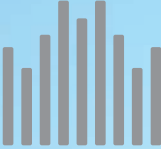


2016 **ICOM**  **MILANO**

24TH GENERAL CONFERENCE • 3-9 JULY 2016 • ITALY

**MUSEUMS AND CULTURAL
LANDSCAPES**

3 - 9 July 2016

FIRST ANNOUNCEMENT



INTERNATIONAL COUNCIL OF MUSEUMS
CONSEIL INTERNATIONAL DES MUSEES
CONSEJO INTERNACIONAL DE MUSEOS

www.milano2016.icom.museum

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Welcome Message from the ICOM President Hans-Martin Hinz

Dear colleagues of the international museum community,

The forthcoming 24th ICOM General Conference will be held from July 3rd to 9th, 2016 in Milan, Italy. We will be delighted to welcome you to here for what is sure to be an exciting week of discussions and events in a country that is world-renowned for its incredibly rich and diverse cultural heritage.

The international museum community will gather together in Milan around the theme of 'Museums and cultural landscapes', which raises a number of issues dear to all of us, as museums around the world strive to redefine their roles and positions in relation to their communities and with respect to the cultural heritage that lies beyond their walls. The week-long conference will provide a platform for sharing and dialoguing on projects in a number of domains by participants from all different cultural and linguistic horizons, and offer a forum to develop innovative, interdisciplinary and inclusive conceptual frameworks in a dynamic and ever-changing museological environment.

Packed with stimulating sessions, networking opportunities and committee meetings, the ICOM General Conference is key in allowing ICOM's 32,000 members from 136 countries to maintain and expand their expertise and leadership on cultural heritage issues. It will be my honour to welcome you, together with our Italian hosts, to this significant event. I am confident that thanks to your contributions and participation, it will be an unforgettable moment.

We are looking forward to gathering together in Milan in 2016!

Hans-Martin Hinz
President of ICOM



Welcome Message from the President of the Italian Organising Committee of ICOM 2016 Milano Alberto Garlandini

Dear friends and colleagues,

The XXIV ICOM General Conference in Milan is getting closer.

The theme of Milan's Conference is Museums and Cultural Landscapes, a challenge for 21st century museums. It faces issues that are central to ICOM's vision and strategy. It highlights the new responsibilities of our museums towards the heritage that surrounds them. It offers a unique opportunity to form new partnerships with other professionals of the cultural heritage. Our aim is that a Declaration of ICOM on Museums and Cultural Landscapes be approved of in Milan, so that new strategic objectives and programmes are set for contemporary museums.

Italy is a great open-air museum, "the museum of museums". Coming to Milan will offer you the chance to visit some of the loveliest art cities in the world (Turin, Verona, Padua, Venice, Genoa, Bologna, Florence, Rome, etc.). They are all well connected with Milan by high-speed trains in one to three hours.

Milan is waiting for you. In 2016 you will visit a cosmopolitan, creative city. A city of culture, design and fashion that lies in the centre of an area with the highest density of museums in the world. Coming to Milan will offer you a taste of the celebrated Italian hospitality, of Italian food and of the unique Italian way of life.

Italian museum professionals are eager to open their museums and share their activities and ideas with colleagues from all over the world.

I am sure that ICOM 2016 Milano will be a great opportunity for personal and professional growth and will open a new exciting page in the history of ICOM.

Ciao and arrivederci in Milan

Alberto Garlandini

President of the Italian Organising Committee
of ICOM 2016 Milano

CONFERENCE ORGANISER

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For any specific questions on:

Registration:
Email: icom2016-registration@kit-group.org

Accommodation:

Email: icom2016-hotel@kit-group.org

Exhibition/Sponsoring:

Email: icom2016-sponsorship@kit-group.org

The Organising Committee

- Italian Ministry of Cultural Heritage and Activities of Tourism
- Italian Ministry of Foreign Affairs
- Lombardy Region
- Province of Milan
- City of Milan
- Italian National Commission of UNESCO
- Fiera Milano Congressi
- Banca Intesa – San Paolo
- Milan Chamber of Commerce/PROMOS
- The Twelve Universities of Lombardy

