



Academy for Cultural Diplomacy

Academy for Cultural Diplomacy
Genthiner Straße 20, D-10785 Berlin
Phone: +49 (0) 30 2360 7680 Fax: +49 (0) 30 2360 76811
E-Mail: academy@culturaldiplomacy.org
Web: www.culturaldiplomacy.org

The International Symposium on Cultural Diplomacy in Germany » "Utilizing Cultural Diplomacy to Develop Economic and Cultural Bridges"

*(Berlin; June 1st - 4th, 2017 - Held Parallel to the Berlin
Carnival of Cultures)*

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PROGRAM AGENDA

Thursday, June 1st, 2017

- 14.00** **Registrations**
- 14.30** **Welcome Address and Introduction to the Conference**
Mark C. Donfried
(Founder and General Director, Institute for Cultural Diplomacy)
- 14.45** **Key Note Address**
President Emil Constantinescu
(President of Academy for Cultural Diplomacy and Former President of Romania)
- 15.30** **No Lost Generation: The Role of the Civil Society in Cultural Diplomacy- Case Studies Germany**
- Rachel McCave**
(chapter head of the No Lost Generation (NLG) Student Chapter- Berlin)
- Onur Oguz Della**
(founding director of YPIDA organization (youth leadership programs))
- Laura Mar Rosello Paz**
(representative of the IMCAD organization (youth intercultural story exchange programs))
- Naomi Martin**
(representative of the SINGA organization (cultural exchange events))
- Anja Fahlenkamp**
(founder of Faiths in Tune (interfaith music festivals))
- 16.30** **Coffee Break**
- 17.00** **Cultural Diplomacy through Volunteerism and Cultural Exchange: Community-Led Initiatives as a Solution to Today's Integration Challenges**
- Interactive Panel Discussion, Moderated by:
Rachel McCave
(chapter head of the No Lost Generation (NLG) Student Chapter- Berlin)
- 18.00** **Conclusion of Day 1 & Travel time**
- 19.00** **Food As Cultural Diplomacy- STREET FOOD THURSDAY**
at "Markethalle Neun"



A place you learn the best about the food - The Principle that applies is: Around the Globe. When traveling, the food options are always of particular interest that are offered for immediate consumption in the street: a Celebration of culinary discoveries from all over the world: anything from British pies, to Tapioka dumplings from Thailand to Nigerian FuFu. The Top 10 Must to Explore in Berlin!

<http://www.berlin.de/special/shopping/markthallen/2018127-1842672-markthalle-neun-berlinkreuzberg.html>

Friday, June 2nd, 2017

09.30 Morning Coffee

10.00 “Arts as Cultural Diplomacy in Germany: Case study- Inspiration Arts”
(Presentation and Interactive Discussions)

Anna-Lisa Klages
(Global Projects Manager, Inspiration Arts)

**11:00 “Cultural Diplomacy & Nation Branding in Germany -
The German Innovative Nation Branding**
(Presentation & Interactive Discussions)

Anke Müller
(Project management, “Germany – Land of Ideas” Place-Branding Initiative)

**12.00 Cultural Diplomacy from the European Perspective, Today’s
Challenges and the Path ahead**
(Key Note Speech & Interactive Discussions)

H.E. Amb. Ranko Viločić
Ambassador of Croatia to Germany

13.00 Lunch Break

14.00 Press Conference Event - FREE TO ROCK

with the participation of Mrs. Michelle Logsdon, Cultural Attaché- The

15.00 FREE TO ROCK - Film Screening followed by Panel Discussion

FREE TO ROCK is directed by four time Emmy Award winning Jim Brown and narrated by Kiefer Sutherland (www.freetorockmovie.com). It features not only the rock stars involved in this compelling and drama-filled story, but also Presidents Jimmy Carter and Mikhail Gorbachev, NATO Deputy Secretary General Vershbow, and former KGB General Kalugin – all speaking on film for the first time about the significant influence that the soft power of



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rock music from the West had in weakening the communist system behind the Iron Curtain, and how, after three decades of struggle and rebellion against the KGB, Stasi and the ministries of culture, the music and its culture contributed to the collapse of the communist system and the Soviet Union.

