





24TH GENERAL CONFERENCE • 3-9 JULY 2016 • ITALY

CONTENT

CONFERENCE ORGANISER	5
INVITATION TO ICOM MILANO 2016	6
ICOM	8
ICOM MILANO 2016	9
CONFERENCE THEME	10
PROGRAMME AT A GLANCE	12
KEYNOTE SPEAKERS	14
REGISTRATION	15
PASSPORT AND VISA	15
ACCOMMODATION	16
CONFERENCE VENUE	18
SOCIAL PROGRAMME	20



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INVITATION TO ICOM MILANO 2016



Welcome Message from the ICOM President Hans-Martin Hinz

Dear colleagues of the international museum community,

The forthcoming 24th ICOM General Conference will be held from 3 to 9 July, 2016 in Milan, Italy. We will be delighted to welcome you for what is sure to be an exciting week of discussions and events in a country that is world-renowned for its incredibly rich and diverse cultural heritage.

The international museum community will gather together in Milan around the theme of Museums and cultural landscapes, which raises a number of issues dear to all of us, as museums around the world strive to redefine their roles and positions in relation to their communities and with respect to the cultural heritage that lies beyond their walls.

Packed with stimulating sessions, networking opportunities and committee meetings, the week-long ICOM General Conference is key in allowing ICOM's 35,000 members from some 140 countries, alongside other museum professionals from an array of cultural and linguistic horizons, to maintain and expand their expertise and leadership on cultural heritage issues.

In the year of ICOM's 70th birthday, I count on your presence during this key moment for ICOM in Milan, to celebrate our seven decades of commitment to the protection, preservation and promotion of museums and cultural heritage.

It will be my honour to welcome you, together with our Italian hosts, to this momentous event. I am confident that with the help of your contributions and participation, it will be an unforgettable experience.

We look forward to gathering together in Milan in 2016!

Prof. Dr Hans-Martin Hinz

Hans- Mc Q: Higz

ICOM President

INVITATION TO ICOM MILANO 2016



Welcome Message from the President of the Italian Organising Committee of ICOM Milano 2016 - Alberto Garlandini

Dear friends and colleagues,

The 24th General Conference is getting closer and the Organising Committee is working hard so that ICOM Milano 2016 will be the most attended General Conference in ICOM history.

ICOM Milano 2016 will offer not only world-renowned keynote speakers, professional meetings, scientific discussions and a museum fair, but also a wide array of social events, visits and excursions to Italian museums and monuments. Milan's Castello Sforzesco will host the Opening Party on Monday, 4 July, 2016. The Castle houses seven museums, and will be open exclusively for ICOM participants on that evening: you will have the chance to visit the new Museum of Michelangelo's Pietà Rondanini and Leonardo's freshly restored frescos in the Sala delle Asse.

The Palazzo dell'Arte of La Triennale di Milano will host the Closing Party on Saturday, 9 July, 2016. Participants will be free to visit its park, the new Design Museum and the 2016 International Triennial Exhibitions for architecture, visual and decorative arts, design, fashion and audio/video production. Special openings and events at Milan's museums will be organised every evening. On Tuesday, 5 July, the National Museum of Science and Technology will open its doors for a special night for ICOM members and Milan residents. On Wednesday, 6 July, participants will be offered a special free concert at the Duomo, Milan's Gothic cathedral, with free guided visits to the new Museo del Duomo and access to the roofs of the cathedral, providing astounding views over thousands of marble statues and the cityscape.

Milan is a cosmopolitan and creative city – a city of culture, design and fashion. From May to October 2015, Milan hosted to the successful World Exposition Milano 2015, and ICOM 2016 will greatly benefit from the work undertaken for this event, with new museums, new subway lines, new infrastructure, new cultural and tourism offers.

With its five subway lines, Milan has a highly efficient transportation network. Participants will receive a free transport pass, as well as a free bike share service allowing them to move quickly and easily from the conference venue to the city's main museums and monuments.

