**4** Élaboration de cahiers des charges restauration: peintures (session 1)

ICOM Endowment Fund

Algiers, Algeria

22-23 May

**14 participants**

**5** My museum, your museum: developing meaningful experience for visitors of all ages

ICOM-ITC

Beijing, China

2-11 April

**31 participants**

**6** Developing engaging museum exhibitions

ICOM-ITC

Beijing, China

5-14 November

**33 participants**

**7** Inclusive programs in museums

ICOM Azerbaijan,

ICOM Georgia,

ICOM Armenia

Tbilisi, Georgia

24-26 June

**18 participants**

**8** Digital horizon: museums and heritage sites

ICOM Israel

Jerusalem, Israel

25 October

**60 participants**

**9** Élaborer un projet scientifique et culturel

ICOM Endowment Fund

Sétif, Algeria

24-27 July | 23-25 October

**18 participants**

**10** Risk management and hr management

ICMS, ICOM Poland

Warsaw, Poland

24-26 April

**80 participants**

**11** Didactic projection of collections

CECA

London, UK

13 October

**20 participants**

**12** WIRP Workshop: initiating and maintaining international contacts

ICOM UK

London, UK

1 March

**13** Renforcement des compétences pédagogiques (formation de formateurs)

ICOM Endowment Fund

Algiers, Algeria

8-10 May

**16 participants**

**14** Seminario taller primeros auxilios al patrimonio cultural en tiempos de crisis

ICOM El Salvador,

ICOM LAC

San Salvador, El Salvador

16-19 May

**30 participants**

**15** Museum education

ICTOP, ICOM Namibia

Windhoek, Namibia

10th October

**20 participants**

**16** Professionalizing museum work in higher education: a global approach

Windhoek, Namibia

13 October

**30 participants**

**17** Cultural mediation to social innovation: disturbances, troubles, avoidances

ICME

São Paulo, Brazil

3-8 July

**40 participants**

**18** III Encuentro nacional de formación de educadores de museos

ICOM Argentina, CECA

Alta Gracia, Argentina

29-30 September

**19** Regional museums' role in assisting to rebuild their local communities after an earthquake

ICR, ICOM Nepal

Kathmandu, Nepal

17-22 January

**60 participants**

**20** Museum as convener: building and benefiting from interdisciplinary networks

**21** 21st Century naturalist

**22** Beyond art and science: transdisciplinary thinking in the age of Humans

**23** Monetizing our collections

**24** Resolving the disconnect between what you think and what you do

NATHIST

Pittsburgh, USA

25-29 October

**25** Plan de conservation préventive, plan de prévention

ICOM Endowment Fund

Constantine, Algeria

8-12 October

**23 participants**

**26** University museum professional development boot camp: surviving and thriving within a parent institution

UMAC

Helsinki, Finland

4 September

**19 participants**

**27** Rôle, implantation territoriale et sociale du musée

ICOM Endowment Fund

Algiers, Algeria

17-18 May

**21 participants**

**28** Stratégie de développement pour le musée

ICOM Endowment Fund

Bou Saada, Algeria

16 May

**21 participants**

**29** Human remains management and repatriation

CAM

Cape Town, South Africa

13-14 February

**70 participants**

**30** Emergency response and salvage

ICOM Slovenia, CIMUSET

Ljubljana, Slovenia

17 November



# BROADENING ICOM'S SPAN OF EXPERTISE

Numerous publications were produced by ICOM and its committees to reflect on the current issues museums face today or as summaries of past conferences. A selected bibliography can be found at the end of this report.

Among the ICOM publications prepared by the General Secretariat were two issues of *Museum International*. A new editorial board was appointed, and a new layout has been designed for the journal; two other issues were under preparation in 2017 and will be published in 2018. ICOM also furthered museum research with the launch of a new research-based monograph series entitled *ICOM Advances in Museum Research* with scholarly publisher Routledge. The first book in the series, *The Future of Natural History Museums*, was edited by NATHIST Chair Eric Dorfman, and launched at the October 2017 NATHIST conference in Pittsburgh, United States.

*Key Concepts of Museology* was made available in Estonian in 2017, and translations in Montenegrin, Hungarian, Bosnian, Croatian and Serbian are underway. The *ICOM Code of Ethics for Museums* was re-designed to be in line with the new logo and visual identity, and new translations were published in Arabic and Georgian. *ICOM News* continued to publish articles on the ICOM website over the course of 2017, with plans to further develop this online content as part of the new website project in 2018.

*The ICOM Code of Ethics for Museums* was re-designed to be in line with the new logo and visual identity.

The ICOM International Training Centre of Museum Studies (ICOM-ITC) organised two successful workshops at the Palace Museum in Beijing, China. During the April training workshop, six Chinese and international museum experts gave lectures on audience diversity, challenges and strategies of museum education, theories of educational programme planning and implementation, and practical cases around the theme, *My Museum, Your Museum: Developing Meaningful Experience for Visitors of All Ages*.



