

## SHANGHAI WORLD EXPO 2010: COME AND ENJOY THE EXPO EXPERIENCE WITH ICOM!

Held under the theme of "Better City, Better Life", the Shanghai World Expo 2010 will take place **from May 1<sup>st</sup> to October 31<sup>st</sup>, 2010** in an area of more than 5 square kilometres in the city of Shanghai, China. The Expo will feature country and international organization pavilions open to visitors from around the world.

Seventy million visitors are expected, the biggest Expo ever, more than 200 countries and organizations are participating... All this will take place in less than a year!

ICOM will have a booth of **108 m<sup>2</sup>** inside the International Organizations Joint Pavilion in the Zone B, situated in the centre of the Expo Park. Neighbouring National Pavilions will be ASEAN and Oceania countries, as well as the Pavilion of the United Nations.

*ICOM's exhibition space designed by Exhibit Works Inc.*

*[graphic rendering, not final]*



## ***WHAT WILL YOU SEE?***

ICOM's exhibition theme "**Museums, heart of the city**" will be animated by exhibitions and events during the six months.

### Exhibitions

A **permanent exhibition**, an in-depth presentation about ICOM and our mission

Six **changing exhibitions** will focus on one region (Europe in May, Africa in June, North America in July, Latin America in August, Oceania in September and Asia in October)

### Events

**Events and activities** at the beginning of each changing exhibition to present the museums in one region

ICOM's presence will be highlighted by animations for **International Museum Day** on the theme "Museums for social harmony" on May 18, 2010



## ***PARTICIPATE IN THE EXPO THROUGH YOUR PHOTOS AND VIDEOS - LET THEM TELL THE STORY!***

Join ICOM in the Expo experience. Don't miss out on this **one-of-a-kind opportunity**. This is outreach like we have not been able to do before. The ICOM booth has a single space that offers **first rate visibility** for all of your exhibitions and events.

Around the theme "**Museums, heart of the city**", each changing exhibition will be divided into **five parts**: Museums and Society, Museums and Environment, Museums and Culture, Museums and Economy and Museums and Innovation.

## Some ideas about what we would like to have explored:



- Museums and **Society**

Society is a patchwork of personalities, in constant change. In this context, museums are, after schools, one of the most important educational tools, especially for adults.

- Museums and **Environment**

By preserving and promoting heritage in all its aspects, museums directly participate in the protection of nature, sustainable development, biodiversity and ecological awareness.

- Museums and **Culture**

Museums transmit knowledge, protect cultural heritage, preserve the identity of people and help people better understand their past so as to build their future.

- Museums and **Economy**

Museums can contribute to economic revitalization and are a way to create economic dynamism where it is absent. Cultural preservation becomes a tool for economic survival.

- Museums and **Innovation**

Innovation concerns both the architectural design of a museum and its exhibitions. Museums are a space of freedom where architects may express their imagination, while new technologies can create an environment more suitable for collections.

## ***HOW CAN YOU CONTRIBUTE?***

Submit the material (photos and videos) of your committee in digital format and your ideas for activities and for IMD (a descriptive summary with a breakdown budget) by **November 1<sup>st</sup>, 2009**.

- **We do the design, with the material you submit!**

### **Send us your captivating photos.**

The modules for the exhibition will all be the same size. Imagine **one big illustrated panel for each sub-theme!** One changing exhibition will bring together 5 such panels and play a movie summarizing the museums in a region.

Send us **large format digital pictures** of 500 dpi (40 x 40 cm) resolution as a minimum, saved in Adobe RGB/TIFF. Ideally, we will blow them up to 3 x 3 m at 72 dpi. All pictures must be royalty-free, well documented (with detailed caption and photo credit).

### **Play your movies at the ICOM booth.**

For every exhibition, **a short movie of around 3 minutes** will be played in the exhibition space to present a general picture of museums in a certain region.

You can either submit some **existing video clips** of your museum or do some **mini interviews** of good quality around the theme. Be sure to clear the audiovisual rights. We will put them into a short movie of 3 minutes.



- **Use the activity area and organise your event!**



It is **a bright and versatile space** where you can organize all sorts of events. Let your imagination be your guide. It can hold up to 30 people seated or 60 standing.

Here are some of our suggestions for a successful event:

**“Spread your word”**: Organise **a conference or a debate** with prominent speakers from around the world around current issues about the museums;

**“Make it your show”**: Organise **a cultural event** that will highlight the activities of your committee;

**“Popularise and socialise”**: Organise **workshops** to popularize your actions and meet potential partners in the Expo Park to share your experience.

- **Make International Museum Day an ICOM Day at the World Expo!**

ICOM’s presence at the World Expo will be highlighted on International Museum Day (May 18<sup>th</sup>, 2010), designated by the Expo organiser as the **“ICOM Day”**. The theme will be **“Museums for social harmony”**. Committees are encouraged to organise on-site (in the performance centre of a capacity of 800 persons) or off-site (in local Shanghai museums) activities on this day.

There is **no limit in the format**. In order to implement this, please submit your proposal for activity on IMD. We will select the most appropriate proposals for the local population and contact you later for the organisation and implementation issues.

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谢谢!

**Thank you/Merci/Gracias**

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