The museum professional community will discuss Museums and Cultural Landscapes at the 24th ICOM General Conference in Milan, 3 - 9 July 2016

Alberto Garlandini
Executive Council of ICOM
President of the Organizing Committee of ICOM Milano 2016
Every three years **ICOM General Conference** gathers thousands of experts and museum professionals to discuss a main museum issue for a whole week.
MILAN IS A COSMOPOLITAN, CREATIVE CITY

Milan is a city of culture, design and fashion.

ICOM 2016 will benefit greatly from the works that have been done for the World Exposition Milano 2015: new museums, new subway lines, new infrastructures, new cultural and touristic offers

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MiCo: The Conference Venue of ICOM Milano 2016

MiCo (Milano Congressi) is situated in the centre of Milan, next to two subway lines. It is one of the largest conference centres in Europe and in the world.

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THE SCHEDULE OF ICOM MILANO 2016

A week-long cultural and scientific programme
The **Castello Sforzesco**, the famous 15th century castle in Milan’s centre, will host ICOM Milano 2016 Opening Party on **Monday, July 4th**.

Participants will visit the new display of **Michelangelo’s Pietà Rondanini** and **Leonardo’s newly restored frescos in the “Sala delle Asse”**.
CLOSING PARTY IN THE PALAZZO DELL’ARTE

Triennale’s Palazzo dell’Arte will host ICOM Milano 2016 Closing Party on Saturday, July 9th.

Participants will visit Triennale’s Museum of Design, its park and the 21st International Triennial Exhibitions for architecture, visual and decorative arts, design, fashion and audio/video production.

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On **Tuesday, July 5th** the National Museum of Science and Technology will open its door for a public event dedicated to ICOM Milano 2016, a special night opening to visit the historical sections and to experience activities in interactive labs.

The National Museum of Science and Technology, the largest museum of science and technology in Italy, one of the most important ones in Europe and in the world.
A UNIQUE NUMBER OF SOCIAL EVENTS

On Wednesday, July 6th participants will be offered a special free concert in the Duomo, Milan’s 15th century gothic cathedral.

Participants will be offered free guided tours to the new Museo del Duomo and to the roofs of the Cathedral with exciting views over thousands of the marble statues and over the cityscape.
MILAN IS A GATEWAY TO ITALY

Coming to Milan will offer the chance to visit some of the loveliest art cities in the world (Turin, Verona, Padua, Venice, Genoa, Bologna, Florence, ...).

They are all well connected with Milan by high-speed trains in one to two hours.
OFF-SITE MEETINGS - Thursday, July 7th

Where will we meet today?

OFFSITE MEETINGS - National and International Committees, Regional Alliance and Affiliated Organisations

On July 7 no sessions will be held in MiCo. National and International Committees, Regional Alliance and Affiliated Organisations meetings will be held ALL OFFSITE.

A great chance to visit museums and meet museums professional in north and central Italy!
CIMCIM WILL MEET AT CREMONA’S MUSEO DEL VIOLINO
Excursion Day

Excursion Day is an ICOM General Conference tradition: one day off for discovering the hosting city as well as north and central Italy!
You can choose one among many proposals. They will be published online and will be bookable at the same moment of the registration.

Plan your travel soon!
Excursion day options will be soon available on the Conference website.
PRE- & POST- CONFERENCE TOURS

TOURS
Italy is lovely in summer! The Organising Committee has arranged many possible tours for you and your family.

Stay tuned on the conference website!
The online registration are now open!

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The **fee** includes admission to all plenary and committee sessions, Museum & Institutional Exposition, Opening and Closing Ceremonies and Parties, all social events in Milan and several excursions on 8th July.

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ICOM, the Organizing Committee of ICOM Milano 2016 and partners will support members’ participation, especially those with fewer resources. **Travel Grants** will provide assistance for airfare, accommodation and registration fees.

The Italian Ministry of Foreign Affairs will provide **ad hoc assistance** to ICOM National Committees to get the entry visas for their members. ICOM members of Country 3 & 4 who are **public officers** will obtain visas without fees.

The agreement with Collegio delle Università Milanesi has secured **200 rooms in Milan’s University Colleges available to participants** at a rate of 45 € (single room) and 60 € (double room) per night.
The celebration of ICOM’s 70th anniversary, the opening of ICOM turns 70, the exhibition on ICOM’s history, the Memorial Lectures 2016 dedicated to Khaled Asaad will be part of the official program of the Conference.

Six high-profile, famous keynote speakers are already secured: a Nobel prize writer, a world-wide known American artist, a famous Italian designer, a political leader from an African developing country, an Australian economist, a European philosopher and historian. We are also planning round tables with major museum directors.
ICOM Milano 2016 Keynote Speakers

Keynote speakers

Six keynote speeches are programmed for ICOM Milano 2016 by renowned figures from an array of backgrounds and disciplines, promising provocative and visionary insight on subjects of interest for the museum community.

Christo (USA)
The environmental artists Christo and Jeanne-Claude (1935-2009) created some of the most spectacular large-scale artworks of the 20th century.

Michele De Lucchi (Italy)
Michele De Lucchi is an architect, and was a prominent figure in movements such as Cavart, Alchimia and Memphis.

Orhan Pamuk (Turkey)
Orhan Pamuk is a Turkish novelist, screenwriter, academic and recipient of the 2006 Nobel Prize in Literature.

Krzysztof Pomian (Poland)
Krzysztof Pomian is a historian and philosopher, and has worked extensively on the history of European culture, notably the history of history and history of museums and collections.

