CULTURAL DIPLOMACY:
A PERSPECTIVE FROM CATALONIA
International Seminar
Barcelona, 2-4 December 2009

Organized by:

Generalitat de Catalunya
Government of Catalonia

inter arts

In collaboration with:
Introduction

The Ministry of Culture and the Media with the Department of Foreign Affairs and Cooperation of the Government of Catalonia, in cooperation with the Interarts Foundation, will organise the international seminar on issues related to cultural diplomacy and the development of new models of international cultural relations. The seminar will take place at the Centre de Cultural Contemporània de Barcelona (CCCB), in Barcelona city, from the 2nd to the 4th of December 2009.

The seminar wishes to contribute, through a description and analysis of the recent developments in models of both cultural diplomacy and international cultural relations, to enrich public policies implemented, in these fields, in Catalonia.

Programme

Speakers to be confirmed have been marked with an asterisk (*)

Wednesday 2nd of December

4:30pm Registration

5:00pm Opening of the seminar. Speeches by:

► President of the Parliament of Catalonia
► Representative of the Government of Catalonia

5:30pm “Public diplomacy and cultural action in times of globalisation”

The first session of the seminar will introduce a series of fundamental concepts concerning the role of culture in diplomatic relations and will analyse its implications in the current context. The notion of “public diplomacy”, which refers to the actions undertaken in external relations in order to reach the general public, rather than governmental authorities as in the case of traditional diplomacy, has been, in recent years, the object of analysis. Public diplomacy includes initiatives covering areas such as education, information, communication and culture.

In this respect, the distinction between these forms of diplomacy was directly related to the one between “hard power” and “soft power”; today, however, this distinction is being questioned. As challenges related both to security and diplomacy broaden and diversify (immigration, climate change, terrorism, etc.), human and social aspects of international relations gain relevance. Likewise, it becomes more and more difficult to introduce rigid distinctions between the internal and external dimensions of public policies and international processes.

Speakers:

► John Holden, Visiting Professor, City University; co-author of Cultural Diplomacy (Demos, 2007), London, United Kingdom
► Speaker to be confirmed *

Moderated by:

► Mercedes Giovinazzo, Director, Interarts Foundation

6:45pm Debate
Thursday 3rd of December

10:00am “The role of culture in the international strategies of states”

Just as internal policies, likewise external policies can respond to very different purposes: beyond the support to creativity, access to culture and the protection and promotion of cultural heritage, economic and social justifications are common. Given this but also that different governmental as well public and private bodies (ministries of culture and foreign affairs, arts councils, national cultural institutes abroad, tourism promotion consortia or trusts, as well as cultural organizations with their own international connections) operate simultaneously in the international cultural field, there are quite often appeals for coordination and transversality, although not always successful.

This session will present experiences from several countries, in order to observe different models by which the cultural dimension is integrated in foreign policy strategies.

Speakers:

► Martin Kobler, Director General for Culture and Communication, Federal Foreign Office, Germany *
► Kimmo Aulake, Special Advisor in International Affairs, Ministry of Education and Culture, Finland *
► Hiroyuki Ueno, Executive Director, The Japan Foundation Madrid

Moderated by:

► Antoni Lladó Gomà-Camps, Director, Catalan Institute of Creative Industries

11:15am Discussion

11:45am Break

12:15pm “Cultural Paradiplomacy: the Role of Subnational Governments”

The decentralization of powers in many policy areas as well as various processes associated with globalization have led to an increasing importance in the role of local and regional authorities in the international arena. The so-called “paradiplomacy” is, as explained by Martí Petit following Wolff, “international action independent from the “metropolitan state” self-conducted by subnational or non-central governments, to achieve their specific international interests.”

Given the pivotal role that cultural aspects hold in the definition of the identity of Catalonia and the experience gained through the years in promoting culture abroad, some authors have suggested that this should become one of the areas of specialization (“niche diplomacy”) of Catalonia’s paradiplomacy. This session will present the concept of “cultural paradiplomacy” and will enable a debate on the feasibility of a Catalan strategy in this field. To this end, the session will also include the presentation of an international experience.
Moderator and speaker:


Presentation of experiences:

► Colin Hicks, Director of Cultural Service, Québec Government Office in London
► Yves Wantens, Representative of the Flemish Government to Spain, Madrid *

1:30pm Discussion

2:00pm Lunch break

4:00pm “The Place of Catalan Culture in the World: sights from within and from outside”

The last session of the day is intended to offer another series of reflections on Catalan culture in the world, through the perspective of individuals who combine views both from within and from outside Catalonia and who, beyond their experience in the cultural sector, can contribute with a more institutional and political point of view.

