

5 May 2000

INTERNATIONAL NETWORK FOR CULTURAL DIVERSITY - NEWSLETTER VOL 1-4

Here is the Provisional Agenda for our September meeting. We are also pleased to announce that the NATIONAL BOOK CENTRE OF GREECE has agreed to act as the Co-Host of the Conference, along with the Canadian Conference of the Arts and KLYS (the Swedish Joint Committee of Literary and Artistic Professionals).

With the National Book Centre of Greece involved as our Co-Host we expect to send information about practical arrangements for the Conference, including travel and hotel facilities in the next few weeks.

Right now, we need your input on the Agenda. Send your comments to us as soon as you can. And send us your suggestions about who should be invited to lead the various sessions. Please send comments to:

Janet_Creery@mail.culturenet.ca

If you have questions about our email list, please reply to:

annarr@bydesign-elab.net

INTERNATIONAL CONFERENCE

THE ARTIST, CULTURE AND GLOBALIZATION

24-26 SEPTEMBER 2000

SANTORINI, GREECE

PROVISIONAL AGENDA

SUNDAY 24 SEPTEMBER

1400 Official Opening/Welcome from Honorary Chair
 Introduction from Meeting Co-Hosts

1500 The Artist and Globalization: Broadening Horizons or Narrowing
 Options?

The Keynote Address will tackle the issue of globalization from the perspective of the individual artist.

As the world becomes a global village, new influences can effect the artist and bring a fusion of artistic expression. The work of some artists is more widely available in global markets. Artists use technology to create whole new art forms. At the same time, the dominant cultures become more pervasive and strangle cultural diversity. Support programs important for both the

artist and those who take the work to audiences are threatened by the growth of huge, vertically integrated firms and the trade agreements.

How do we make sense of these contradictory forces?

1700 Technology and the Arts

The session will look at technological developments and assess their impact on artists and cultural expression. It will also examine potential developments in the trade agreements respecting broadcasting, telecommunications, the Internet and e-commerce, since these have an enormous impact in the era of convergence.

1800 Opening Reception

MONDAY 25 SEPTEMBER

0900 Morning Welcome

0930 Arts and Culture in World Trade: A Brief Historical Review

This session will provide a brief review of international developments and will assess the positive and negative consequences of the trade agreements. The session will include analysis of the exemption from the 1947 GATT for cinema screen quotas; the pressure from the U.S. on audiovisual services; the outcome of the Uruguay Round; and the disputes involving cultural goods and services which have been considered by the WTO. It will include an overview of the treatment of the arts and culture in regional trade agreements.

1100 CONCURRENT SESSIONS

a) Case Studies

There is interest in learning more about specific cases, in order to understand what precedents exist for other arts and cultural sectors, including:

- the Canadian magazine issue, the WTO dispute settlement panel ruling and the resolution agreed to between Canada and the U.S.;
- the recent Australian Supreme Court decision which found, as a consequence of the free trade agreement between the countries, that television programs produced in New Zealand are to be considered "Australian Content" for purposes of broadcast rules.

The session will include analysis of global export trends for artistic works.

b) Public Broadcasting

There is a considerable fear in European countries particularly, that public broadcasting systems are at risk from globalization, economic integration and the trade agreements. This session will focus on this sector specifically.

c) Exemption or Special Rules

France believes its cultural interests were secured through a "cultural exemption" obtained in the Uruguay Round, Canada believes that a new international instrument to promote cultural diversity is required. Other countries believe they can take reservations against trade commitments for their arts and cultural policies. This session will discuss and analyze the mechanisms through which nations have attempted to defend their right to encourage and promote their own arts and culture in the various regional and international trade agreements. This session will include a strategic discussion of how to achieve the agreed solution.

1400 The WTO's Agenda for 2000/2

Despite the failure of Seattle, the WTO process of "trade liberalization" proceeds. The US Trade Representative, Charlene Barshefsky has announced the U.S. will pursue its interests for the audiovisual sector in the GATS discussions and will make further demands under TRIPS. This session will review these developments and the official WTO timetable from the perspective of the arts and cultural community. It will discuss ways to monitor and influence the process. The session will include analysis of the non-finalized Seattle ministerial text, since this would have had enormous consequences.

1530 CONCURRENT SESSIONS

a) Promoting Pluralism in the Arts and Culture: The Artist and Market Forces

Focusing on the different ways that artists organize themselves and recognizing that, even in the industrialized view of cultural products, different artists can have fundamentally different relationships to their audiences, the session will examine the different models. These include not-for-profit organizations, non-profit enterprises, smaller, for-profit firms and community oriented ventures.

The session will explore the consequences of these different relationships.

b) Promoting Pluralism in the Arts and Culture: Indigenous and Aboriginal Communities

There is also concern about the additional challenges involved and the importance of maintaining the rich diversity of world languages and cultures. This session will review the different relationships which artists can have to the society and the importance of folklore, heritage and community-based arts and how these don't fit in the western industrial view of cultural products and copyright.

c) Promoting Pluralism in the Arts and Culture:

Artistic Expression, Culture and Sustainable Development

This part of the meeting will discuss the founding of the network and establish the goals and objectives for the coming period, including preparation for the 2001 meeting in Switzerland.

1700 Closing and Formalities

1930 Joint evening Gala in collaboration with Culture Ministers attending the INCP

Remember that we still need to expand our list of contacts. Please send information about the Network to your NGO partners. Or send us the list of names and contact information and we will forward the information.

Please send us the names of possible members, and we will be happy to contact them.

Once again, you may send information to the INCD secretariats:

Janet_Creery@mail.culturenet.ca

or

send queries on the web site and email list to:

annarr@bydesign-elab.net .

Megan Williams,
National Director
Canadian Conference of the Arts