

March 23, 2017

Institute for Cultural Diplomacy Presentation: *Promote Culture, Promote Peace*

BERLIN, GERMANY – The Institute for Cultural Diplomacy will deliver a presentation called *Promote Culture, Promote Peace* at the ICD House of Arts & Culture, Genthiner Straße 20, 10785 at 8pm on April 20 and 21. The presentation will educate the public about cultural diplomacy, highlight its value, and encourage its promotion worldwide. John Ferri, a researcher with the Institute for Cultural Diplomacy, will deliver the presentation at 8:00pm in Conference Room A. The presentation will be followed by a question and answer session from 8:30-9:15pm with the executive panel of the Institute for Cultural Diplomacy. The goal of this public presentation and discussion will be to raise the visibility of and increase the participation in cultural diplomacy efforts.

The presentation will include sections on the types of cultural diplomacy practiced around the world, the history of the field, testimonies, and a call to action. The call to action in this presentation will provide specific ways for individuals and organizations to promote and engage in cultural diplomacy. This presentation is free and open to the public.

Cultural diplomacy testimonies are highlights of the presentation. One example of such testimonies is the following: “It’s best to get out and connect with members of the community and local government, through whatever it is that they love to do, whether that would be sports, music, theater, or art. Whenever officials connect with the community, the community’s opinion of them improves,” said Former US Ambassador to Ecuador Adam Namm when asked about his successful work with promoting diplomacy through music.

Mr. Ferri is a researcher who has participated in the Music as Cultural Diplomacy research project at the Institute for Cultural Diplomacy since 2015. He is an alumnus of the University of Pittsburgh, and he intends to continue his career in cultural diplomacy through the management of arts organizations and the creation of arts education programs. He currently lives in Berlin.

The Institute for Cultural Diplomacy is an organization that advocates the use of the arts to foster understanding. It offers a range of programs, conferences, and research projects. It has partnerships with universities and organizations for social impact and education located around the world, including the University of Siena in Italy, the UNESCO Bureau of International Education, and the University of Bucharest in Romania. The internal branches of the Institute for Cultural Diplomacy are the Academy for Cultural Diplomacy, the Inter-Parliamentary Alliance for Human Rights, the ICD House of Arts and Culture, the Youth Education and Development institution, and the Berlin Global news organization.

The Institute for Cultural Diplomacy is looking to expand its network of affiliates and acquire public and private donations in order to expand its cultural diplomacy initiatives around the world. The institute’s objective is to offer resources to promote local, regional, and national cultural diplomacy projects in over 50 countries.