

Alexandria

The City of the Mouseion

ALEXANDRIA **ألكساندرية**



ALEXANDRIA
4-9 SEPTEMBER 2022 - EGYPT

The Discovery of Identity



ICOM ALEXANDRIA 2022

ICOM'S 26TH GENERAL CONFERENCE

THE DISCOVERY OF IDENTITY



GREETINGS

President of ICOM Egypt

Khaled Azab



With the warmest welcome, we would like to invite you to visit Alexandria, the second largest city in Egypt, and its first main port. A beautiful coastal city that lies on the north coast of Egypt. At the western tip lies the fort of Qaitbay, built near the presumed site of the former Lighthouse, one of the Seven Wonders of the Ancient World, while the eastern shore sprawls for miles on end with modern Alexandria.

ALEXANDRIA: THE CITY OF THE MOUSEION

Alexandria is the second largest city in Egypt, known as “The Pearl of the Mediterranean”. It is most famous in antiquity as the site of the Pharos, the great lighthouse, considered one of the seven wonders of the ancient world.

The city grew to become the largest in the known world at the time, attracting scholars and scientists. In addition to its traditional culture, history, industry, and natural science, the city of Alexandria is home to a wide variety of museums.

The Alexandria National Museum contains about 1,800 artefacts that narrate the story of Alexandria and Egypt. In addition, there is the Cavafy Museum, the Greco-Roman Museum, the Museum of Fine Arts, Mahmoud Said Museum, the Aquarium Museum and the Royal Jewellery Museum, as well as the four museums found in the Bibliotheca Alexandrina: The Antiquities Museum, Sadat Museum, Manuscripts Museum and Science Museum.

Alexandria will allow the experts and museum professionals to meet for a whole week to exchange and discuss museum concerns.

ICOM's 26th General Conference will work to strengthen its solidarity with colleagues throughout the world, enhance democracy, defend our common heritage from wanton and criminal destruction, improve its structures and operations and advocate for museums everywhere.



THEME

The Discovery of Identity

A true cultural identity definition is one that relates how a person identifies with their culture and how that relationship, in turn, impacts their lives.

The divisions between cultures can be very fine in some parts of the world, especially in rapidly changing cities where the population is ethnically diverse and social unity is based primarily on locational contiguity. Cultural identity represents the impending problem that must be overcome in the integration process of all Unions.

This theme will be discussed through the following topics:

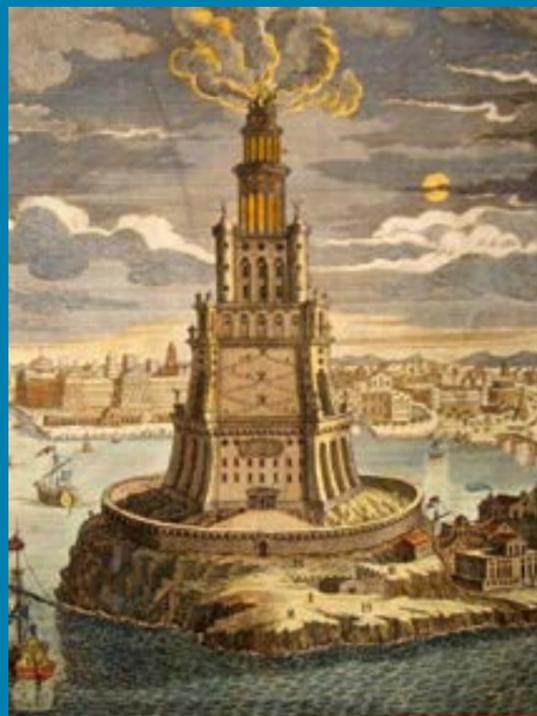
- How do museums reflect the national identities.
- Rediscovering the diversity of communities through museums.
- Recognition of identity through the museums of fashion, food and traditional crafts.
- Historical and archaeological museums and the consolidation of identity in societies.
- Digital techniques and building national identity in museums.