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Tel/Fax: +39 (0) 2 4695693
Email: segreteria@icom-italia.org

Conference Venue:

MiCo Milano Congressi
Piazzale Carlo Magno, 1
20149 Milano
Italy
Virtual visit of the spaces at:
www.micomilano.it



SAVE THE DATE! 3 - 9 JULY 2016



ICOM GENERAL CONFERENCE

Every three years, ICOM's General Conference gathers the international museum community around a theme chosen by museum professionals.

In 2016, ICOM's 24th General Conference will take place in Milan, Italy from 3 to 9 July 2016. In 2013 it took place in Rio de Janeiro, Brazil and in 2010 in Shanghai, China.



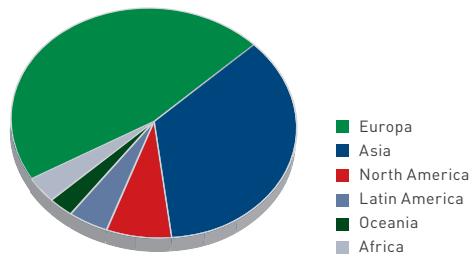
WHO ATTENDS THE ICOM GENERAL CONFERENCE?

Many professions are represented at the General Conference: museum and heritage professionals, curators, conservators, archaeologists, historians, architects, urban planners, exhibition designers, project managers, archivists, registrars, inventory coordinators, document and knowledge managers, librarians, government officials, cultural policy makers, cultural officers, tourism experts, researchers, academics, lecturers, artists, suppliers, consultants... Participants can also be culture enthusiasts, senior members and students of the above fields and, of course, ambitious newcomers.

Almost half of the participants of the ICOM Seoul 2004 General Conference were directors or board members of museums, while about 20% were curators and conservators. Professors and educators made up almost 10% of the participants.

At each edition of the General Conference, more than 100 nationalities are present (100 in Seoul, 117 in Vienna, 122 in China and 103 in Brazil).

Geographic distribution by continent of participants to the General Conference



(average number of participants by continent in the last three editions of ICOM General Conference in Seoul, Vienna and Shanghai)

Why attend the ICOM General Conference?

- Meet and exchange at this international gathering of some 3,000 to 4,000 participants.
- Learn from the experience and knowledge of museum professionals from all around the world.
- Stay up-to-date with global issues and the latest trends in your field.
- Discover and share success stories, innovative practices and challenges.
- Make new contacts and catch up with old friends.
- Listen to and brainstorm with the experts.
- Inspire each other and benefit from a rich environment of mutual learning.

Programme highlight

- High-profile speakers delivering provocative and visionary insights on multidisciplinary subjects concerning the international museum community.
- Scientific discussions among ICOM's 31 International Committees, who debate around the conference theme.
- A Museum Trade and Institutional Fair where suppliers and museums showcase their latest projects and products.
- Informal networking events promoting dialogue and exchange among fellow professionals.
- Cultural activities to discover and explore the treasures of the host city and country.
- Administrative sessions to summarize and evaluate the actions conducted over the past three-year period and to initiate the new working term.

How to make the most of your ICOM General Conference experience?

Plan your participation in advance

- A limited number of rooms near the conference venue at preferential rates are reserved for conference participants.
- Receive first-hand programme updates just as the other conference participants.
- Events tickets are sold on a first-come, first-served basis.

Explore what Milan and Italy have to offer

- Choose an itinerary for the Excursion Day: museums and other cultural sites, walking tour around the city, etc.
- Extend your stay in Italy by choosing among the pre- and post-conference tours.

Examine the conference programme to spot events of greatest interest for you

- Choose among the meetings and activities of ICOM's 31 International Committees.
- "Jump" from one session to another to be sure of attending the one on the exact topic that interests you.
- Come to the keynote speeches every day to take a break from intense discussions in small groups, embrace visionary and provocative insights and begin another day of conference full of ideas.

