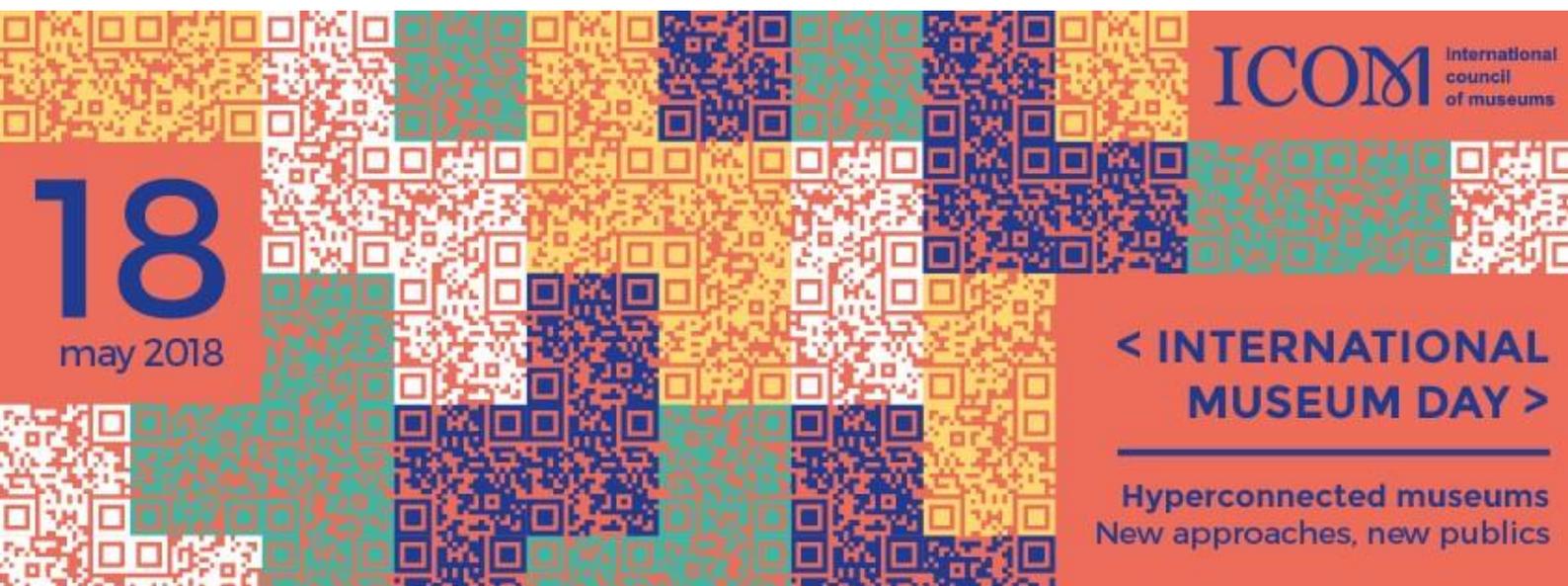


2018 International Museum day Osaka Symposium

- 1. Date** Saturday 19th May 2018 13:30~17:00
- 2. Venue** Osaka Museum of History
<http://www.mus-his.city.osaka.jp/eng/index.html>
- 3. Organizer** ICOM Kyoto 2019 Organising Committee
ICOM-Japan
Japanese Association of Museums
- 4. Endorsement** Osaka City, Osaka City Museum Organization, Kansai Museum Association, The Museological Society of Japan, The Japan Society for Exhibition Studies, Japan Museum Management Academy (TBC)
- 5. Purpose** The theme chosen for 2018 is “Hyperconnected museums: New approaches, new publics”. It will celebrate 2018 International Museum Day and be the second symposium to publicize the ICOM Kyoto 2019 conference.
The first part of the symposium will expand the focus into a discussion on how to promote museums in Japan. The ICOM Kyoto Conference is due to commence in one year and four months, and this has prompted a period of discussion and consideration regarding cultural property in Japan. This period of activity includes revision of “Act on Protection of Cultural Properties” and the relocation of the Agency for Cultural Affairs. International viewpoints on these changes, and current museum trends will be valuable. The first part of the symposium will ask invited museum professionals from different countries to share different ideas as references.
To celebrate 2018 International Museum Day and to be consistent with the theme "Hyperconnected museums: New approaches, new publics", the second part of the symposium will have Japanese museum experts deliver their ideas. They will lead a discussion with participants to consider the image of museums in the future.
- 6. Speakers** Terry Simioti Nyambe, ICOM Executive Board, Livingstone Museum (Zambia)
Jose Alberto Ribeiro, ICOM Portugal President, Ajuda National Palace (Portugal)
Alvin Tan Tze Ee, Assistant Chief Executive (Policy & Community), National Heritage Board(Singapore)
- Koichi Homma, ICOM-INTERCOM member, SDM Research Institute,
Graduate School of System Design and Management, Keio University(Japan)
Takahide Tsuchiya, Mori Art Museum (Japan)
Daisuke Sakuma, ICOM-NATHIST member, Osaka Museum of Natural History(Japan)
Satomi Kito, Tokyo National Museum(Japan)



International Museum Day 2018

Hyperconnectivity is a term invented in 2001 to design the multiple means of communication we have today, such as face-to-face contact, email, instant messaging, telephone or the Internet. This global network of connections becomes each day more complex, diverse and integrated. In the hyperconnected world of today, museums join the trend. This is the reason why **the International Council of Museums (ICOM) has chosen the theme “Hyperconnected museums: New approaches, new publics” for the International Museum Day 2018.**

It is impossible to understand the role of museums without taking into account all the connections they make. They are an inherent part of their local communities, their cultural landscape and their natural environment. Thanks to technology, museums can now reach way beyond their core audience and find new publics when approaching their collections in a different way: it can be the digitalisation of their collections, adding multimedia elements to the exhibition or something as simple as a hashtag that allows visitors to share their experience in social media.

However, not all these new connections are due to technology. As museums strive to maintain their relevance in society, they shift their attention to the local community and the diverse groups that make it up. **As a result, these past years we have witnessed the birth of countless common projects organised by museums with the collaboration of minorities, indigenous peoples and local institutions. To engage these new publics and strengthen their connections with them, museums must find new ways of interpreting and presenting their collections.**

We invite cultural institutions of all types around the world to join in this celebration and shift their approach to their collections by exploring all the connections that tie them to their communities, cultural landscape and natural environment.

40 years of International Museum Day

The International Council of Museums (ICOM) established International Museum Day in 1977. The first edition was celebrated for the first time 40 years ago with a clear aim: to spread the message that museums are important means of cultural exchange, enrichment of cultures and development of mutual understanding, cooperation and peace among peoples. In 2017, International Museum Day garnered record-breaking participation with more than 36,000 museums hosting events in some 157 countries and territories