

Cultural diplomacy in the world since 1945 : prestige, influence, cooperation



**Friday 17
and Saturday 18 May
2019**

Maison de la Recherche - Salle Claude Simon
de l'Université Sorbonne Nouvelle - Paris 3
4 rue des Irlandais - 75005 Paris

- **Keynote speakers** / Nora Hickey M'Sichili and François Croquette
In cooperation with the Centre Culturel Irlandais
- **Conference organized by** Lara Cuny and Lauriane Simony (Paris 3)
with the support of ED 514, CREW, PRISMES and LARCA



Forum
des instituts culturels
étrangers à Paris

LARCA
LABORATOIRE DE RECHERCHE EN ARTS ET CULTURE



**institut
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de France**



Membre de l'Université Sorbonne Paris Cité

ED 514 - EDIAGE
Etudes anglophones,
germanophones
et européennes

Friday 17th May (room Claude Simon)

MORNING

9:00: Registration and coffee

9:15: Opening words by **Florence Baillet**, director of the doctoral school EDEAGE

9:30: Guest speaker — **Nora Hickey M'Sichili**, director of the Centre Culturel Irlandais in Paris

10:15: COFFEE BREAK —————

10:30: PANEL 1 — Cultural diplomacy and the Cold War

MODERATOR **Annick Cizel** (Paris 3 Sorbonne Nouvelle)

■ **Nela Erdeljac** (University of Zagreb): Branding the Nations : A comparative analysis of cultural diplomatic efforts between Yugoslavia and the United States in the Cold War

■ **Jonathan Rosenberg** (Hunter College and the CUNY Graduate Center): Diplomatic instruments: US symphony orchestras fight the Cold War

■ **Benjamin P. Greene** (Bowling Green State University): Comparative Cultural Diplomacy in Cold War Berlin

■ **Óscar J. Martín García** (Complutense University of Madrid): Public diplomacy, modernisation and the Cold War. The Foreign Policy of the United States towards Franco's Spain

12:30: LUNCH —————

AFTERNOON

13:30: Guest speaker — **François Croquette**, former director of the Institut Français in London

14:15: COFFEE BREAK —————

14:30: PANEL 2 — Education, sport and the media

MODERATOR **Emmanuelle Avril** (Paris 3 Sorbonne Nouvelle)

■ **Hélène Leclerc** (University of Toulouse – Jean Jaurès): La revue tchécoslovaque *Im Herzen Europas* (1958-1971), un instrument de diplomatie culturelle vis-à-vis de l'Allemagne

■ **Luís Nuno Rodrigues** (University Institute of Lisbon): US cultural diplomacy in Portugal during the Cold War: the origins of the Fulbright program

■ **Pete Milwood** (London School of Economics): Transnational Sport as Cultural Diplomacy: The 1972 Return Leg of Sino-American Ping-Pong Diplomacy

16:00: COFFEE BREAK —————

16:30: **PANEL 3 — State and non-State actors**

MODERATOR **Lauriane Simony** (Paris 3 Sorbonne Nouvelle)

■ **Danielle Mouori** (Paris 4 Sorbonne): L'OIF et la diplomatie culturelle à travers la promotion de la langue française

■ **Alice Byrne** (Aix-Marseille University): "Hanging to the cliff by its fingertips": the British Council in Poland, 1946-1956

■ **Caroline Ritter** (Texas State University): From Culture to Aid to Paid: British cultural diplomacy to Africa, 1960-1980

■ **Nicolas Peyre** (Toulouse 1 Capitole): Diplomatie culturelle ou diplomatie d'influence ?

19:00: Visit of the exhibition *En attendant* by **Tom Ungerer** and cocktail at the Centre Culturel Irlandais (5, rue des Irlandais 75005 Paris)

Saturday 18th May (room Claude Simon)

9:00: **Breakfast**

9:30: **ROUND TABLE**, MODERATOR **Claire Davison** (Paris 3 Sorbonne Nouvelle) *In French*

■ **Mariko Oka-Fukuroi**, senior administrator of the Fondation Maison franco-japonaise in Tokyo, former Vice-President of the Maison de la Culture du Japon in Paris

■ **Joséphine Pasco**, translator, communication and literary project manager at the Goethe Institut in Paris

■ **Valérie Quilez**, head of the Mission culturelle du Luxembourg in Paris

11:00: **COFFEE BREAK** _____

11:15: **PANEL 4 — National and transnational cultural diplomacy**

MODERATOR **Lara Cuny** (Paris 3 Sorbonne Nouvelle)

■ **Louis Clerc** (University of Turku): Great Powers writ small? Finland's Cultural Diplomacy as an Example of Small States' Cultural Diplomacy, 1944-1970

■ **François Sablayrolles** (University of Angers): Irish cultural diplomacy after the war: the Cultural Relations Committee

■ **Firdevs Bulut** (University College London): Cultural Value Project: UK and Germany's Efforts to Continue Cultural Collaboration

■ **Fabrice Serodes** (Sciences Po Lille): History of the European cultural diplomacy since the end of the Cold War

13:15: **Closing words** by the organizers

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