



EDINBURGH  
INTERNATIONAL  
CULTURE  
SUMMIT

# PROGRAMME

2016



# SUMMIT SCHEDULE

## Wednesday 24 August

From 16:00	<b>Arrivals at the Scottish Parliament</b>
17:30 – 18:15	<b>Opening Ceremony in the Debating Chamber, including official photograph</b>
From 18:15	<b>Pre-dinner drinks in the Members' Room followed by Gala Dinner in the Garden Lobby</b>

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## Thursday 25 August

08:00 – 09:00	<b>Ministers' Breakfast at Macdonald Holyrood Hotel</b>
09:30 – 10:15	<b>Culture and Heritage Plenary in the Debating Chamber</b>
10:45 – 12:30	<b>Policy round tables/workshops in committee rooms</b>
12:30 – 13:30	<b>Lunch in the Members' Room</b>
14:00 – 14:45	<b>Culture and Economics Plenary in the Debating Chamber</b>
15:15 – 17:00	<b>Policy round tables/workshops in committee rooms</b>
From 18:00	<b>Evening programme, including reception at the City Chambers, special events and festival performances</b>

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## Friday 26 August

09:30 – 10:15	<b>Culture and Participation Plenary in the Debating Chamber</b>
10:45 – 12:30	<b>Policy round tables/workshops in committee rooms</b>
12:30 – 13:30	<b>Lunch in the Members' Room</b>
14:00 – 15:15	<b>Closing Plenary in the Debating Chamber</b>
15:15	<b>End of Summit 2016</b>
16:00 – 17:30	<b>Youth Forum: presentations from participants in the Summit 2016 Youth Programme*</b>

\* By invitation only

# SUMMIT PROGRAMME

## Wednesday 24 August

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### From 16:00 ARRIVALS AT THE SCOTTISH PARLIAMENT

Guests invited to view:

**Harry Benson: Seeing America** in the Main Hall

Specially curated for the Scottish Parliament, Seeing America takes a retrospective look at Harry Benson CBE's incredible journey through American history.

**The Kelpies Maquettes** outside the public entrance

The Kelpies Maquettes are steel structures in the shape of horses' heads, hand-crafted by renowned Scottish sculptor Andy Scott and made as models of the world's largest equine sculptures, The Kelpies, a 300-tonne public artwork located in Helix Park in the Falkirk area of Scotland.

**Anything That Gives Off Light** in the Parliament Pools outside the public entrance

An installation created in collaboration with one thousand pupils from primary schools across The City of Edinburgh, presented by the Edinburgh International Festival and Scottish Parliament.

Tea and coffee served in the Members' Room.

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### 17:30 OPENING CEREMONY IN THE DEBATING CHAMBER

**Welcome to the Scottish Parliament**

Ken Macintosh MSP, Presiding Officer, Scottish Parliament

**Welcome to the 2016 Edinburgh International Culture Summit**

Fiona Hyslop MSP, Cabinet Secretary for Culture and External Affairs, Scottish Government

The Rt Hon Matt Hancock MP, Minister of State for Digital and Culture, UK Government

**Final speech from *James III: The True Mirror (The James Plays)* by Rona Munro**

Reader to be announced

**Introduction to the Summit 2016 programme**

Sir Jonathan Mills, Programme Director, Edinburgh International Culture Summit

**Official photograph**

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### 18:15 PRE-DINNER DRINKS IN THE MEMBERS' ROOM FOLLOWED BY GALA DINNER IN THE GARDEN LOBBY

Co-hosted by Ken Macintosh MSP, Presiding Officer, Scottish Parliament and the Rt Hon Nicola Sturgeon MSP, First Minister, Scottish Government

*Dress code: business attire / national dress*



# Thursday 25 August

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## 08:00 **MINISTERS' BREAKFAST AT MACDONALD HOLYROOD HOTEL**

Hosted by Fiona Hyslop MSP, Cabinet Secretary for Culture, Tourism and External Affairs, Scottish Government

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## 09:00 **ARRIVALS AT THE SCOTTISH PARLIAMENT**

