

## ICOM 2004 Seoul: “Museums and Intangible Heritage”

> Museologists across the world have so far paid great attention to collecting, preserving, researching, exhibiting and exchanging tangible objects, cultural and natural alike. This establishes museums as places of research, community development, heritage interpretation and public education.

> However, culture manifests itself not only in tangible forms but also through intangible ones. These are transmitted from generation to generation by means of language, music, theatre, attitudes, gestures, practices, customs and a whole range of other forms of mediation. Intangible heritage includes voices, values, traditions, languages, oral history, folk life, creativity, adaptability and indeed all that is distinctive of a people. This distinctiveness is popularly perceived through cuisine, clothing, forms of shelter, traditional skills and technologies, religious ceremonies, manners, customs, performing arts, story-telling and so forth.

> While for centuries the collective memories of entire civilisations have been handed down in these intangible forms, the presentation and documentation of these precious resources in tangible form has begun only recently. The emphasis on tangible heritage has created an imbalance, leading to the omission of a great number of intangible cultural features which are nevertheless essential to the living cultural diversity and collective memory of the planet. Through the theme “Museums and Intangible Heritage”, the ICOM Conference hopes to begin to redress the balance and



**I**COM's 20<sup>th</sup> General Conference and 21<sup>st</sup> General Assembly runs from Saturday 2 to Friday 8 October 2004 in Seoul, Republic of Korea. We hope that as many members as possible, from all museum disciplines, will attend this unique international event. The conference theme, “Museums and Intangible Heritage”, will be treated from many different points of view, both in plenary sessions and in International Committee debate

seeks to promote a deeper understanding of the multiple cultural identities of different regions of the world.

> The museum community world-wide now recognises that it must pay serious attention to intangible, non-material resources as well as tangible ones, and foster interdisciplinary approaches. Museums should of course continue to further their core aims of collection, preservation, research, exchange, exhibition and education. But they should extend their remit to include intangible resources as well, identifying different perceptions of intangible heritage in different cultures, and modifying their collections and educational policies accordingly. In so doing, they will become a more valuable resource than ever before.

> The emblem of ICOM 2004 Seoul is “Sotdae”, a carved wooden bird perched on a pole. These wooden birds placed on the top of high poles are messengers conveying to the gods the people's wishes for prosperity in the new year and protection from harm. The inhabitants of villages gather every year to create these spirit poles or “Sotdae” and hold village rites.

> Just as the traditional spirit poles stand at the entrance to villages, to ward off evil spirits and represent the villagers' wish for a bountiful harvest, so ICOM 2004 Seoul uses “Sotdae” as its official emblem, to symbolise its wish for a successful ICOM General Conference in Seoul and the future prosperity of ICOM and all its members.

### ICOM General Conference Programme structure

Registration will be open daily, through to 8 p.m., so you can collect your pack when it suits you best. A line-up of prestigious keynote speakers will address the Conference on Sunday 3 October, examining the theme “Museums and Intangible Heritage” in its many different aspects. From Monday to Wednesday, you will have the opportunity to meet up with colleagues in the International Committees, or to attend concurrent sessions.

Thursday 7 October is set aside to do as you please, with a range of excursions available to key places of interest in Korea. The ICOM

General Assembly will take place on the Friday, and the Conference will close that evening with a Farewell Party. Pre- and post-conference tours of many fascinating places in Korea are also available. ICOM 2004 Seoul additionally seeks to provide opportunities for you to renew old friendships and create new ones with colleagues from around the world. To this end, and in order to enable you to discover the rich traditional and modern heritage of Korea, you are warmly invited to attend the special cultural events which are organised every evening of the Conference.

# Grace Morley Research Fellowship

Individual members of ICOM in the Asia-Pacific region, with a minimum of three years continuous membership of ICOM for the years 2001, 2002 and 2003, are invited to apply for four or five Grace Morley Research Fellowships, awarded by the ICOM-India Trust. Applicants shall be engaged in curatorial, research and development work pertaining to the furthering of museums and the museum profession. The fellowships will cover both ways air travel and a reasonable daily allowance in Seoul for eight days, for participation in the ICOM General Conference, 2-8 October 2004. The fellowship aims to offer opportunities for the on-going research of candidates to be enriched through interaction with ICOM members from different parts of the world. The candidates must remain active in the International Committees of ICOM of their choice and must be invited to make presentations at the International Committee meetings coinciding with the ICOM General Conference in Seoul.

