



GLOBAL CULTURAL INITIATIVE

The U.S. Department of State, in partnership with public and private cultural entities, is launching the “**Global Cultural Initiative**” – a major new initiative to coordinate, enhance and expand America’s cultural diplomacy efforts worldwide.

Through initial partnerships with the John F. Kennedy Center for the Performing Arts, the American Film Institute (AFI), the President’s Committee on the Arts and Humanities (PCAH), the National Endowment for the Arts (NEA), the National Endowment for the Humanities (NEH), and the Institute for Museum and Library Services (IMLS), the Department will combine, build upon and highlight the vital work of government agencies and the broader cultural arts community.

This multi-faceted initiative leverages a broad range of resources to emphasize the importance of the arts as a platform for international engagement and demonstrates a strong commitment to cultural exchanges by the Department and the Administration. Funding for cultural diplomacy has more than tripled since 2001, and while the State Department has a long history of working with the cultural arts community in a project-specific context, this initiative represents the first time the public and private sectors have joined forces to coordinate lasting, institutional collaboration. The Global Cultural Initiative encompasses a series of projects designed to:

- Connect foreign audiences with American artists and art forms
- Share American expertise in arts management and performance
- Educate young people and adults in the United States and abroad about the arts and cultures of other countries

The Global Cultural Initiative consists of four key partnerships, outlined below, with additional partnerships planned for the future.

THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS PARTNERSHIP

Through this new cooperative initiative, the Department of State and the Kennedy Center will build upon the strengths of both institutions to coordinate and enhance programs that bring American culture and expertise to cultural institutions and diverse public audiences around the world.

A series of projects – including arts management training programs, a collaborative children’s theater series and international arts festivals – will focus on providing management and performing arts training, educating children and adults about the cultures of other countries, and exposing foreign audiences to American artists and art forms. With the goal of sharing the American value of inclusiveness for all, special emphasis will also be placed to conduct programs with disabled artists in selected countries.

THE AMERICAN FILM INSTITUTE PARTNERSHIP

AFI PROJECT: 20/20: The American Film Institute will partner with the State Department, the President’s Committee on the Arts and the Humanities, the National Endowment for the Arts, the National Endowment for the Humanities and the Institute of Museum and Library Services in this international filmmaker and film exchange, designed to foster cross-cultural understanding, promote appreciation of shared values and diverse perspectives, and underscore the importance of free expression in the creative process. Through the AFI FEST in Los Angeles and international film festivals and other venues in the United States and abroad, this project will bring together American and foreign filmmakers to share their films with each other’s audiences, encouraging dialogue and engagement on universally shared themes and issues from different points of view and cultures.

THE NATIONAL ENDOWMENT FOR THE ARTS PARTNERSHIP

International Literary Exchanges: Building upon the National Endowment for the Arts’ poetry anthology project with Mexico, the NEA, working with the State Department, will establish International Literary Exchanges, a program designed to initiate literary translation projects and publications between the United States and other countries. Projects are in development with Pakistan, Russia and Mexico. The program will provide American readers with access to literary works from abroad and foreign readers access to highly talented American writers, especially poets.

THE NATIONAL ENDOWMENT FOR THE HUMANITIES PARTNERSHIP

Landmarks of American History and Culture: In partnership with the National Endowment for the Humanities under its We the People program—launched by President Bush in 2002—the State Department will further promote understanding of the United States and American democratic principles by welcoming international participants—classroom teachers, educational leaders, and representatives of cultural and educational agencies—to the one-week, NEH Landmarks Summer Institutes for K-12 teachers. These institutes combine lectures and small-group discussion with experiential learning by bringing participants to sites in the United States where our nation’s history was made. Alongside teachers drawn from throughout the United States, international participants will explore the events and places that shaped American history and have an opportunity to share their experiences and perspectives with Americans.

THE BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS sponsors approximately 30,000 participants annually in a broad range of academic, professional, cultural and sports exchanges to increase understanding and respect between the people of the United States and the people of other countries. Among these are the Fulbright Program and the International Visitor Leadership Program.