We look forward to discussing this theme with ICOM participants from all over the world.

WELCOME TO ALEXANDRIA

Alexandria “Musaeum” was the source for the modern usage of the word “Museum”.

Legendary Alexandria, was for millennia the cosmopolitan city par excellence. Once among the greatest cities of the Mediterranean world and a center of Hellenic scholarship and science, Alexandria was the capital of Egypt founded in 331 BCE by Alexander the Great to be the model of pluralism and inter-cultural exchange, it surpassed its founder's dreams when successive Ptolemaic rulers developed it to become the cultural capital of antiquity.



WHY ALEXANDRIA, EGYPT 2022?

- The City of Alexandria was host to the first museum in the world, the Mouseion, which included the famous Library of Alexandria, the institution founded by Ptolemy I Soter—or perhaps more likely, by his son Ptolemy II Philadelphus. This original Musaeum (Institution of the Muses) was the home of music, poetry, a philosophical school and library such as Plato's Academy, as well as a storehouse of texts. It did not have a collection of works of art; rather, it was an institution that brought together some of the best scholars of the Hellenistic world, analogous to a modern university. This original Musaeum was the source for the modern usage of the word “museum”.
- In 2022, Egypt as a whole will celebrate the centenary of the discovery of the tomb of Tutankhamun. This great event should be tied with the bid.
- In 2022, the Grand Egyptian Museum (GEM), also known as the Giza Museum, is planned to be implemented as a museum of the ancient Egyptian artifacts. GEM is described to be one of the largest archaeological museums in the world. The museum is currently under construction and it is scheduled to be partially open in 2018 and officially in 2021. It will be beneficial for all ICOM members to visit the museum during one of the all-day excursions.
- 2022 will also mark the Bibliotheca Alexandrina's 20 year celebration since its inauguration in October 2002.

ALEX-AFRICA

- ICOM's 26th General Conference will be the first one to be held in the Arab Region and Africa since its establishment in 1946.
- The effect of this first General Conference in Africa, particularly Egypt, should greatly raise the profile and name recognition of ICOM within Africa and all regional alliances.
- It will facilitate networking and the exchange of knowledge and expertise among Arab, African and European researchers, experts and museum curators.
- This city will allow the experts and museum professionals to meet for a whole week to exchange and discuss museum concerns. It will provide a perfect setting for members to advance better understanding of the culture of Egypt.
- The objectives of this General Conference is to meet the needs of the members, advance the work and value of museums, strengthen AFRICOM's role as an international key player in the museum world, to raise ICOM's visibility, and to audit ICOM's needs in terms of staff and resources.

We hope that by holding the General Conference in Alexandria, we will be able to spark exponential development within Africa in the field of museum studies, a field that originated in Europe and North America. This would greatly lead to the enhancement of technical museum training in developing countries as well as to the establishment of international museum networks in Africa.

CITY AWARDS

- UNESCO Cities for Peace Prize, 1999.
- Arab Towns Organization Award for Greening and Beautification of Cities, 7th Session, 2000-2003.
- Arab Towns Organization Award for Architectural Heritage Conservation, 8th Session, 2003-2006.
- Metropolis Award for Environmental Conservation, Berlin, 2005.
- UN-HABITAT Award for Integrated Solid Waste Management, 2006.
- Arab Towns Organization Award for Health and Environmental Safety, 9th Session, 2006-2009.
- Arab Towns Organization for Environmental Awareness, 9th Session, 2006-2009.
- Athens University Award for Revival of Ancient Greek Values, 2007.
- Athens State University Award for Revival of Ancient Greek Ideals, 2007.
- Capital of the Islamic Culture in the Arab Region, ISESCO, 2008.
- World Bank 2009 Nominee for participation in Shanghai World Expo 2010.
- Capital of Arab Tourism, the Arab League, 2010.
- Arab Towns Organization Award for Environmental Safety, 10th Session, 2010.
- Arab Towns Organization Award for Informatics, 10th Session, 2010.
- Prize of Golden Apple 2020 - Tourists Writers Association