> Applications must reach the Secretary of the ICOM-India Trust **by 15 February 2004** at the latest, along with the following documents:

- 1) a 500-word comprehensive report on research currently undertaken by the candidate on any topic relating to the development of museums or the museum profession,
- 2) a 200-word statement of the applicant's motivation for attending the General Conference and the benefits which s/he expects to derive from it,
- 3) a Curriculum Vitae indicating name, age, citizenship, home address, institutional address, contact phone, fax, Email address, details of qualifications, employment positions, research experience,
- 4) the names and Email addresses of two eminent museum professionals, from whom references will be sought by the ICOM-India Trust.

> The awards will be announced on 30 April 2004. Fellowships will be awarded on merit and subject to fulfilment of conditions. However, the ICOM-India Trust reserves the right to relax conditions where necessary. The Trust shall hold the right of publishing the research report of the selected candidate.

**Contact:** Dr Saroj Ghose,  
Secretary, ICOM-India Trust,  
Adviser, Kolkata Panorama, Town Hall,  
4 Esplanade Row (W), Kolkata 700 001, India  
Fax (+91) 33 2248 6165  
Email [sarojghose@hotmail.com](mailto:sarojghose@hotmail.com), [townhall@cal2.vsnl.net.in](mailto:townhall@cal2.vsnl.net.in)

Seoul, the buzzing modern capital of Korea, is also heir to more than 600 years of Korea's rich cultural history © ICOM-Korea



## Practical Information

### Conference Venue

COEX (Convention and Exhibition)  
Convention Center  
Samsung-dong, Kangnam-gu  
Seoul, 135-731, Korea  
Tel. (+82) 2 6000 1123 - Fax (+82) 2 6000 1303

### ICOM 2004 Organising Committee

ICOM-Korea  
c/o National Museum of Korea  
1 Sejongno, Chongno-gu, Seoul, 110-820, Korea  
Tel. (+82) 2 735 0230, 398 5190 - Fax (+82) 2 735 0231  
Email [office@icomkorea.org](mailto:office@icomkorea.org)

### Registration Fees

*Before 1 June 2004*

Delegate US \$310, Accompanying Person US \$140

*After 1 June 2004*

Delegate US \$380, Accompanying Person US \$170

The registration fee includes all the sessions and cultural programmes (excluding excursions and pre- and post-Conference tours). Payment of the registration fee may be made by credit card, bank transfer or bank draft. We accept VISA, Master Card, AMEX, Diners and JCB cards.

### Accommodation

Approximately 1,500 rooms are reserved for ICOM 2004 Seoul at hotels near the conference venue. There will also be university guest houses and temple stay available. Room rates vary according to hotel category, ranging from US \$50-60 to US \$250 per night. Some rates have been especially negotiated for ICOM 2004 Seoul.

### ICOM Information Desk at Incheon International Airport

An ICOM Information Desk will be set up to welcome delegates at the Incheon International Airport. Please visit the Desk for information about transportation, currency exchange and mobile phone rental.

### Transportation

From the ICOM 2004 venue, the two main conference hotels (COEX Intercontinental Seoul and Grand Intercontinental Seoul) are within 5 minutes walking distance. A number of other hotels can be reached in 10 to 20 minutes by public transport. The venue also has easy subway access, and city buses and taxis are readily available.

The Korea City Air Terminal, conveniently located within the conference complex, offers a non-stop bus service to and from Incheon International Airport.

### Climate

The average daytime temperature in Seoul during the conference will be around 16°-19°C. We recommend a set of warmer wear for the evening.

### Security

Seoul is one of the safest metropolitan cities in the world, with a very low crime rate. Downtown Seoul is safe to walk around in even late at night, so do not hesitate to explore all its interesting corners.

For further information, please visit the ICOM 2004 Seoul Website, <http://www.icom2004.org>