

## 23RD GENERAL CONFERENCE OF THE INTERNATIONAL COUNCIL OF MUSEUMS (ICOM)





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**CONFERENCE GENERAL GUIDE** 

## INVITATION TO ICOM RIO 2013



**Marta Suplicy** Minister of Culture

The choice of Brazil to host the 23<sup>RD</sup> General Conference of the International Council of Museums (ICOM) represents the acknowledgment of the advances we have achieved in the past years.

We already had a long tradition of professional education for Brazilian museums, among other initiatives recognized worldwide. Many generations, over the 20<sup>TH</sup> century, have made their best efforts to enhance our museum sector. We have attained significant improvement of the situation of Brazilian museums in the past 10 years. Part of this improvement has taken place thanks to the creation of Ibram (the Brazilian Institute of Museums).

This is a sign that Brazil has emerged to the world as a country that has allied economic growth with social inclusion not only through the distribution of income. We are also concerned with the preservation of our history and culture. We value, among other things, our museums and understand their importance for learning about the past for the construction of our future.

We have a unique cultural diversity rarely found in the world. It is expressed through different languages. Our cultural heritage - tangible and intangible - is alive in communities of Indians, quilombolas, our suburbs, in large urban centers or in the countryside. These facts have certainly contributed to making our museums develop particular ways of working.

Therefore, events such as this conference and the qualified audience that will be attending are always very welcome so that we may showcase our work abilities. Moreover, so that we may learn more about the way other countries work with their museum institutions. Finally, for all participants to be able to exchange experiences that may help them think about how to fully take advantage of the potential of museums in education, construction of citizenship, and social inclusion of people through culture, which is the goal of the Dilma government and what inspires us here at the Ministry of Culture.



Sérgio Cabral

Rio de Janeiro State Governor

Since the early years, Rio de Janeiro, has played a leading role in the history of Brazil as the seat of the Royal court and capital of the Republic for many decades.

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It is a tradition that lives on: now, our state is getting ready to host the 23<sup>RD</sup> ICOM General Conference in 2013, an event that will welcome museum professionals from all over the world to this triennial meeting.

The Conference takes place at a very special moment, a time of great transformations and hope in our state. Once again the eyes of the world are turned to us as we celebrate the declaration of Rio de Janeiro as a cultural landscape of humanity, acknowledged by UNESCO, and while we get ready to host the Soccer Cup in 2014 and the Olympics in 2016. In addition, we are experiencing steady economic development.

It is with great honor and happiness that we look forward to the ICOM delegates to visit Rio de Janeiro.

This conference will certainly leave ideas and experiences, in addition to memories about our country, to help us to take better care of our museums and heritage. This will be very important for your next steps towards the future.



**Eduardo Paes** 

Rio de Janeiro City Mayor

The great Roman orator Marcus Cicero, speaking about the role of History for peoples, says that to be ignorant of what occurred before you were born is to remain always a child. Not only the people as a whole, but each person in particular, becomes more mature when paying attention to history and valuing what supported it through generations. Complying with the masters, we may say that museums are crucially important for human development and this statement has guided the deliberation meetings of the Executive Board of the Brazilian Committee of the International Council of Museums (ICOM Brazil) to organize this international event in Rio de Janeiro, our city, recently declared World Heritage by UNESCO.

The moment to host the ICOM Conference could not be more appropriate. International events, which have contributed to the Brazilian human development, such as the 2007 Pan – American Games and the Rio+20 Summit, have marked the history of Rio de Janeiro and, now, the 23<sup>RD</sup> ICOM General Conference will mark one more memorable page, since Rio de Janeiro is a strong influence pole to the museum community worldwide.

History is made along the process of valuing our cultural heritage, supported by the 2003 National Museum Policy, which has stimulated not only the preservation of historical sites and museums around the country, but also the organization of theme museums throughout Brazil, from the creativity of researchers, historians and museologists, which add novelty to the tradition. Museums set new paths in History when they register and rescue human deeds and works from oblivion.

In Brazil, we have over twenty thousand professionals working in museums in all regions in the country, receiving thousands of visitors seeking to become more mature as people. In Rio de Janeiro, museums are always full of cariocas and tourists from all over Brazil and the world. Therefore, hosting this 23RD ICOM General Conference is the crowing of a work Rio de Janeiro has been developing and a unique opportunity to strengthen and celebrate our city.



Angelo Oswaldo de Araujo Santos

President of IBRAM

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#### AN EMBRACE FROM BRAZILIAN MUSEUMS TO ICOM

The Brazilian Institute of Museums – IBRAM welcomes with joy and enthusiasm the participants of the 23<sup>RD</sup> ICOM General Conference, in Rio de Janeiro. Brazil is honored to host this distinguished meeting, in a moment of great visibility for the more than 3,000 museums throughout the country.

IBRAM develops paradigmatic initiatives, marked by sociocultural interest and the objectivity of their goals. By stimulating the constant improvement of the Brazilian museum system, IBRAM also makes efforts towards its growing success and opens itself to dialogue with museums throughout the world.

Making IBRAM museums a referential network inside and outside Brazil, stimulating the formation of collections, emphasizing the social role of museums, extending the national museum system and recognizing the work of experts are among the priorities in which we strive for excellence. In line with the Ministry of Culture and its guidelines, IBRAM opens paths to strengthen our institutions and expand the public that enjoys its cultural richness. With the spirit of brotherhood and sharing that must bring museums together, we welcome ICOM and the members of the Rio Conference.



**Hans-Martin Hinz** 

President of ICOM

Dear colleagues of the international museum community,

The forthcoming 23<sup>RD</sup> ICOM General Conference marks the event's first visit to Brazil, and on behalf of ICOM, we will be delighted to welcome you in the marvellous city of Rio de Janeiro from 10-17 August, 2013 for what promises to be an exciting event.

This is an opportunity to strengthen ICOM's presence in the region, allowing museum professionals from across Latin America and around the world to dialogue on the future of our field. The theme for Rio 2013. Museums (memory + creativity) = social change, will promote the exploration of issues confronting us in a number of domains over the course of the conference. Additionally, in attending, you will have the chance to experience all of the richness and diversity of Brazil's impressive museum landscape. alongside the stimulating sessions, networking opportunities and committee meetings packing the agenda. This key event on the worldwide museum calendar is set to further reinforce ICOM's global leadership in cultural heritage issues, in keeping with the Strategic Plan 2011-2013, expanding its reach and impact within the international museum community - with the help of your participation. We are looking forward to gathering together next August for Rio 2013!



Maria Ignez Mantovani Franco

President of ICOM Brazil

The 23<sup>RD</sup> ICOM General Conference will be held in Brazil, in one of the world's most welcoming and beautiful cities: Rio de Janeiro.

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The Brazilian government, represented by the Ministry of Culture/the Brazilian Institute of Museums, the Rio de Janeiro State and Municipal Government, have joined efforts to turn this important ICOM and ICOM Brazil event into an expressive international occasion

ICOM Brazil is very proud to receive international museological delegates in Rio de Janeiro, on behalf of all the Latin American and Iberoamerican museological community.

Professionals from Brazilian museums are doing their best to present a cultural program of excellence during the event, emphasizing shows and programs dedicated to Latin America and the Brazilian culture.

Several regions in Brazil have prepared to welcome delegates in pre and post-conference activities and this event is expected to spread all over the country, encouraging the Brazilian society to rediscover the emblematic role of museums in the contemporary global context.

The central theme of the Conference inspires Brazilian professionals and students to invite international visitors to experience the inclusive social role of Brazilian museums, participating in external programs to the conference and enjoying the multiculturality offered by the city of Rio de Janeiro and the Brazilian culture.

ICOM Brazil and the Brazilian museum professionals will endeavor all their efforts to make the 23<sup>RD</sup> ICOM General Conference a unique and unforgettable experience for each one of its delegates, certain that this event will leave an enriching legacy for museums and the Brazilian society.

## INSTITUTIONAL





#### **ABOUT ICOM**

We are more than thirty thousand professionals in 137 countries who form a big world network of research, promotion and preservation of cultural heritage. Divided into 31 International Committees, we, members of the International Council of Museums, dedicate ourselves to all questions involved in museum making.

#### WHO ARE OUR ALLIES?

We mobilize specialists in heritage from all over the world to respond to the challenges faced by museums. Among them is the fight against illicit traffic of cultural goods, the management of risk and emergency preparedness.

To realize our international missions, we keep direct relations with UNESCO and the Economic and Social Council of the UN. besides partnerships with the World Intellectual Property Organization, INTERPOL and the World Customs Organization.

#### WHAT ARE THE OBJECTIVES OF OUR MEETINGS?

- Cooperation between museums and professional exchange
- Dissemination of knowledge and increase of public participation in museums
- Professional training for museum professionals in various levels and areas of expertise
- Practice and promotion of professional ethics in museums
- Updating of professional standards in museums
- · Preservation of cultural heritage and the fight against illicit traffic of cultural goods

#### **ABOUT ICOM BRAZIL**

ICOM Brazil is the Brazilian National Committee of ICOM, and is part of ICOM LAC (Regional Committee for Latin America) and of ICOM-SUR (Regional Committee of Mercosur Countries).

It's participation and collaboration for the main national and international events in Museology helped consolidate the council's relevance in the writing of the National Museums Policy and in its international extensions. ICOM Brazil's current representativeness - which resulted in ICOM Rio 2013 - is the fruit of active work since its foundation, but strengthened since the 2006 Development Plan, when the expansion of its actions nationwide was mapped. This decentralization resulted in an increased membership of around 600, 80% registered into International Committees.

#### WHY BRAZIL?

The process for selecting the country and city to host the ICOM's Conference resembles the process employed for choosing hosts of other major international events. It starts with a call to all member countries and the organization of conceptual, financial and logistical proposals; then a delegation visits the bidding cities and, in the case of ICOM, the Advisory Committee judges and indicates the city which is endorsed or not by the General Assembly.

We competed with traditional centers in the field of museums, including Milan, which has now been chosen to host the 24th Conference in 2016. The fact that Brazil was selected to host major international events contributes to strengthen the image of the country in general, increasing the eligibility to receive meetings such as ICOM's. It is important, however, to recognize that the museum field in Brazil shows today innovations that attract professionals from museums around the world, as the community museums, the social museology and the new museums projects, with formats and concepts never seen before.



## **ICOM RIO 2013**



Dear participants,

The 2013 ICOM General Conference in the city of Rio de Janeiro aims to establish a new era in the triennial international meetings of the organization. The proposed program, in comparison with previous editions, has fewer bureaucratic meetings, leaving more space for conceptual discussions and strengthening of relationships between museum professional colleagues. ICOM international committees and regional chapters have been offered stands at the Museums Fair to advertise their activities and to have a meeting point during the Conference. Light meals will be offered complimentarily during lunch time at these places to encourage networking.

The 2013 Rio ICOM Organizing Committee has worked hard with partners and sponsors to offer all those interested parties an enhanced system of scholarships, allowing scholarship holders to train in selected Brazilian museums for some weeks before or after the Conference, reinforced by a mentoring program bringing together our young members and museum authorities. At the same time, Brazilian students of Museology courses will work

as volunteers during the Conference, in an effort to strengthen their bonds with our professionals and peer students from abroad. Registration fees have been kept at the lowest value possible, especially for developing countries. For the first time, an ICOM General Conference will receive non-members with the purpose of enriching our discussions even more. In brief, everything has been planned to offer you a useful and pleasant Conference, including visits to many Rio de Janeiro museums and offering interesting pre and post-conference tours to cultural destinations all over Brazil in South America.

Now it is up to you, dear delegate, to bring your creativity, the challenges you face daily and your ideas on how to deal with them to the most important conference on museums in the globe, in order to guarantee that the main problems will be discussed and reach the museological community throughout the world. Let's take this wonderful opportunity to visit Rio de Janeiro and make the 23<sup>RD</sup> ICOM General Conference a strong positive milestone in the history of our organization.

#### Carlos Roberto F. Brandão

President of the Organizing Committee of the 23<sup>RD</sup> General Conference of ICOM

## **MAIN OBJECTIVES** OF ICOM RIO 2013

**ALLOW NETWORKING** 

STENGTHEN THE IMAGE OF BRAZILIAN MUSEUMS

DISCUSS INCLUSIVENESS AND SUSTAINABILITY STRATEGIES

**PROMOTE THE BRAZILIAN CULTURE** 

## **CONFERENCE THEME**

#### **MUSEUMS (MEMORY + CREATIVITY) = SOCIAL CHANGE**

Museums wish and work to promote change. The mathematical equation inspiring the 23<sup>RD</sup> General Conference of the International Council of Museums suggests that this work arises from a composition between creative freshness and the memory constructed and entrusted to these museums. Behind this equation there are numerous individuals strengthened each day: professionals and especially the public, full of aspirations, acting as engines of this movement. It is the memory activated by creativity in the museum environment reverberating in the society and promoting social change.