Meet as many people as possible, out of the meeting rooms

- Register for networking sessions: thematic lunches, receptions by National Committees, etc.
- Make new contacts everywhere: during coffee breaks, lunch breaks, even in queues...
- Don't visit the city alone, do it with fellow participants.

PROFESSIONALS

EXPERTS

MUSEUM

VETERANS

URBAN

MANAGERS

ACADEMICS

CULTURAL

KNOWLEDGE

POLICY

ENTHUSIASTS

NEWCOMERS

WHAT DID THEY SAY?

"If we consider museums as global embassies of culture, the International Council of Museums provides a high density of ambassadors and sources that never run out of inspiration due to their different kinds of collections."

Johannes Kyrle,
Secretary General of the Federal Ministry of Foreign Affairs of Austria

"Huge range of knowledge and expertise brought together in one place for a few days."

Michael Houlihan,
Former Chief Executive of the Museum of New Zealand Te Papa Tongarewa, New Zealand

"I think that the real asset of ICOM is debate; it is the possibility to exchange different opinions and to put them together in one place."

Carlos Roberto F. Brandão,
Professor of Museu de Zoologia da Universidade de São Paulo, Brazil

"People are very engaged; they want to find out what's going on and they want to be part of this decision-making process."

In-Kyung Chang,
Director of Iron Museum, Republic of Korea

MUSEUMS AND CULTURAL LANDSCAPES

The Italian landscape is world-famous. It has been described and visited in all ages. The 18th century Grand Tour became an essential destination for those seeking the best synthesis of history and natural beauty. Who does not know the extraordinary range of landscapes that make up the Italian peninsula, extending from the Alps to the center of the Mediterranean, with its hinterlands and its Rivas? Who does not have in mind at least one of the numberless monuments encountered while traveling through Italy, a country offering a unique stratified palimpsest of testimonies from antiquity to the Middle Ages, from the Renaissance to the Baroque, from the Neoclassical age to the present day?

Equally famous are Italy's major museums, from the Uffizi Gallery in Florence to the Brera Gallery in Milan; from the Gallerie dell'Accademia in Venice, the Capodimonte in Naples and the Savoia Gallery in Turin to the Vatican Museums in Rome. Their masterpieces are an essential part of the "imaginary Museum" described by André Malraux, along with many other works of art which are preserved in churches, in palaces and in the towns and villages of the "Bel Paese". Most works are displayed in art and archaeology museums, but also in sites and historic buildings that make Italy a great museo diffuso: an extended museum, an "open air museum".

The Italian museum scenario is even richer than its well established image. First of all, there are the great museums born of the dynastic collections of pre-unification States

(before 1861, Italy was politically divided in several independent states). Then there is the network of civic museums of large and medium-sized towns, and finally hundreds of small local museums, mostly established in the last few decades. In 2011, Italy had 4,588 museums and similar institutions, in detail 3,847 museums, 240 archaeological parks and areas, and 501 monuments and historic buildings. Nearly one out of three municipalities hosts at least one museum. Italy is a country where, as André Chastel wrote, "the collection, the building that hosts it and the town around the building are deeply intertwined: these three forms of museums are reflected in each other."¹

Italy's cultural landscapes have been changing. Although endangered by urban and industrial development, many of her celebrated landscapes have been preserved: although they have changed they have not been deprived of their ancient charm. New landscapes have also emerged, and their expressions of modernity have already become a part of history, while the very idea of landscape has changed and has extended to increasingly new territories appealing to the mind as well as to the eyes.

Inviting colleagues from all over the world to the 24th General Conference of ICOM, which will be held in Milan 3 to 9 July 2016, the Italian National Committee offers a theme dear to Italian museology: the relationship between museums and cultural landscapes.

