



הפורום לדיפלומטיה תרבותית  
Cultural Diplomacy Forum

19.6.2019

יום רביעי • 9:30

חדר 301, מרכז משפחת הלן דילר (74)  
אוניברסיטת בן-גוריון בנגב  
קריית האוניברסיטה ע"ש משפחת מרכוס



הפורום לדיפלומטיה תרבותית  
Cultural Diplomacy Forum

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9:30 • Wednesday

Room 301, Helen Diller Family Center (74)  
Ben-Gurion University of the Negev  
Marcus Family Campus

# דיפלומטיה תרבותית ואירוויזיון 2019: בין גיוון, תרבות ודיפלומטיה

מדברים דיפלומטיה תרבותית, מחברים בין העולמות.  
אקדמיה. דיפלומטיה. תרבות.

\*הכנס יתקיים בשפה האנגלית

# CULTURAL DIPLOMACY AND EUROVISION 2019: BETWEEN DIVERSITY, CULTURE AND DIPLOMACY

Discussing Cultural Diplomacy and Connecting Worlds.  
Academia. Diplomacy. Culture.



מרכז סימון וייל  
למחקר ולימודי  
אירופה בת זמננו



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08-6477064 CDFwsite@gmail.com Cultural Diplomacy Forum

# CULTURAL DIPLOMACY AND EUROVISION 2019: BETWEEN DIVERSITY, CULTURE AND DIPLOMACY

## Programme

9:30

### Greetings and Opening Remarks

*Joint Communication to the European Parliament and the Council Towards an EU Strategy for International Cultural Relations*

H.E Emanuele Giaufret, Head of Delegation of the European Union to the State of Israel

10:00-11:00

### Roundtable - Discussing & Conceptualizing Cultural Diplomacy

*Leading diplomats, senior academics and cultural industry actors in a joint session.*

11:00-11:10 - Break

11:10-11:45

### Cultural Diplomacy through the Lens of Creative Industries

*Israel the Brand*

Ambassador Ido Aharoni Aronoff, Principal Emerson Rigby Ltd.

*Photography as a Reality Changer*

Mr. Eyal Landesman, artist, founder and director of PHOTO IS:RAEL

Mr. Alon Amir, Eurovision Expert and PR company founder

11:45-12:00 - Break

12:00-13:00

### Cultural Diplomacy: a diplomats' perspective

*Case studies: challenges of diplomacy in the new age*

Mrs. Chrystelle Lucas, Head of Operations Section Delegation of the European Union to Israel

Mr. Ziv Nevo Kulman, Head of Cultural Diplomacy, Israel Ministry of Foreign Affairs

H.E Chris Cannan, Ambassador, Embassy of Australia to the State of Israel

Mrs. Marina Sutalo, First Secretary, Embassy of the Republic of Croatia to the State of Israel

13:00-14:00

### Lunch for participants

14:00-15:15

### The Diplomacy of Culture

*Case studies: the role of cultural institutions*

Mrs. Barbara Wolffer, Cultural counsellor of the French Embassy, Director of the French Institute in Israel

Dr. Wolf Iro, Director, Goethe Institute

Mrs. Joanna Hofman, Director, The Polish Institute in Israel

Mr. Martin Salomon, Director, Romanian Cultural Institute

Ambassador Eynat Shlein, Special Envoy for Community Outreach, Israel, Ministry of Foreign Affairs

15:15-15:25 - Break

15:25-17:00

### Cultural Diplomacy through an Academic Lens

*The Failed Promise of Cultural Diplomacy in an Era of Populism and Heightened Nationalism*

Prof. Richard Higgott, The Institute of European Studies in Brussels

*Future Trends in Cultural Diplomacy*

Mr. Karl Erik Norrman, Founder and Secretary General of the European Cultural Parliament (ECP) & guest professor at the Institute for Cultural Diplomacy, Berlin

*Culture vs. diplomacy? transcending tensions between the state and creative industries*

Prof. Christopher Pokarier, Wasada University

*A Message for Peace or an Instrument of Oppression: Israeli Jewish-Arab Duo Achinoam Nini and Mira Awad's Representation of Israel at Eurovision 2009*

Dr. Nili Belkind, Ethnomusicologist, Truman Institute

*Importing Culture for Cultural Diplomacy. The case of the Gulf states*

Dr. Zvi Bar'el, Senior lecturer: Sapir Academic College, Tel-Aviv Yafo Academic College, Ben-Gurion University of the Negev

17:00-17:15 - Break

17:15 - 18:45

### Negotiating Culture between Local and International Spheres: insights from within

Mr. Dror Mishani, Israeli Crime Writer and Literary Scholar

Mrs. Hillit Zwick, Executive Director, Artis

Mr. Katriel Schory, Executive Director, Israel Film Fund