Doug Yeager

(an executive producer and producer of FREE TO ROCK)

Nick Binkley

(an executive producer and producer of FREE TO ROCK)

Stas Namin

(A Cult figure in Russia; one of the founders of Russian rock music, the Creator and Leader of the legendary band The Flowers)

Lara Kempbell

(Founder of ArtistAngel PR, a consulting and coaching community for artists and art groups)

Moderated by:

Mark C. Donfried

(Founder and General Director, Institute for Cultural Diplomacy)

17.30 Conclusion of the Day and Travel Time

18.00 Carnival of Cultures

Come right in! Listen and dance to the sound of Berlin: four different stages - Bazaár Berlin, Eurasia, Farafina & Latinauta - global music all day, four days, all free.

Stiltwalkers, acrobats and magicians settle on the park and invite all visitors to test their own abilities and practice their skills in creativity.

About 350 market booths delight with culinary treasures, arts and crafts and much more.

LATINAUTA 2017

Performers:

CumbiaRock » www.facebook.com/flordepapa.banda

Mi Solar- Salsa, Timba » www.salsa-band.berlin

DJ Sr. Pozo & DJ Animal Von Lluch

Location: Gitschiner Straße/Pumpwerk



Saturday, June 3rd, 2017

11.00 Meet at ICD and Visit to the European House- Experience Europe at the European House at Brandenburg Tour

Set up at the initiative of the European Parliament in cooperation with the European Commission, EUROPA EXPERIENCE gives you the possibility to find out more about European politics and above all how you can make a difference.

<http://www.atelier-brueckner.com/en/press/erlebnis-europa-europa-experiencethe-exhibition-european-house-berlin>

13.30 Travel Back to ICD & Coffee, Tea, Refreshments

**14.30 “The German/EU- Latin American relations: Utilizing Cultural Diplomacy to Develop Economic and Cultural Bridges”
(Key Note Speech)**

H. E. Amb. Ramón Custodio Espinoza
(Ambassador of Honduras to Germany)

**15.30 “Foreign Affairs Policy and Cultural diplomacy: towards Colombia post conflict”
(Presentation and Interactive Discussions)**

Sandra Montoya Ruiz
(Research Professor, Faculty of Law, Catholic University of Colombia)

**16.30 Cultural Ecoplomacy “Forging Innovative Channels between the Creative Economy, Ecology and Diplomacy at the Grassroots Level”
(Presentation and Interactive Discussions)**

Iman Kamel,
Filmmaker, Writer and Cultural Strategist

**17.30 “Bridges of Music- a peaceful platform for musical understanding”
(Presentation and Musical Act)**

Beatrix Becker
(Composer and musician, Funder of the project Bridges of Music - Meeting in Diversity)

18.00 Evening Barbeque Dinner Party



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Sunday, June 4th, 2017

Participation to the Berlin Carnival of Cultures and its Worldwide Famous Street Parade

About the Karneval der Kulturen- KdK (Carnival of Cultures)

The Karneval der Kulturen (Carnival of Cultures) is a four-day urban festival that reflects Berlin's many faces. With a free and open programme, Karneval celebrates Diversity. During KdK, the public space gets transformed into a place for self-(re)presentation and play with cultural identities.

Music and dance groups, professional and amateurs, children and adults take part in the parade through Kreuzberg. From anarchic performance over traditional dances to mash-up and remix; from high- to popular-, in KdK culture has many meanings. On the street-fest stages and the off-stages, world-renowned and up-and-coming bands and artists perform a variety of music styles: from reggae over chanson to classical sitar-music. KdK is possible because of the various actors of the city. In it the different communities create a space of self-empowerment. The carnival gives place to a public sphere characterized by heterogeneity, hybrid identities and plurality.

