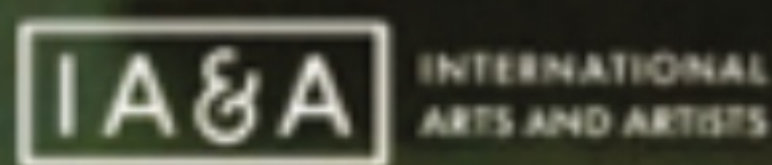
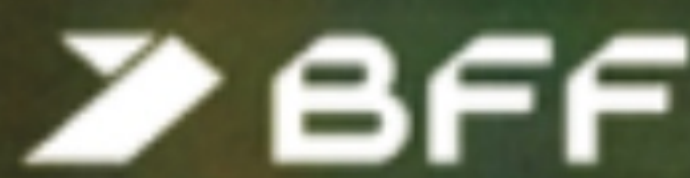


Creative Alliances

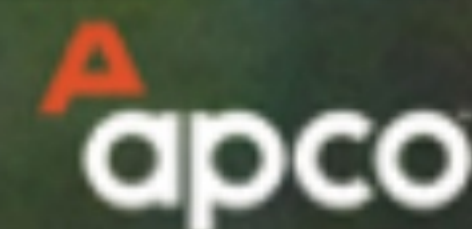
*Navigating Cultural Diplomacy at the
Intersection of Business and the Arts*

19 APRIL 2024

4:00-5:30PM, THE PHILLIPS COLLECTION MANSBACH AUDITORIUM
AND HUNTER COURTYARD 1600 21st St NW, Washington, DC 20009



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Creative Alliances: Navigating Cultural Diplomacy at the Intersection of Business and the Arts

Friday, April 19, 2024. 4:00 - 5:30 PM

Program Overview

4:00 pm	Welcome and Introduction Juanita Hardy, Chair, IA&A Board of Directors
4:05 pm	Introduction Renato Miracco, <i>Contemporary Echoes</i> curator, diplomat, critic and IA&A Trustee
4:10 pm	Opening the Conversation: Custodians of Our Past: Preserving Shared Memories Through Curated Collections Massimiliano Belingheri, CEO, BFF Banking Group Grégoire Roos, BMW Foundation Renato Miracco, <i>Contemporary Echoes</i> curator, diplomat, critic and IA&A Trustee
4:35 pm	Q and A
4:45 pm	Creating Connection: A Case Study for the Power of Art Museums in the 21st Century Anne Taylor Brittingham, Deputy Director for Education and Responsive Learning Spaces, The Phillips Collection
5:00 pm	Panel Discussion: Harmonizing Forces: Unleashing Cultural Diplomacy through Public-Private Partnerships Ambassador Lisa Gable, former CEO, author, diplomat, and Commissioner of US Expo Pavillion Margery Kraus, Founder and Executive Chair, APCO Worldwide (invited) Ambassador M. Ashraf Haidari, diplomat, educator and writer Moderator, Ana Rold, Publisher, Diplomatic Courier
5:20 pm	Q and A
5:30 pm	Closing remarks and invitation to tour IA&A at Hillyer Greg Houston, CEO IA&A
5:40-6:00 pm	Curator's Tour of Contemporary Echoes at IA&A at Hillyer Renato Miracco

Introduction

The 2024 *Creative Alliances: Navigating Cultural Diplomacy at the Intersection of Business and the Arts* symposium, coinciding with the Spring Meetings of the International Monetary Fund and the World Bank Group, is a unique gathering of international art, diplomacy, finance, and media professionals. The event aims to foster visibility and relationship building, with a focus on uniting the business, government, and social sectors in the appreciation and preservation of our global shared heritage in an increasingly fractured world.

The symposium is supported by a diverse range of partners, including BFF Banking Group, International Arts and Artists, the Phillips Collection, The Diplomatic Courier Magazine, the Italian Embassy to the United States of America, and APCO Worldwide.

The event will feature a keynote address and two key panels and is followed by a private spring garden reception at the Phillips Collection.

