Course Description
The course explores the foundations of Cultural Diplomacy concentrating on its development since the 20th century, especially on the contemporary geopolitical scene. It also provides a hands-on approach aimed at preparing students for a career in Cultural Diplomacy both in traditional, nation-based contexts (e.g. embassies, consulates, state-run agencies) and in the more innovative and ever-changing world of private centers, foundations, and nonprofit organizations. Students will be expected to engage in a variety of capacities in programs that will allow them to develop skills and abilities useful for these extra-academic professions. These will range from co-curating film series and coordinating jurors for film festivals, to assisting in the conception, development, and promotion of conferences, concert series, historical/documentary and art exhibits. During the semester, the course will evolve from

a) a more traditional lecture-based format (Weeks 1-7)
b) a student-driven seminar (Weeks 8-11)
c) an interactive format that will see the students both engage with NYC-based protagonists of Cultural Diplomacy and possibly take an active role in a project organized by an institution of their choice (Weeks 12-15).

Course Outline and Objectives
• The History and Theory of Cultural Diplomacy

• Cultural Diplomacy in a Multipolar World
  What is “cultural diplomacy” and its place within today’s society; the politics of cultural diplomacy; how to establish intellectual/cultural priorities in the programming of cultural institutions; the role/place of cultural institutions in a volatile social context; the institution and the city; how the private interfaces the public; how do “private” institutions interact with the “public” sphere; etc.

• Applied Cultural Diplomacy
  How to run a cultural institution: challenges and stakes; how to combine intellectual/cultural concerns with the practical aspects of managing an institution of this kind; etc.

• The Application of Cultural Diplomacy Practices in the (New) Media, and Citizen Journalism
  Taking advantage of the ongoing program of Casa Italiana, and other New York-based institutions, these last two sections will feature workshops with professionals in the fields connected to Public Humanities and Cultural
Diplomacy – public intellectuals, journalists, op-ed columnists, publishers, directors of other institutions, etc.
SYLLABUS

Week 1
Introduction to the Course. Explanation of assignments and final project

Readings


Week 2
The History of Cultural Diplomacy

Readings


Week 3
The Theory of Cultural Diplomacy

Readings


Week 4, 5, and 6
Cultural Diplomacy in a Multipolar World

Readings


Feigenbaum, Harvey B. "Globalization and Cultural Diplomacy." Center for Arts and Culture.


Week 7
Philantropy as Cultural Diplomacy

Field Trip to Magazzino Italian Art. Meeting with the Founders and the Director

Located in Cold Spring, New York, Magazzino Italian Art is dedicated to advancing scholarship and public appreciation of Postwar and Contemporary Italian Art in the United States. The nonprofit museum serves as an advocate for Italian artists as it celebrates the range of their creative practice, from Arte Povera to the present day. Through its curatorial, scholarly, and public initiatives and partnerships, Magazzino explores the impact and enduring resonance of Italian Art on a global level.

Meaning warehouse in Italian, Magazzino was co-founded by Nancy Olnick and Giorgio Spanu. The 20,000 square-foot museum, designed by Spanish architect Miguel Quismondo, opened its doors in 2017, creating a new cultural hub and community resource within the Hudson Valley.

Weeks 8 and 9
Applied Cultural Democracy

Readings


Week 10  
Case Studies  

The Readings for this week are only suggested examples. Students will be asked to reflect on the state of Cultural Diplomacy in the geopolitical areas with which they are more familiar but also to venture outside their comfort zone to explore at least one case completely outside their interests. They will be encouraged to propose some readings in their particular field of interest to their classmates.


Week 11 and 12  
Conversations with the Leaders  

Visits from directors of some of the leading Cultural Diplomacy centers in New York, chosen for their different typologies: embassies, consulates, state-run agencies, private centers, foundations, non-profit, etc. Students will study in depth the organizational structure, mission, calendar of events, and budget (when available) of the different institutions ahead of meeting with their leadership in order to adequately interact with our guests.

Week 13  
The Application of Cultural Diplomacy Practices in the (New) Media, and Citizen Journalism  

Readings


### Week 14

**Workshops with two public intellectuals, journalists, op-ed columnists, publishers, editors**

During these two weeks, students will discuss with our guests articles that they will write and try to publish in one of the new media channels discussed in class during the previous weeks. Even if they do not get published immediately, the goal of this assignment is to understand how successfully to engage with new media outlets.

### Week 15

**Students Presentations**

Students present their twofold final project:

a) Detailed analysis of a cultural institution in New York.
b) Description of their direct involvement in a cultural project organized by one of them.

### Evaluation:

- Class participation: 20%
- Class presentations: 25%
- “new media” Article: 25%
- Final Project: 30%