ALEXANDRIA SIGHTSEEING



Citadel of Qaitbey



The Alexandria Naval Unknown Soldier Memorial



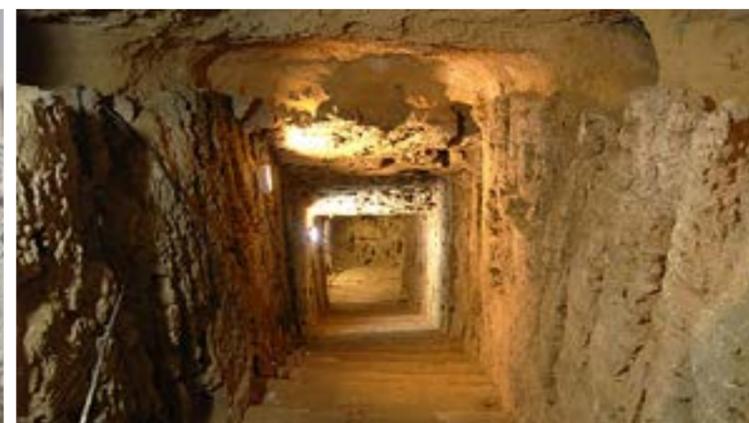
Mustafa Kamel Necropolis



Pompey's Pillar



The Monastery of Saint Mina



The Serapium Temple



Greco-Roman Theater



The Catacombs of Kom El Shoqafa



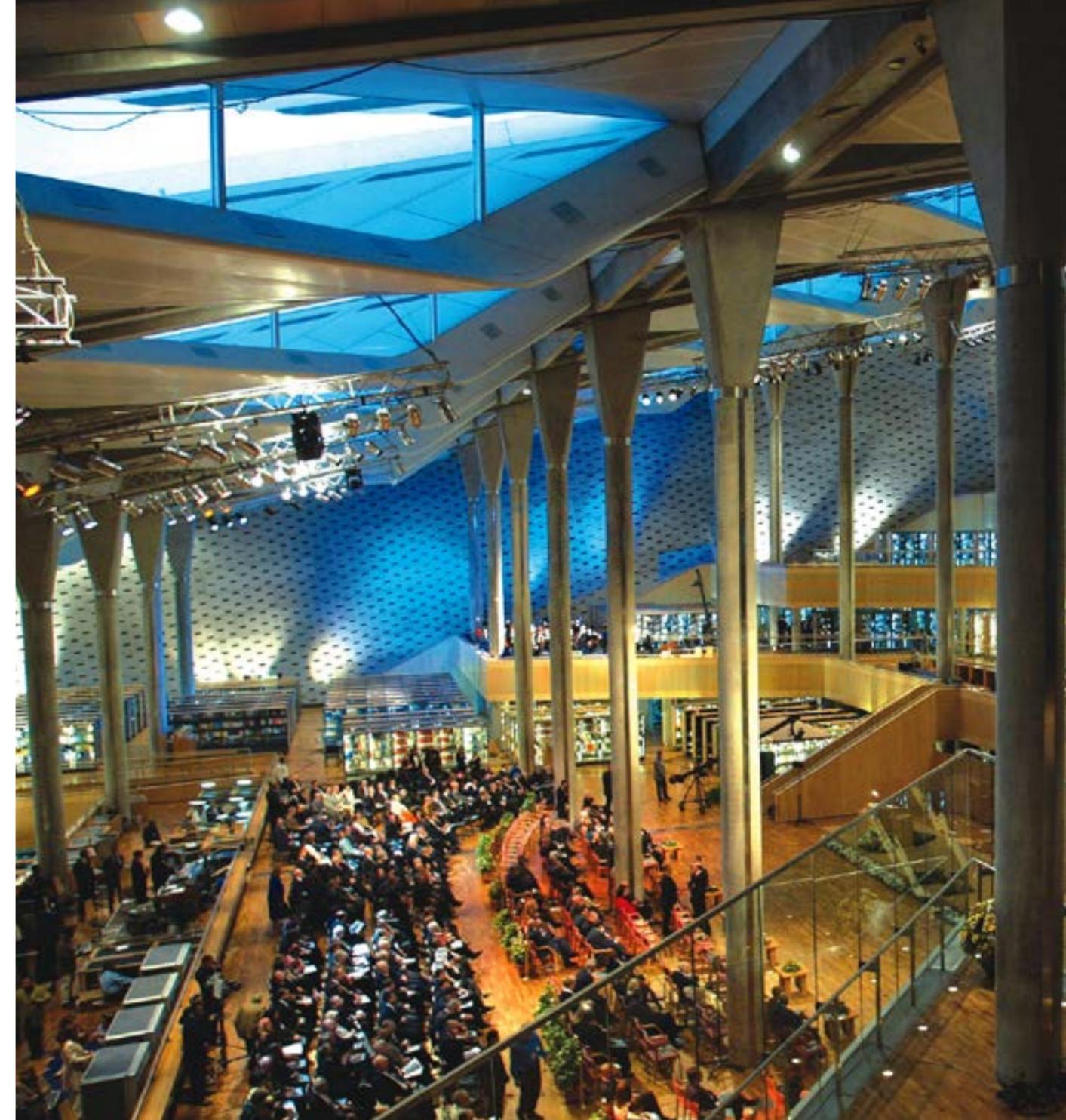
The Montaza Palace



THE CITY OF ALEXANDRIA AT NIGHT



BIBLIOTHECA ALEXANDRINA: THE VENUE



BACC*



* Bibliotheca Alexandrina Conference Center



ALEXANDRIA MUSEUMS



The Greco Roman Museum



The Alexandria National Museum



The Fine Arts Museum



The Arabic Calligraphy Museum



The Royal Jewelry Museum



Cavafy Museum



The Marine Museum



BIBLIOTHECA ALEXANDRINA MUSEUMS

The Antiquities Museum



History of Science Museum