Milan is a gateway to Italy, offering a unique opportunity to visit some of Italy's most beautiful cities, in close proximity by high-speed train, including Turin, Bologna, Genova, Verona, Venice, Padua and Florence.

Italian museum professionals and museums are waiting for you!

Ciao and arrivederci in Milan.

Dr Alberto Garlandini President of the Italian Organising Committee of ICOM Milano 2016

ICOM

ICOM AND ICOM GENERAL CONFERENCES

The International Council of Museums (ICOM), created in 1946, is a worldwide organisation of museums and museum professionals. ICOM is committed to promoting and protecting natural and cultural heritage, present and future, tangible and intangible. With 35,000 members in almost 140 countries, the ICOM network is made up of museum professionals from a wide range of museum- and heritage-related disciplines.

ICOM promotes standards of excellence in the museum field, in particular through its ICOM Code of Ethics for Museums, a standard-setting tool for museums, which includes basic principles for museum governance, the acquisition and disposal of collections, and rules for professional conduct. ICOM's other activities include fighting illicit traffic in cultural goods and promoting risk management and emergency preparedness to protect world cultural heritage in the event of natural or man-made disasters.

Every three years, ICOM's General Conference gathers the international museum community around a theme chosen by museum professionals.

WHERE ICOM FROM

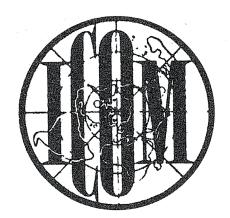
AN EXHIBITION TO CELEBRATE ICOM'S 70^{TH} BIRTHDAY IN MILAN

The multimedia exhibition "Where ICOM from" will occupy more than 200m² on the conference venue. An immersive display will highlight how ICOM has grown into an international organisation since its creation in 1946 and will question its past evolution and future changes.

The exhibition will retrace the commitment of an ICOM member, since his/her very first steps in the organisation, to his/her personal development as an actor of the ICOM network. Graphics, timelines and maps will illustrate ICOM's expansion and achievements throughout the years. Archive documents, including pictures, posters and goodies will immerse the visitors into ICOM's long and exciting history. The main ICOM topics and its future challenges will be told through the personal experience and views of ICOM members, and interactive devices will allow the visitors to participate in the discussion.

Translated in English, French, Spanish and Italian, the "Where ICOM from" exhibition will turn into a travelling exhibition at the end of the 24th ICOM General Conference, and all its contents will be made available on a special website.

CELEBRATE ICOM'S 70TH BIRTHDAY IN MILAN Inspiring the museums since 1946



ICOM MILANO 2016

Why attend the 24th ICOM General Conference?

Thanks to a rich conference programme expanding over a week, composed of keynote speeches, International Committees' sessions, visits and off-site meetings in local museums as well as a museum fair, you will be able to:

- Meet over 4,000 participants from various cultural backgrounds.
- Learn from the experience and knowledge of museum professionals from all around the world.
- Stay up-to-date with global issues and the latest trends in your field.
- Discover and share success stories, innovative practices and challenges.
- Make new contacts and catch up with old friends.
- Listen to and brainstorm with the experts.
- Inspire each other and benefit from a rich environment of mutual learning.

DISCOVER AND REDISCOVER WHAT MILAN AND ITALY HAVE TO OFFER:

Milan is a gateway to Italy. Milan is a cosmopolitan, creative city. Milan is the city of culture, design and fashion and it lies in the centre of an area with the highest density of museums in the world. Coming to Milan will offer the chance to visit some of the loveliest art cities in the world (Turin, Verona, Padua, Venice, Genova, Bologna, Florence, Rome ...). They are all well connected with Milan by high-speed trains in one to three hours. Coming to Milan will offer to the participants a taste of the celebrated Italian hospitality, of Italian food and of the unique Italian way of life.

How to make the most of your ICOM General Conference experience?