1. A. Chastel, Italia museo dei musei, in I musei, TCI, Milano 1980, p.14.

This is a central issue for Italy, but also a strategic perspective for the museums of the third millennium around the world. This theme presents both an opportunity and a challenge for museums to revive their mission and strengthen their cultural and social role.

ICOM Italy's theme implies two essential questions.

First, to what extent should museums, especially those whose collections are linked to their locations, take the role of interpretation center for the place and the community they belong to?

Secondly, how can museums disseminate the knowledge of the cultural heritage conserved both inside and outside their walls?

We believe that museums should not only take all responsibility for their collections, but also for the cultural heritage around them. Thanks to the skills of their professionals, museums should become musei diffusi, extended museums and garrisons to protect the cultural heritage conserved outside their walls.

The museums have responsibilities for the cultural landscape; they should become:

- custodians of knowledge through their collections, research and scientific activities
- protagonists of new investigations on cultural heritage and active institutions in the protection and conservation of cultural goods inside and outside their walls
- extended museums and interpretation centers of local heritage
- centers responsible for the education to cultural heritage and landscape
- actors for the landscape protection, conservation and development, as well as for the urban and landscape planning and for the promotion of cultural tourism.
- custodians of the historical and cultural values of the landscape and promoters of sustainable development.

CONFERENCE PROGRAMME







	SUNDAY 3 JULY	MONDAY 4 JULY
Morning	Advisory Committee Meeting Plenary Session	Opening Ceremony Keynote speeches Meetings of International Committees, Regional Alliances and Affiliated Organisations Sponsored Newcomers Session
Lunch		Opening of Museum Fair and free lunch in the exhibition area
Afternoon	Advisory Committee Meeting Separate Meetings of National Committees and International Committees	Meetings of International Committees, Regional Alliances and Affiliated Organisations
Evening		Opening Party

	THURSDAY 7 JULY	FRIDAY 8 JULY
Morning	Meetings of International Committees, Regional Alliances and Affiliated in local museums	Excursion Day
Lunch		
Afternoon	Meetings of International Committees, Regional Alliances and Affiliated in local museums	
Evening		

CONFERENCE PROGRAMME

	TUESDAY 5 JULY	WEDNESDAY 6 JULY	
Morning	Sponsored Thematic Workshops / Case Study Meetings of International Committees, Regional Alliances and Affiliated Organisations	Sponsored Thematic Workshops / Case Study Meetings of International Committees, Regional Alliances and Affiliated Organisations	Morning
Lunch	Sponsored Lunch Workshops / Case Study Meetings of International Committees, Regional Alliances and Affiliated Organisations	Sponsored Lunch Workshops / Case Study Meetings of International Committees, Regional Alliances and Affiliated Organisations	Lunch
Afternoon	Keynote speeches Sponsored Thematic Workshops / Case Study Social events	Sponsored Thematic Workshops / Case Study Social events	Afternoon
Evening			Evening

	SATURDAY 9 JULY
Morning	General Assembly, Closing Ceremony
Afternoon	Advisory Committee (to be confirmed), Executive Council Informal Meeting
Evening	Closing Party

-  ICOM Programme
-  Meetings of National Committees,
International Committees,
Regional Alliances and Affiliated
Organisations
-  Sponsored Programme
-  Social Events
-  Onsite Programme at MiCo
-  Offsite Programme

Airports

Milan is the largest city in Northern Italy and is extremely well served by its three international airports.

Milan Malpensa is the intercontinental airport of Milan. With its wide range of destinations throughout the world, it is the main hub of Northern Italy. Malpensa operates with two passenger terminals (Malpensa Terminal 1 and Malpensa Terminal 2), and a cargo terminal (Malpensa Cargo).

Milan Linate is the city airport of Milan. It has a wide range of domestic and short and medium range international flights.

Milan Orio Al Serio is the hub for low cost carriers with a wide range of domestic and European flights.