The aim of the carnival, conducted since 1996, is to celebrate the city's diversity, as well as to make minorities more visible in the sphere. It was a clear positioning for the construction of a city based on inclusion.

Further information is found under: <http://www.karneval-berlin.de/en/english.175.html>

The Parade on June 4th:

Start: 12.30 pm, at Hermannplatz

via Hasenheide, Gneisenaustraße, Yorckstraße

End: 9 pm, Yorckstraße/Möckernstraße

The route/map street parade 2017-

http://www.karneval-berlin.de/download/2826/KDK_17_MAP_Umzug_web.pdf



Participation Guidelines

Below you will find general guidelines for the program participation. These guidelines are distributed to all program participants to establish expectations and to make sure everyone is equally informed.

- One of the aims of the ICD is to encourage dialogue and we therefore hope above all that you will be willing to share your ideas, experiences and expertise during the conference. We are working to a very tight schedule, so punctuality is extremely important. We expect you to be on time so that sessions can start promptly and enough time is left for discussion.
- Please respect the program's speakers and participants and do not converse with others during speeches.
- Please make certain that mobile phones are turned off always during the lectures. Mobile phones should not be used during the program to make personal phone calls or to conduct personal business. If it is necessary to receive/make a personal phone call, please make certain that this is conducted outside of ICD/conferences premises.
- Participants are expected to dress Smart Casual during the program

Transport in Berlin

The public transport in Berlin is cheap and reliable. Tickets are valid for all forms of transport (train, underground, bus and tram) and can be purchased at all stations and counters.

For trips of 3 stations or less, you can buy a Short Stop Ticket for € 1.70.

A single ticket is valid for 2 hours one way and costs € 2.80.

A daily ticket costs € 7.00 and a 7-day-ticket for zones A and B costs € 30,00

Please remember that all tickets must be stamped for validation. The stamping machines (usually yellow) can be found on train platforms and inside buses and trams.

Please note, there are three zones for travel in Berlin (A, B & C), but mostly you will only be travelling in A + B. The ICD House is in zone A. The ticket prices outlined above are for zones A & B.

If you are unsure about your journey, the Berlin transport authorities have an English journey planner online which can be found at this address:

<http://www.fahrinfo-berlin.de/Fahrinfo/bin/query.bin/en?ld=0.1&>

More information can be found at: <http://www.bvg.de/en>



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Contact information of the ICD

Institute for Cultural Diplomacy (ICD)/ The ICD House of Arts and Culture
Genthinerstr. 20, Berlin D-10785, Tel.: 0049 (0) 30 2360 7680

Radostina Netsova: 0049 (0) 179 89 198 17

Rosie Vilnius: 0049 (0)173 41 00 739

Directions and Locations

ICD

Address: Genthiner Straße 20, D- 10785 Berlin, Germany

Nearest underground stations: Nollendorfplatz (U1) (connections with U2, U3, U4) OR
Kurfuerstenstrasse (U1)

Nearest Bus stations: M29 (Stop station: Hiroshimasteg OR.Gedenkstätte Dt. Widerstand);
M48 (Stop Station: Lützowstr./Potsdamer Str); M85; N2.)

Food As Cultural Diplomacy- STREET FOOD THURSDAY at “Markethalle Neun”

Markethalle Neun

Address: Eisenbahnstraße 42-43, 10997 Berlin

Nearest Public Transportation: U 1 Schlesisches Tor

European House Berlin

Address: Unter den Linden 78, 10117 Berlin

Nearest Public Transportation: Bus 100, stop - Brandenburger Tor

Berlin Carnival of Cultures- Street Parade

Address: Hermannplatz, 10967 Berlin

Nearest Public Transportation: Metro – Hermannplatz U8

The starting point is located at Hermannplatz. You can get there easily by taking the underground (line 8 or line 7) and get off at the station Hermannplatz.

*We will be travelling to the Programs' Locations together

We look forward to welcome you to the program!