

## **INTERNATIONAL MUSEUM DAY 2009**

In June, the ICOM General Assembly voted on the theme for International Museum Day 2009, « Museums & Tourism ». On the homepage of [icom.museum](http://icom.museum), you can read the joint declaration of the World Federation of Friends of Museums

(WFFM) and ICOM outlining the ethical principles of sustainable, cultural tourism. ICOM News 1/2009 will be dedicated to exploring the theme in our first Spring 2009 issue next year.

In the meantime, all info to help you prepare for IMD is regularly available on [icom.museum](http://icom.museum). Feel free to browse around previous year's activities to get ideas, prepare a kit for museums including a poster, activities, information for the big day.

Please send information about your planned events in advance this year to [bonomi@icom.museum](mailto:bonomi@icom.museum) and do not hesitate to contact the ICOM Secretariat for support.

### **IMD 2008: FOLLOW UP ON SECOND LIFE & IN REAL LIFE**

This year's theme follows up on the highly successful 2008 IMD, "Museums as agents of social change and development", celebrated in more than 90 countries, with 15,000 museums participating as well as avatars at The Tech Museum of Innovation on the virtual platform Second Life. The experiment continues in both the real and virtual worlds!

### **Please send us film, photos, and press on your International Museum Day 2008 for ICOM NEWS!**

ICOM has 3 volumes of press from around the world on IMD 2008 and it continues to grow! ICOM-Mexico has had a conference this September on the theme, and some of the participating museums will be featured in the next issue of ICOM News 3-4/2008, our Fall/Winter issue.

Other International and National Committees, working groups, and ICOM discussion groups have expressed an interest in meeting on Second Life. Some museum professionals wish to participate in prototyping exhibits in this new forum and participate in workshops to learn how. See how to download Second Life, get your avatar, and utilize the ICOM space at The Tech, click on the Step by Step instructions in English, French or Spanish: [http://icom.museum/2008\\_contents.html](http://icom.museum/2008_contents.html)

Please contact the new Virtual Community Manager at The Tech to learn how to get involved in Second Life activities, sign up for training sessions, and use the ICOM space. Please contact Bob Ketner: [rketner@thetech.org](mailto:rketner@thetech.org)

### **IMD 2007: NEW UNIVERSAL HERITAGE MUSEUM PARTNERSHIPS**

"Museums & Universal Heritage," the IMD and General Conference theme in 2007, has led to publications on this theme by many ICOM committees and numerous ongoing initiatives including "Universal Heritage Museum Partnerships". Partnerships, in light of the ICOM Strategic Plan 2008-2010, are how museums mobilize energy as part of the ICOM global community. ICOM News will publish information about "Universal Heritage Museum Partnerships" which "promote the sharing of knowledge, documentation and collections with museums and cultural organizations in the countries and communities of origin"

including: co-editions between museums in the developing world and museums in the developed countries, long-term programmes established for developing museums through exchanges of collections, and partnerships inspired by the ICOM Code of Ethics for Museums that "promote the sharing of knowledge, documentation and collections with museums and cultural organizations in the countries and communities of origin" and in particular, co-operation "with museums in countries or areas that have lost a significant part of their heritage".

Those partnerships resulting in the restitution of cultural property to countries of origin and long-term co-curatorship arrangements will be featured.

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