



Bitef



United Nations
Educational, Scientific and
Cultural Organization



UNESCO Chair in
Cultural Policy and Management
(Interculturalism and Mediation in the Balkans)



University of Arts in Belgrade

**50th BITEF FESTIVAL
Belgrade**

Conference

BITEF Festival and cultural diplomacy: theater and geopolitics

October 1 – 2, 2016

CONFERENCE ABSTRACTS

Theater Atelje 212

Bitef Theater

University of Arts in Belgrade

Cultural Centers as Instruments of International Cultural Cooperation: Cultural Centre of the Republic of Serbia in Paris and the Department of Turkish Cultural Centre in Novi Pazar

Branislav Pantović, Nina Aksić, Institute of Ethnography SASA

This paper will deal with the preliminary research of the role of cultural centres of the Republic of Serbia in Paris, and the Department of Turkish Cultural Center in Novi Pazar, and their importance in bilateral cultural cooperation. The mentioned centres were chosen in order to review their activities in the context of cultural policies in the international environment. Firstly, cultural centres' function will be presented, since this can be useful for reflection upon the approaches and function of bilateral cooperation between the countries. The path in which cultural centres connect Serbia with Turkey and France will be presented based on three sections: the establishment and development, program activities, organization and functioning. Using the comparative method, the aim of the study is to: (1) make evident the impact of culture in the international environment as a countries resource, (2) show that activities of national cultural centres as adequate action in foreign relations and (3) draw public attention to this matter still insufficiently explored theoretically and practically.

VI Paper session: Politics of representation in cultural diplomacy (in Serbian)

Chair: Jasna Zrnović (Belgrade)

Does attraction suffice? Presentation of the Republic of Serbia at the World Expo 2010 in Shanghai

Jovana Karaulić, PhD student, Faculty of Dramatic Arts, University of Arts in Belgrade

This paper raises the question in which way may the operations of cultural and public diplomacy affect correction of stereotypical perceptions of a state, and its symbolical position in the world, for that matter? Looking at the presentation of the Republic of Serbia at the World Expo 2010 in Shanghai, the study examines the nature and content of the narrative on display, its cultural and political relevance, including its possible influences on the current (re)positioning of Serbia against the insufficiently clear national and cultural identity of the state. World Expo 2010 in Shanghai assembled over 180 countries and cities of the world around the topic "Better City - Better Life". For the national politics this signified an opportunity for conceiving a strategy of presentation of the country, after more than a hundred years which have passed since the first participation of the independent state of Serbia at the World's Fair of 1900 in Paris.

The influence of management of cultural events on the image formation of the particular country and its position in international relations

Dr. Aleksandra Brakus, Modern Business School

The paper deals with the management of cultural events in terms of the importance of tradition, attractiveness, image and publicity that enables the country, community or destination to reach good international relationships and positioning on the international cultural market. Cultural events in size and interest of the media, can attract large numbers of visitors and achieve a significant economic benefit. Among the main cultural events are the festivals. They represent a cultural art form that the community recognizes as essential for its ideology and social identity, but also as something that can develop good international cultural cooperation. The paper presents cultural events such as festivals, which are of the great importance for international relations,