



PRESS RELEASE

10th ASEMUS General Conference 2010 "Increased Visibility, Increased Sharing"

8-10 September 2010, Paris, France

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ASEMUS celebrates 10 years of exchanges between Asia and Europe

The Asia-Europe Museum Network (ASEMUS) will celebrate its 10th anniversary at its 2010 General Conference in Paris, which will be held at the musée du quai Branly. Over 80 museum representatives from Asia and Europe will meet from 8 to 10 September to assess the outcomes of the first decade of collaboration and to discuss new common strategies for the future.

Former French President Jacques Chirac will deliver his keynote speech at the Conference. It will be opened by ASEMUS Chairman and President of musée du quai Branly, Mr Stéphane Martin. Her Excellency Ambassador Delia Domingo-Albert, Ambassador of the Republic of the Philippines in Germany and Former Secretary for Foreign Affairs, and Mr Jacques Giès, President of musée Guimet, will also be speaking at the event.

ASEMUS was established as the initiative of the Asia-Europe Foundation (ASEF) in 2000 and continues to be actively supported by ASEF. It is a platform for informal dialogue and exchanges between museums dedicated to Asian heritage in the countries of the Asia Europe Meeting (ASEM).

"In carrying out ASEF's mandate of engaging civil society in the promotion of mutual understanding between Asia and Europe, we have always placed a great emphasis on cross-cultural networks such as ASEMUS", said Ambassador Dominique Girard, Executive Director of ASEF. "Our on-going support to this unique museum network also reflects our longstanding engagement in the field of heritage as a driving force for social and economic development."

Past collaborations of the Network include the travelling exhibition, "Self and Others: Portraits from Asia and Europe" (seen by 60,000 visitors) and the "Virtual Collection of Masterpieces", an online collection of over 1,600 art pieces from 83 museums.

With ASEM enlargement to include Russia, Australia and New Zealand in October 2010, the network will now extend its outreach to a total of 46 countries across Asia and Europe. At the Conference, delegates will also initiate an ambitious 'mapping project' focusing on the research and knowledge sharing on heritage collections, resources and expertise, as well as projects and activities across Asia and Europe.

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About the Organisers:



The Asia-Europe Foundation promotes greater mutual understanding between Asia and Europe through intellectual, cultural and people-to-people exchanges. Through ASEF, civil society concerns are included as a vital component of deliberations of the Asia-Europe Meeting (ASEM*). ASEF was established in February 1997 by the participating governments of ASEM and has since implemented over 450 projects, engaging over 15,000 direct participants as well as reaching out to a much wider audience in Asia and Europe. www.asef.org

* ASEM now brings together 43 member states (Austria, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Indonesia, India, Ireland, Italy, Japan, Korea, Laos, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, Pakistan, the Philippines, Poland, Portugal, Romania, Singapore, Slovakia, Slovenia, Spain, Sweden, Thailand, United Kingdom, Vietnam) plus the European Commission and the ASEAN Secretariat. www.aseminfoboard.org



The musée du quai Branly as a museographic, scientific and cultural institution is dedicated to the dialogue between cultures and civilisations by presenting arts of Africa, Oceania, Asia and Americas. Opened in 2006, the creation of the musée du quai Branly is the result of a political desire to see justice rendered to non-European cultures. Located in the heart of Paris, the musée presents on permanent public view some 3,500 works, out of the 300 000 contained in the collections, and propose around 10 temporary exhibitions per year. Organised both by geographically and thematically, the visitor is taken on a journey across the world's other continent and highlight a number of major themes running through the collections. www.quaibrantly.fr