Ever since its creation, the International Council of Museums has been the stage for essential debates, actions, documents and propositions to make museums what they are today: bridges between cultures, instruments for transformations in micro and macro scales.

In this trajectory, the American continent has granted a memorable contribution registered in meetings and documents, such as the pioneering UNESCO Regional Seminar held in 1958 in Rio de Janeiro, in which the educational and transforming role of museums was by then highlighted. In the following seminars organized around the world, the meeting irrefutably deemed the most important contribution of Latin America to the international Museology was held: the Santiago of Chile Round Table. It was

then that the model adopted to seminars was broken off, Spanish was elected as working language and highlight was given to the speech of Latin-American scholars. This rupture is expected to inspire the first General Conference of the International Council of Museums to take place in Brazil, only the  $2^{\rm ND}$  in South America.

Brazilian educator Paulo Freire was firstly entrusted with the chair of the Round Table held in Chile, then under the Popular Unit government. However, Brazil lived under a dictatorship, and our delegate at UNESCO vetoed this representation, leaving Argentinean urbanist Jorge Enrique Hardoy in charge of the discussions. When the Round Table on the Role of Museums in Latin America finally took place in May, 1972, a great and new contribution was put forward: consideration on the social role of museums, its insertion in cities undergoing a population boom, the ideal of a whole (or integrated) museum tuned into society's problems and capable of acting as a developmental tool.

Nonetheless, it is generally agreed that the Santiago of Chile Declaration took long to be incorporated as a reference to the rest of the world, despite the fact that ecomuseums, territory museums, community museums and several other models situated in the so-called New Museology — or in its youngest sibling, the Sociomuseology — have been grounded on it. We still have a

log to drive forward in order to achieve our ideal equation. Even though another emblematic document, the Quebec Declaration (1984) took inspiration in the New Museology for the creation of the International Movement for a New Museology, and that the Caracas Declaration (1992) celebrates its 20 years reasserting the principles and museums as a means of communication, it is essential to consider what really was left from the Santiago aspirations 40 years after.

Therefore, the thought about museums and social changes has been built in the American continent for decades. Brazil brings this legacy up to date in a very vigorous way. We see growing numbers of museums and museum public, with some of the world's largest visitation numbers in recent exhibits, opposing reductive views of Brazilian blindness to culture and museums in particular. We have a National Museums Policy grounded on new legal milestones, such as the Statute of Museums and guidelines created especially for a continental-size country, an almost incomparable challenge. We have learned about unique features in our professional background with over ten undergraduate courses in Museology, in addition to graduate and technical courses, and scientific production in rapid progress. We have witnessed an exponential increase of territory museums and community museums, notably slum [favela] museums. Our experience allows us

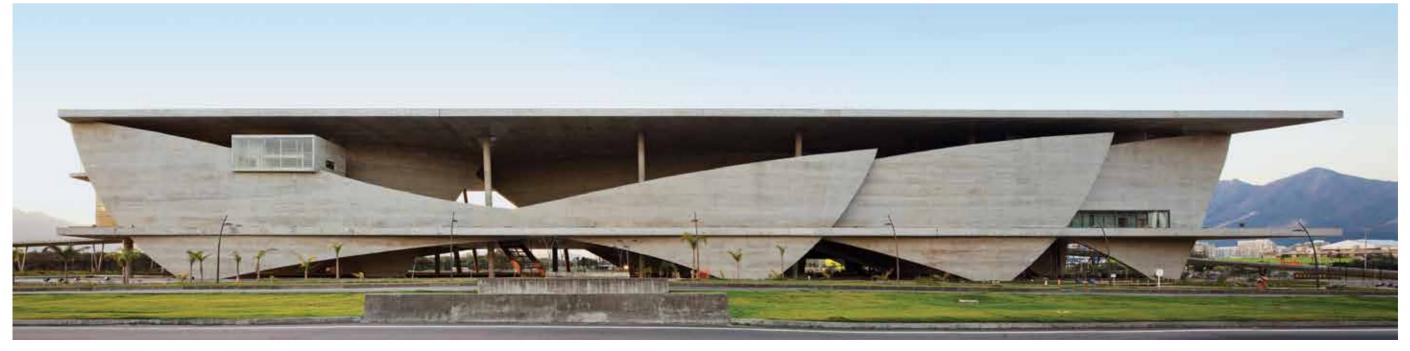
to state that we share the concerns and challenges common to museums worldwide, whereas we have particularities to present and discuss. We are open and look forward to this meeting.

Looking back, we realize how much the field has gained since the meeting in Santiago. With an eye in the future, we hope that the 23<sup>RD</sup> General Conference of the International Council of Museums will notice the particularities of our cities, our people, our musealization process, our museum experiences. May the international committees, aware of this reality, contemplate students, communities and other individuals interested in promoting a dialogue with ICOM in this passage by Brazil, and may our blow of creativity and boldness resonate and distinguish this conference from all others that have already taken place.

#### Manuelina Maria Duarte Cândido

On behalf of the Content Subcommittee of the Organizing Committee Goiânia, October 21, 2012







## VENUE

#### **CIDADE DAS ARTES**

Opened this year, the building is the newest major host of shows and events in Rio de Janeiro, with last generation logistics and infra-structure. And through an unprecedented institutional partnership, Cidade das Artes will be the venue for ICOM's 23<sup>RD</sup> General Conference.

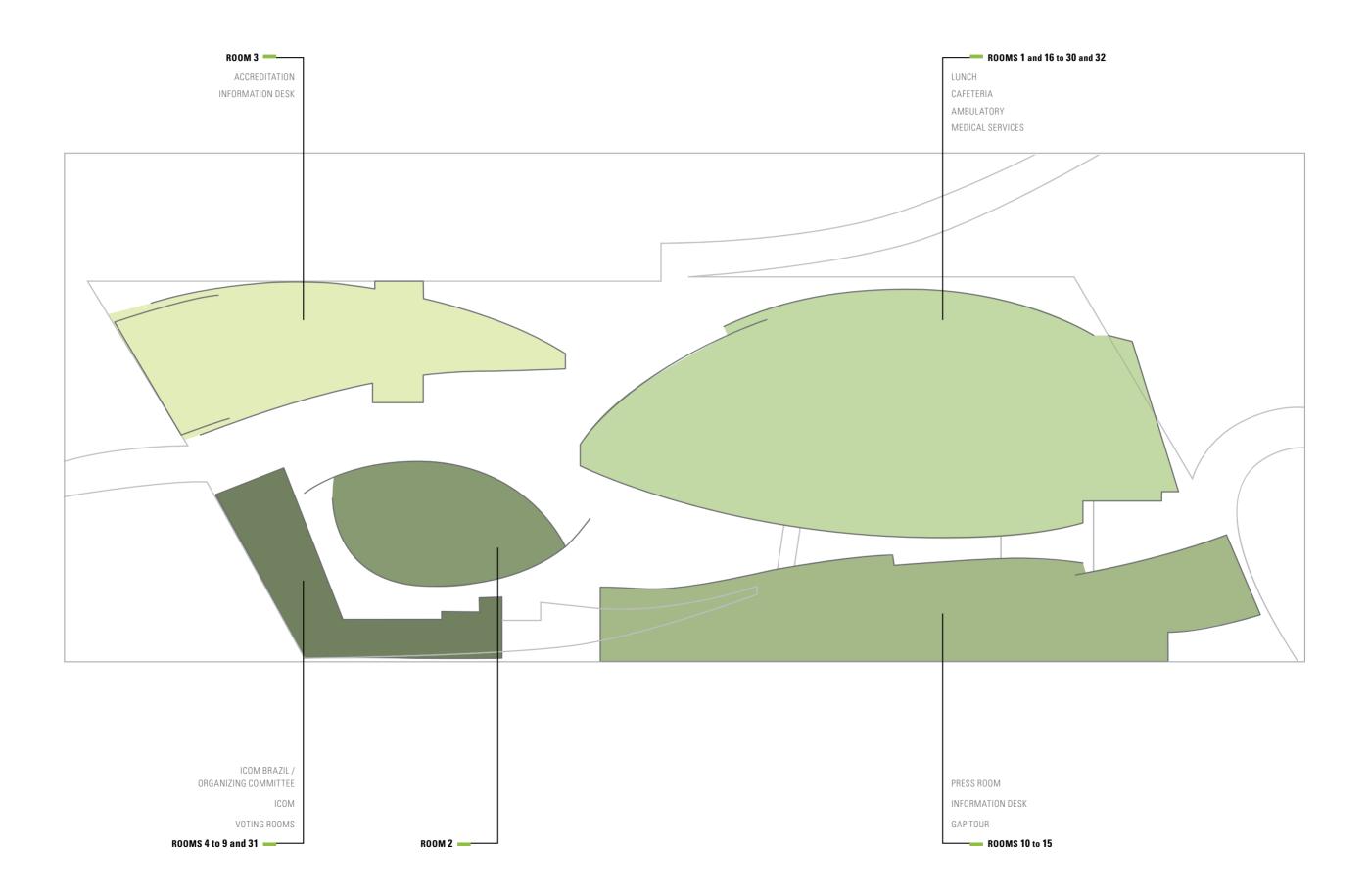
Boasting 97 thousand square meters of built area, the complex contains concert halls, multipurpose spaces, three movie theaters, art galleries, rehearsal halls, classrooms, shops, a coffee shop and a restaurant. Cidade das Artes, built in Trevo das Palmeiras — Avenida das Americas, 5300 - Barra da Tijuca, West Zone of Rio de Janeiro - was projected by the French architect Christian de Portzamparc, also responsible for the *Cité de la Musique* in Paris.

"Bringing this meeting to Cidade das Artes, at the very beginning of its activities, will give us immediate and direct relationship with some of the most important institutions," explains Emilio Kalil, president of the Cidade das Artes Foundation.

#### ABOUT CHRISTIAN DE PORTZAMPARC

Architect and urbanist graduated at the School of Fine Arts in Paris, Christian de Portzamparc is responsible for a wide range of ambitious projects for buildings worldwide. Based on these large objects, urban centers of attraction, Christian de Portzamparc creates environments where indoor and outdoor spaces intersect and act as catalysts for the urban landscape dynamics. Since the 1980s, his passion for music led him to produce a series of projects including the Paris Opera Ballet School in Nanterre / France (awarded the Equerre d'Argent 1988), the Luxembourg Philharmonie, and Cidade das Artes in Rio de Janeiro / Brazil.

## CIDADE DAS ARTES FLOOR PLAN



## KEYNOTE SPEAKERS



#### Ulpiano Bezerra de Meneses

Professor Emeritus at the Faculty of Philosophy and Humanities of the University of São Paulo (USP), retired lecturer of ancient history for the graduate program of Social History, graduate in Classic Studies (USP, 1959), and Doctor of Classical Archaeology (Sorbonne, 1964). Led USP's Paulista Museum (1989-1994), and created USP's Museum of Archaeology and Ethnology (1963-1968) of which he was also director (1968-1978). He was a member of the FAPESP Supreme Council (Research Support Foundation of the State of São Paulo) from 1977-1979, the French Archaeological Mission in Greece (is a former foreign member), CONDEPHAAT (Defence Council for Historical, Archaeological. Artistic and Touristic Heritage) from 1971-1987, 1996-2004 and 2006-2007, and has been a member of the IPHAN Council (Institute of National Historical and Artistic Heritage) since 2005. Has conducted research and published works in Brazil and abroad in ancient history (history of culture, Hellenistic painting, and ancient urbanism), material culture, visual culture, cultural heritage, museums and museology. He was awarded the National Order of Scientific Merit of Brazil in 2002.

## THE MUSEUM AND THE HUMAN CONDITION: THE SENSORIAL HORIZON

The radical importance that the Museum should have in our lives derives from its potential as a strategic platform for understanding the human condition – starting with a paramount fact: we have a body or rather "we are" a body. It is through the body, the senses, and "sensoriality" that we can leave our intimacy and communicate with fellow human beings, nature and the transcendent. Recognizing materiality does not mean to exclude, deny or belittle spirituality: if it is unacceptable to say the spirit is reducible to matter, it must be recognized that matter is a condition of the spirit in every sense. Museums, however, are not accounting for these assumptions and have deserved mounting criticism, including even art museums. I would like to point out three topics related to this meeting's theme. Firstly, memory: in our museums textual memory dominates, one that emphasizes knowledge "about things" rather than "from" things, that is, from the sensory experience. Secondly, creativity and the role played by the hands: man is an animal that thinks with his hands, said M. Mauss. Finally, the increasing dematerialization of society is opening loopholes for various forms of undesirable social control. Furthermore the so-called symbolic capitalism takes advantage of this dematerialization to create sublimated spaces that ignore our concrete day life, museums may have an important role to reinsert quality in all instances of our life.



