



Press Release April 26, 2016

## World's Museums in Milan

At the **24<sup>th</sup> General Conference of ICOM** (International Council of Museums)  
**3500 museum professionals from 130 countries**  
will discuss **"Museums and Cultural Landscapes"**  
Among the speakers are **Christo, David Throsby, Michele De Lucchi,**  
**Orhan Pamuk and Nkandu Luo.**

3-9 July 2016 - Milan  
MiCo Milano Congressi | Piazzale Carlo Magno 1

***"A museum is one of the places that show man at his noblest."***  
(André Malraux)

Milan will host an international event of great cultural, social and political importance this summer: the **24<sup>th</sup> General Conference of the International Council of Museums (ICOM)**, which **from 3 to 9 July 2016** will see more than **4,000 participants** gather together from over **130 countries** to discuss the theme **"Museums and Cultural Landscapes"**.

At the General Conference in Milan – which this year coincides with the 70<sup>th</sup> anniversary of the international organisation, founded in 1946 with the intention of promoting and protecting natural and cultural, tangible and intangible heritage, present and future – museum professionals will participate alongside archaeologists, architects, town planners, exhibition designers, conservator-restorers, researchers, librarians, archivists, students, academics and artists.

The speakers include the environmental artist, **Christo** and the novelist, **Orhan Pamuk** (4 July); the architect, **Michele De Lucchi** and the Zambian Minister of Gender Equality, **Nkandu Luo** (5 July); and the economist, **David Throsby** (6 July).

On occasion of the **70<sup>th</sup> anniversary**, a **multimedia exhibition entitled "Where ICOM from"**, curated by Dr François Mairesse of the Sorbonne, with an immersive display highlighting the evolution and future of ICOM, will take place at the MiCo during the General Conference. An **exhibition of the latest innovations** in the museum field will also be featured, with more than 75 stands presenting relevant experiences and up-to-date solutions for the museum community. **Further events** in the **city's major museums, open to the general public**, are programmed as well.

After Shanghai (2010) and Rio de Janeiro (2013), Milan will play host to the international museum community, debating a key theme for 21<sup>st</sup> century museums: **the relationship between museums and cultural landscapes**, and how museums are, not only responsible for their respective collections, but can become active protectors of the territory they are a part of, in the perspective of the so-called **'open-air museum'**.

This is especially meaningful in a country like Italy, counting **3,847 museums, 240 archaeological sites, 501 monuments and collections of monuments**, all lying within cultural landscapes that inevitably interact with them. A museum, responsible for the landscape that surrounds it, plays an important role in the territory, as a guardian of its historical values and an actor in urban planning and sustainable landscapes.

**Hans-Martin Hinz, President of ICOM:** *“We expect sharing and dialogue about projects that cover numerous fields of interest, thanks to the presence of participants coming from many cultural and linguistic horizons. This is a unique occasion to develop conceptually inclusive, interdisciplinary and innovative frameworks in a museum environment in evolution”.*

**Alberto Garlandini, President of the Italian Organising Committee of ICOM Milano 2016:** *“We have the opportunity to build new partnerships with other professionals in cultural heritage, who like us have always defended the role of knowledge in the growth of society”.*

**Yousef Khacho, Head of Exhibitions at the Qatar Olympic and Sports Museum, and first registered ICOM Milan Conference participant:** *“What a unique and a wonderful combination it is to have the ICOM General Conference in Milan! The ICOM conference is the biggest gathering of museum specialists from all around the world. Milan is a great city with a long history, a well-known cultural centre, and an active city and region that regularly organise many cultural events and exhibitions. The Lombardy region will be a great place to discuss the theme of landscapes in relation to culture and nature. It also has internationally-recognised expertise in museums. Lombardy is a region with many museum services and technology providers, offering a chance for many museums to contact them”.*

ICOM works for the **promotion of excellence in the museum field**, as well as in the **fight against the illicit trafficking of cultural objects and emergency response in the event of natural or human-made disasters**. ICOM furthermore collaborates with **UNESCO** and with institutions such as **ICCROM, INTERPOL, the World Customs Organization and the World Intellectual Property Organization** in carrying out its missions.

As occurs at every triennial ICOM General Conference, elections will be held for a change in governance, with a new ICOM President to be elected.

The 24<sup>th</sup> ICOM General Conference is organised by ICOM and ICOM Italia in collaboration with the **Italian Ministry of Cultural Heritage and Activities and Tourism; the Italian Ministry of Foreign Affairs; the Lombardy Region; the City of Milan, the Municipality of Milan, the National Italian Commission for UNESCO; Fiera Milano Congressi; Banca Intesa Sanpaolo; the Milan Chamber of Commerce/PROMOS; and 12 universities in the Lombardy Region.**

For further information: <http://network.icom.museum/icom-milan-2016>

Press with appropriate credentials may register free of charge. Please contact [icom2016-registration@kit-group.org](mailto:icom2016-registration@kit-group.org).

#### **For interviews and further information**

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