

Papers Presented

17.30-19.30 First Session

Panel 1: Now What? The Search for a Framework of Cultural Relations and U.S. Public Diplomacy **Room 340**

Chair: Giles Scott-Smith, Leiden University

Nation Branding before Nation Branding? Reputation and Image at the International Maritime Exposition of 1907

Michael Louis Krenn, Appalachian State University

The Limits of Nation Branding: U.S. Public Diplomacy and the Perils of Image Management

Justin Hart, Texas Tech University

Staging American Values: The Foreign Relations of the United States Series as Representational Vehicle

William McAllister, Office of the Historian, U.S. Department of State

9.00-11.00 Second Session

Panel 2: Political Theatricality Before 1815 **Room 201**

Chair: Tilman Pietz, Freie Universität Berlin

The Theatre of Negotiations at the Congress of Rijswijk, 1697

Rebekah Ahrendt, Yale University

Ceremonial between Staged Sovereignty and the Performance of Aristocratic Values: The Evolution of Diplomatic Protocol, 1650-1750

Niels Fabian May, University Paris-Sorbonne

Harmony on the World Stage: Metternich's Designs for Diplomatic Entertainments

Damien Mahiet, Denison University

Panel 3: NGOs on the International Stage **Room 305**

State Self-Representation: At the Crossroads of States' and NGOs' Interests

Aurélie Éliisa Gfeller, Swiss National Science Foundation

The Performance of Revolution: The "World Council of Churches" and Its Struggle against the Loss of Importance of Religion

Hedwig Richter, Universität Greifswald

Panel 4: *Branding Franco-Spain* Room 319

Chair: Rosemarijn Hoefte, KITLV/Royal Netherlands Institute of Southeast Asian and Caribbean Studies, Leiden

The Dictator and His Artist: Salvador Dalí's Support in Branding Francoist Spain on the European Stage

Carolin Viktorin, Universität zu Köln

From Isolation to European Stage: The Theatre of Franco's Spain

Diego Santos Sánchez, Humboldt-Universität zu Berlin

11.30-13.30 Third Session

Panel 5: Staging the French Struggle for Cultural Supremacy Room 201

Chair: William McAllister, Office of the Historian, U.S. Department of State

Cultural and Political Power: French and American Higher Education Diplomacy in the Middle East from the 1860s

Rasmus Bertelsen, Aalborg University

Reflections on the Political History of French Cultural Exceptionalism

David Ellwood, Johns Hopkins Bologna Center

Panel 6: Staging National Interest Room 305

Chair: Laura Belmonte, Oklahoma State University

"A Parade of Nations": The Asian-African Conference in Bandung 1955 as Cultural History

Jürgen Dinkel, Justus-Liebig-Universität, Gießen

World Stage, Domestic Audience: The United Nations Security Council and Henry C. Lodge's Battle for the 1960 Republican Vice-Presidential Nomination

Tilman Pietz, Freie Universität Berlin

"The Deng Show": Making Sino-American Normalization Palatable

Marcel Will, Universität zu Köln

Panel 7: Branding in South America Room 319

The World's Concert Hall: Cultural Diplomacy and European Emigres in Buenos Aires during the Second World War

Andrea Orzoff, New Mexico State University

Suriname: The Branding of a Young Nation in South America

Rosemarijn Hoefte, KITLV/Royal Netherlands Institute of Southeast Asian and Caribbean Studies, Leiden

Cultural Diplomacy and Nation Branding in Redemocratized Chile: Agents, Strategies and International Tendencies

Judith Gelke, Universität Rostock

14.30-16.30 Fourth Session

Panel 8: Performing Empire Room 201

Chair: Fabian Hilfrich, University of Edinburgh

Performing the Conquest of Africa: Theatricality in the German Emin Pasha and Bushiri War Expeditions, 1889-1891

Matthew Unangst, Temple University

Enacting and Writing the Encounter: Performing British Diplomacy in Afghanistan (c. 1922-1941)

Maximilian Drephal, Loughborough University

Theatrical Diplomacy: Guest Performances and Anglo-German Rapprochement in the Age of Empire

