

DOODLE 4 MUSEUM



International Museum Day is an initiative promoted by the International Council of Museum (ICOM), in Resolution 5 of the XII General Assembly of Moscow, 1977. In this assembly it was established that from 1978 on, every 18th of May, museums all around the world should approach the public and society in a special way, exhibiting their value and the activities they carry out.

Currently, 30 years later, the public has change and our society has undergone important transformations as a result of the so-called information and communication technologies. Nowadays there is no doubt about the importance of the Internet, and about how it has revolutionized our lives, becoming one of the main news sources.

Is the virtual community familiar to the International Museum Day?

A 750 internet users survey conducted in several countries¹ by means of online questions through chat, showed that only a 34,53% of the respondents knew about the existence of this day. Among those who knew, only a 2,59% were able to come up with a date near the celebration date, and only a 24,32% knew and/or had attended to the activities held.

On the 18th of May 2008, 30 years of the International Museum Day celebration have gone by, and with the purpose of improving the diffusion and public awareness of this day, we propose the **DOODLE 4 MUSEUM** campaign, with the aim of getting Google, main internet information search engine² and one of the most visited websites,

to develop a Doodle (or customized logo) to commemorate this day.

Google, and in particular, its creator Dennis Hwuang, has made, during the last years, several doodle to commemorate different international days, as World Water Day and International Women's Day.



It has also approached the artistic world through doodles inspired in remarkable artist's artwork, as Van Gogh and Munch.



¹ Source: <http://mediamusea.com>

² Source: HITWISE. March 2007.

Commemorative doodles replace google usual logo in important dates and are widespread beyond google`s own home page through digital media, web sites and blogs which have become aware of the event.

DOODLE 4 MUSEUM goal is to gather both the efforts of all the museums present in the internet and of all the professionals who use the net as a communication tool, to try to achieve, in this year 2008, after 30 years celebrating this day, the presence of International Museum Day in the virtual community.



Approaching culture begins by becoming aware of it. Therefore, that is exactly the purpose of this campaign, to get thousands of internauts daily using goggle, to learn about the existence of the International Museum Day, become interested and take part in it.

Involving everyone responsible for the existence of online museums and the "snowball" effect, is necessary for this initiative to succeed, reason why we would appreciate you to get involve in the initiative and to collaborate in spreading it.

Please, feel free at any moment to use or modify this information as you deem appropriate and to undertake any initiative you may consider convenient to get a doodle to commemorate the Museum international Day in the net.