History of Printing Museum



Sadat Museum



The Manuscripts Museum



NEARBY MUSEUMS



Matrooh Museum



Rosetta Museum



Port Said Military Museum

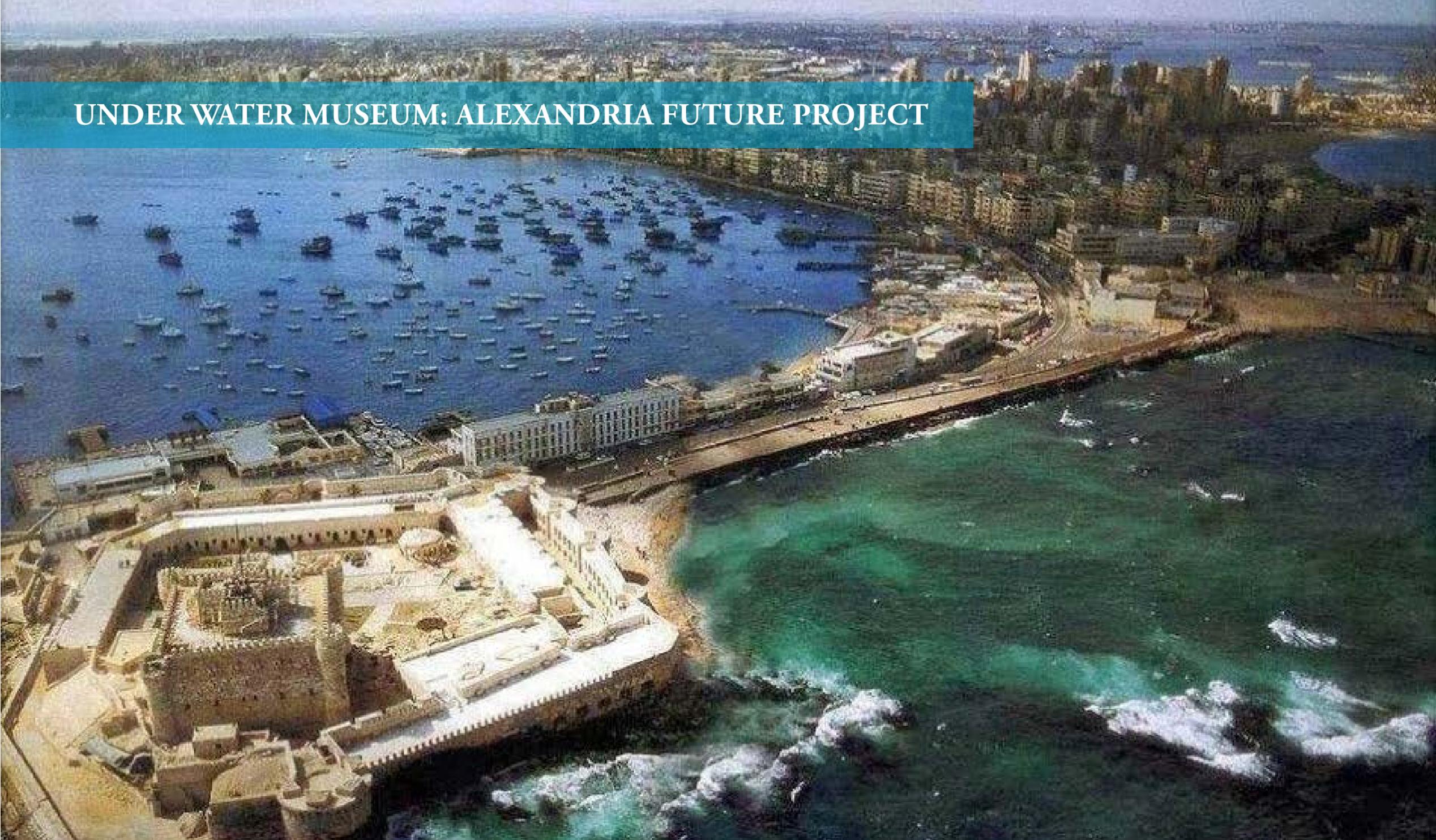


The Rommel Museum



Al-Alamein War Museum

UNDER WATER MUSEUM: ALEXANDRIA FUTURE PROJECT



ACCESS TO HOTELS



Alexandria - EGYPT Recommended Hotels

● 5 Stars
 ● 4 Stars
 ● 3 Stars
 ● 2 Stars
 ● 1 Star

1. Four Seasons San Stefano Hotel	10. Mercure Alexandria Romance Hotel	19. Anisat Hotel	28. Maamra Palace Hotel	37. El Madina El Monawara Hotel
2. El Salamk Palace Hotel and Casino	11. Paradise Inn Search Resort Marmara	20. Qelta Hotel	29. Marhaba Palace Hotel	38. King Marcout Hotel
3. Helwan Palestine Hotel	12. Paradise Inn Windsor Hotel	21. Kasout Sporting Hotel	30. Mecca Hotel	39. Loloza Hotel
4. Hilton Corniche	13. Pizza Hotel	22. San Giovanni Hotel	31. Nobel Hotel	40. Sea Star Hotel
5. Hilton Alexandria Green Palace Hotel	14. Alficca Hotel	23. Adham Compound	32. Regency Hotel	41. King Marcout Hotel
6. Mediterranean Azur Hotel	15. Paradise Inn Metropole Hotel	24. AIFU Horizon Resort	33. Union Hotel	42. New Capri Hotel
7. Sheraton Montazah Hotel	16. Radisson Blu Hotel Alexandria	25. Lagoon Hotel	34. Acacia Resort	
8. Iberotel Borg El Arab Resort	17. Hilton Alexandria King's Branch	26. Cherry Maryuti Hotel	35. MV Ocean Majesty Hotel (Floating Hotel)	
9. Cecil Alexandria Hotel	18. Tolip Hotel	27. Jeddah Hotel	36. El Haram Hotel	



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of Museums
Egypt

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