#### Jorge Melguizo

Social communication thinker and journalist. He was Secretary of Citizen Culture twice – from October 2005 to August 2007 and from January 2008 to March 2009 – as well as Secretary of Social Development at the City Hall of Medellin from March 2009 to July 2010. He has published articles in several books, journals and periodicals, and has participated to international conferences on many topics, including culture, citizen education, cohabitation and security, social progress, public policy and management, participation and educational communication. He is the director of the Medellin Chair – Barcelona (Kreanta Foundation, Barcelona) since 2010, and has been a consultant to the Ministry of the Interior of Uruguay for the National Strategy for Life and Cohabitation since 2012.

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## WHAT SHOULD HAPPEN WHEN YOU GET OUT OF A MUSEUM? MUSEUMS, CULTURES AND SOCIETIES.

The question of meaning should be key in cultural work and, especially, in the work of museums. Why? What kind of society we live in with our work from, with, and for culture? What do we expect to happen to someone once they are out of a museum?

In fact, it is about changing the question: cultural work, especially in museums, has almost always focused on answering the opposite: what do we expect to happen when someone comes in, what we offer to those who enter, how can we make more people enter. These questions are only valid today if we are able to answer ourselves — or, at least, if we are able to devote enough energy to try to answer them ourselves — to the simple question of what we want to happen to people, with each single person, once they are out of our museums.

Culture is not what we show, not what we produce, not what we install: it is what we generate, what we successfully mobilize in thoughts and facts, and what we successfully transform. Heritage is not what we have, it is what we succeed to build. Our objective is not what we accumulate, it is what does not exist, the opportunity void, which today requires thinking and working for and from cultural work.

In this paper, I will try to build on these questions, starting from what was done in Medellin, Colombia, in recent years. Medellin made the political and budgetary decision to accept culture as one of its key tools for social and urban transformation. And in the midst of many wars, it continues to build that road.



#### Jorge Wagensberg

Professor of the Theory of Irreversible Processes at the Faculty of Physics of the University of Barcelona. He created and directed the series Metatemas Tusquets Editores, a reference collection in the scientific field which celebrated its 25<sup>TH</sup> anniversary in 2008. From 1991 to 2005, he was head of the Science Museum at the Foundation "La Caixa", a pioneer institution in its field, where he also served as Director of the Department for the Environment and Science from 2005 to 2009. He is currently the Scientific Director of the Foundation. He was awarded the Creu Sant Jordi (Cross of Saint George) of the Generalitat of Catalonia in 2007, and was named honorary doctorate by the University of Lleida in 2010. He has published hundreds of research papers on a variety of subjects, including thermodynamics, mathematics, biophysics, microbiology, palaeontology, entomology, science museum and the philosophy of science.

#### THE OBSERVATORY MUSEUM:

#### A NEW CONCEPT BASED ON INTELLECTUAL JOY

Scientific museology has found a powerful language in the last few years with what is known today as Total Museology. It is a combination of intelligence and beauty through real objects, real phenomena, and museum metaphors. It is suspected that such a language may bring interesting innovations to museums with other premises such as art museums, history museums and, especially, museums dedicated to the global understanding of a landscape or environment with an important natural and social value. In this exhibit, we show the way to raise the intellectual joy of citizens on these issues, hoping that landscapes will be better protected if they love them, and that they will love them more deeply if they understand them. We illustrate the idea with three different projects: a museum in Punta Arenas (Chile) about Antarctica, a large exhibition in Brasilia about Cerrado, and a museum in Montevideo on the natural history of South America.



**Mia Couto** 

Born in Beira, Mozambique in 1955, Mia Couto is one of the most famous African writers of his generation. He is compared to Gabriel García Márquez, Guimarães Rosa and Jorge Amado. His novel Sleepwalking Land is considered one of the ten best African books of the twentieth century. In 1999, he was awarded the Vergílio Ferreira Literary Prize for his entire body of work, and in 2007, he won the Latin, Union Award of Romance Languages.

#### TIMES THERE ARE IN TIME

Mia Couto will talk about times that exist in Time, and how we need to invent a past that gives sense to the present and supports an idea for the future. He will also discuss different methods to perceive Time in African societies, where the oral tradition prevails, and will show how in these spaces words, speech — more than physical works — are the basis for the invention of another open museum where *Time* speaks throughout things that are heard of as collective symbols.



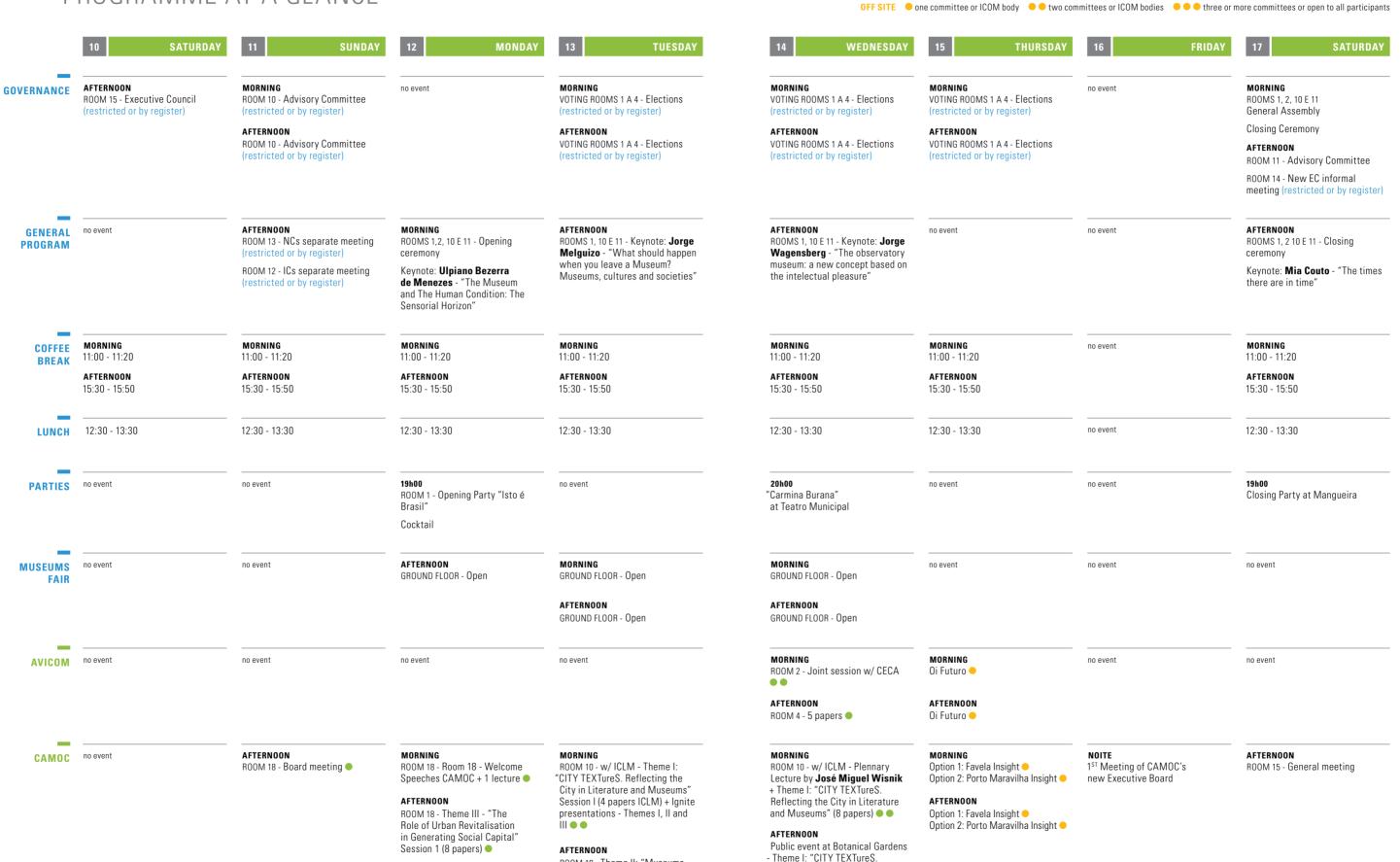
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## GENERAL PROGRAMME

	10 SATURDAY	11 SUNDAY	12 MONDAY	13 TUESDAY	14 WEDNESDAY	15 THURSDAY	16 FRIDAY	17 SATURDAY
MORNING	no event	9:30 am – 12:30 pm Advisory Committee	9 am – 9:50 am Opening Ceremony  10:10 am – 11 am Keynote Speech: Ulpiano Bezerra de Meneses  11:20 am – 12:10 pm International Committees Meeting Orientation session for new ICOM members and General Conference first-timers ICOM's International Observatory on Illicit Traffic in Cultural Goods	9 am – 11 am Museums in Emergency – DRTF and the Blue Shield  9 am – 12:10 pm International Committees Meeting	9 am – 12:10 pm International Committees Meeting	9 am – 12:10 pm International Committees Meeting	EXCURSION DAY International Committees Meeting (off-site)	9 am – 11:30 am General Assembly  11:30 am – 12:30 pm Closing Ceremony  Keynote speech: Mia Couto "Times there are in Time"
LUNCH	no event	<b>12:30 pm – 1:30 pm</b> Lunch	12:30 pm – 1:30 pm Lunch Opening of Museum Fair	12:30 pm – 1:30 pm Lunch Mentoring sessions Book Launching	12:30 pm – 1:30 pm Lunch Mentoring sessions Book Launching	<b>12:30 pm – 1:30 pm</b> Lunch	EXCURSION DAY International Committees Meeting (off-site)	12:30 am – 2 pm Lunch
AFTERNOON	1:30 pm – 6 pm Meeting of the Executive Council	1:30 pm – 3:30 pm Separate meeting of International Committees Separate meeting of National Committees 3:45 pm – 4:30 pm Advisory Committee – Recommendations from the Committees 4:50 pm – 6:50 pm Open Forum for Resolutions	1:30 pm – 4:40 pm International Committees Meeting	1:30 pm – 3:30 pm International Committees Meeting  3:50 pm – 4:40 pm Keynote Speech: Jorge Melguizo "What should happen when you leave a museum? Museums, cultures and societies"	1:30 pm – 3:30 pm International Committees Meeting  3:50 pm – 4:40 pm Keynote Speech: Jorge Wagensberg "The observatory Museum: a new concept based on the intellectual pleasure"	1:30 – 4:40 pm International Committees Meeting	EXCURSION DAY International Committees Meeting (off-site)	2 pm – 3:30 pm Advisory Committee 3:50 pm – 4:50 pm New EC informal meeting
EVENING	no event	<b>7 pm – 11 pm</b> Receptions by National Committees and other groups	Until 11 pm Opening Party: Isto é Brasil - Show (Carlinhos de Jesus and Ana Botafogo)	<b>7 pm – 11 pm</b> Receptions by National Committees and other groups	<b>8 pm – 11 pm</b> Carmina Burana - Open rehearsal at Teatro Municipal	<b>7 pm – 11 pm</b> Receptions by National Committees and other groups	EXCURSION DAY International Committees Meeting (off-site)	<b>7 pm – 11 pm</b> Closing Party: Samba School Estação Primeira da Mangueira — ICOM Dances Samba
ALL DAY	Registration of exhibitors and participants	Registration of exhibitors and participants	Registration of Participants  1:30 pm – 5 pm  Museum Fair	Election of the Executive Council and Chair of the Advisory Committee  Museum Fair  Registration of Participants	Election of the Executive Council and Chair of the Advisory Committee Museum Fair Registration of Participants	Election of the Executive Council Museum Fair	EXCURSION DAY International Committees Meeting (off-site)	no event

## PROGRAMME AT A GLANCE



ROOM 18 - Theme II: "Museums

change" - Session II (7 papers)