Opening the Conversation

Creating Connection: A Case Study for the Power of Art Museums in the 21st Century

What role can art museums play in supporting cultural diplomacy? Anne Taylor Brittingham will share her work with Italian cultural institutions and non-profits, sponsored by the US Department of State, to bring intention to diversity and inclusion in audience and program development, with the goal of creating a greater sense of belonging in museums.

Panel 1

Custodians of Our Past: Preserving Shared Memories Through Curated Collections

In an era where the digital revolution often overshadows traditional forms of expression, it is the enduring allure of traditional art that continues to capture our collective imagination. The panelists, from two European institutions noted for standing as vanguards of historical preservation, are not mere curators but custodians of our shared heritage. They hold the keys to vast troves of human creativity, safeguarding the tangible legacies that define our cultural and artistic history.

As we convene to discuss 'Custodians of Our Past: Preserving Shared Memories Through Curated Collections,' we delve into the philosophy and responsibility that underpins the collection of traditional art. How do these corporations navigate the delicate balance between accessibility and preservation, ensuring that these treasures remain intact for future generations while still fostering a public connection to our past? This panel promises to be a profound exploration of the stewardship of art, where the preservation of physical masterpieces serves as a conduit for the continuity of human experience and memory.

Panel 2

Harmonizing Forces: Unleashing Cultural Diplomacy through Public-Private Partnerships

In a world increasingly defined by division, cultural diplomacy acts as a powerful counterforce, fostering understanding and connection across borders. But how can we truly unlock its potential? This panel brings together three unique perspectives: a seasoned diplomat with unparalleled global experience, a global leader in strategic communication, and a renowned professor and curator with a career built on fostering intercultural dialogue. Together, they will explore the transformative potential of public-private partnerships in cultural diplomacy. Can this innovative approach bridge divides, elevate diverse voices, and create a more unified global conversation? Join us for an exploration of how cultural exchange, empowered by collaboration, can stitch together a more harmonious future.

Speakers Bios

In order of appearance

Juanita Hardy

Chair of the Board of Trustees, International Arts and Artists



Juanita Hardy has a passion for fostering healthy, thriving, and equitable places to live, work, learn and play through her work with individuals and businesses. Hardy has over 45 years of business experience, including 31 years with IBM, where she retired in 2005, and nine years in the real estate industry. She also has over 35 years in the arts as a nonprofit leader, trustee, and patron of the arts.

Hardy was Senior Visiting Fellow for Creative Placemaking for Urban Land Institute (2016-2018), a global non-profit committed to responsible land use. Since this position, she has served as an ULI consultant on creative placemaking and recently appointed as an equity advisor (June 2021).

Hardy held leadership positions with IBM that spanned software development, systems engineering, and management consulting. After retiring from IBM, Hardy founded Tiger Management Consulting Group, an executive coaching and business consulting services firm. Hardy's client portfolio includes both for profit and non-profit organizations, including Right Management, a global human capital development firm, where she has served as an executive coach since 2006.

Hardy is the former Executive Director of CulturalDC (2013-2015), a nonprofit that provides space for artists and creative placemaking services for real estate developers. She co-founded Millennium Arts Salon, an art education initiative, in 2000. She has been an avid collector of fine art since 1985.

Hardy was recognized as a Minority Business Leader by the Washington Business Journal in 2010. She is an accomplished writer and public speaker. Her articles and essays have appeared in magazines and journals in the US and abroad. Her recent writing includes a pentalogy of articles on creative placemaking in Urban Land magazine. She is one of the authors of ULI's 2020 Publication "Creative Placemaking – Sparking Development with Art and Culture."

Hardy is a member of the ULI Placemaking Council and served on the leadership team for the 2021-2022 fiscal year. She is a member of the board of directors of the Mosaic Theatre Company based in Washington, DC and the Mid Atlantic Arts Foundation based in Baltimore, MD. Hardy received a BS degree in Mathematics from Livingstone College in Salisbury, NC (1973). She did graduate work in operations research at George Washington University in Washington, DC (1974-1975) and in business entrepreneurship at the University of Maryland Baltimore County (2005-2006).

Alessandro Gonzales

Deputy Chief of Mission, Embassy of Italy in Washington, D.C.

