

In the current global context, the European cultural model, which consists of the diverse cultures that shape it, is often considered a benchmark to refer to. For this reason, it becomes important to understand the strengths and the weaknesses of such model and the most effective strategies to enhance it. Within the framework of the European Year of Cultural Heritage, **VILLA VIGONI, German-Italian Centre for European Excellence**, intends to launch a forum and offer a platform for discussion on cultural policies. The main institutions and experts from both public and private sector will be involved, as well as universities, practitioners and civil society organisations.

The forum aims to tackle relevant questions in the field of European cultural policies of utmost importance, focusing on the following issues:

Cultural Heritage

- evaluating the state-of-the-art of tangible and intangible cultural heritage;
- comparing the best practices regarding the management of cultural heritage;
- increasing international cooperation in the field of cultural heritage;

International Cultural Relations

- analysing the potential of culture and creativity for sustainable social and economic development;
- investigating current strategies for the promotion of peace and stability through intercultural dialogue;

The initiative displays three added values:

- to strategically address the cultural heritage within a unique event - including its management and its usage - and to analyse the correlation between the different subjects, aiming at encouraging their further development;
- to enhance the characteristics of cultural policies in the EU and to define the most efficient methods of coordination;
- to offer, thanks to **VILLA VIGONI**, which institutionally fosters cultural dialogue between in Italy and Germany, the ideal platform to strengthen cultural cooperation on a European level

VIGONI FOR EUROPE

#VI4EU

Cultural Heritage & International Cultural Relations

VillVigoni
German-Italian Centre for European Excellence

9-11/09
2018

2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture



Auswärtiges Amt



Farnesina
Ministero degli Affari Esteri
e della Cooperazione Internazionale



MINISTERO
PER I BENI E
LE ATTIVITÀ
CULTURALI

Sunday, 9th September 2018

- 18.30 **Welcome by**
Immacolata Amodeo, Secretary General, Villa Vigoni
Michelle Müntefering, Minister of State, German Federal
Ministry for Foreign Affairs
Guglielmo Picchi, Undersecretary of State, Italian Ministry
of Foreign Affairs and International Cooperation
- 20.00 *Gala Dinner*

Monday, 10th September 2018

Plenary session 1 – Cultural Heritage and Cultural Policies in a Globalized World

- 9.00 Opening Remarks by **Michelle Müntefering**, Minister of
State, German Federal Ministry for Foreign Affairs
Videomessage by **Mechtild Rössler**, Director, Division for
Heritage & UNESCO World Heritage Centre
- 9.15-11.15 Keynote Speech by **Friederike Fless**, President,
Deutsches Archäologisches Institut
Chair: **Jan-Christoph Kitzler**, Correspondent BR/ARD, Rome
Vincenzo De Luca, Director General for the Promotion
of the Economic System, Italian Ministry of Foreign Affairs and
International Cooperation,
Francesco Rutelli, President, ANICA, President, Incontro di Civiltà
Tiago de Oliveira Pinto, Chair Holder, UNESCO Chair on
Transcultural Music Studies, University of Music Franz Liszt
Weimar & Friedrich Schiller University Jena
Walter Zampieri, Head of Unit, DG Education, Youth, Sport
and Culture, Unit Cultural Policy, European Commission
- 11.15-11.30 *Coffee break*
- 11.30-12.30 Discussion / Q&A
- 13.00-14.00 *Lunch*

Plenary Session 2 – Cultural Heritage, Narratives and Communication

- 14.30-16.15 Keynote Speech by **Cecilie Hollberg**, Director, Galleria
dell'Accademia di Firenze (MIBAC)
Chair: **Francesca Sforza**, Foreign Editor, La Stampa
Silvio Gonzato, Director for Inter-Institutional Relations, Policy
Coordination and Public Diplomacy, EEAS
Luigi Reitani, Director, Istituto Italiano di Cultura, Berlin
Karola Olbertz, Head of Program Coordination for the
Editor-in-Chief, Deutsche Welle
Niklas Wagner, Head Steering Group Strategic Communication,
German Federal Ministry for Foreign Affairs
- 16.15-16.30 *Coffee break*
- 16.30-17.30 Discussion / Q&A
- 20.00 *Dinner*

Tuesday, 11th September 2018

Plenary Session 3 – Protection and Recovery of Cultural Heritage: Possible Activities in the Context of the EU's Common Foreign and Security Policy

- 9.30-11.15 Keynote speech by **Webber Ndoro**, Director-General, ICCROM
Chair: **Frank Samol**, Project Manager Urban Cultural Heritage
in Conflict Regions Division Near and Middle, GlZ
Friederike Fless, President, Deutsches Archäologisches Institut
Dirk Stockhausen, Head of Iraq and Anti-IS Teams,
German Federal Ministry for Foreign Affairs
Alessandro Bianchi, Servizio Beni Artistici e Storici, Istituto
Superiore per la Conservazione ed il Restauro
Silvio Mele, Commandant, Nucleo Carabinieri
Tutela Patrimonio Culturale, Torino
- 11.15-11.30 *Coffee break*
- 11.30-12.30 Discussion / Q&A
- 13.00-14.00 *Lunch*