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## 09:30 **CULTURE AND HERITAGE PLENARY IN THE DEBATING CHAMBER**

### SPECIAL MESSAGES

#### **Francesco Bandarin**

Assistant Director-General for Culture, UNESCO, Paris

#### **Prince Aynn Aga Khan**

Aga Khan Development Network, Geneva

#### **Maamoun Abdulkarim**

Director-General Antiquities and Museums in Syria, Damascus

### MINISTERIAL RESPONSES

To be announced by the Presiding Officer

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## 10:45 **POLICY ROUND TABLES/WORKSHOPS**

### POLICY ROUND TABLES

#### **Definition and Protection of Cultural Heritage**

With **Maamoun Abdulkarim** and **Francesco Bandarin** (as above)

Chair: **Lesley Knox**, Chairman, Victoria and Albert Museum of Design, Dundee

Rapporteur: **John Kampfner**, Chief Executive, Creative Industries Federation, London

#### **Urban Regeneration through Architecture, Heritage & Design**

With **Jackie McNerney**, Acting Head of Culture, Greater London Authority and **Stewart Murdoch**, Director Leisure and Culture, Dundee City Council

Chair: **Sir Ciarán Devane**, Chief Executive, British Council

Rapporteur: **Catherine Holden**, Cultural Consultant, Edinburgh

#### **Cultural and Heritage Tourism**

With **Carlos Martins**, Founder and Executive Director, Opium Lda, Lisbon and **Vincenzo Zappino**, Sustainable Tourism Development Specialist, Brussels

Chair: **Eugene Downes**, Artistic Director & CEO, Kilkenny Festival

Rapporteur: **Jude Kelly**, Artistic Director, Southbank Centre, London

### WORKSHOP

#### **Regeneration Strategies for Heritage Sites**

With **Susan Fayad**, Coordinator Heritage Strategy, City of Ballarat, **Juliana Forero**, Academic Advisor, WHITRAP\*, **Xin Li**, Deputy Director, WHITRAP, and **Adam Wilkinson**, Director, Edinburgh World Heritage

Facilitator: **Edward Hollis**, Professor of Interior Design, University of Edinburgh

\*World Heritage Institute of Training and Research for the Asia and Pacific Region under the auspices of UNESCO, Shanghai

# Thursday 25 August *continued*

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**12:30** LUNCH IN THE MEMBERS' ROOM

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**14:00** CULTURE AND ECONOMICS PLENARY IN THE DEBATING CHAMBER

SPECIAL MESSAGES

**Jude Kelly**

Artistic Director, Southbank Centre, London

**Youssou N'Dour**

Former Minister of Culture for Senegal, Dakar

**Mike Power**

Professor of Accounting, London School of Economics

MINISTERIAL RESPONSES

To be announced by the Presiding Officer

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**15:15** POLICY ROUND TABLES/WORKSHOPS

POLICY ROUND TABLES

**Scenarios for Cultural Sustainability 1**

With **Folorunsho Folarin-Coker**, Commissioner Tourism, Arts and Culture, Lagos State, Nigeria, **Ernesto Piedras**, Director General, The Competitive Intelligence Unit, Mexico, **Martin Roth**, Director, Victoria and Albert Museum, London, and **Sanjoy Roy**, Managing Director, Teamwork Arts, Delhi

Chair: **Chris van der Kuyl**, Chairman, Entrepreneurial Scotland

Rapporteur: **Sir John Elvidge**, Chair, Traverse Theatre, Edinburgh

**Scenarios for Cultural Sustainability 2**

With **Chan Heng Chee**, Chairman, National Arts Council, Singapore, **Loughlin Deegan**, Director, The Lir, Dublin, **Michael Orlove**, Director of International Activities, National Endowment for the Arts, Washington D.C., and **Pawel Potoroczyn**, Director, Adam Mickiewicz Institute, Warsaw

Chair: **Sarah Whitley**, Head of Japan, Baillie Gifford, Edinburgh

Rapporteur: **Sir Paul Grice**, Clerk/Chief Executive, Scottish Parliament

**Scenarios for Cultural Sustainability 3**

With **Michelle Constant**, CEO, Business and Arts South Africa, Johannesburg, **Bridget McConnell**, Chief Executive, Glasgow Life, and **Rupert Myer**, Chair, Australia Council for the Arts, Sydney