(memory + creativity) = social

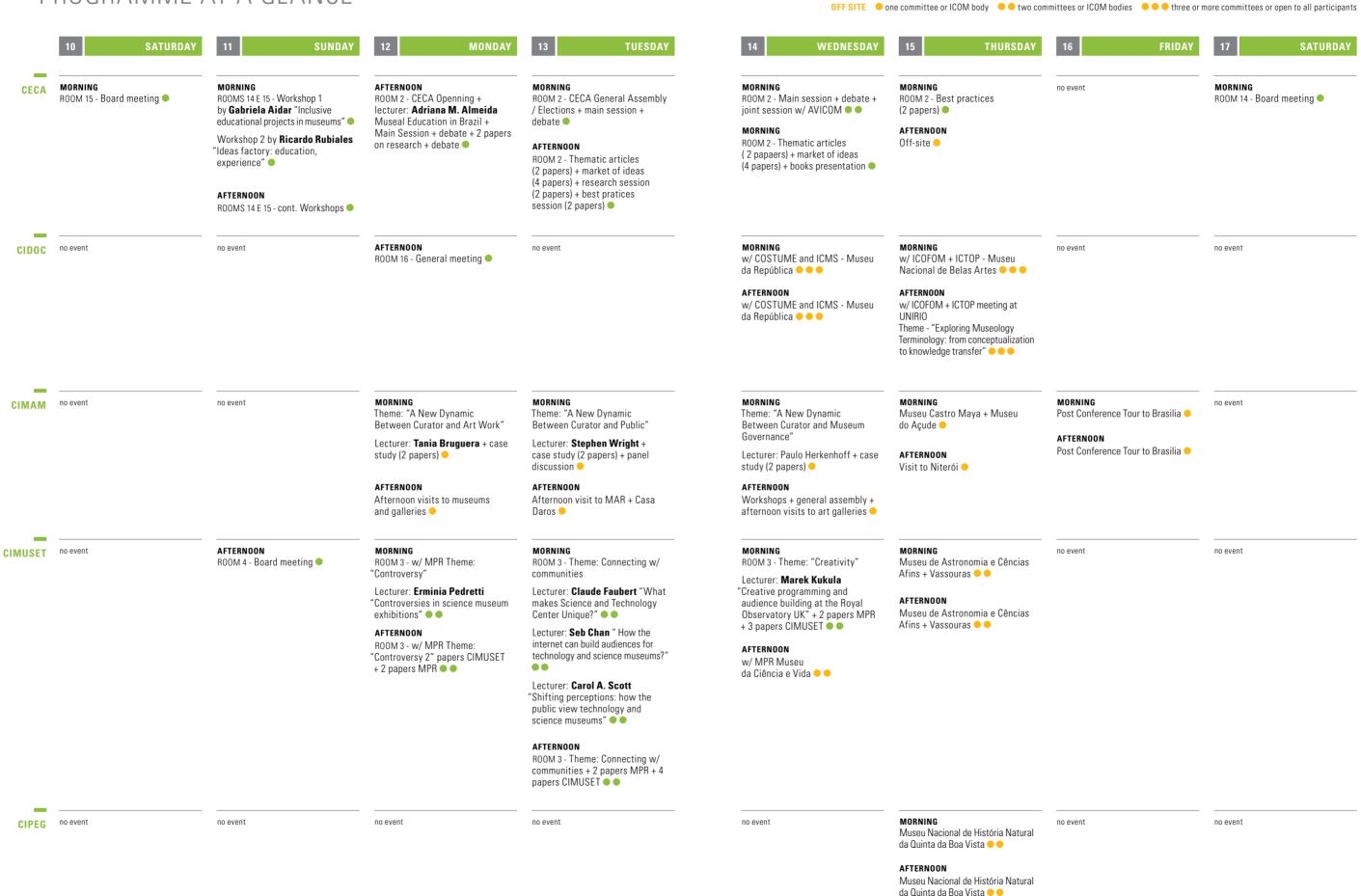
Reflecting the City in Literature

and Museums" w/ICLM • •

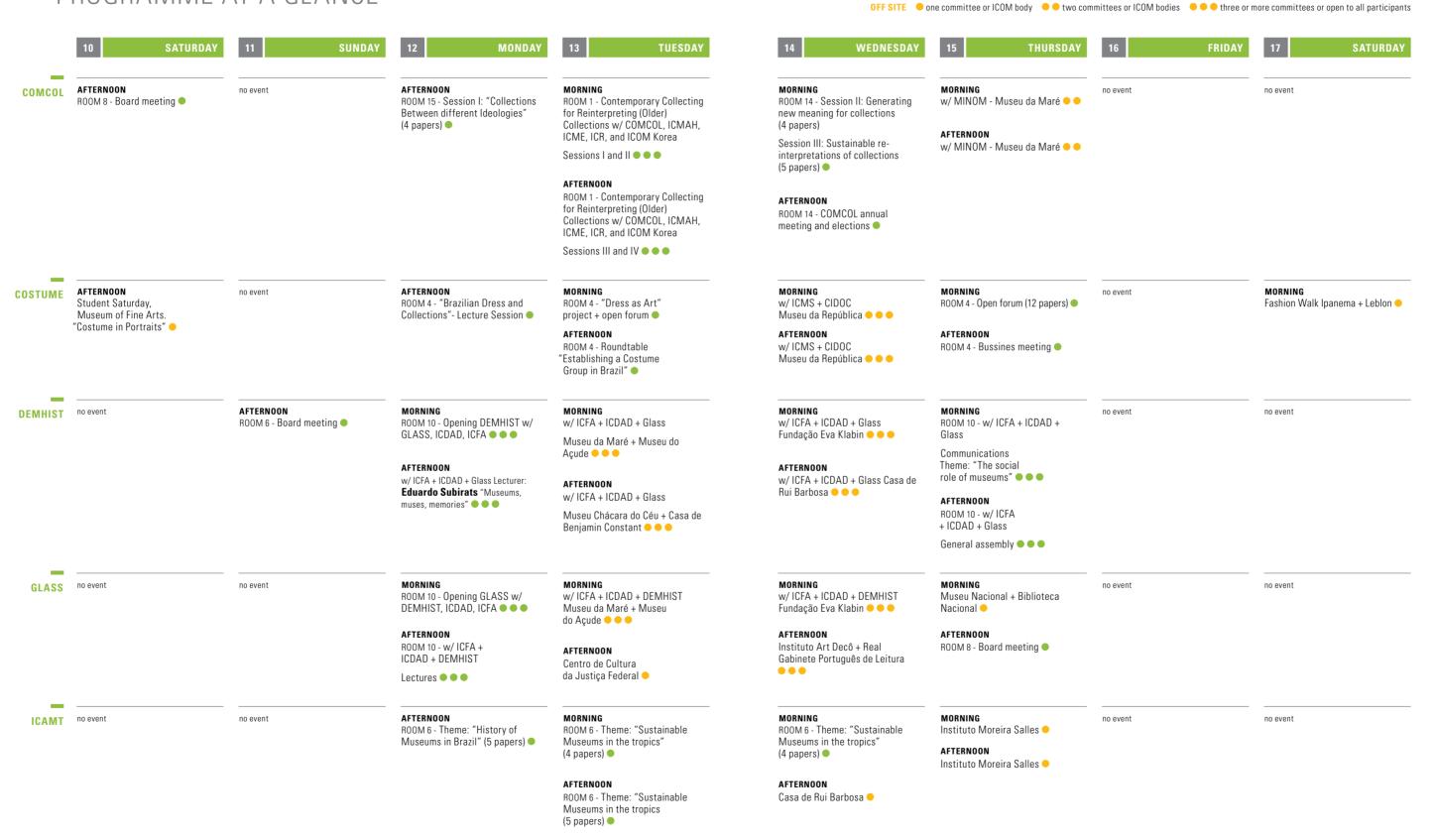
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## PROGRAMME AT A GLANCE

