



WORLD

EXPERIENCE
FESTIVAL 2018

THE CREATIVE, UNCONVENTIONAL SOFT POWER OF CULTURAL DIPLOMACY

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EUROPEAN CONGRESS OF LOCAL GOVERNMENTS
26-27 April 2018, Krakow

POWERED BY
ASOCIAȚIA
 **escu**

CULTURAL DIPLOMACY: THE EFFICIENT PARADOX

FACTS

#Culture is in Europe's DNA, we cannot deny it. That's a fact. We should be aware of it more.

Culture, education, heritage and creative innovation make Europe and its cities the most attractive touristic and learning and business destination in the world.

The World envies Europe for its cultural and creative achievements, they want to imitate it.

Cultural actors have the capacity to project Europe more globally. They are our own ambassadors. We should use them more.

Cultural Diplomacy helps people overcome their differences and look past stereotypes - even when tensions are high, like today.

Cultural diplomacy is not about signing treaties, but about exchanging ideas. So let's do that!

+ INSIGHT

WHAT CULTURE DIPLOMACY also is:

#Cultural diplomacy is also **economic** and **trade exchanges**, it is driving innovation, which are essential elements in today's foreign relations.

Cultural diplomacy **is NOT necessarily a state policy**, it is mostly made at a personal, interactive level, it's all about networking and connections. It is subjective, as it represents the **soul** of a nation.

...it belongs to the civil society , it is local, it is regional.

Why is **CULTURAL DIPLOMACY** so important?

What **WIKI** says...



- **Cultural diplomacy** is a type of public diplomacy and **soft power** that includes the "exchange of ideas, information, art, language and other aspects of culture among nations and their peoples in order to **foster mutual understanding**".
- "**amplifies** and **advertises** that particular society and culture **to the world at large**"
- "**the demonstration of the best of a nation**"

...our own definition

LIVING Cultural Diplomacy

4 years ago World Experience Festival is the formula that we've found in exercising public diplomacy in an effective, private, almost personal way, by partnering with these important actors:

#State Institutions

#Foreign Diplomatic Missions

#NGOs

#Artistic community

#Private business sector

#Our public

Argument: Festivals can build a multicultural cluster, effervescence, they are fun, accessible and they can teach and provoke us in many ways.

#They are open and inclusive.