Chair: **Leslie Evans**, Permanent Secretary, Scottish Government

Rapporteur: **Janet Archer**, Chief Executive, Creative Scotland

WORKSHOP

**Entrepreneurial Skills for the Creative Industries**

With **Régis Cochefert**, Director Grants and Programmes, Paul Hamlyn Foundation, London, **Sue Hoyle**, Director, Clore Leadership Programme, London, and **Rachel Sanger**, Head of Participant Services, Edinburgh Festival Fringe Society

Facilitator: **Rebecca Walton**, Regional Director EU, British Council

# Thursday 25 August Evening programme

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## 18:00 RECEPTION AT THE CITY CHAMBERS

Hosted by Donald Wilson, the Rt Hon Lord Provost and Lord Lieutenant of the City of Edinburgh

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## SPECIAL EVENTS AND FESTIVAL PERFORMANCES

*Transport will be provided, if necessary, to take guests to and from their chosen events.*

### BBC WORLD SERVICE

## 18:15 – 20:00 BBC NEWSHOUR EXTRA: WHAT'S THE COST OF PRESERVING THE PAST?

### George Heriot's School, part of the BBC at the Edinburgh Festival

Join the BBC World Service for a recording of its Newshour Extra discussion programme, presented by Owen Bennett Jones and featuring guests selected from Summit 2016. The panel will consider whether preserving cultural heritage is always a good thing. Does an exploration of the past always bring unity, or is there a danger that preserving history can fuel divisions?

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### NATIONAL MUSEUM OF SCOTLAND

## 19:30 – 20:45 TOUR OF CELTS EXHIBITION AND NEW GALLERIES (TWO SEPARATE TOURS)

Organised in partnership with the British Museum, Celts unravels the complex story of the different groups who have used or been given this name through the extraordinary art objects they made and used.

Ten new galleries, from Alexander Graham Bell to Zandra Rhodes showcase the very best of the National Museum's internationally-important collections in decorative art, design, fashion, science and technology.

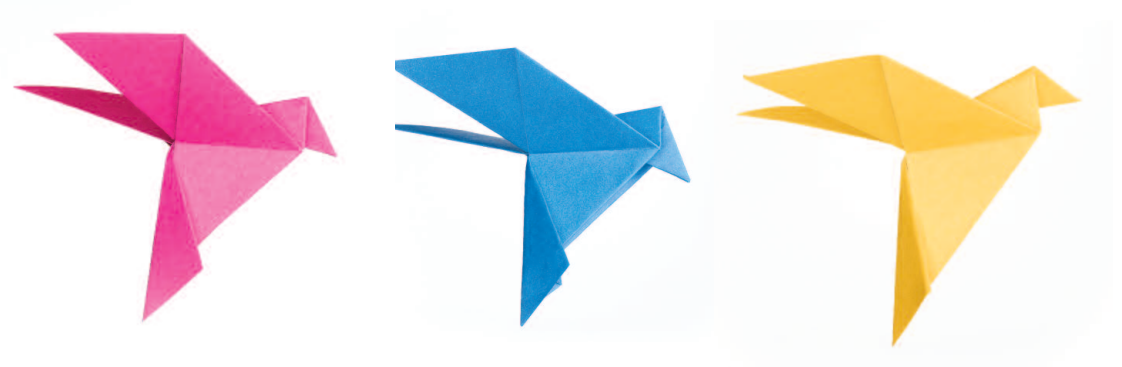
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### EDINBURGH INTERNATIONAL BOOK FESTIVAL

## 19:30 – 21:00 DEBATE: IS BRITISH POLITICS ABANDONING THE CENTRE GROUND?

### Charlotte Square Gardens

Politics at the outer edges is thriving, while centrists are silenced. Are we witnessing a long-term polarisation of political ideology, and, if so, how healthy is it for democracy in a nation undergoing rapid devolution? David Aaronovitch chairs the debate.