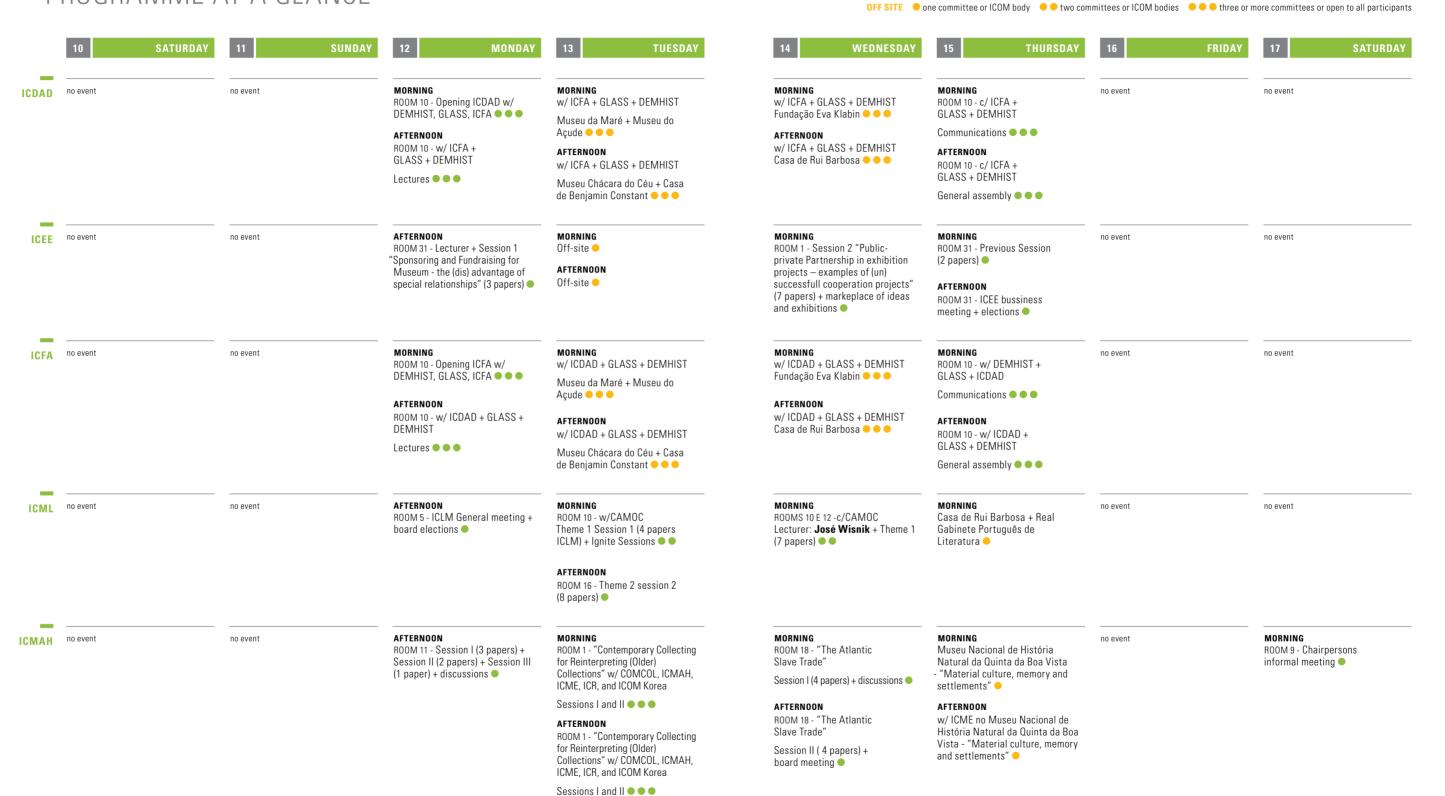


## PROGRAMME AT A GLANCE



23<sup>80</sup> GENERAL CONFERENCE OF THE INTERNATIONAL COUNCIL OF MUSEUMS – ICOM

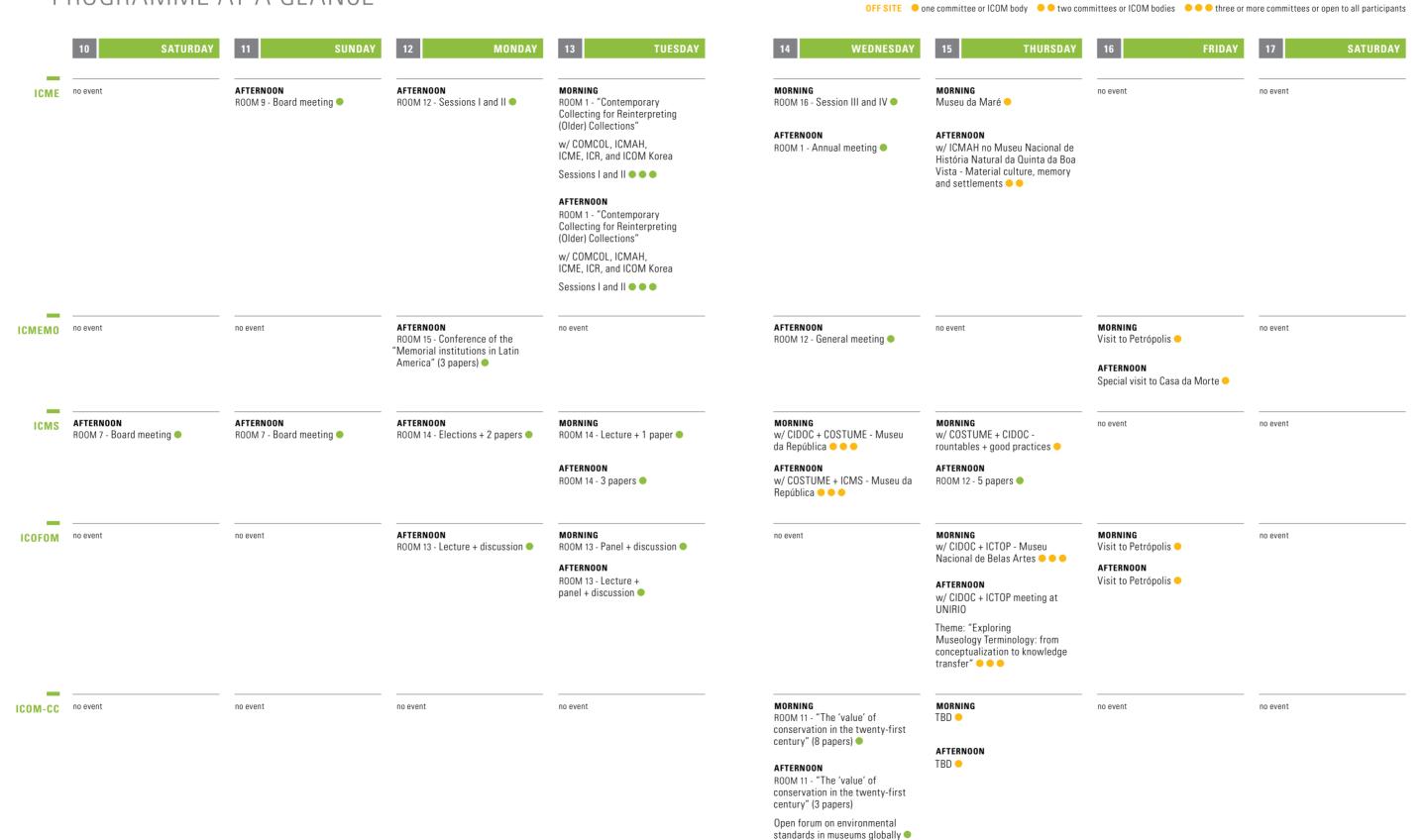
## PROGRAMME AT A GLANCE



23<sup>80</sup> GENERAL CONFERENCE OF THE INTERNATIONAL COUNCIL OF MUSEUMS – ICOM

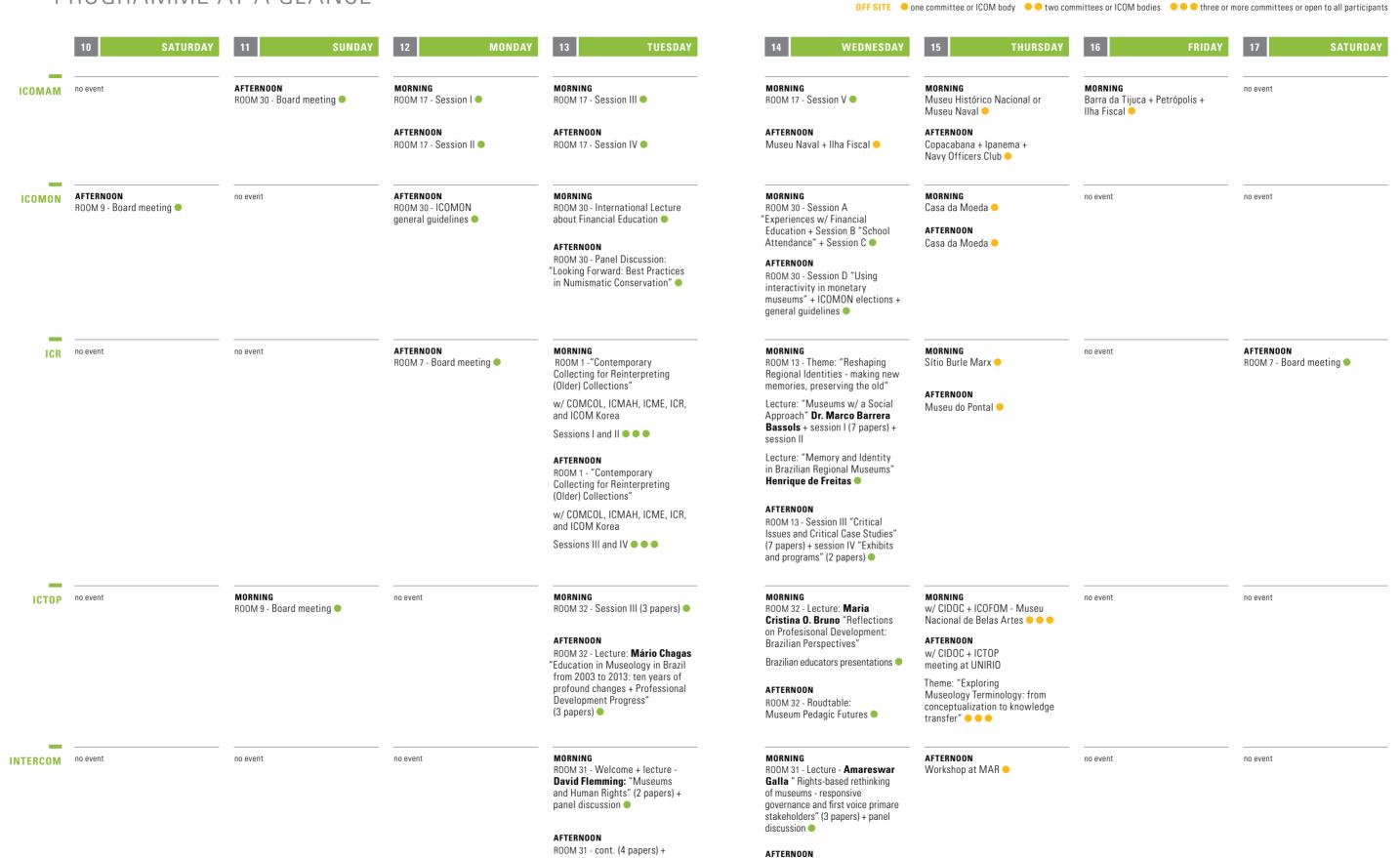
ON SITE one committee or ICOM body two committees or ICOM bodies of three or more committees or open to all participants

## PROGRAMME AT A GLANCE



23<sup>RO</sup> GENERAL CONFERENCE OF THE INTERNATIONAL COUNCIL OF MUSEUMS – ICOM

## PROGRAMME AT A GLANCE



ROOM 31 - cont. (3 papers) + panel discussion + elections ●

panel discussion

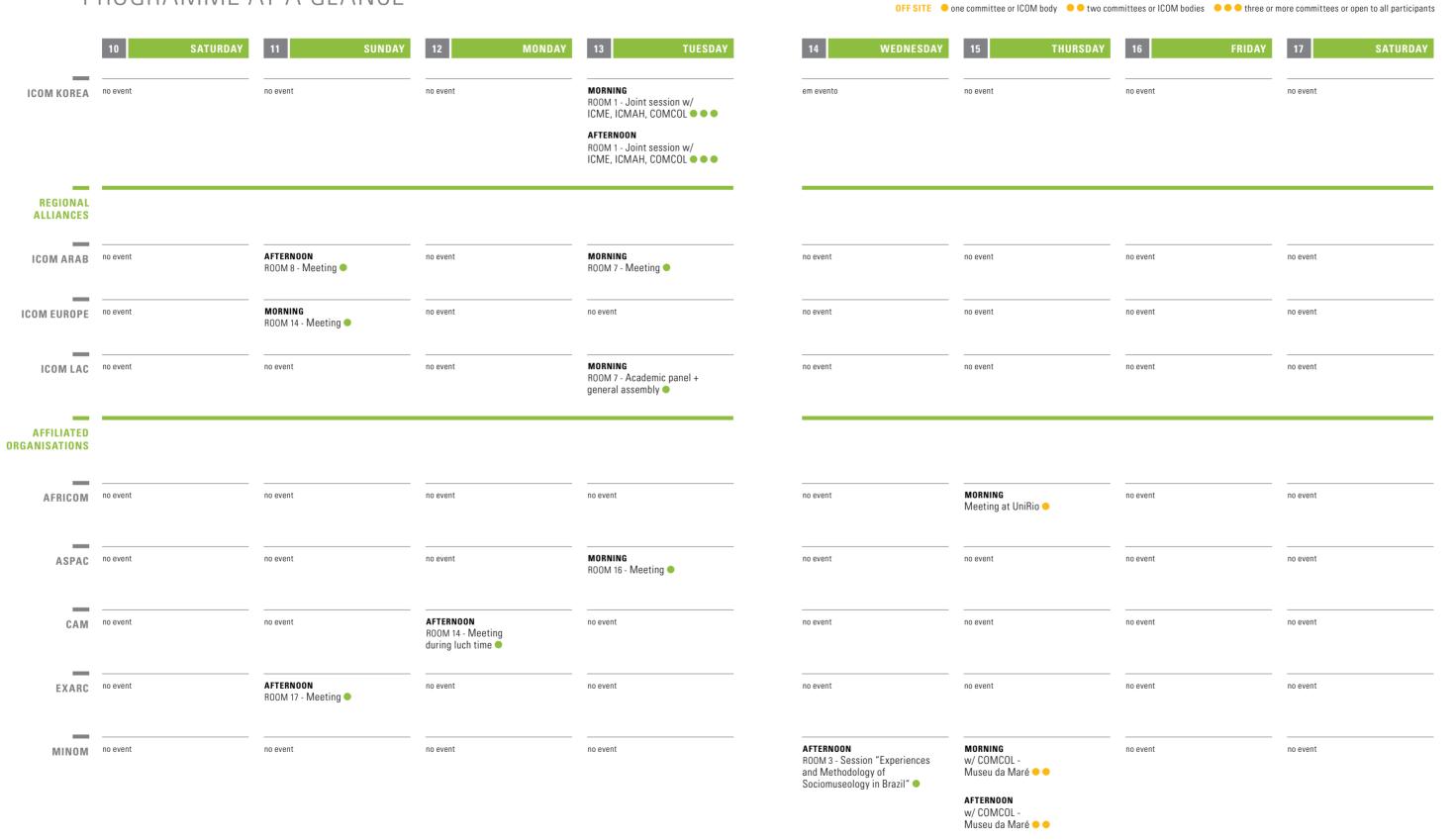
23<sup>80</sup> GENERAL CONFERENCE OF THE INTERNATIONAL COUNCIL OF MUSEUMS – ICOM