Plan your participation in advance:

- Early bird registration rates end on 28 January 2016.
- A limited number of rooms at preferential rates are reserved for conference participants.
- Follow ICOM Milano 2016 official social media channels to stay informed of programme updates.
- Events tickets are sold on a first-come, first-served basis.

Explore what Milan and Italy have to offer:

- Choose an itinerary for the Excursion Day: museums and other cultural sites, walk tour around the city, etc.
- Check the many social events that are planned in Milan on the evening of 5 and 6 July.
- Extend your stay in Italy by choosing among the preand post-conference tours.

Examine the conference programme to spot sessions and events of greatest interest for you:

- Choose among the meetings and activities of ICOM's 30 International Committees.
- Be inspired by the keynote speeches every day to embrace visionary and provocative insights and begin another day of conference full of ideas.
- "Jump" from one session to another to be sure of attending the ones that interest you most.
- Discover the sponsored sessions and presentations in the EXPO Forum, the Conference's little agora inside the museum fair area, and don't miss the Panel Discussion session and the Memorial Lecture on 5 July.

Meet as many people as possible, out of the meeting rooms:

- Seize the social moments by attending lunches, receptions by National Committees, etc.
- Make new contacts everywhere: during coffee breaks, lunch breaks...
- Don't visit the city alone, do it with fellow participants.

USEFUL INFORMATION

Online registration is open.

Different rates apply: whatever your ICOM affiliation, your country of origin or your length of participation, there is a rate to suit you. You will soon be able to book your tickets for Excursion Day, social events and pre- and post-conference tours.

Early bird: July 2015 - 28 January 2016

Click here to discover more.



Hotel online booking is open.

Secure the best rates now.

Click here to book your room.



Call for papers for ICOM Milano 2016 (ICOM International Committees)

The call for papers (CFP) for the General Conference is managed by ICOM's 30 International Committees who issue CFPs related to their fields of expertise.

Click here to know more.



CONFERENCE THEME

MUSEUMS AND CULTURAL LANDSCAPES

The Italian landscape is world-famous. It has been described and visited in all ages.

Who does not know the extraordinary range of landscapes that make up the Italian peninsula, extending from the Alps to the centre of the Mediterranean, with its hinterlands and its Rivieras? Who does not have in mind at least one of the countless monuments encountered while traveling through Italy, a country offering a unique stratified palimpsest of testimonies from Antiquity to the Middle Ages, from the Renaissance to the Baroque, from the Neoclassical age to the present day?

Equally famous are Italy's major museums, from the Uffizi Gallery in Florence to the Brera Gallery in Milan; from the Gallerie dell'Accademia in Venice, the Capodimonte in Naples and the Savoia Gallery in Turin to the Vatican Museums in Rome. Their masterpieces are an essential part of the *Imaginary Museum* described by André Malraux, along with many other works of art which are preserved in churches, in palaces and in the towns and villages of the *Bel Paese*. Most works are displayed in

art and archaeology museums, but also in sites and historic buildings that make Italy a great *museo diffuso*: an extended museum, an **open air museum**.

The Italian museum scenario is even richer than its well established image. First of all, there are the great museums born of the dynastic collections of pre-unification States (before 1861, Italy was politically divided in several independent states). Then there is the network of civic museums of large and medium-sized towns, and finally hundreds of small local museums, mostly established in the last few decades. In 2011, Italy had 4,588 museums and similar institutions, in detail 3,847 museums, 240 archaeological parks and areas, and 501 monuments and historic buildings. Nearly one out of three municipalities hosts at least one museum. Italy is a country where, as André Chastel wrote, "the collection, the building that hosts it and the town around the building are deeply intertwined: these three forms of museums are reflected in each other." 1

¹ A. Chastel, *Italia museo dei musei*, in *I musei*, TCI, Milano 1980, p. 14



Ambrogio Lorenzetti, Allegoria ed Effetti del Buono e del Cattivo Governo (1338-1339), Effetti del Buon Governo in campagna (Allegory and Effects of Good and Bad Government, Effects of Good Government) Fresco – Siena, Sala del Consiglio dei Nove o della Pace, Palazzo Pubblico 2

CONFERENCE THEME

Italy's cultural landscapes have been changing.