## Thursday 25 August **Evening programme** *continued*

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### EDINBURGH INTERNATIONAL FESTIVAL

**19:30 – 21:00** **ANYTHING THAT GIVES OFF LIGHT BY THE TEAM/NATIONAL THEATRE OF SCOTLAND**  
**Edinburgh International Conference Centre**

Featuring live music from the Scottish and American folk traditions, *Anything That Gives Off Light* is a foot-stomping collaboration between Brooklyn-based ensemble The TEAM and the National Theatre of Scotland, exploring the tension between self-interest and sacrifice in the pursuit of life, liberty and happiness.

**19:30 – 21:30** **ROTTERDAM PHILHARMONIC ORCHESTRA**  
**Usher Hall**

Yannick Nézet-Séguin conducts Mahler's Tenth Symphony with one of the world's foremost Mahler orchestras. They are joined by celebrated British mezzo soprano Sarah Connolly for a selection of sensuous Alma Mahler songs.

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### EDINBURGH WORLD HERITAGE

**20:00 – 21:30** **HERITAGE AND CONFLICT: SYRIA'S BATTLE TO PROTECT ITS PAST**  
MAAMOUN ABDULKARIM, DIRECTOR-GENERAL ANTIQUITIES & MUSEUMS IN SYRIA  
**Royal College of Physicians of Edinburgh**

Following his address at Summit 2016, Professor Abdulkarim will talk in greater depth about the appalling destruction of priceless monuments taking place in many parts of the Syria, as well as the impressive efforts led by his team to conceal important collections from museums across the country.

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### EDINBURGH ART FESTIVAL

**20:15 – 22:00** **ART LATE AT JUPITER ARTLAND**

Join the Edinburgh Art Festival late night outing to Jupiter Artland – a sculpture park in the grounds of Bonnington House, a Jacobean manor set within a 100-acre estate of formal gardens, fields and woodlands on the outskirts of Edinburgh.

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### EDINBURGH FESTIVAL FRINGE

**20:30 – 21:30** **PIANOMORPHOSIS**

**Summerhall**

Renowned Fringe virtuoso and wit, Will Pickvance returns with his trademark pianistic expression and yarn-spinning charm. Reliving encounters on pianos across the world, with improvisations that take in Bach, Fats Waller, Radiohead and more, how does the spontaneous maverick make his own enduring impression?

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### ROYAL EDINBURGH MILITARY TATTOO

**21:00 – 22:30** **Edinburgh Castle Esplanade**

With the world famous Edinburgh Castle as their backdrop, the four corners of the globe will meet at the 2016 Tattoo. Expect an unforgettable and spectacular evening of music, ceremony, theatre and dance.

# Friday 26 August

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## 09:00 ARRIVALS AT THE SCOTTISH PARLIAMENT

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## 09:30 CULTURE AND PARTICIPATION PLENARY IN THE DEBATING CHAMBER

### SPECIAL MESSAGES

**David Leventhal**, Programme Director and founding teacher, Mark Morris Dance Group's Dance for PD® programme, New York

**Matthew Peacock**, Artistic Director, Streetwise Opera, London

**Jay Wang**, Director, Center on Public Diplomacy, University of Southern California, Los Angeles

### MINISTERIAL RESPONSES

To be announced by the Presiding Officer

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## 10:45 POLICY ROUND TABLES/WORKSHOPS

### POLICY ROUND TABLES

#### Strategies for Engaging Diverse Communities

With **Josh Kun**, Professor of Communication, Journalism, American Studies and Ethnicity, University of Southern California, Los Angeles, **Matthew Peacock** (as above), and

**Parmesh Shahani**, Head, Godrej India Culture Lab, Mumbai

Chair: **Martin Roth**, Director, Victoria and Albert Museum, London

Rapporteur: **Faith Liddell**, Cultural Consultant, Edinburgh

#### Digital Platforms

With **Suhair Kahn**, Head of UK Partnerships, Google Cultural Institute, London and **Jay Wang** (as above)

Chair: **Bridget McConnell**, Chief Executive, Glasgow Life

Rapporteur: **Julia Amour**, Director, Festivals Edinburgh

### WORKSHOPS

#### Performance Science 1 – Dance for Parkinson's

With **David Leventhal** (as above) and **Peter Lovatt**, Reader in the Psychology of Dance, University of Hertfordshire