Airport transfer

Malpensa airport shuttle: Malpensa Express
Milan Malpensa Terminal 1 can be easily reached from the centre of Milan with the Malpensa Express train from Cadorna, Milano Centrale and Milano Porta Garibaldi stations. To transfer from Terminal 1 to Terminal 2 and vice versa there is a free shuttle running 24 hours a day, approx. every 7 minutes during the day and approx. every 30 minutes during the night (from 22.45 hours to 05.15 hours).

Duration: 30 minutes
www.malpensaexpress.it



Linate airport shuttle: ATM City Bus X73
Linate Airport is only 7 km from Milan downtown, which makes it very convenient and easy to reach by public transport.

Urban line X73
direct from Linate to Milan Piazza San Babila (Underground line 1)
First departure: 7:00 a.m.
Last departure: 8:00 p.m.
Departures every 20 minutes (Monday-Friday)

Duration: 20-25 minutes
www.atm.it



Milan train stations

Milano Centrale is the main railway station of Milan and one of the main railway stations in Europe. The station is a railway terminus and is served by national and international routes, with both long-distance and regional lines, including high speed lines to Turin but also Bologna, Rome and Naples. Daily international destinations include Bern, Lugano, Geneva, Zürich, Paris, Vienna, Barcelona and Munich.

Milano Porta Garibaldi is the second largest train station in Milan. Many long-distance Eurostar Italia and high speed trains between Turin, Rome and Naples are operated by Trenitalia and ItaloTreno. LeNORD offers a daily Eurocity connection to Munich in association with Deutsche Bahn and Österreichische Bundesbahnen and 3 SNCF TGV services from Paris terminate there.

Milan Orio al Serio Airport Shuttle bus
Milan Orio al Serio Airport is easily reachable by bus from Milan. The airport is also linked with Milan Fair and Malpensa Airport.

Duration: 50 minutes
www.sacbo.it

Airport Taxis

From Milan Malpensa to Milan downtown:
Duration: 50 minutes

From Milan Linate to Milan downtown:
Duration: 25 minutes

THE CONFERENCE VENUE MICO

MiCo - Milano Congressi is conveniently situated in the centre of Milan, 4 km from the Duomo and just 5 minutes from Leonardo's Last Supper. Two stops of the metro red line, Amendola and Lotto, are located in proximity of the convention centre.

Malpensa and Linate airports are respectively 1 hour 30 minutes and 1 hour distance from MiCo.

Designed in 2002 and doubled in size in 2005, the current extension will place MiCo - Milano Congressi among the largest conference facilities in Europe and worldwide.



3 GOOD REASONS TO JOIN THE INTERNATIONAL COUNCIL OF MUSEUMS

1 BE PART OF THE INTERNATIONAL MUSEUM COMMUNITY

CONNECT with 30,000 world-class museum experts

BUILD a strong international professional network in every museum-related speciality

BROADEN your horizons with over 200 conferences organised yearly around the globe

PARTICIPATE in the extensive programme at the Triennial General Conference

2 GET INVOLVED IN INTERNATIONAL MISSIONS

SHAPE the future of the museum profession

ADVOCATE museum standards of excellence and museum ethics

PLAY A ROLE in the fight against illicit traffic in cultural goods

COOPERATE in emergency preparedness and response actions in museums worldwide

SUPPORT museums in fulfilling their missions

3 BENEFIT FROM ICOM SERVICES

GET INSIGHT ON trends and innovation in museums thanks to *ICOM News*, the magazine for museum professionals, and monthly electronic newsletters

SEARCH more than 2,000 publications produced by ICOM's Committees through the online publications database

STAY CONNECTED with ICOMMUNITY, ICOM's membership-only collaborative platform

JOIN any of ICOM's 31 International Committees and make your voice heard

SETTLE your art and cultural heritage disputes through the ICOM-WIPO mediation procedure

AND MANY OTHER BENEFITS WITH YOUR ICOM MEMBERSHIP

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Preferential rates to museum shops and publications

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