Although endangered by urban and industrial development, many of her celebrated landscapes have been preserved: they may have changed but they have not been deprived of their ancient charm. New

landscapes have also emerged, and their expressions of modernity have already become a part of contemporary history, while the very interpretation of landscape has changed and has extended to encompass intellectual as well as visual connotations.



Ambrogio Lorenzetti, Allegoria ed Effetti del Buono e del Cattivo Governo (1338-1339), Effetti del Buon Governo in campagna (Allegory and Effects of Good and Bad Government, Effects of Good Government) Fresco – Siena, Sala del Consiglio dei Nove o della Pace, Palazzo Pubblico ²

Inviting colleagues from all over the world to the 24th General Conference of ICOM, which will be held in Milan from 3 to 9 July, 2016, the Italian National Committee offers a theme dear to Italian museology: the relationship between museums and cultural landscapes.

This is a central issue for Italy, but also a strategic perspective for museums around the world as we enter the third millennium.

This theme presents both an opportunity and a challenge for museums to revive their mission and strengthen their cultural and social role.

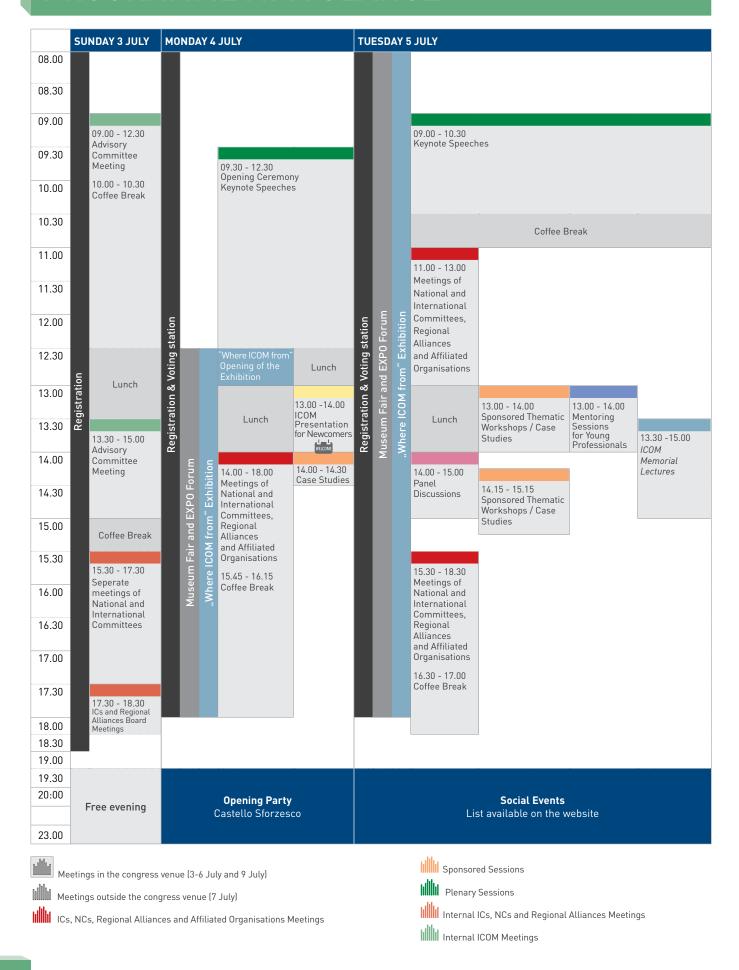
Siena Charter (July 2014): a document presenting the Italian perspective on the responsibilities of museums towards heritage and its surrounding landscapes.

International meeting on "Museums, territorial systems and urban landscapes" in Brescia (November 2015): see the selected papers.