#### Performance Science 2 – Making Music for Health and Wellbeing

With **Aaron Williamon**, Professor of Performance Science, Royal College of Music, London

Facilitator: **Simon Gage**, Festival Director, Edinburgh International Science Festival

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## 12:30 LUNCH IN THE MEMBERS' ROOM





## Friday 26 August *continued*

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### 14:00 CLOSING PLENARY IN THE DEBATING CHAMBER

#### RAPPORTEURS' SUMMARIES

**Catherine Holden** on Culture and Heritage

**Sir Paul Grice** on Culture and Economics

**Julia Amour** on Culture and Participation

#### MINISTERIAL COMMENTS

Those who wish to speak are requested to register their interest in advance of the session.

#### THANKS

**Sir Ciarán Devane**, Chief Executive, British Council

**Fergus Linehan**, Festival Director and Chief Executive, Edinburgh International Festival

#### A SPECIAL PERFORMANCE BY CAPE TOWN OPERA CHORUS

Edinburgh International Festival artists Cape Town Opera Chorus perform two songs from their extensive and varied repertoire to mark the end of Summit 2016.

*Elijah Rock*, arranged by M. Hogan (spiritual)

*Bawo Thixo Somandla* (African traditional)

### 15:15 END OF SUMMIT 2016

**Ken Macintosh MSP**, Presiding Officer, Scottish Parliament

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### 16:00 – 17:30 YOUTH FORUM: PRESENTATIONS FROM PARTICIPANTS IN THE SUMMIT 2016 YOUTH PROGRAMME

By invitation only – refreshments served in the Members' Room from 15:15.

## Saturday 28 August

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#### OPTIONAL EVENT

#### EDINBURGH WORLD HERITAGE

### 10:00 – 12:00 A SECRET TOUR OF EDINBURGH'S WORLD HERITAGE SITE

#### Meeting point, outside the public entrance of the Scottish Parliament

This exclusive two-hour tour led by Edinburgh World Heritage Director Adam Wilkinson will take in hidden seventeenth-century gardens and forgotten chapels, as well as splendid old mansions that are not open to the public. Adam will talk about the conservation work of Edinburgh World Heritage, pointing out some of the innovative community heritage projects that the charity has completed over the past 10 years and the challenges of managing a living city-centre World Heritage Site.



## Culture and Heritage



### FRANCESCO BANDARIN

Francesco Bandarin is the UNESCO Assistant Director-General for Culture. He is also Professor of Urban Planning and Conservation at the University IUAV of Venice. From 2000 to 2010 he was Director of the UNESCO World Heritage Centre and Secretary of the World Heritage Convention. From 2010 to 2014 he served as Assistant Director-General of UNESCO for Culture, and was re-appointed to this position for an interim period in October 2015. In 2014 he was appointed President of the Jury of the Venice Architecture Biennale, curated by Rem Koolhaas, and President of the Jury of the First Shenzhen Creative Design Award (SCDA). He is the Editor-in-Chief of the International Journal, *City, Culture and Society*, published by Elsevier. He is President of the Italian Association of Historic Cities (ANCSA), member of the Visiting Committee of the Getty Conservation Institute in Los Angeles, and member of the Steering Committee of the Aga Khan Award for Architecture. Recent publications include *The Historic Urban Landscape: Managing Heritage in an Urban Century* and *Reconnecting the City: The Historic Urban Landscape Approach and the Future of Urban Heritage*.



### PRINCE AMYN AGA KHAN

Having attended school in Switzerland, Prince Ayn obtained a BA (magna cum laude) from Harvard University and an MA from Harvard's Graduate School of Arts and Sciences. In 1964 he joined the United Nations Secretariat in New York, where he served in the Department of Economic and Social Affairs, and in 1968 he joined the Aga Khan's Secretariat at Aiglemont, France. Prince Ayn is a member of the Board of the Aga Khan Fund for Economic Development and is currently Chairman of its Executive Committee. He is also a Director of the Aga Khan Foundation and the Aga Khan Trust for Culture, where he has been actively associated with the Aga Khan Award for Architecture and the Historic Cities Support Programme. Prince Ayn is a Trustee of the World Monuments Fund and is also a Director of the Silk Road Project (launched by Yo-Yo Ma). He is a member of the Council of the Friends of the Louvre, of the Metropolitan Museum's Visiting Committee of the Department of Islamic Art and of the Museum of Modern Art's International Council. Prince Ayn has been actively involved in the creation (and even design) of the Serena hotels as lodges and of many other Aga Khan Development Network buildings.

