The Department of International Relations and European Studies cordially invites you to

The Trojan Horse & Co. Strategies of Cultural Diplomacy

Janos Can Togay
Director, Collegium Hungaricum Berlin

Apr 23, 14.00
Monument Building,
Gellner room

Chair: Boldizsar Nagy, Associate Professor, IRES

János Can Togay has been working as the head of Collegium Hungaricum Berlin for more than six years now. In his lecture he presents basic strategies of cultural diplomacy that have been developed through continued practice and reflection at the renowned Hungarian cultural institute in Berlin. Togay defines culture as a tool of representation of interests and discusses credibility and contextual relevance as core notions of cultural diplomacy.