In addition to the lectures on education, the training workshop included outings to museum and educational institutions and educational programme experiences in the Capital Museum, China National Museum of Women and Children, and Youth Lake Primary School. ICOM President Suay Aksoy took part in the second training workshop in November, held on theme, *Developing Engaging Museum Exhibitions*. Lecturers focused on museum branding, exhibition design and development, developing programmes for exhibitions, and evaluating exhibitions.

ICOM's expertise continued to be sought after in the fields in which its committees excel, as illustrated by CIPEG's involvement in the *Shrines of Tutankhamun* conservation project.

**ICOM's expertise continued to be sought after in the fields in which its committees excel.**

National committees carried on their duties, encouraging excellence and professional development in their region's network. ICOM France's professional day entitled *Narratives in exhibitions: between collections and audiences* perfectly portrays those values: the event was attended by more than 350 museum professionals from the country.

In certain countries, ICOM National Committees are invited to represent the museum field on national bodies. ICOM Greece, for example, continues to sit on the museum council under the Ministry of Culture, and the current chair of ICOM Greece is the president of the national museum accreditation commission.

ICOM contributes to the *Intangible Cultural Heritage and Museums Project*, funded by the Creative Europe programme, as an advisory body and a reference that provides views, opinions and expertise. ICOM attended the International Conference and Experts Meeting on Intangible Cultural Heritage and Diversity held in November in the Netherlands. ICOM supports intangible cultural heritage, connected to social practices and societal diversity, as a potential asset for museums to foster their social role.

**In certain countries, ICOM National Committees are invited to represent the museum field on national bodies.**

#### ICOM facilitating the mobility of museum professionals

ICOM committees are also keen on providing equal access for museum professionals to their events. By giving travel grants, International Committees enabled the participation of many young ICOM members to their Annual meetings. In collaboration with ICOM China and the Palace Museum, 63 mid-career professionals from 31 countries also benefited from the grant scheme and were able to attend the two training workshops held at the ICOM-ITC in Beijing, China. Through international perspectives, extensive courses and diverse programme, the ICOM-ITC promotes exchange and collaboration between diverse types of museums from different regions, and provides a platform for museum professionals to have substantial discussions and broaden their minds. Furthermore, some National and International Committees created their own special mobility funds for their members to attend ICOM events over the course of the year.

ICOM's Strategic Allocation Review Committee has also helped some National Committees' board members to attend the Annual Meetings of June, in Paris, France, as well as a few young professionals to annual conferences organized by International Committees around the world. By allocating travel grants, SAREC strengthens ICOM's network of museum experts and encourages cultural and professional exchange.

# SOCIAL MEDIA BRINGS A BOOST TO ICOM'S CAUSES

ICOM's social media presence gained momentum in 2017, essentially thanks to the various campaigns that addressed issues concerning museums and society. ICOM's voices were heard on International Women's Day and on Indigenous People's Day: on 8 March, 2017, ICOM published an infographic about women and museums on Twitter and Facebook, bringing attention to ICOM's Gender Mainstreaming and Inclusion Resolution, which was passed at the General Conference of 2013 in Rio de Janeiro, Brazil. The infographic obtained 565 retweets and 524 likes on Twitter, and 285 likes and 645 shares on Facebook, breaking all social media records for ICOM. For Indigenous People's Day, ten original images were published to raise awareness of ICOM's Museums and Indigenous Peoples Principles, issued on International Museum Day in 1993 to protect and empower indigenous peoples and their cultural heritage.

ICOM's social media channels also served as an excellent platform to disseminate ICOM's programmes and activities, such as weekly posts about ICOM Red Lists to raise awareness of the fight against illicit traffic in cultural goods. Through shareable

images citing the ICOM Code of Ethics posted on Twitter and Facebook throughout the year, ICOM generated comments and shares on the key principles of the Code, reminding the international museum community to abide by these standards and advocate for the importance of museums in society. A video interview with ICOM's standing committee, MDPP's (Museum Definition, Prospects and Potentials) Chair, Jette Sandahl, was posted on ICOM's YouTube channel and quickly gathered more than 1,000 views. It shed light on the work of ICOM's newest standing committee and invited the viewers to think about the usefulness of a museum definition, as well as the need to update it in order to better reflect the role and missions of a museum.



ICOM's committees have become increasingly active on social media, allowing for healthy interaction with ICOM's official accounts and enabling ICOM to better communicate on its community's work. The organising committee of the ICOM Kyoto 2019 General Conference has launched its Facebook page to share news on the preparations for the event and to invite the world museum community to Kyoto and Japan for a unique experience.