## PROGRAMME AT A GLANCE



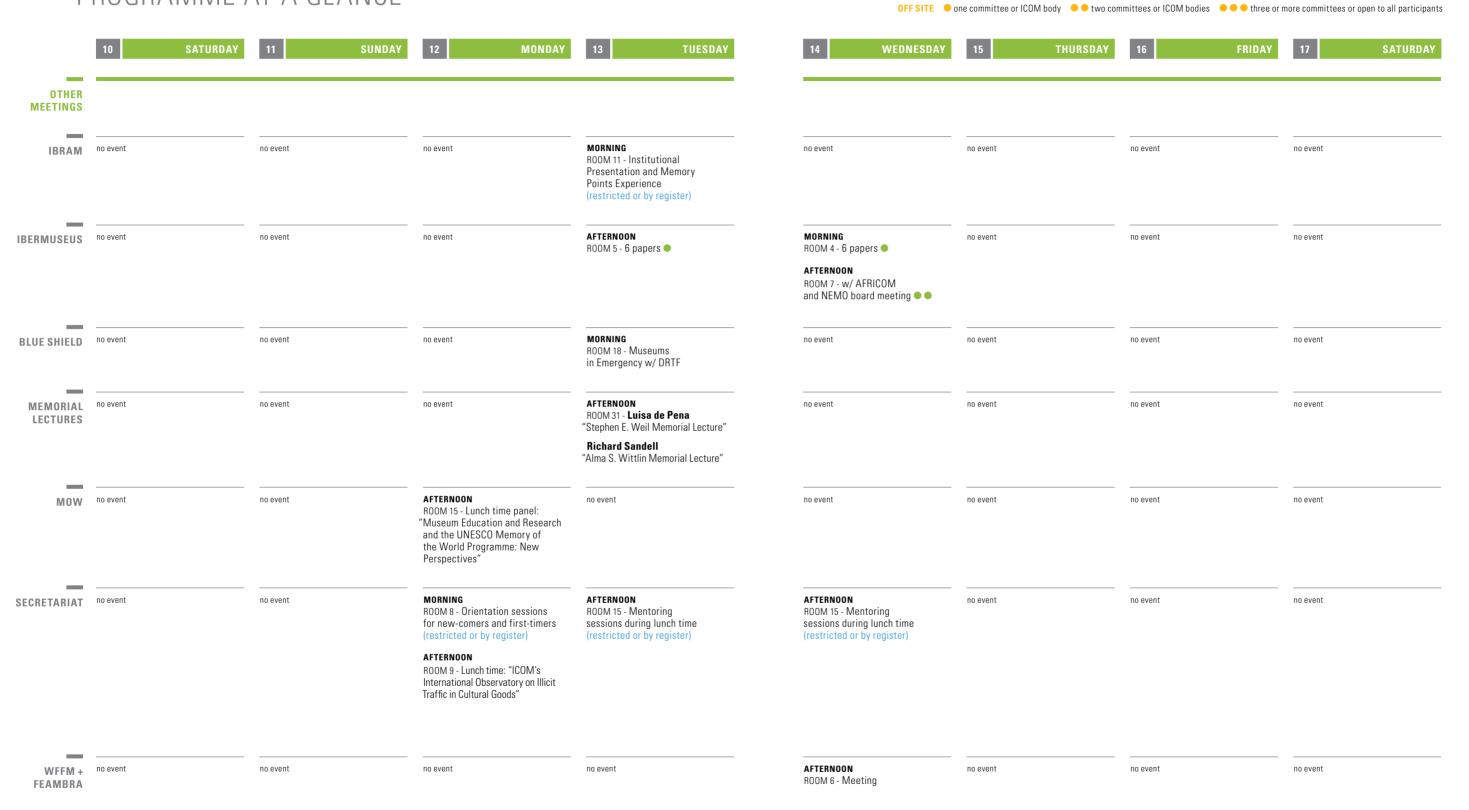
23<sup>80</sup> GENERAL CONFERENCE OF THE INTERNATIONAL COUNCIL OF MUSEUMS – ICOM

## PROGRAMME AT A GLANCE



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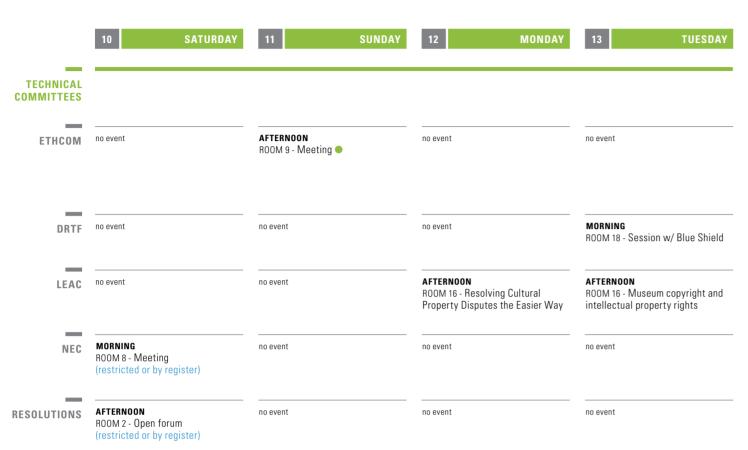
## PROGRAMME AT A GLANCE



ON SITE one committee or ICOM body otwo committees or ICOM bodies of three or more committees or open to all participants

# KUGRAMIVIE AI A G

## PROGRAMME AT A GLANCE



## ICOM'S INTERNATIONAL OBSERVATORY ON ILLICIT TRAFFIC IN CULTURAL GOODS

This year, ICOM is launching an ambitious programme called the *International Observatory on Illicit Traffic in Cultural Goods* and is delighted to give participants in the General Conference a preview of the project. It will also be an opportunity to discuss ICOM's long-standing role in preventing illicit trade in art and antiquities, namely through the publication of its Red List series. ICOM will present its most recent Red Lists, published and in preparation.

### MUSEUMS IN EMERGENCY -

#### ICOM AND THE BLUE SHIELD

From emergency preparedness to emergency response, a two-hour session will explore how the role of ICOM has shifted in the past two years, adapting to the large number of disasters threatening heritage around the world. Discover ICOM's activities in this field as well as the organisation's Disaster Relief Task Force for Museums' (DRTF) invaluable involvement in protecting heritage in danger. Specific cases of museums facing conflict or natural disasters will be presented, and the role of the Blue Shield will be explained.

## ON SITE • one committee or ICOM body • two committees or ICOM bodies • three or more committees or open to all participants OFF SITE • one committee or ICOM body • two committees or ICOM bodies • three or more committees or open to all participants

14	WEDNESDAY	15 THURSDAY	16 FRIDAY	17 SATURDAY
no event		no event	no event	no event
no event		no event	no event	no event
no event		no event	no event	no event
no event		MORNING ROOM 8 - Meeting (restricted or by register)	no event	no event
no event		no event	no event	no event

## ORIENTATION SESSION FOR ICOM NEW-COMERS AND GENERAL CONFERENCE FIRST-TIMERS

To make the most out of your General Conference experience, ICOM invites participants to the orientation session on Monday, 12 August at 11:20 am. The session will provide tips for first-timers and will present ICOM for those who are new to the organization. It is also an opportunity to connect with fellow museum professionals.

#### MENTORING SESSIONS

Lunch time mentoring sessions will be held on Tuesday 13 and Wednesday 14 August from 12:10 pm to 1:30 pm featuring personal accounts and professional career advice from museum directors for students of museum studies or emerging professionals. Prior registration is required at general.conference@icom.museum. Please indicate your name, e-mail address, and preferred date.



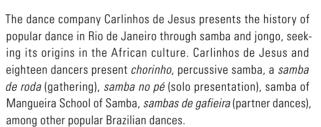
### **EVENTS**

#### ISTO É BRASIL

OPENING CEREMONY







The renowned Brazilian classical ballet dancer Ana Botafogo will take part of the show, in a great reference to the mix of cultures that make up the city's music scene of today. Aquarela do Brasil closes the show as a special homage to 'carioca' carnival.

- 🛗 12 August, 7 pm
- Room 1, Cidade das Artes.
- The event is Free for Conference participants.



Created by German composer Carl Orff (1895-1982) in 1937, the cantata Carmina Burana has several well-known themes, which have been extensively used in films and advertising campaigns. It is divided into 25 'movements', based on profane poems of the 13<sup>TH</sup> century, and was written as a type of mixture between archaic German, French, Greek and Latin. Carmina is actually the plural of Carmen, which in Vulgar Latin means 'songs'. Burana, on the other hand, refers to where the lyrics of this masterpiece were found: at an old monastery by the name of Benediktbeuren in Germany. Elements of eroticism, seduction, conquest and even voluptuousness mingle in this magnificent musical tribute to Nature. It is performed in a great orchestra with two choirs, solo singers, a piano and percussion, making it musically unique, original and admirable.

- 🛗 14 August, 8 pm
- Rio de Janeiro Opera House
- The event is free for Conference participants, pending registration via email: municipalicomrio2013@gmail.com. Limited availability.

## CULTURAL PROGRAMME

**MANGUEIRA** 

CLOSING CEREMONY



To close the week of intense activities and crown the  $23^{\text{RD}}$  Conference, ICOM is going to celebrate.

We are going to have a show that will underline the comeback of *Estação Primeira de Mangueira* to its recently renovated square at *Palácio do Samba*. The samba school is composed of 36 members, including 15 samba musicians, the Master of Ceremony and Flag Bearer, dancers, Bahian African-Brazilian ladies and celebrities wearing luxurious costumes. It is the cream of the crop of the carioca samba inspired by the Green and Rose robe of the dearest and most traditional Brazilian samba school.

Traditional Mangueira cooks will take over the kitchen and serve Brazilian delicacies accompanied by our unforgettable caipirinha. ICOM is going to sway to the rhythm of samba!

- August 17, from 7 pm to 11 pm
- Grounds of G.R.E.S. Mangueira
   Rua Visconde de Niterói, 1072 Mangueira
- This is a paid event charged per person and is exclusive to conference participants. Further information is available in the conference website or at information desks at Cidade das Artes.

Buses leave from Cidade das Artes and MAM to Mangueira at 18h. Buses leave from Mangueira to hotels from 22:00h. Last buses leaving at 23h.

#### PETRÓPOLIS

Estimated tour length: 8 hours



At just one hour away from Rio, the town of Petrópolis is undoubtedly presents in its urban landscape many buildings dating back to the Portuguese Empire.

The tour includes Quitandinha Palace (1944), Built to be the biggest Casino in South America, a visit the Patrone chocolate factory founded in Petrópolis (1945) and the first to create Easter chocolate eggs in Brazil; the Summer Palace of D. Pedro II, today the Imperial Museum; The Palace was the governmental seat in the summers the Emperor spent in Petrópolis; the Petrópolis Cathedral (São Pedro de Alcântara Cathedral), which holds the mortal remains of the imperial family; the house of Santos Dumont, known as "the father of aviation"; and the Crystal Palace, with architecture is inspired by London's and Porto's Crystal Palaces.

#### HISTORIC RIO

Estimated tour length: 5 hours



3-Kilometer walking of the historic city centre, which was capital of Brazil for

#### **EXCURSION DAY - 16 AUGUST**

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Cultural and historic tours through nature and points of interest of the City of Rio de Janeiro. There are free and paid options.

nearly two centuries. The tour includes a visit to the São Bento Monastery (1590), considered one of the most important heritages of Brazilian architecture; Candelária Church, built in the Neoclassic style from 1630 to 1775; We then walk along Rua Primeiro de Março, highlighting Casa França-Brasil, the Banco do Brasil Cultural Centre and the Correios (Post Office) building until we reach Praça XV (Square XV), where we find the Paço Imperial (Imperial Palace), which was built to be the home of colonial governors and served as residence of the Royal Family; and the Palácio Tiradentes (Tiradentes Palace): Confeitaria Colombo for coffee (optional): and Cinelândia, where the Municipal Theatre. the Legislative Assembly, the National Library and the Museum of Beaux-Arts are located.

#### CASA DO PONTAL MUSEUM AND BURLE MARX'S ESTATE

Estimated tour length: 5 hours



Casa do Pontal Museum — Casa do Pontal is the largest museum of Brazilian popular art. Boasting a collection of 3,500 pieces of over 200 artists. It is located in a estate with 12,000 m², at Recreio dos Bandeirantes, and boasts spacious gardens displaying a little of the tropical fauna and flora.

Burle Marx's Estate – The estate is located in Guaratiba and amasses over 3,500 species of domestic and foreign plants (many of them threatened with extinction), a fabulous collection of works of art and a library with over 2,500 books.

#### **CORCOVADO AND SUGAR LOAF**

Estimated tour length: 6 hours



Corcovado — One of the seven wonders of modern world, the statue of Christ the Redeemer (1932) is located at 709 meters above sea level. It is built of reinforced concrete and soapstone and is 38 meters high. It presents one of the world's most beautiful views: the north and south regions of Rio de Janeiro and the city of Niterói. Access is done through Corcovado Train, the first Brazilian electric train, inaugurated by D. Pedro II in 1884. The tours also include a visit to the metropolitan Cathedral and Cinelândia, passing by the Municipal Theatre, the Flamengo Park (Aterro do Flamengo) and Urca.

Sugar Loaf – Opened in 1912, the Sugar Loaf cable car works in two lines connecting the mountains (one to the Urca Mount and then to the Sugar Loaf Mountain). Atop the Sugar Loaf, it's possible to see the whole Guanabara Bay and the districts in the South Zone, from Niterói to the Christ the Redeemer.

#### **GUANABARA BAY**

Estimated tour length: 5 hours



Schooner adventure along the world's third largest bay in water volume, with views to the Sugar Loaf, São João Fortress, Santa Cruz Fortress, Lage Fortress, the city of Niterói, the Rio-Niterói Bridge, Fiscal Island, Villegaignon Island and Mocanguê Island.

