



European  
University  
Institute

SCHOOL OF  
TRANSNATIONAL  
GOVERNANCE

ROBERT  
SCHUMAN  
CENTRE FOR  
ADVANCED  
STUDIES



## EXECUTIVE TRAINING SEMINAR

# Cultural Diplomacy 2.0: Transnational Cultural Relations in the Digital Age

Florence, 28-30 November 2018

Scientific Coordinators: **Jérémie Molho** | European University Institute and **Anna Triandafyllidou** | European University Institute

Venue: Villa Schifanoia, Sala Triaria

### ■ ABSTRACT

In the last two decades, the cultural sector has undergone a radical transformation due to the rise of new media technologies. The digital revolution has radically transformed the daily practice of international cultural relations. The goal of this training is to explore the possibilities that the digital era is opening in the field of transnational cultural relations. It will provide participants with a comprehensive overview of the new digital environment in which cultural organisations operate and train them to make use of digital tools and face the new vulnerabilities. Each day, experts will present different aspects of the impacts of the digital revolution on transnational cultural relations. The first day will focus on disruptions affecting cultural sectors as a consequence of new digital practices; the second day will introduce new patterns in cultural flows in the digital age. The third day will focus on emerging tensions and threats in digital diplomacy. In addition to providing theoretical insights, the training will provide case studies as well as interactive workshops. It will be conducted both by academics and practitioner experts in the field of transnational cultural relation in the digital age.

The participants of the training will learn to:

- Analyse economic and organisational models emerging in the cultural economy as a consequence of digital disruptions.
- Grasp the key regulatory challenges at national and international levels.
- Design innovative frameworks for intercultural relations, using the power of new technologies.
- Implement a digital strategy to reach wider a audience and build global networks
- Anticipate the risks that digitalisation creates for cultural institutions.



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## ■ PROGRAMME

28<sup>th</sup> November

*How does the digital revolution disrupt creative industries sectors such as film or music? What issues do new economic models raise with regards to the remuneration of artists, the promotion of diversity of cultural production? This first day will describe the new patterns of consumption, production and intermediation in the cultural industries as a result of the Internet revolution. It will highlight the challenges and opportunities of digitization: it will explain how cultural practitioners can reap the benefits of new technologies; deal with the issue of increasingly fragmented audiences. Participants will be involved in an innovative project design workshop, that will introduce innovative tools transforming cultural consumptions or production: crowdfunding, transmedia storytelling. Participants will have the opportunity to test possible applications of these innovations in a specific project.*

- 9.00-9.30      **Institutional Greeting and Overview of the Executive training**  
  
**Miguel Poiares Maduro** | Director of the School of Transnational Governance  
**Anna Triandafyllidou** | Director of the Research Area on ‘Cultural Pluralism’
- 9.30-10.00    **Introduction to Cultural Diplomacy 2.0**  
**Jérémie Molho** | EUI
- 10.00-11.30   **A New Era for Creative Industries (I): Changing Logics of Consumption and Production**  
**Philippe Kern** | KEA
- 11.30-12.00   *Coffee break (Sala Bandiere)*
- 12.00-13.30   **A New Era for Creative Industries (II): New Intermediaries and Regulation Issues in the Digital Era.**  
**Philip Schlesinger** | University of Glasgow
- 13.30-14.30   *Welcome lunch (Sala Bandiere)*
- 14.30-18.00   **Innovative Project Design Workshop**  
**Group 1: Crowdfunding**  
**Isabelle de Voldere** | Senior Adviser at IDEA Consult
- Coffee break (served in the room)*
- Group 2: Transmedia storytelling**  
**Matthew Freeman** | Bath Spa University

## 29<sup>th</sup> November

*What new possibilities do digital tools open for artists, curators, cultural managers to challenge existing boundaries? Which new artistic forms, movements and formats have emerged? Under which conditions can cultural organisations implement digital transformations? This session will look examples of cultural organisations in various fields from film, to performing arts and visual arts, which have successfully used the power of new technologies. It will discuss the added value of several digital tools, in the development of transnational cultural projects. This day will explain how interactivity opens new perspectives for cultural diplomacy enabling the creation of intercultural exchanges based on shared values and common issues. A visit in an innovative cultural institution will be organised in Florence. Participants will be able to discuss with the project manager about the implementation of a digital strategy in a cultural institution.*