Tobias Becker, Freie Universität Berlin

Panel 9: Dance in International Relations Room 305

Chair: Yoko Kawamura, Seikei University, Tokyo

"Counteracting Foreign Propagandas": Ballet Tours as Cultural Diplomatic Tool in the 20th Century, France and Great Britain

Stéphanie Gonçalves, Université Libre de Bruxelles

Japan's Cultural Diplomacy in Western Europe through Dance during the 1930s **Kazumi Kuwahara**, Shujitsu University

Panel 10: The International Performance of Statehood Room 319

Chair: Beatrice de Graaf, Leiden University

Performing Justice: America's Liberal-democratic Justice System Facing International Criticism during the Angela Davis Trial 1971

Kristina Kütt, Humboldt-Universität zu Berlin

Performing Sovereignty: The British State and the Hunger Strike in Northern Ireland in the Context of International Criticism 1981

Andreas Spreier, Humboldt-Universität zu Berlin

Performing Dissent: The Controversies over Nuclear Weapons and the East-West Antagonism in West Germany, 1979-83

Jan Hansen, Humboldt-Universität zu Berlin

9.00-11.00 Fifth Session

Panel 11: Culture and Internationalism on Display Room 305

Chair: Frank Kelleter, Freie Universität Berlin

Exhibiting Internationalism? The League of Nations at New York's World Fair 1939/40

Frank Beyersdorf, Universität Mannheim

The Aesthetics of Internationalism: Art and Politics on Display at the 1935-1936 International Exhibition of Chinese Art

Ilaria Scaglia, Columbus State University

From Diamonds to Samosas: The Professionalization, Democratization and Expansion of the Parsi Theatre

Rashna Darius Nicholson, Ludwig-Maximilians-Universität München

Panel 12: German Civil Society and Cultural Diplomacy Room 319

Chair: Gertrud Pickhan, Freie Universität Berlin

Jazz and the Black Other in German Culture

Paul J. Edwards, Boston University

Citizen Propaganda: The Last Years of East Germany

Alison Furlong, Ohio State University

Establishing a German Cultural Institute in Tokyo
Yoko Kawamura, Seikei University, Tokyo

Panel 13: Performing Gender: On Earth and in Space Room 340

Chair: Michaela Hampf, Freie Universität Berlin

U.S. Propaganda and Gender Equality, 1945-1990
Laura Belmonte, Oklahoma State University

Blasting Women's Equality into Outer Space: Valentina Tereshkova and the Crisis of Masculinity at NASA
Petra Goedde, Temple University

The United States' Portrayal of Women in the Field of Manned Space Travel during the Cold War
Karin Hagen, Jacobs University Bremen

11.30-13.30 Sixth Session

Panel 14: Selling a State's Culture: Marketing and Commerce in International Relations Room 305

Chair: Irwin Collier, Freie Universität Berlin

Promoting National Products as Nation Branding? The Cases of Austria and Switzerland, 1915-2000
Oliver Kühschelm, University of Vienna

The Commercial Anthropology of Postcolonialism: Swedish Businesses and the Commerce of Culture in the Third World in the 1950s and 1960s
Nikolas Glover, Uppsala Universitet

Panel 15: New Insights in the Study of U.S. Cultural and Public Diplomacy Room 319

Chair: Ulla Haselstein, Freie Universität Berlin

Leonard Bernstein, the New York Philharmonic, and the Cold War
Jonathan Rosenberg, Hunter College

Performance and Identity: The Anti-war Movement Abroad
Fabian Hilfrich, University of Edinburgh

U.S. Public Diplomacy: A Theoretical Treatise
Foad Izadi, University of Tehran

Panel 16: *Branding Contemporary European Identities* Room 340

Chair: David Ellwood, Johns Hopkins Bologna Center

Sovereignty without Theatricality: The Performative Deficit of the European Union

Klaas Tindemans, RITS School of Arts, Brussels

Branding and Public Diplomacy as Tools Accompanying “Coming back to Europe”

Beata Ociepka, University of Wroclaw

Beyond the Edelweiss: Austrian Image in the United States

Hannes Richter, Austrian Press and Information Service, Embassy of Austria, Washington, DC