#### **JEEP TOUR**

Estimated tour length: 8 hours



We will tour the Tijuca Forest, in the heart of the city, driving by the Chinese View, the Emperor's Table, Taunay Waterfall and Mayrink Chapel — with a stopover for a splash at Macacos Waterfall. Then we walk along an accessible trail allowing direct contact with nature, in company of our expert guides, explaining the reforestation of the region. The tour also includes a special visit to Museu do Açude and Oscar Niemeyer's house.

## **EXTRA PROGRAMME**

#### FOR ACCOMPANYING PERSONS

Parallel to the Conference Program, the organizers planned a series of tours that can please the participants and accompanying persons. These tours can be made every day. There are paid options, offered by the official travel agency of the Conference, and free options, which are suggested itineraries to guide you on the tours you may want to do by yourself.

The tours are available for 13, 14, August 15. with transfers (round trip) included. provided that the departure is made in one of the official hotels for ICOM between 9.30am and 10am. Choose your preferred option and, in case of doubts or reservations, please contact via email icom2013@gaptour.com.br. Reservations must be made at least 24 hours in advance.

#### **GUIDED TOURS**

Are offered by the official travel agency of the Conference. Include round trip to the hotels. Reservations: icom2013@gaptour.com.br

#### OPTION 1

#### **CORCOVADO AND SUGAR LOAF**

Estimated tour length: 6 hours

Corcovado - The tour takes to Cosme Velho station, passing by the Leblon and Lagoa districts. We will take the cogwheel train from the station to the Corcovado Mount, crossing the Tijuca Forest towards one of the modern world's seven wonders: Christ the Redeemer.

Opened in 1884 by Emperor D. Pedro II, the Corcovado cogwheel train was Brazil's first electric train. The statue of Christ the Redeemer was opened in 1931 and became an icon of Rio de Janeiro's hospitality, welcoming all with open arms

The statue of the Christ is located at 709 meters above sea level. It is built of reinforced concrete and soapstone. It is 38 meters high. It presents one of the world's most beautiful views: the north and south regions of Rio de Janeiro and the city of Niterói. After visiting the Corcovado, we will drive by Copacabana, Ipanema and Leblon beaches. The tours then goes on to the city center, passing by the Municipal Theather, Cinelandia, the Flamengo Park (Aterro do Flamengo) and ends in the district of Urca for a visit at the Sugar Loaf.

Sugar Loaf - Opened in 1912, the Sugar Loaf cable car works in two lines connecting the mountains. The first line is 600 meters long and connects the main station to the Urca Mount. The second line stretches 850 meters connecting the Urca Mount to the Sugar Loaf Mountain. Atop the Sugar Loaf, it is possible to see the whole Guanabara Bay and the districts in the South Zone. From there it is also possible to see the city of Niterói and the Christ the Redeemer. After visiting the Sugar Loaf, we start our return trip to the hotels driving along the seafront.

R\$ 300,00 (per person)

Suggested complement: option is to skip (at own expense) the shuttle back to the hotel and have dinner at the Zozô Restaurant (Av. Pasteur, 520 - Urca).

#### **OPTION 2**

#### **GUANABARA BAY**

Estimated tour length: 5 hours

On January 1<sup>ST</sup>, 1502, a Portuguese fleet headed by André Goncalves discovered and sailed the Guanabara Bay and under the impression the bay was the mouth of a great river, named the place Rio de Janeiro.

Departure: Marina da Glória on a barge at 9:30 am with estimated return to the Marina at 11:30 am.

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The Guanabara Bay is the world's third largest bay in water volume, with an area of 413 square meters and extension of 33 km, 84 islands of various sizes, among them Ilha do Governador (where the Rio de Janeiro International Airport is located), Ilha do Fundão and Ilha das Cobras.

During the tour, we will see some sites such as the Sugar Loaf, the São João Fortress, the Santa Cruz Fortress, the De Lage Fortress, the city of Niterói, the Rio-Niterói Bridge, Fiscal island, Villegaignon island and Mocanquê island.

R\$ 115.00 (per person)

Suggested complement: option is to skip (at own expense) the shuttle back to the hotel and to follow the walk around Flamengo Park and dinner at Paris Gastrô at Julieta de Serpa House (Praia do Flamengo, 340 - Flamengo).

#### OPTION 3

#### **JEEP TOUR**

Estimated tour length: 8 hours

We will tour the Tijuca Forest and show the contrast between the Concrete Jungle and the Forest in the heart of the city. We will make a stop at waterfall "Cachoeira dos Macacos" for a well-deserved swim. We will continue our adventure on wheels driving by the Chinese View, the Emperor's Table, Taunay Waterfall and Mayrink Chapel. Then we walk along an accessible trail allowing direct contact with nature. Our expert guides are always present, explaining the reforestation history and the importance of the Atlantic Woods. The tour also includes a special visit to Museu do Açude and Oscar Niemeyer's house.

R\$ 157,00 (per person)

Suggested complement: option is to skip (at own expense) the shuttle back to the hotel and dinner at one of the restaurants of the Jockey Club Gastronomic Center (Rua Mario Ribeiro, 410 - Gávea).

#### OPTION 4

#### TOUR OF MUSEUMS

Estimated tour length: 8 hours

Three programs combined to a minimum of ten participants

#### 1. INDIAN MUSEUM & NATIONAL MUSEUM

Indian Museum – It is a reference center for research, education and adoption of new practices in favor of the partnership with indigenous groups aiming to fostering and preserving its cultural heritage.

National Museum - It is the oldest scientific institution in Brazil. Its constitution dates back to the founding of the Royal Museum by D. John VI, in 1818, whose mission was to spread the knowledge and study of the natural sciences in Brazilian lands. It is the largest museum dedicated to natural history and anthropology in Latin America.

#### 2. HISTORY MUSEUM & MUSEUM OF THE REPUBLIC

Historical Museum - It offers an exhibition circuit that covers from Brazilian prehistory to Republican times. The collection includes more than 348 thousand items.

Museum of the Republic - It was inaugurated on November 15, 1960, after the transfer of the capital to Brasília. It is structured around three basic functions: preservation, research and communication of material and non-material testimonies related to the history of the republic in Brazil.

#### 3. MUSEUM OF FINE ARTS & MAR

Museum of Fine Arts - The collection consists of over 70,000 items representing various periods of art history until contemporanitie.

Art Museum of Rio (MAR) - The museum promotes a reading of the history of the city (social life, conflicts, contradictions, challenges and expectations). His exhibitions bind together historical and contemporary dimensions of art through exhibitions of long and short term, nationally and internationally. The museum also has the mission of placing art in public education system through the Escolha do Olhar.

R\$ 155,00 (per person)

#### SUGGESTED TOURS

Here are suggested itineraries for free time or extra days in the city.

#### BARRA DA TIJUCA

In the morning, a good option is to go to the beach in the extensive coastline of Barra da Tijuca. In the afternoon, try to go to Barra Shopping (Av. Das Américas, 4666 - Barra). Dine at: Salitre, Gula-Gula, Antiquarius.

#### SOUTH AND CENTRAL NEIBORHOODS

In the morning, choose one of the beaches in the south of the city: São Conrado, Leb-Ion, Ipanema, Copacabana, Praia Vermelha If willing, in the afternoon, take a walk through the historic city center. For dinner

try the restaurant Amarelinho in Cinelandia (Praca Floriano, 55).

#### HIPPIE FAIR AND BOTANICAL GARDEN

Take a tour at the Hippie Fair (on Sunday) and then through the Botanical Garden. For dinner, the suggestion is a typical steakhouse: Porção (Rua Barão da Torre, 218 - Ipanema).

#### **TOURISTIC PACKAGES**



GAP Tour, official tour operator for ICOM Rio 2013, organized special travel packages for conference participants. Check out details of pre and post General Conference packages and experience Brazil in a differentiated way. There are offers to Belém (PA), Belo Horizonte, historic cities and Inhotim (MG), Bonito (MS), Brasília and Chapada dos Veadeiros (DF/GO), Búzios (RJ), Fortaleza (CE), Foz do Iguacu (PR), Manaus (AM), Paraty (RJ), Porto Alegre and Gramado (RS), Recife and Olinda (PE), Salvador (BA), São Luís and Lençóis Maranhenses (MA), São Paulo (SP).

Look out for GAP Tour's participants information desk at Cidade das Artes or request further info on 21 2215 4476.



## HOTELS

In partnership with ICOM Rio 2013, the hotels listed offer special prices for the Conference participants and have international standard services.

#### PROMENADE BARRA FIRST HOTEL OFICIAL DA CONFERÊNCIA

Avenida das Américas, 7.897 Condomínio Novo Mundo Barra da Tijuca (+55 21) 2169-1500

#### **ASTORIA PALACE HOTEL**

Avenida Atlântica, 1.886 Copacabana (+55 21) 2545-9550

#### BOURBON RESIDENCE BARRA PREMIUM

Rua Malibu, 1.355 Barra da Tijuca (+55 21) 3622-4600

#### **BRISA BARRA HOTEL**

Avenida Lucio Costa, 5.700 Barra da Tijuca (+55 21) 3433-6600

#### HOTEL MAJESTIC

Rua Cinco de Julho, 195 Copacabana (+55 21) 2548-2030

#### **HOTEL SOL DA BARRA**

Avenida Lucio Costa, 880 Barra da Tijuca (+55 21) 2493-7823

#### **IPANEMA PLAZA**

Rua Farme de Amoedo, 34 Ipanema (+55 21) 3687-2000

#### LEME OTHON PALACE

Avenida Atlântica, 656 Leme (+55 21) 2106-0200

#### MARINA PALACE

Avenida Delfim Moreira, 630 Leblon (+55 21) 2172-1000

#### MIRADOR COPACABANA

Rua Tonelero, 338 Copacabana (+55 21) 3816-9999

#### PORTINARI RIO DESIGN HOTEL

Rua Francisco Sá, 17 Copacabana (+55 21) 3222-8800

#### PORTO BAY RIO INTERNACIONAL

Avenida Atlântica, 1.500 Copacabana (+55 21) 2546-8000

#### PRAIA LINDA HOTEL

Avenida do Pepê, 1.430 Barra da Tijuca (+55 21) 2494-2186

#### PROMENADE CASA DEL MAR

Avenida Sernambetiba, 5.740 Barra da Tijuca (+55 21) 2158-6999

#### PROMENADE PARADISO ALL SUITES

Avenida das Américas, 487 Barra da Tijuca (+55 21) 2111-8700

#### **RAMADA HOTEL & SUITES RIO CENTRO**

Avenida Salvador Allende, 500 Jacarepaguá (+55 21) 2483-5373

#### **RIO OTHON PALACE**

Avenida Atlântica, 3.264 Copacabana (+55 21) 2106-0200

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#### **ROYAL GOLDEN TULIP**

Rua Aquarela do Brasil, 75 São Conrado (+55 21) 3323-2200

#### **ROYAL RIO PALACE COPACABANA**

Rua Duvivier, 82 Copacabana (+55 21) 2122-9292

#### **ROYALTY BARRA**

Avenida do Pepê, 690 Barra da Tijuca (+55 21) 2483-5373

#### **SHERATON BARRA**

Avenida Lucio Costa, 3.150 Barra da Tijuca (+55 21) 3139-8000

#### TRANSAMÉRICA BARRA

Avenida Gastão Senges, 395 Barra da Tijuca (+55 21) 2123-7000

#### WINDSOR ATLÂNTICA

Avenida Atlântica, 1.020 Copacabana (+55 21) 2195-7800

#### WINDSOR BARRA

Avenida Lucio Costa, 2.630 Barra da Tijuca (+55 21) 2195-5000

#### WINDSOR PLAZA

Avenida Princesa Isabel, 263 Copacabana (+55 21) 2195-5500

## USEFUL SENTENCES

#### OLÁ!

HELLO

#### PRAZER EM CONHECÊ-LO.

JICE TO MEET YOU

#### TCHAU!

GOOD BY

#### OBRIGADO.

THANK VO

#### MEU NOME É...

NAV NIANAT IO

#### DESCULPE.

SORRY

#### **QUANTO CUSTA?**

HOW MUCH

#### **RESTAURANTE**

RESTAURAN

#### **POR FAVOR, LEVE-ME PARA...**

PLEASE, DRIVE ME TO

#### **ONDE FICA O TOILET?**

WHERE IS THE RESTROOM?

#### CONFERÊNCIA GERAL DO ICOM

THE GENERAL CONFERENCE OF ICOM

## TRANSPORTATION AND MEALS

Shuttles between official Conference hotels and Cidade das Artes is offered by the Conference organizers. Ask for further information at your hotel front desk or at information desks at Cidade das Artes.

Lunch will be served at the foyer of Room 1 from 10 to 17 August, except for the 16 August.