Anne Taylor Brittingham

Deputy Director for Education and Responsive Learning Spaces, The Phillips Collection

Anne Brittingham is the Deputy Director for Education and Responsive Learning Spaces at The Phillips Collection. In that role, she leads the design of a bold and inspired education and learning strategy that increases equitable access and meaningful engagement with the museum's collections, exhibitions, and archives. In the summer of 2020, Anne began conversations with museums in Rome, Naples, Florence, and Turin, facilitated through the US Department of State and Consulates in Rome, Naples, Florence, and Milan. These conversations developed into a series of monthly interactive workshops in 2021 about best practices for connecting with and growing audiences and creative problem solving, innovation, and collaboration in the development of programs and exhibitions. Anne traveled to Italy in 2022 and 2023 to lead workshops for community members, high school and university students, and museum professionals around the universal themes of identity, community, and global connections.

Anne joined The Phillips Collection in February 2020. Prior to her time at the Phillips, Anne worked at the Speed Art Museum in Louisville, Kentucky, where she was the Chief Engagement Officer. Her previous museum experience includes positions at the Corcoran Gallery of Art in Washington, DC, the Frist Art Museum in Nashville, Tennessee, and the J. Paul Getty Museum in Los Angeles, California. Anne has a Master's Degree in Art History from the University of Virginia and Bachelor's Degree in Classical Studies from Wake Forest University.

Massimiliano Belingheri CEO, BFF Banking Group



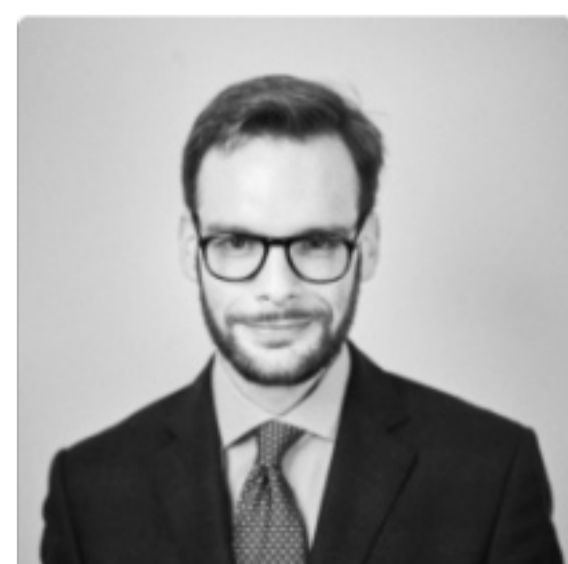
Massimiliano Belingheri is CEO of BFF Banking Group from 2013. Prior to that he was Member of the Board of Directors (2006 to 2013).

He has also served Azimut Holding S.p.A. (2002 to 2004) and Psagot Investment House (2011 to 2013) as member of the Board of Directors.

In 2001 Mr. Belingheri joined the financial services team of Apax Partners, where he became Head of Financial Services in 2008. He began his career at McKinsey & Company. He holds an MBA as a Baker Scholar from Harvard Business School and a degree cum laude in Economics of Public Administrations and International Institutions from Bocconi University in Milan. He spent a period at Wharton School of the University of Pennsylvania in Philadelphia.

Gregoire Roos

Head of Political Dialogue & Policy Innovation, BMW Foundation



Gregoire Roos is currently serving as Head of Political Dialogue & Policy Innovation at the BMW Foundation Herbert Quandt, supervising strategic engagement with governments, parliaments, think tanks and international organisations (with focus on US, Europe and Asia) and coordinating the Foundation's thought leadership in the geopolitics of socio-economic transformation.

He is currently managing the integration of the Foundation's major programmes (urban innovation, future of democracy, climate policy and international cooperation) into a larger policy innovation practice.

