

General Conference 2010

The city of Shanghai, China, has been chosen to host ICOM's General Conference 2010. As the site of the World Expo and the subject of ambitious cultural development plans, Shanghai is the perfect backdrop for discussion of the issues facing museums in the 21st century. Make a date with ICOM on 7-12 November and discover what Shanghai, one of the world's fastest-changing cities, has to offer



Online registration available at:

<http://2010.icom.museum>

<http://www.icom2010.org.cn>

You can also download the registration form at

<http://2010.icom.museum/general-conference2010.html>

Once completed, please return the form to

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or by fax: + 86 21 6472 0408

Registration fee details:

Before 1 August 2010

ICOM Members CNY* 3,500

Accompanying person CNY 1,750

After 1 August 2010

CNY 3,900

CNY 1,950

*1 USD = CNY 6.8 as of May 2010

Shanghai express: 3 cultural itineraries

China's museum landscape is developing at breakneck speed. At the centre of this revolution, Shanghai has much to offer the cultural tourist. Below are three cultural itineraries to help you make the most of your visit to Shanghai in November 2010

by Yu Zhang

People's Square

Located in the heart of the city, the People's Square is the administrative and cultural hub of Shanghai. Take metro line 1, 2 or 8 and get off at the People's Square station. Exit 1 or 2 will lead you to Renmin Avenue. Take a left for Shanghai Museum, and witness first-hand its celebrated collection of ancient Chinese bronze, ceramics, painting and calligraphy.

For a futuristic glimpse of the city, cross Renmin Avenue as you leave Shanghai museum until you come to the Shanghai Urban Planning Exhibition Hall. The Hall's centre-piece is a scale model of Shanghai as it will appear in 2020. After passing the Shanghai Grand Theatre on Renmin Avenue, turn right on North Huangpi Road and enter People's Park, where you will find the Shanghai Art Museum, where the Shanghai Biennial will be hosted from 24 October 2010 to 28 February 2011. Also in the park, the Shanghai Museum of Contemporary Art houses two floors of exhibition space, which hold several workshops and seminars that aim to encourage cultural exchange between nations.

French Concession

The area formerly occupied by the French Concession from 1849 to 1946 is a popular tourist destination and one of the trendiest areas in Shanghai. Travel to South Huangpi Road station by metro line 1 and walk to Xintiandi, a two-block complex best known for the refurbished shikumen buildings, a traditional and unique style of Shanghai architecture. If you need a break from the hustle and

bustle in this area, check out the Shikumen Open-house Museum, which showcases the interior of a typical household in Shanghai. Head west from Xintiandi, cross under the viaduct and continue into Fuxing Park, a European-style park formerly known as French Park. Cross the park and stroll past Modernist mansions and Art Deco apartment buildings until you arrive at Tianzifang (metro Line 9, Dapu Bridge Station). Tianzifang is a lively, edgy area of Shanghai with its interconnected back alleys, art studios and galleries, which display the works of emerging Chinese artists.

The Bund

With 35 historical buildings ranging from Gothic to Art Deco architectural styles, the Bund, located on the west bank of the Huangpu River, is the most photographed area of Shanghai. Take metro line 2 and get off at East Nanjing Road station. A 10-minute walk through the crowds on Nanjing Road will bring you to the centre of the Bund. On your right hand side, you will notice Bund18, a renovated neo-classical building that received the 2006 UNESCO Asia-Pacific Heritage Award of Excellence for Culture Heritage Conservation. The Creative Centre, located on the fourth floor, features contemporary art displays ranging from design to video.

When leaving Bund18, turn left at East Beijing Road, which will lead you to Huqiu Road. Here you will find the Rockbund Art Museum, which opened in May 2010 as part of a restoration project of 11 buildings on the Bund. ■

Meeting topics

ICOM's International Committees will meet during the six days of the General Conference to discuss the overriding theme: **Museums for Social Harmony**. The various meeting topics are listed below:

- AVICOM** FI@MP
- CAMOC** Better City, Better Life: the contribution of the city museum
- CECA** Displays - Contents - Programmes - Publics
- CIDOC** Museums in Intercultural Dialogue: new practices in knowledge-sharing and information integration
- CIMAM** Common ground for museums in a global society
- CIMCIM** Orientalism vs. Occidentalism
- CIMUSET** Science and Technology museums for social harmony
- CIPEG** University Museums and Collections as Records of Cultural and Natural Communities Worldwide
- COSTUME** Chinese costume: materials, techniques and style
- DEM HIST** From Silk Road to Container Ship: artefacts, environment and cultural transfer
- GLASS** From Silk Road to Container Ship: artefacts, environment and cultural transfer
- ICAMT** Concepts and Project Outcomes
- ICDAD** From Silk Road to Container Ship: artefacts, environment and cultural transfer
- ICEE** Exchanging Meaning
- ICFA** From Silk Road to Container Ship: artefacts, environment and cultural transfer
- ICLM** Translations in Literary and Composer Museums
- ICMAH** Original - Copy - Fake: on the significance of the object in history and archaeology museums
- ICME** The Challenging Museum/Challenging the Museum: exchanging meaning
- ICMEMO** pending participation
- ICMS** Security problems in Chinese Museums, new developments in museum security
- ICOM-CC** Conservation in a Changing World
- ICOFOM** A New Global Ethics on Deaccessioning and Return of Cultural Heritage
- ICOMAM** pending participation
- ICOMON** Money Museums and their Cultural Contribution
- ICR** Museums for Social Harmony
- ICTOP** Different Approaches and New Challenges for the Training of Museum Professionals
- INTERCOM** Changing Roles of Museums: social harmony and creative museum management
- MPR** Communications for New Audiences
- NATHIST** Biodiversity and Climate Change: a multicultural approach
- UMAC** University Museums and Collections as Records of Cultural and Natural Communities Worldwide

For more information, please refer to the General Conference calendar on the following page of ICOM's website: <http://icom.museum/calendar.html>