

To

The MuseumWeek Chair

Mr. Benjamin Benita



Paris - France

Dear Sir,

The Brazilian Institute of Museums - Ibram is a federal institution that directly oversees a network of 30 federal museums and has the responsibility to promote the implementation of the Museums' National Policy by approximately 3.700 museums and cultural institutions.

Since 2003 Ibram has been establishing in Brazil a new conceptual framework and practices for the management of culture, displacing its location from the margins of governmental politics. Nowadays we can affirm that we work with a broader concept of culture, overcoming the usual emphasis in the well-established art and redefining culture as a social and human phenomenon. As such, culture has acquired multiple meanings and its expression gained symbolical strength and acknowledgement in our society.

Within this new scenery, museums have been attaining renewed relevance in the cultural and social Brazilian life and as sociocultural processes, museums has served the democracy and the society as a tool.

Between May 13th and 19th, Brazil promotes the 17^a *Semana Nacional de Museus* – SNM, a cultural season organised by Ibram to celebrate the Museum International Day (May 18th). In this edition, 1.114 cultural institutions from all parts of Brazil offer to the public 3.222 special activities such as mediated visits, talks, workshops, film exhibitions and so on.

It is a very glad coincidence to celebrate this year our 17^a SNM along with the Museum Week promoted by the MW Foundation. This convergence allow us to collaborate and to turn both efforts mutually beneficial. To advertise the hashtags and themes proposed

by the Museum Week Foundation, our communication team is implementing a series of strategies and actions. We have identified that within 3.222 special activities that will take place in Brazilian museums many of them correlates with the themes and hashtags of the Museum Week. We believe this collaboration will be equally prolific to the museums sector, the Museum Week Foundation and Ibram.

The year 2019 is likewise special as Ibram celebrates its 10 th. anniversary exalting the effective recognition of the museum field, particularly in the contemporary world, an own field of institutionalization. The vitality of this field is product of its *sui generis* ability to merge preservation, investigation and communication; tradition, creation and modernity; identity, otherness and hybridism; locality, nationality and universality. Based on these multiple principles we can affirm that the gravity centre of the Brazil's cultural policy passes through the museums territory.

We wish you a very fruitful Museum Week.

Sincerely,



Paulo César Brasil do Amaral

President

Brazilian Institute of Museums - Ibram