

International Museum Day 2021 – ITP Short Film

To celebrate International Museum Day, the International Training Programme would like to put together a short film to showcase this year's theme from a global perspective. We are inviting ITP network members to record a short 2-to-5-minute video of themselves responding to the theme of *the future of museums*.

International Museum Day – 18 May 2021

Theme – The Future of Museums: Recover and Reimagine

“International Museum Day 2021 invites museums, their professionals and communities to create, imagine and share new practices of (co-)creation of value, new business models for cultural institutions and innovative solutions for the social, economic and environmental challenges of the present.”

More information can be found on the ICOM website:

<https://icom.museum/en/news/international-museum-day-2021/>



The Film

The International Training Programme would like to celebrate International Museum Day by sharing a short film. This film will be made up of short contributions from members of the ITP global network, who will explore this year's theme: *The Future of Museums*. The aim of this video will be to share global interpretations of the ideas surrounding the future of museums and the present challenges the cultural sector faces around the world.

As International Museum Day is celebrated globally, this video will help bring voices together to reflect upon the impact of the last year on the arts and culture sector, and collect international perspectives on how museums can reinvent themselves and respond to current issues.

The film will be shared on International Museum Day on Tuesday 18 May on the ITP blogsite and social media pages.

Call for submissions

The ITP network are invited to submit a 2-to-5-minute video which responds to the theme of this year's International Museum Day. Contributors are free to decide on the content of these videos as long as it relates to the day's theme. Videos can be recorded at home, outside or on site at your museum/institution.

The films can be as simple or complex as you wish: from asking someone to record you as you speak, or recording a video at home on your phone or webcam.

Please see below some suggested questions and ideas which you may want to reflect upon for your video:

Questions

- *What does 'the Future of Museums' mean to you?*
- *How have you or your museum adapted to work through the COVID-19 Pandemic?*
- *How can the arts and culture sector address present challenges such as environmental sustainability, social issues, and COVID-19?*
- *Are you working on, or know of any, projects which are creating/innovating new forms of digital or physical cultural dissemination?*
- *Is there an object in your museum's collection you want to highlight which can relate to the future of museums or some of the present issues that museums face?*
- *What digital innovations has your institution implemented to connect with its audience or local communities?*
- *How can museums overcome and help bridge social, economic and digital divides?*
- *What is the role of the museum in the modern world?*

ICOM are accepting proposals for articles on the topics below. You may want to reflect on some of these topics in your video:

- *Digital Presence (digitalisation; new tools; 'hybrid' models; digital accessibility and capacity; new cultural experiments...)*
- *Social Relevance and Sustainability (community; co-creation; intergenerational relations; accessibility; inclusion; education...)*
- *New Business Model (financial and economic sustainability; profession and management...)*
- *Environmental Sustainability (climate action; climate justice; community activation...)*

For more advice about how to record your video, please see our 'Tips & Hints' sheet.

For an example of the type of video you could create, please see below a video created by Shambwaditya Ghosh (ITP Senior Fellow 2015) for ICOM UK's Working Internationally Conference.

<https://1drv.ms/v/s!AkUAqOqiHzIBzRZL7egeQUQNvZG6?e=PjuQan>

To understand the way that the video will be structured, please see this example from the British Museum's Youth Collective, which includes video contributions from George Peckham (ITP Assistant).

<https://www.youtube.com/watch?v=kgblwmV-15E&t=1814s>

Please send your videos and any supplementary images via WeTransfer -
<https://wetransfer.com/> - to gpeckham@britishmuseum.org

The deadline for submissions is Monday 3 May 2021