This debate will also lead to the last day of the seminar, which will focus more strictly on the definition of proposals on the issue of cultural diplomacy.

Speakers:

► Carles Casajuana i Palet, Ambassador of Spain in the United Kingdom; as a writer, he is the author of the book “L’últim home que parlava català” (awarded the Ramon Lull Award for the Best Novel in 2009) *
► Dragan Klaic, cultural analyst; undertakes a study visit to Catalonia in the autumn of 2009
► Xavier Espot Miró, Minister of Foreign Affairs and Institutional Relations of Andorra *

Moderated by:

► Josep Bargalló, Director, Institut Ramon Llull

5:15pm Discussion

5:30pm Break

6:00pm Round table: “The place of Catalan culture in the world: experiences of professionals”

In the current context of cultural diplomacy, aspects such as the cultural experience of tourists visiting Catalonia, the stories told by local or visiting bloggers, or the international tours of Catalan sport teams can be as important as the actions taken by governmental representations abroad or international visits. This is, indeed, a phenomenon common to all countries: as explained by Rod Fisher, “the fact that many other actors are involved in international
engagement can represent a challenge for any government foreign ministry that wishes to maintain a reasonably coherent national story or global image”.

On the other hand, the diversity of voices that operate in this environment matches the changes experienced by Catalan culture due to factors resulting from immigration or from globalization.

Over several sessions, the seminar will examine the images that Catalan culture distributes abroad. In the first place, different cultural professionals who, given their extensive international presence have become sort of “ambassadors” of its culture, have been invited. This experience acquired abroad in fact puts them in a position to assess the existing mechanisms for the dissemination and promotion of Catalan culture and to compare it with the situation in other countries.

Speakers:
► Ignasi Aballí, artist and Vicepresident of the Association of Visual Artist of Catalonia (AAVC)
► Calixto Bieito, theatre and opera director and Artistic Director of Teatre Romea in Barcelona
► Enric Palau, Director of Sónar Festival
► Simona Škrabec, writer and translator
► Jaume Roures, Founding Partner of Mediapro

Moderated by:
► Lídia Heredia, Journalist, Televisió de Catalunya *

7:00pm Discussion
7:30pm End of working sessions

Friday 4th of December

10:00am "The dissemination of Catalan culture by public institutions”

The presentation of the diverse range of agents contributing to the international dissemination of Catalan culture today will close with the presentation of several public institutions. This session will help bring together existing strategies and encourage a transversal dialogue on the strategies of cultural diplomacy.

Speakers:
► Neus Fornells, Deputy Director, Institut Ramon Llull
► Jordi Martí, Delegate of Culture, Barcelona City Council *
► Joan Carles Vilalta, General Director of Tourism, Government of Catalonia
► Albert Saéz, President of the Governing Council of the Catalan Broadcasting Corporation

Moderated by:
► Lluís Noguera, General Secretary of Ministry of Culture and the Media, Government of Catalonia

11:30am Discussion
12:00am Break
12:30pm  “The governance of cultural diplomacy: priorities for Catalonia”

The co-existence of various actors in the dissemination of culture abroad is translated also in the institutional sector. At the time when Catalonia is elaborating a new Foreign Policy Strategy (Pla d’Acció Exterior) which aims to foster transversality and coordination and which acknowledges the role played by both public institutions and civil society, it seems appropriate to introduce the concept of “governance” and seek a new space for interaction and definition of priorities. This last session is meant to identify a series of approaches for the future development of Catalonia in this field.

Speakers:
► Hble. Josep-Lluís Carod-Rovira, Vice-President of the Government of Catalonia
► Mr. Joan Manuel Tresserras, Minister of Culture and the Media, Government of Catalonia

1:15pm  Debate

1:45pm  Conclusions

Summary by Eduard Miralles, President of the Interarts Foundation

2:00pm  Closing

Intervention by:
► Representative of the Government of Catalonia

Addendum

Given the limited number of places available for the round tables, complimentary invitations will be sent to a number of institutions and individuals to take part in the discussions from the audience.

Audience

Due to the interest that the subject raises and the fact that cultural diplomacy is today becoming a topic of interest for several sectors, the seminar addresses different audience groups. On the one hand, information will be distributed to different public authorities and organisations active in the cultural sector, foreign affairs or trade and tourism. On the other hand, it is hoped to attract the attention of professionals and institutions in the fields of culture, cooperation and international relations, as well as of students, researchers and other persons interested in the subject.

Participation in the seminar is free of charge. Places are limited. Previous registration is compulsory.

Interpretation from Catalan to English and vice-versa will be provided.
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