ICOM, like its member museums around the world, is capitalising on its social media presence to adopt a different tone in addressing new audiences and inviting them to participate in online discussions—reaching future generations of museum professionals, who will join ICOM's cause, heightening awareness of the importance of culture and museums in a diverse world.

## SOCIAL MEDIA KEY FIGURES

### ICOM FACEBOOK PAGE

16,959 likes  
+3,464 likes in 2017

### INTERNATIONAL MUSEUM DAY FACEBOOK PAGE

16,430 likes  
+2,071 likes in 2017

### ICOM TWITTER ACCOUNT

+4,195 followers  
4,213,000 impressions

### YOUTUBE

11,850 views  
+130 % subscribers  
+40% views  
+113% likes

### ICOM SCOOP.IT

256,760 views  
75,285 visitors  
3,000 articles curated by ICOM



[www.facebook.com/IcomOfficial/](http://www.facebook.com/IcomOfficial/)  
[www.facebook.com/internationalmuseumday/](http://www.facebook.com/internationalmuseumday/)  
[www.youtube.com/c/ICOMInternationalCouncilofMuseums](http://www.youtube.com/c/ICOMInternationalCouncilofMuseums)  
[twitter.com/IcomOfficial](https://twitter.com/IcomOfficial)  
[www.scoop.it/u/icom-officiel](http://www.scoop.it/u/icom-officiel)

# KEY FINANCIAL DATA FOR 2017

ICOM's membership dues reached €3,382,757 in 2017, representing an increase of 4.15%. This increase is mostly due to an increase of number of members amounting to 40,860 in 2017.

In 2017, ICOM received a total amount of €333,589 from:

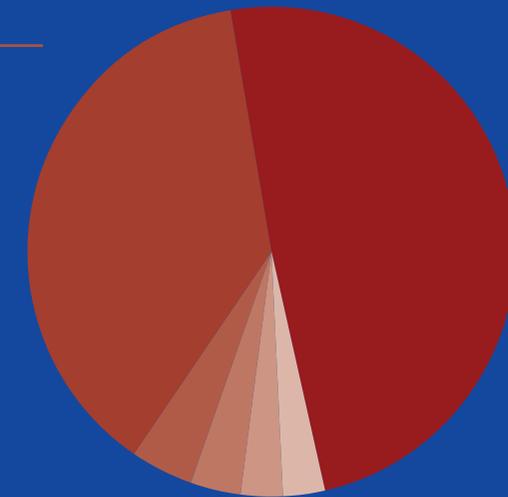
- French Ministry of Culture and Communication: €30,000
- Subsidy from the Getty Foundation to fund the 2017 CIDOC conference: €44,381
- Subsidies directly allocated to the International Committees: €23,580
- Donations from the ICOM Foundation: €235,628

Account aggregation consists of assembling the accounting of several entities to assess the economic, financial situation and the assets of a group.

## BREAKDOWN OF INCOME AND EXPENSES FOR 2017

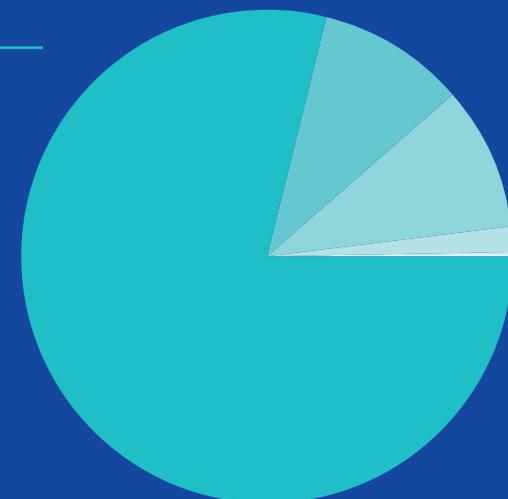
### EXPENSES

- Salaries, social charges and taxes
- Operating expenses
- Expenses allocated to the programmes
- Support to the network
- Financial expenses
- Depreciation and provision



### REVENUES

- Membership dues
- Subsidies
- Other income
- Joint operations
- Financial income



### 2017

Resources	4,204,767
Minus operating expenses	1,591,637
Minus salaries, social charges and taxes	1,717,471
Minus depreciation expenses	103,866
Operating result	791,794
Joint operations	63,810
Financial income	7,562
Financial expenses	98,302
Financial result	-90,740
Exceptional result	15,634
Final result	780,499
Voluntary contributions	0
Average staff number	26

All figures expressed in euros

Support to the Network	Number	Euros
Subsidies for the Regional Alliances	6	16,000
Bursaries allocated to the Standing Committees	17	13,400
Bursaries to attend the Executive board meeting	8	13,477
Special projects funded	16	68,100
Bursaries allocated to attend the General Conference	54	70,327
Subsidies for the International Committees	30	176,787

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