Stay tuned and check the Conference website for further updates on the **Conference Theme**.

² The frescos depict the rural and urban landscape of Siena. It is the first time in the history of Italian painting, the landscape becomes the main subject of a painting. At the same time it is invoked to propose a topical political message: that of "good governance" of the community and the region.

PROGRAMME AT A GLANCE



PROGRAMME AT A GLANCE

EDNE	SD	AY 6 JULY			THURSDAY 7 JULY	FRIDAY 8 JULY	SATURDAY 9 JULY	
					OFF-SITE MEETINGS			08.00
Registration Museum Fair and EXPO Forum Where ICOM from" Exhibition				All meetings of National and International Committees, Regional			08.30	
		09.00 - 11.00 Keynote Speeches			Alliances and Affiliated Organisations		09.00 - 14.00 Extraordinary General Assembly and General Assembly	09.00
		Sneak peek of ICOM's new visual identity		OUTSIDE THE CONGRESS VENUE	09.3			
					10.0			
							10.3	
		Coffee Break					11.0	
		11.30 - 13.00 Meetings of National and International Committees,						11.3
	ibition							12.0
		Regional Alliances and Affiliated Organisations						12.3
air and	:OM fro	Organisations	13.00 - 14.00	13.00 - 14.00		EXCURSION DAY		13.0
K Museum Fi	"Where ICOM from"	Lunch	Sponsored Thematic Workshops / Case Studies	Mentoring Sessions for Young Professionals				13.3
					_			14.0
		14.30 - 18.30					Lunch	14.3
		Meetings of National and International Committees,					15.00 - 17.00	15.0
		Regional Alliances and Affiliated Organisations					Advisory Committee Meeting	15.3
		15.45 - 16.15 Coffee Break						16.0
								16.3
							17.00 - 18.00	17.0
П							Executive Council Informal Meeting	17.3
_								18.0
						18.3		
								19.0
					Free evening		19.3	
Social Events List available on the website			Free evening	Closing Ceremony Closing Party		20:0		
							Triennale	23.0
NA.	o+i-	gs in the congress venue	(2 4 July and 0 July)		Spons	ored Sessions		
_					lill Plena			
Meetings outside the congress venue (7 July) ICs, NCs, Regional Alliances and Affiliated Organisations Meetings							nal Alliances Meetings	

Internal ICOM Meetings

KEYNOTE SPEAKERS

ICOM Milano 2016 will feature six world-renowned keynote speakers, with different backgrounds and approaches. A Nobel Prize-winning Turkish writer, two American artists, an Italian architect and designer, an African political and cultural leader, an Australian economist, and a European philosopher and historian will present their enriching, insightful views on culture, art, museums and cultural landscapes.

Come to Milan and get a unique chance to listen to and learn from the enlightening experiences of some of the greatest intellectuals of the contemporary world!

4 JULY



Christo, USA

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



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

5 JULY



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



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

6 JULY



David Throsby, Australia
David Throsby is an Australian
economist, particularly well
known as a cultural economist.



Krzysztof Pomian, Poland
Krysztof 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.

REGISTRATION

Online registration is available on the Conference website.

Different rates apply:

In EURO	Early bird Until 28 January 2016	Advanced 29 January 2016 1 July 2016	On-site From 3 July 2016
ICOM Member (Countries of cat. 1&2) / ICOM Foundation Member	€ 350	€ 450	€ 550
ICOM Member (Countries of cat. 3&4)	€ 250	€ 350	€ 450
Non-Member	€ 450	€ 550	€ 650
Accompanying person	€ 250	€ 300	€ 350
Student	€ 250	€ 300	€ 350
Day Pass 3, 4, 5, 6 July (7, 8, and 9 July not included)	€ 150	€ 150	€ 150

All rates, except that for the accompanying person, includes admission to all Sessions, Museum and Institutional Exhibition, Opening and Closing Ceremonies and Parties within the limit of the number of places available on a first-come-first-served basis, Social Events in Milan and several of the Excursions on 8 July (entrance fees, guided tours and transportation where applicable), coffee-breaks and public transportation pass within Milan.