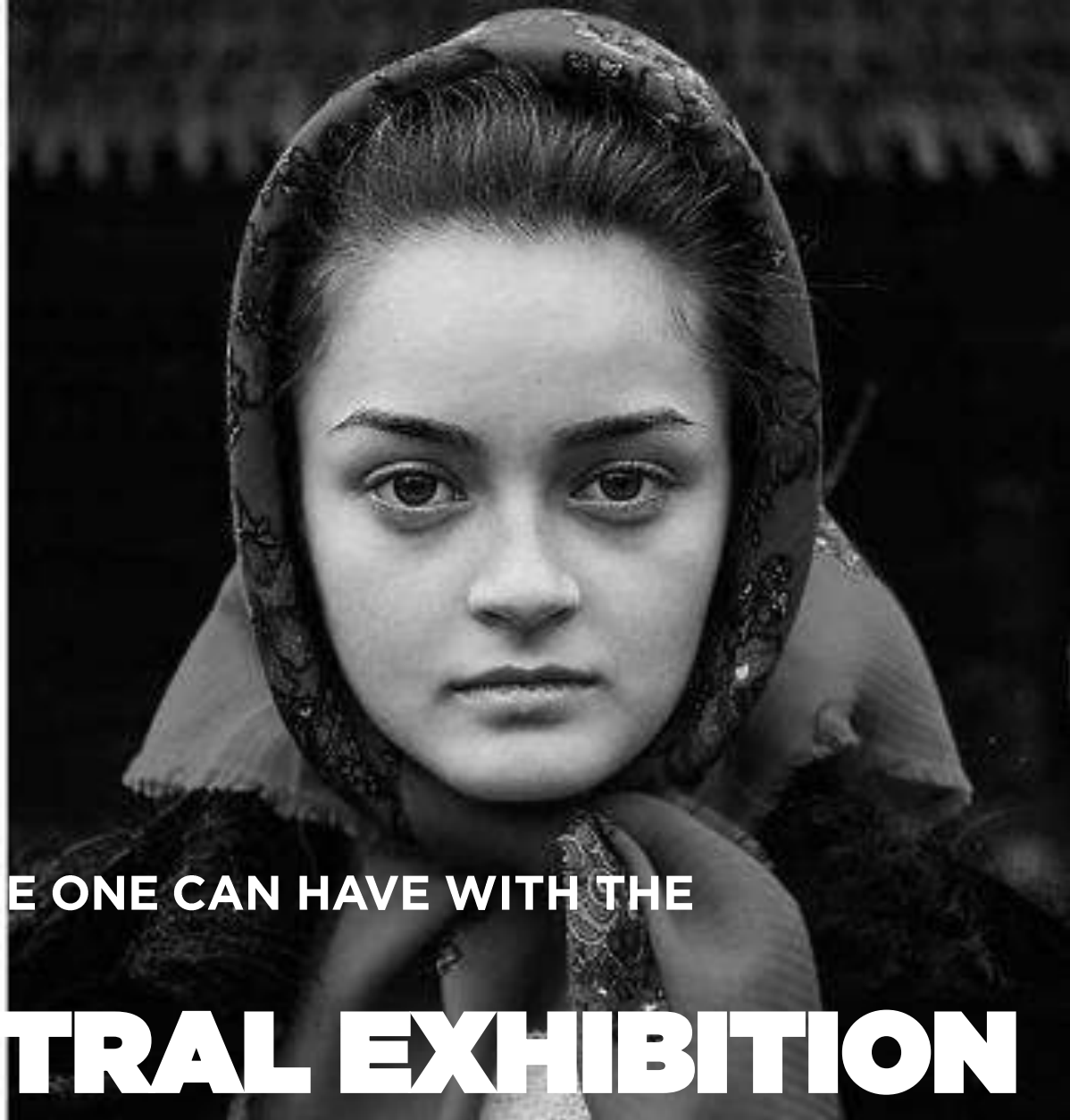
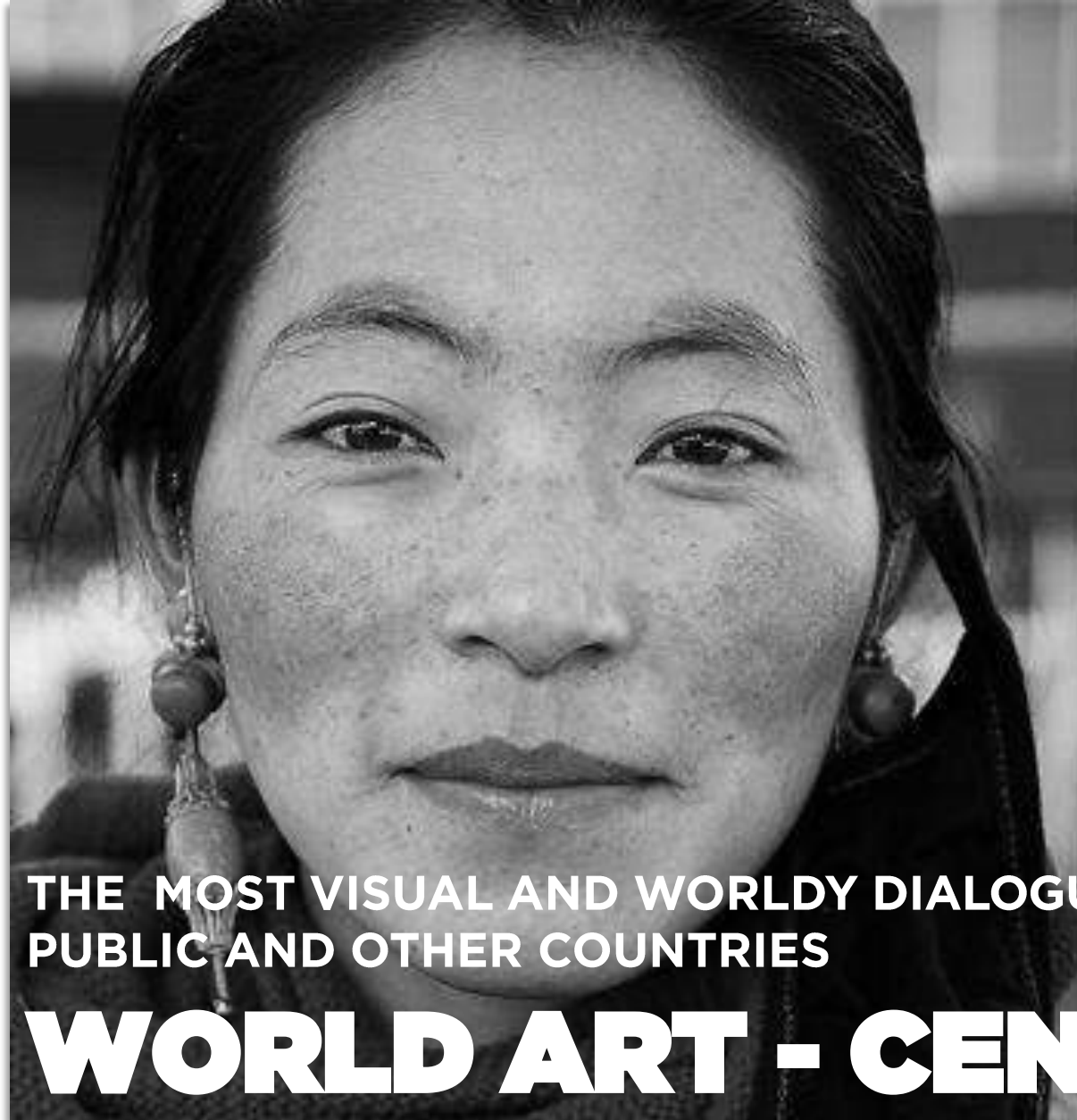
INFUSING MULTIPLE PERSPECTIVES in one place

