



**Department of  
International Relations  
and European Studies**

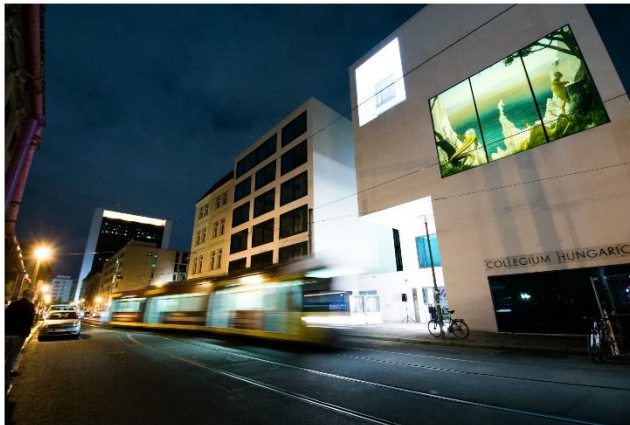
**CENTRAL  
EUROPEAN  
UNIVERSITY**

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.