For detailed information, click here.



PASSPORT AND VISA

ICOM Italy and the Organising Committee of ICOM Milano 2016 are committed to facilitating the visa application process for conference delegates.

More information will be soon available on the Conference website.

Please visit the website of the Ministry of Foreign Affairs for official and important information:

http://vistoperitalia.esteri.it/home/en

Letter of Invitation for visa application

Individuals requiring an official Letter of Invitation can request one from the K.I.T. Group Registration Department. To receive a Letter of Invitation, attendees must first register to the conference and submit payment in full. Letters of Invitation will not be sent after the standard registration deadline.

The Letter of Invitation does not financially obligate the conference organisers in any way. All expenses incurred in relation to the conference are the sole responsibility of the attendee.

Visa Requirements

It is the sole responsibility of the attendee to take care of his/her visa requirements. Attendees who require an entry visa must allow sufficient time for the application procedure. Attendees should contact the nearest embassy or consulate to determine the appropriate timing of their visa applications.

The organisers will not directly contact embassies and consulates on behalf of visa applicants.

The registration fee minus a handling fee of € 40 will be refunded after the conference closing date if the visa was applied for in time, and an official proof of the embassy confirming that a visa could not be granted, is forwarded to the K.I.T. Group Registration Department.

ACCOMMODATION

Online hotel booking is open. Hotel rooms in Milan in different price categories have been reserved for the ICOM 24th General Conference. As a service for individual participants, K.I.T. Group can arrange your hotel accommodation at no extra charge.

The hotel ratings range from 3 to 5 stars.

Hotel	No.	Cat.	€ Single Room	€ Double Room for single use	€ Double Room

Melia Milano	1	5*		€ 210	€ 220

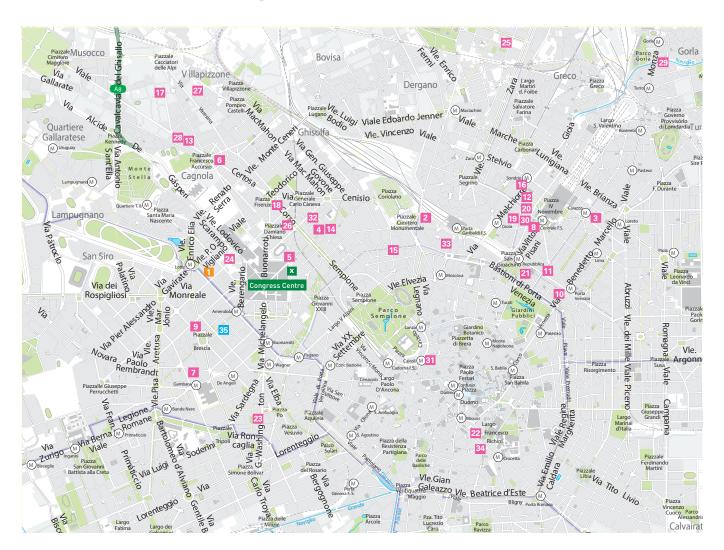
AC Milano	2	4*		€ 175	€ 185
Adi Doria Grand Hotel	3	4*		€ 140	€ 150
Adi Poliziano Fiera	4	4*		€ 140	€ 150
Admiral Hotel	5	4*		€ 145	€ 155
Antares Accademia	6	4*		€ 160	€ 170
Antares Rubens	7	4*		€ 160	€ 170
Auriga Hotel	8	4*		€ 140	€ 150
Best Western Astoria	9	4*		€ 179	€ 189
Best Western Cristoforo Colombo	10	4*		€ 182	€ 202
Best Western Felice Casati	11	4*		€ 165	€ 185
Best Western Madison	12	4*		€ 179	€ 189
Best Western Mirage	13	4*		€ 171	€ 187
Best Western Mozart	14	4*	€ 130	€ 140	€ 150
Capitol World Class	15	4*	€ 140	€ 170	€ 180
Crowne Plaza City	16	4*		€ 185	€ 205
Double Tree by Hilton	17	4*		€ 140	€ 160
Enterprise Hotel	18	4*		€ 160	€ 170
Four Points by Sheraton Milan Center	19	4*	€ 156	€ 168	€ 180
Hilton Milan	20	4*		€ 190	€ 220
Hotel Sanpi Milano	21	4*		€ 140	€ 150
Lloyd Hotel	22	4*		€ 200	€ 250
Marriott Milan	23	4*		€ 172	€ 192
Mini Hotel Portello	24	4*	€ 155	€ 165	€ 175
Novotel Milano Nord Ca Granda	25	4*		€ 198	€ 210
Quality Nasco Hotel	26	4*		€ 160	€ 170
Radisson Blu Milan	27	4*		€ 155	€ 185
Raffaello Hotel	28	4*	€ 137	€ 147	€ 157
Ramada Plaza Milano	29	4*		€ 159	€ 179
Una Hotel Century	30	4*		€ 200	€ 220
Una Hotel Cusani	31	4*		€ 270	€ 290
Una Hotel Scandinavia	32	4*	€ 170	€ 185	€ 205
Una Hotel Tocq	33	4*		€ 220	€ 240
Uptown Palace	34	4*		€ 230	€ 250