Nkandu Luo (Zambia)
Nkandu Luo is the Minister of Gender and Child Development and former Minister of Culture and Traditional Affairs of Zambia.

David Throsby (Australia)
David Throsby is an Australian economist, particularly well known as a cultural economist.
The 28/29 November 2015 international meeting in Brescia and Milan

The Presidents of International Committees are invited to the meeting in Brescia and to present papers on the ICOM 2016 theme and museums’ best experiences. The results of the debate will be the basis of the “ICOM Declaration on Museums and Cultural Landscapes” and some papers may be selected for publications in ICOM’s journals.

ICOM is preparing an issue of the academic journal Museum International dedicated to Museums and Cultural Landscapes. A call for papers is now open and the submission deadline is 31 January 2016.
MUSEUMS AND CULTURAL LANDSCAPES

The theme of 2016 ICOM General Conference in Milan
The perception and the meaning of landscape differ from one country and one language to another and are connected with the diverse cultural backgrounds.

In some languages the term landscape does not even exist.

We use the plural form of the term “landscape” to emphasize the fact that landscapes are multifaceted and diversity is the main feature of landscapes.

We are discussing “cultural” landscape to emphasize the fact that landscapes are a human creation, the result of an interaction between human beings and nature.
“Landscape is the country where we live and is a constituent part of our identity” (Siena Chart, 2014)

ICOM respects cultural diversities and promotes a comprehensive conception of landscape.

Landscape is a multidimensional concept which adds to its physical, natural, geographic significance an anthropological, social, economic, cultural meaning.

Thus, landscape loses its merely aesthetic value and becomes an integral part of the cultural and natural heritage to be preserved and interpreted, in its tangible and intangible aspects.

Landscape becomes a meaningful environment for museums and cultural heritage.
The innovative concept of landscape defined by the European Landscape Convention (Florence, 2000)

“Landscape contributes to the formation of local cultures and it is a basic component of the European natural and cultural heritage” (Preamble of the European Convention)

“Landscape is an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors” (Article 1 of the European Convention)

“Landscape protection means actions to conserve the significant features of a landscape, justified by its heritage value derived from its natural configuration and/or human activity” (Article 1 of the European Convention)
“Museums and Cultural Landscapes” highlights the new social functions of 21st century museum

The traditional core functions of museums are the conservation and promotion of their collections.

Today’s museums have new social goals and larger territorial responsibilities than in past times.

Today’s museums should promote not only their collections, but also the cultural and natural heritage that surrounds them, the landscapes they are part of.
“Museums and cultural landscapes” and ICOM’s vision

“Museums deal with any element belonging to the realm of nature and material culture that is considered worth being preserved, either in situ or ex situ or by documentation”

(Van Mensch, 1990)

“Museums preserve, interpret and promote the natural and cultural inheritance of humanity. Museums are responsible for the tangible and intangible natural and cultural heritage” (Key Principle 1)

“Museum collections reflect the cultural and natural heritage of the communities from which they have been derived. They have a character beyond that of ordinary property, which may include strong affinities with national, regional, local, ethnic, religious or political identity. It is important that museum policy is responsive to this situation.” (Key Principle 6)
“Museums and Cultural Landscapes” highlights crucial questions about museums’ future

How can museums become centres of interpretation of the places and the communities they belong to?

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

How can museums help communities promote sustainable development and preserve landscape, as well as improve tourism without endangering cultural and natural heritage?
“Museums and Cultural Landscapes”

It is a **scientific and cultural commitment**, but also institutional and political.

It is a **museological challenge** because it proposes new roles for museums.

It is also a **museographical challenge** because it requires new forms of interpretation and display of the heritage.

It is an **ethical challenge** because it defines new responsibilities not only for museum professionals but also for all the other professionals dealing with the preservation of the cultural heritage.
New shared responsibilities for the promotion of landscapes

Who shall we give responsibility for the cultural and environmental heritage, in contemporary society?

Which institutions can ensure its knowledge, preservation and communication?

Certainly cultural institutions, and museums can offer an essential contribution. However, the study, preservation and enhancement of landscapes are complex tasks that have to be promoted by community
Promoting Landscape Communities

Heritage Communities consisted of “people that value specific aspects of cultural heritage which they wish, within the framework of public action, to sustain and transmit to future generation” (Art. 2b, Faro Convention of the Council of Europe)

Museums should promote participation and landscape communities, networks with all the public and private bodies interested in sustainable planning and development, in protection and interpretation of heritage and landscapes.
Tackling the relations between museums and cultural landscapes offers the opportunity to form new partnerships and new networks with the other professionals of the cultural heritage. New disciplinary and operative interactions between museums and other cultural institutions.
The theme of Milan’s Conference is a challenge for ICOM and 21st century museums

A Declaration of ICOM on Museums and Cultural Landscapes will be discussed in Milan, so that new strategic objectives and programmes are set for contemporary museums.

We are planning to identify a hundred innovative projects of museums from different countries and cultures and present them in 2016 as international best practices of museums active in their social context. Developing the relationships between museums and cultural landscapes improves the social role of museums.
Italy is a great open air museum

The Italian heritage is displayed not only in museums but also in historical sites and towns so she is the ideal country to discuss Museums and Cultural Landscapes.

The Italian landscape is world-famous. It has been described and visited in all ages, and the historical charm of many of Italy’s celebrated landscapes has been preserved.
VISIT THE CONFERENCE WEBSITE
www.milano2016.icom.museum

online registration is now open
Save the date

3-9 July 2016

milan2016.icom.museum