70 different cultural perspectives: embassies, cultural institutes, minorities, refugees, immigrants, NGOs, UNESCO, UN, opinion leaders

5 continents, **350** participants
60.000 PEOPLE



Cultural Diplomacy in ACTION



THE MOST VISUAL AND WORLDY DIALOGUE ONE CAN HAVE WITH THE PUBLIC AND OTHER COUNTRIES

WORLD ART - CENTRAL EXHIBITION



A MULTIDIMENSIONAL MUSICAL DIALOGUE BETWEEN MORE THAN 100
ARTISTS/EACH EDITION

LIVE EXOTIC WORLD MUSIC & DANCES / WORLD BAZAAR

World TALKS, CONFERENCES & EDUCATION



A central aim of **WE** festival is to promote cross-cultural dialogue, diplomatic networking, heritage & intercultural synergy through a very provocative program of open discussions.



Women
in
World
Cinema

HIGH IMPACT MOVIES TO A CITY LOOKING FOR THEM
A WORLD TO BE SEEN

WORLD CINEMA & DOCUMENTARIES

A group of children in traditional Indian attire are dancing in a circle outdoors. The children are wearing colorful saris and blouses. The scene is set on a paved area with trees and a crowd of people in the background. The lighting is bright, suggesting a sunny day.

PLAY & EXPERIMENT THE WORLD: AUTHENTIC
CULTURAL CEREMONIES

CREATIVE WORKSHOPS



EXPERIENCE
FESTIVAL 2018

POWERED BY ASOCIATIA ESCU



DELICIOUS, INFORMATIVE, TRADITIONAL & HEALTHY
WORLD CUISINE

A WORLD TO BE TASTED

THE SOFT POWER OF CULTURAL DIPLOMACY

SHOUT & GO OUTSIDE THE LINES

World Experience Festival is just an example that **changed the degrees and dynamics of proximity between Romanians with other cultures** of the world and vice versa, by displaying intercultural dialogue in all its beauty and creation. There are other examples inside Europe. We should bring them to light, because they work.

Cultural diplomacy has the **BIG ability and responsibility** to make the **EU look more modern** and less “passé” and bring it closer to its citizens. BTW, Europe is very creative and contemporary, even in its traditional dimension.

#Music, Art, Cinema, Food, Theatre are all universal languages that have the potential to bring people together.

#Cultural diplomacy and creative industries work where politics fail.

ABOUT US

ASOCIATIA ESCU



We are **ESCU Association** and we stand for Education, Society, Culture and Humanity. We are a young, enthusiastic and creative non-governmental independent, non-profit organization, with the main objective to improve the cultural and educational development of the civil society in Romania.

In 2015 we created the first multicultural event in Romania, **The Embassies Festival (Festivalul Ambasadelor)**, which has grown into one of the most important cultural diplomacy platforms, happening in South-Eastern Europe, a project with a unique multicultural concept on the Romanian cultural landscape, with more than 70 embassies, cultural institutions, international organizations and ethnic communities and minorities involved.

Find more info about our team on our [website](#)

some of our **WE Festival 2018 PARTNERS**



Organizația Națiunilor
Unite pentru Educație,
Știință și Cultură



Comisia Națională
a României
pentru UNESCO



MINISTERUL AFACERILOR EXTERNE



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of young artists from europe and the mediterranean
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MINISTERUL CULTURII ȘI
IDENTITĂȚII NAȚIONALE



PRIMĂRIA
SECTORULUI
BUCUREȘTI 3



Institutul
European
din România



GUVERNUL ROMÂNIEI
DEPARTAMENTUL PENTRU
RELAȚII INTERETNICE
Diversitatea Reunește Identități



WE

thank YOU!

FESTIVAL
VALULAM
BASA
DELOR

7-10
BRIE
WORLD 2



2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

WORLD

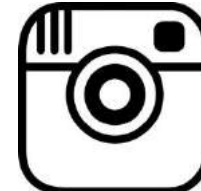
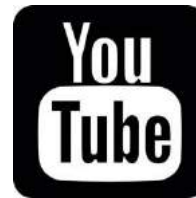
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