Photo: Gary Otte



### MAAMOUN ABDULKARIM

Professor Dr Maamoun Abdulkarim was born in Malkieh on 1 January 1967. He has a degree in History from the University of Damascus and a PhD in Archaeology and History from the University of Versailles Saint-Quentin-en-Yvelines in France. A professor in the Department of Archaeology at the University of Damascus and co-director of the Syrian-French archaeological mission in the Dead Cities, since 2012 Professor Abdulkarim has also been the Director-General of Antiquities and Museums in Syria. A former national expert for UNESCO, for the Dead Cities project, he has also worked as Director of Museums at the Directorate General of Antiquities and Museums and co-director of the Syrian-British archaeological mission in Homs. He has published several books and articles about Syrian civilization during the Roman and Byzantine period and has been awarded prizes for his work and for his services to Syria, including the Cultural Heritage Rescue Prize and the Gustave Schlumberger Prize for Literature.



## Culture and Economics



Photo: Kalpesh Lathigra

### JUDE KELLY

Jude Kelly CBE was appointed Artistic Director of Southbank Centre, Britain's largest cultural institution, in 2006. She founded Solent People's Theatre and Battersea Arts Centre, and she was the founding director of the West Yorkshire Playhouse. In 1997 she was awarded an OBE for her services to theatre, and in 2015 she was made a CBE in the New Year honours for services to the Arts. She has directed over 100 productions from the Royal Shakespeare Company to the Châtelet in Paris. In 2002 Jude founded Metal, a platform where artistic hunches can be pursued in community contexts, with bases in Liverpool, Southend-On-Sea and Peterborough. Jude led the cultural team for the successful London 2012 Olympic and Paralympic bid and then served on the Board of the cultural Olympiad. She is a regular broadcaster and commentator on a range of issues relating to society, art and education. She created the WOW – Women of the World Festival in 2011, and it is now in its seventh year at Southbank Centre, as well as taking place in other parts of the UK and in other countries all over the world.



Photo: Youri Lenquette

### YOUSSOU N'DOUR

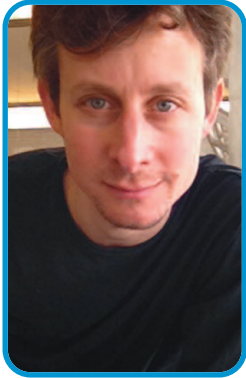
Born in Dakar to a Wolof mother and Serer father, Youssou N'Dour is a Senegalese singer, percussionist, Grammy-award winning songwriter, composer, actor and renowned politician. He has collaborated with artists as diverse as Branford Marsalis, Tracy Chapman, Ryuichi Sakamoto, Lou Reed, Peter Gabriel, Sting and Bruce Springsteen, and in 2004 Rolling Stone magazine described him as 'perhaps the most famous singer alive'. Between April 2012 and September 2013 Youssou served as Senegal's Minister of Tourism and Culture and its Minister of Tourism and Leisure. Youssou is a regular contributor to the Live 8 benefit concerts, in support of the eradication of global poverty, and has served as Goodwill Ambassador for the Food and Agriculture Organisation of the United Nations since 2000. In 2013 he won the prestigious Polar Music Prize from Sweden.