Lunch times will vary according to the Conference genera programme, and may be served between 12:10 / 13:30 or 12:30 / 13:30h

Coffee Breaks will be served in the times listed below on several food islands throughout the Conference floor Esplanade and in the Museum Trade Fair

MORNING: 11:00h / 11:20h

**AFTERNOON:** 15:30 / 15:50h

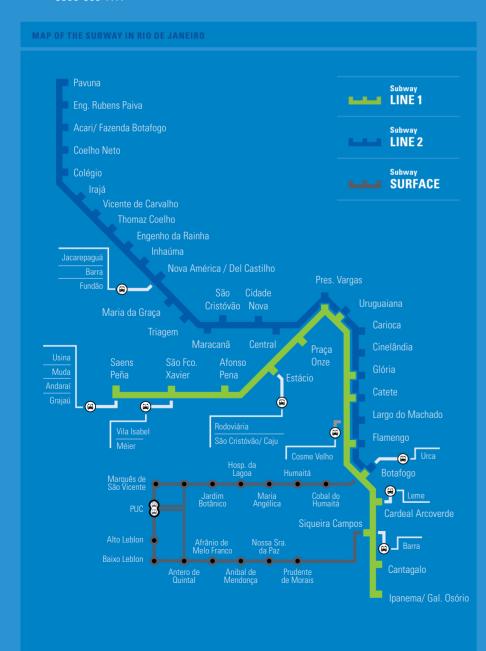
## **SUBWAY**

With 35 stations spread throughout North Zone, Central area and South Zone, the subway offers a satisfactory and practical service.

#### OPENING HOURS

Sundays and holidays: from 7 am to 11 pm.

ADDITIONAL INFORMATION: 0800-595-1111



## **USEFUL INFORMATION**

#### WATER

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Water provision in Rio de Janeiro is in line with international standards, but due to the strong taste of chlorine the use of mineral water for drinking is advised.

#### CAR RENTAL

All main car rental companies have branches in Rio de Janeiro. Bookings should be done from place of origin. For shorter 1-2-day rentals, request assistance from your hotel concierge.

#### **BANKS**

Bank branches are open on weekdays from 10 am to 4 pm. Withdrawals in Reais can be done with all major cards, all days of the week, at ATM Machines from 6 an to 10 pm.

#### **EXCHANGES AND REIMBURSEMENTS**

Clarify with shop vendors their policy on exchanges and reimbursements. It is possible to exchange purchased good in most shops, but reimbursement is not common practice, if not inexistent.

#### WEATHER

Weather is amenable, regardless of season. In the month of August, average temperature is 22°C.

#### **CREDIT CARD SHOPPING**

American Express, Visa, Diner's Club and Master Card are accepted in most shops In general, traveler's checks are accepted, which does not happen with personal checks from foreign banks.

#### POST OFFICE

There are agencies spread throughout the city, which operate according to international standards.

**Opening hours:** week days from 8 an to 5 pm (Rio Sul Shopping branch is open till 10 pm). Most hotels offer postal and packaging of goods services.

#### **VOLTAGE AND ELETRIC OUTLET STANDARD**

Voltage in Brazil ranges from 110V to 220V 60Hz. There are 220V plugs in most hotel bathrooms.



(New standard outlet type in Brazil)

#### WARRANTY AND RECEIPTS

When shopping for expensive electronic items, make sure the Warranty Card is filled out, stamped and that it is valid worldwide. Ask for an itemized till receipt (nota fiscal detalhada). Tax free purchases in Brazil are mostly restricted to airports.

#### **WORKING HOURS**

Offices usually work from 9 am to 6 pm. Shops usually open from 9h to 19h. Lunch is usually from 12 noon to 2 pm. Most offices are closed on Saturdays and Sundays.

#### INTERNATIONAL PHONE CALLS

The international code for telephone calls to Brazil is +55.

- For long-distance phone calls within the country: Dial 0 + telephone service provider code + city code without 0 + destination phone number.
- For collect calls, just replace 0 with 90 in the beginning of your call.
- For international calls from Brazil: Dial 00 + telephone service provider code + country code without 00 + destination phone number.

Outside hotels, long distance calls may be done from DDI Public Phones or on card phones in several places.

#### CLOTHING

In Rio de Janeiro, informal attires prevail. Light coats are frequently necessary once hotels, restaurants and bars, as well as subway and most taxis, are air-condi-



## **EMERGENCIES**

193 FIRE DEPARTMENT 199 CIVIL DEFENSE 197 CIVIL POLICE 190 MILITARY POLICE 192 EMERGENCY UNIT

#### MEDICAL CARE

Most hotels have 24h medical services and a list of recommended practices. See below the list of the main public and private hospitals that attend to emergencies in the city:

#### **South Zone**

#### HOSPITAL MUNICIPAL MIGUEL COUTO

Avenida Bartolomeu Mitre, 1.108 - Leblon

#### HOSPITAL COPA D'OR

Rua Figueiredo de Magalhães, 875 -Copacabana +55 21 2545-3600

#### HOSPITAL SAMARITANO

Rua Bambina, 98 - Botafogo +55 21 2535-4000

#### HOSPITAL PRÓ CARDÍACO -

#### PRONTO SOCORRO CARDIOLÓGICO

Rua General Polidoro, 192 - Botafogo +55 21 2286-4242

#### CLÍNICA SÃO VICENTE

Rua João Borges, 204 - Gávea +55 21 2529-4422 | 2529-4505

#### **North Zone**

#### HOSPITAL FEDERAL DE BONSUCESSO

Av. Londres, 616 – Bonsucesso

#### HOSPITAL QUINTA D'OR

Rua Almirante Baltazar, 435 – São Cristóvão

#### **West Zone**

#### HOSPITAL MUNICIPAL LOURENCO JORGE

Avenida Ayrton Senna, 2.000 – Barra da Tijuca

#### HOSPITAL BARRA D'OR

Av. Ayrton Senna, 2.541 – Barra da Tijuca

#### SAFETY AND SECURITY

As in most big world cities, the safest way for a smooth stay in Rio de Janeiro is self-awarenss against petty thefts, and carrying a minimum amount of cash and valuables.

Rio de Janeiro Military Police and Municipal Guard Units have stations and service points throughout the city.

#### TOURIST SUPPORT POLICE STATION

Av. Afrânio de Melo Franco, 159 - Leblon +55 21 2332-2924 | 2332-2885 | deat@ pcerj.rj.gov.br

#### CENTRAL TOURIST INFORMATION

1746 | 0800-285-0555 | +55 21 3398-3034

#### ALÔ RIO

+55 21 2542-8080 | 2542-8004

#### TOURTIST INFORMATION DESKS

#### Rio de Janeiro **International Airport - Galeão**

#### TERMINAL 1

International Arrivals, blue zone +55 21 3398-4077

Domestic Arrivals, green zone +55 21 3398-3034

#### TERMINAL 2

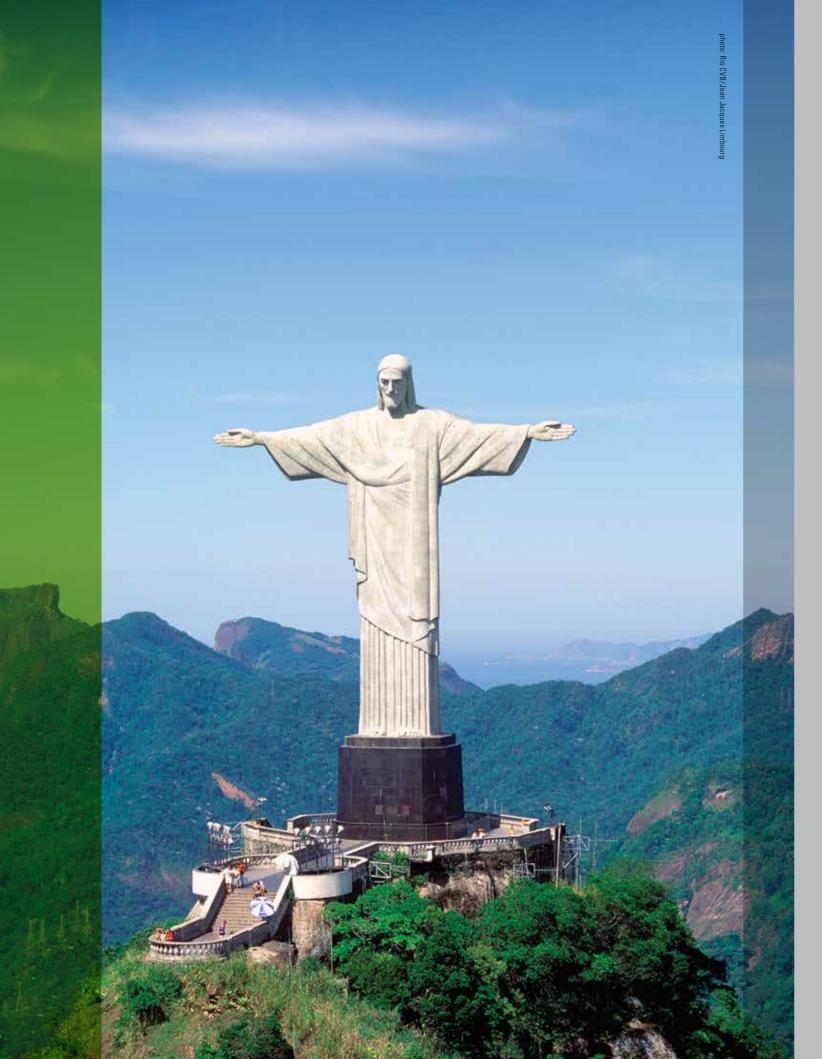
International Arrivals +55 21 3398-2245

Domestic Arrivals +55 21 3398-2246

#### Copacabana

Av. Atlântica, corner with Av. Rainha Elizabeth + 55 21 2513-0077

Av. Princesa Isabel, 183 +55 21 2541-7522



## MAIN EMBASSIES AND CONSULATES

## CENTRE OF INFORMATION OF THE UNITED NATIONS FOR BRAZIL – UNIC RIO

Av. Mal. Floriano, 196 – Centro +55 21 2253-2211 www.unicrio.org.br

#### GERMANY

R. Pres. Carlos de Campos, 417 — Laranjeiras +55 21 2554-0004 www.rio-de-janeiro.diplo.de

#### ANGOLA

Av. Rio Branco, 311 – Centro +55 21 3526-9439 consuladodeangola.org

#### **ARGENTINA**

Praia de Botafogo, 228 — Botafogo +55 21 2553-1646 crioj.mrecic.gov.ar

#### **AUSTRALIA**

Av. Presidente Wilson, 231, 23° andar – Centro +55 21 3824-4624 www.cdasp.org.br

#### BELGIUM

R. Lauro Müller, 116 — Botafogo +55 21 2543-8558 www.diplomatie.be/riodejaneiro/

#### CANADA

Av. Atlântica, 1.130 — Copacabana +55 21 3873-4843

#### CHILE

Praia do Flamengo 344 /701 — Flamengo +55 21 3579-9660 / 3579-9658 http://chileabroad.gov.cl/rio-de-janeiro/

#### CHINA

R. Muniz Barreto, 715 — Botafogo +55 21 3237-6600 br.china-embassy.org

#### **EGYPT**

R. Muniz Barreto, 741 – Botafogo +55 21 2554-6318 www.opengate.com.br/embegito/

#### SPAIN

R. São Francisco Xavier, 524 – São Francisco Xavier +55 21 2569-6810 www.embajadaenbrasil.maec.es

#### UNITED STATES

Av. Presidente Wilson, 147 — Castelo +55 21 3823-2000 www.embaixada-americana.org.br

#### FRANCE

Av. Pres. Antônio Carlos, 58 – Centro +55 21 3974-6699

#### ITALY

Av. Pres. Antônio Carlos, 40 — Centro +55 21 2282-1315 www.conssanpaolo.esteri.it

#### JAPAN

Praia do Flamengo, 200 — Flamengo +55 21 3461-9595 www.rio.br.emb-japan.go.jp

#### MEXICO

Praia de Botafogo, 242 — Botafogo +55 21 2553-5925

#### NORWAY

R. Lauro Müller, 116 – Botafogo +55 21 2541-7732

#### PORTUGAL

Av. Mal. Câmara, 160 — Centro +55 21 2544-3262 www.consuladoportugalrj.org.br

#### UNITED KINGDOM

Praia do Flamengo, 284 — Flamengo +55 21 2553-5507 www.gov.uk

#### RUSSIA

R. Prof. Azevedo Marques, 50 — Leblon +55 21 2274-0097 www.consrio.mid.ru



