



IMD 2010 KIT

Presentation and Theme for 2010

January 2010

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◉ What is International Museum Day?

- ◉ *International Museum Day is a fantastic opportunity for museum professionals to meet their public. As ICOM's definition of museums suggests: «museums are at the heart of the system, institutions that serve and develop society».*

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- ◉ **When will International Museum Day be celebrated ?**
 - ◉ *Traditionally International Museum Day is organised around 18 May. It can last for a day, a weekend or a whole week as long as the objective remains focused on the motto: «Museums are an important means of cultural exchange, enrichment of cultures and development of mutual understanding, cooperation and peace among peoples».*

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◉ What is the theme for 2010 ?

- ◉ *Each year the ICOM Advisory Committee proposes a theme that can be used by museums to increase their stakes at the core of society. This year the suggested theme is «Museums for social harmony»*
- ◉ *Harmony is a concept significant for both Humanity and for representing Eastern cultures. The basis of social harmony lies in dialogue, tolerance, coexistence and development, based on pluralism, difference, competition and creativity fundamentally social harmony is "to agree but to stand out, to look for common ground but to keep the difference."*
- ◉ *Each museum can choose whether or not to develop the theme. The main objective is to put museums in the spotlight at least once a year on this date: International Museum Day.*