### MIKE POWER

Professor Michael Power was educated at St Edmund Hall Oxford and Girton College Cambridge. He is Professor of Accounting at the London School of Economics, a Fellow of the Institute of Chartered Accountants in England and Wales, an Associate member of the UK Chartered Institute of Taxation, and an Honorary Fellow of the Institute of Risk Management. From 2005 – 2013 he was on the main board of St James's Place plc and is currently a non-executive Director of RIT Capital Partners plc and Chairman of St. James's Place International plc. He also has a number of advisory positions for public bodies, including the Financial Reporting Council, and was formerly Director of the Centre for Analysis of Risk and Regulation at LSE. Power holds honorary doctorates from the Universities of St Gallen, Switzerland, Uppsala, Sweden and Turku, Finland. His research and teaching focus on regulation, accounting, auditing, internal control, risk management and organisation theory. His major works are *The Audit Society: Rituals of Verification* (Oxford 1999) and *Organized Uncertainty: Designing a World of Risk Management* (Oxford 2007). *Riskwork: Essays on the Organization Life of Risk Management* will be published this year.

# Culture and Participation



## DAVID LEVENTHAL

David Leventhal is Programme Director and founding teacher for Dance for PD®, a programme of the Mark Morris Dance Group, New York that has been used as a model for classes in more than 125 communities in 16 countries. He has trained hundreds of dance teachers, therapists and administrators in the Dance for PD® approach. He has co-produced three volumes of a successful *At Home* DVD series for the programme and has been instrumental in designing innovative projects like the dance-based Google Glass App for people with Parkinson's, *Moving Through Glass*. He has spoken about the intersection of dance, Parkinson's and health at the University of Michigan, Rutgers, Brown, Stanford, Columbia, Georgetown, Tufts, and at the Centre Hospitalier Universitaire de Liège, Belgium, among others. He pioneered and leads a dance-based Narrative Medicine course for Columbia University's College of Physicians and Surgeons. He is the co-recipient of the Alan Bonander Humanitarian Award. As a dancer he performed principal roles with the Mark Morris Dance Group from 1997–2011 and received a 2010 Bessie (New York Dance and Performance Award) for his performing career with Mark Morris. He graduated from Brown University magna cum laude with honours in English Literature.



## MATTHEW PEACOCK

Matthew Peacock MBE is founder and Artistic Director of Streetwise Opera in London, a charity that uses music to help people who have experienced homelessness make positive changes in their lives. Streetwise runs an award-winning music programme in six cities across England every week, reaching over 700 people each year. The company's opera productions seek to be of equal artistic and social merit, focussing on the achievements of the performers not their needs. Streetwise's international programme, *With One Voice* seeks to help build the capacity of the international arts and homelessness sector through exchanges of policy and practice. Matt is a former homeless support worker, opera critic, Clore Leadership Fellow and Paul Hamlyn Foundation Breakthrough Fund recipient. He is one of 30 social activists profiled in Former Prime Minister Gordon Brown's book, *Britain's Everyday Heroes* and was one of the *Evening Standard's* Most Influential Londoners in 2013. He was awarded an MBE for services to music and homelessness in 2011 by the Queen and is a Trustee of the arts and kindness charity, *People United*.

Photo: Asa Westerlund



## JAY WANG

Professor Jay Wang, a scholar and consultant in the fields of public diplomacy and strategic communication, is Director of the USC Center on Public Diplomacy (CPD) and a professor at the University of Southern California Annenberg School for Communication and Journalism. He previously worked for the international consulting firm McKinsey & Company, where he advised clients on matters of communication strategy and implementation across a variety of industries and sectors. Professor Wang's writings address the role of communication in the contemporary process of globalization. His main publications include *Shaping China's Global Imagination: Branding Nations at the World Expo*, *Soft Power in China: Public Diplomacy through Communication* (editor), and *Foreign Advertising in China: Becoming Global, Becoming Local*. He serves on the editorial board of the *International Journal of Communication*. Professor Wang has led a number of research projects on topics ranging from nation branding and non-profit branding, to digital advocacy evaluation, corporation public diplomacy and CSR practices in emerging economies. At CPD he has led successful partnerships on research and programming with organizations including the BBC, Global Affairs Canada, the Japan Foundation, NATO, and the U.S. Department of State.

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Department  
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 **BRITISH  
COUNCIL**

  
The Scottish Parliament  
Pàrlamaid na h-Alba

  
The Scottish  
Government  
Riaghaltas na h-Alba