- 9.30-11.00      **Emerging Networked Cultural Practices**  
**Monica Sassatelli** | Goldsmith's College, University of London
- 11.00-11.30      *Coffee break (Sala Bandiere)*
- 11.30-13.00      **Using Digital Tools to Reach Global Audiences and Build Transnational Networks**  
**Anlam De Coster** | Reiber + Partners
- 13.00-14.00      *Lunch (Sala Bandiere)*
- 14.00-17.30      *Guided Visit of the Murate Complex, with Valentina Gensini, director of Le Murate PAC (Progetti Arte Contemporanea) & Roundtable on heritage and digital technologies with Marco Cappellini (Virtuitaly), Giuseppe Ridolfi (University of Florence) and Francesco Pellegrino (multimedia artist)*

## 30<sup>th</sup> November

*Which new vulnerabilities have emerged along with the rise of the Internet? How can cultural institutions and diplomats react to new forms of censorship, propaganda, and radicalisations taking place on the web? This session will provide an overview of the risks, threats and vulnerabilities resulting from the digital revolution and discuss the key issues of the geopolitics of the cyberspace. A group workshop will put participants in a real life situation and prepare them to react to potential risks arising from the digital media environment. Examples of such vulnerabilities include cyber-attacks, online censorship, data protection, cultural misunderstanding turning viral.*

- 9.00-10.30      **New Threats to Media Pluralism in the Digital Age**  
**Pier Luigi Parcu** | EUI
- 10.30-12.30      **Cyber-threats in the Media: Fake News and Violations of Privacy**  
Group work under the guidance of Pier Luigi Parcu  
*Coffee will be served in the room*
- 12.30-13.30      **Final Remarks and Award of Certificates**

13.30-14.30      *Lunch (Sala Bandiere)*

## ■ INSTRUCTORS

<b>Anlam de Coster</b>	Reiber + Patners, United Kingdom
<b>Isabelle de Voldere</b>	IDEA Consult, Belgium
<b>Matthew Freeman</b>	Bath Spa University, United Kingdom
<b>Valentina Gensini</b>	Murate PAC, Italy
<b>Philippe Kern</b>	KEA, Belgium
<b>Jérémie Molho</b>	European University Institute, Italy
<b>Pier Luigi Parcu</b>	European University Institute, Italy
<b>Monica Sassatelli</b>	Goldsmiths, University of London, United Kingdom
<b>Philip Schlesinger</b>	University of Glasgow, United Kingdom
<b>Anna Triandafyllidou</b>	European University Institute, Italy

## ■ PARTICIPANTS

<b>Pinar Aslan</b>	University of Istanbul, Turkey
<b>Laura Burgassi</b>	Archives of the European Union, EUI, Italy
<b>Jasper Calcraft</b>	Fellow, EUI, Italy
<b>Juliana Gabriela Carvalho Santo</b>	Secretary of State for Public Security of Minas Gerais, Brazil
<b>Hélène Debuire Franchini</b>	Department of Law, EUI, Italy
<b>Nickolas Dines</b>	Fellow, EUI, Italy
<b>Jesse Kornbluth</b>	Brookings Institutions, United States of America
<b>Anna Krisztian</b>	Researcher, EUI, Italy
<b>Iyad Ladaa</b>	Solidarity Now, Greece
<b>Reuben Joseph Babatunde Lewis</b>	STG Fellow, EUI, Italy
<b>Valérie Mathevon</b>	Archives of the European Union, EUI, Italy
<b>Yoram Morad</b>	Head of Culture Media & Public Relations Division of Cultural & Scientific Affairs, MFA, Belgium
<b>Velomahanina T. Razakamaharavo</b>	STG Fellow, EUI, Italy

**Anastasia Remes**

Researcher, EUI, Italy

**Alamira Samah F. Saleh**

Associate Professor at Cairo University and Radio  
Producer, Egypt

**Renata Summo - O ' Connell**

Pecci Museum, Italy

**Norhan Salem**

Egyptian Museum, in Cairo (EMC), Egypt

## ■ CONTACTS

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