Domenichino Hotel	35	3*	€ 85	€ 145	€ 145

All rates include breakfast and VAT. \in 5 city tax will be added per night during booking. Rates are subject to change.

ACCOMMODATION

Don't miss the opportunity to secure now the best rates! Click here to book your room.



Low Budget Accommodation

ICOM Italy has reached a special agreement with the Collegio di Milano which will give ICOM Milano 2016 participants the opportunity to book their own room at highly convenient rates (about \leqslant 45 for a single room and \leqslant 60 for a double room). About 200 rooms are available in Milan. More details will be soon available on the Conference website.

B&B and hostels

For reservations in B&B and hostels, please note that it is not possible to make pre-bookings through K.I.T. Group. However, ICOM Milano 2016 has compiled a list of these accommodations which can be downloaded from the website.



Please note that neither K.I.T. Group nor the Organising Committee is responsible for any trouble with the B&B and hostels listed.

CONFERENCE VENUE

MiCo - Milano Congressi is conveniently situated in the centre of Milan, 4 km from the Duomo and just 5 minutes from Leonardo's Last Supper. Four stops of the **metro Portello, Amendola, Lotto, and Domodossole,** are located in proximity of the convention centre.

Malpensa and Linate airports are respectively 30 minutes and 25 minutes away from MiCo. Designed in 2002 and doubled in size in 2005, the current extension will place MiCo - Milano Congressi among the largest conference facilities in Europe and worldwide.

Click here for further details. jhm



MiCo Piazzale Carlo Magno, 1 20149 Milano, Italy www.micomilano.it



CONFERENCE VENUE



SOCIAL PROGRAMME



SOCIAL EVENTS ON THE EVENING OF 5 AND 6 JULY

A unique number of social events will be held in Milan on the evenings of 5 July and 6 July.

5 July

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 is the largest museum of science and technology in Italy, one of the most important ones in Europe and in the world.

6 July

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.

The complete list of the events will be available on the Conference website.



CLOSING PARTY

The Closing Party will be held on Saturday 9 July at **Triennale's Palazzo dell'Arte**. 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.

SOCIAL PROGRAMME



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 that will soon be available on the Conference website and bookable online.





TOSCANA

PRE- AND POST-CONFERENCE TOUR

Italy is lovely in summer!

The Organising Committee has arranged many possible tours for you and your family and friends.

Stay tuned on the Conference website! www.milano2016.icom.museum



SEE YOU IN

2016

Cover photo: © Roberto Mascaroni