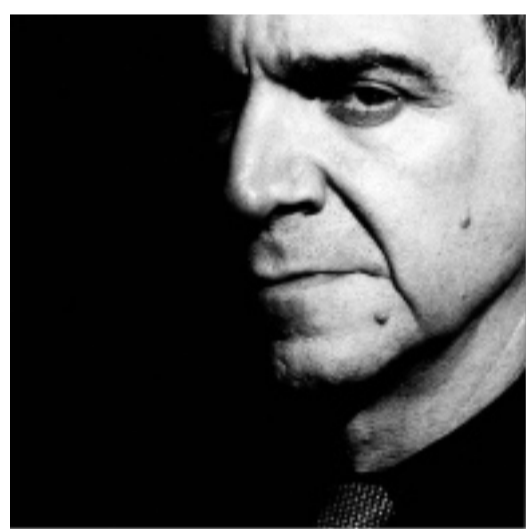
Mr. Roos is also launching a new initiative with a senior American partner organization that will focus on the geopolitics of climate and transatlantic trade & energy cooperation for climate action. Prior to joining the BMW Foundation, Mr. Roos worked as a geopolitical analyst (UNDP Regional Service Centre in Africa and in the financial industry), focusing on global political and technological trends and their impact on markets and society. This covered, amongst others, the implications of the Fourth Industrial Revolution for the financial industry and global trade, its impact on global security and regional cooperation, and its repercussions on climate change mitigation strategies.

Mr. Roos has also served as special advisor for Social & Human Sciences to the President of the French Commission to UNESCO, in which capacity he coordinated portfolios related to the role of the arts and social sciences in post-conflict reconstruction and peace consolidation. Committed to advancing cross-generational dialogue, Mr. Roos has been conducting discussions with personalities from politics (Nobel laureates Lech Walesa and Frederik de Klerk), defense (former NATO SACEUR Adm. James Stavridis), academia (Niall Ferguson and Martha Nussbaum) and science (Jane Goodall).

Mr. Roos is a reserve officer in the French Navy and a member of several international leadership groups (World Economic Forum's Global Shapers, St. Gallen Symposium's Leaders of Tomorrow).

Renato Miracco

Contemporary Echoes curator, diplomat, critic and IA&A Trustee



Renato Miracco is an art historian, critic, and curator. He has been Director “per chiara fama” of the Italian Cultural Institute in New York, Cultural Attaché at the Italian Embassy to the United States and Member of the Board of Guarantors at the Italian Academy at Columbia University.

Miracco has curated numerous exhibitions worldwide, including: an anthological exhibition on Giorgio Morandi at the Metropolitan Museum, New York; the Burri, Fontana, and Manzoni exhibition at the Tate Modern, London; an anthological exhibition dedicated to Giacomo Balla at the Pinacoteca do Estado de São Paulo (Brazil); and a retrospective of Italian art of the 1950s and 1960s at the Hirshhorn Museum, Washington, DC. He is at present Guest Curator at the Phillips Collection (Washington, DC) where he recently curated a monographic exhibition on Giuseppe De Nittis.

Eugene Robinson

Columnist, the Washington Post, Pulitzer Prize winning journalist



Eugene Robinson is the winner of the 2009 Pulitzer Prize for his commentary on the 2008 presidential race and writes a twice-weekly column on politics and culture in *The Washington Post*, where he has worked for three decades in various roles: city hall reporter, city editor, foreign correspondent in Buenos Aires and London, foreign editor and assistant managing editor in charge of the paper’s award winning Style section. He started writing a column for the Op-Ed page in 2005.

Robinson was born and raised in pre-segregated Orangeburg, SC. He remembers the culminating years of the Civil Rights Movement—the “Orangeburg Massacre,” a 1968 incident in which police fired on students protesting a segregated bowling alley and killed three unarmed young men, took place within sight of his house just a few hundred yards away.

He was educated at the University of Michigan, where he was the first black student to be named co-editor-in-chief of the award-winning student newspaper, *The Michigan Daily*. Robinson worked as a reporter for *The San Francisco Chronicle* before he joined *The Washington Post* in 1980.

Robinson was a Nieman Fellow in Journalism at Harvard University in 1987-1988. He is the author of "Disintegration: The Splintering of Black America" (2010), "Last Dance in Havana" (2004), and "Coal to Cream: A Black Man's Journey Beyond Color to an Affirmation of Race" (1999).

Robinson is a regular contributor to MSNBC as a Political Analyst. In April 2017, he was elected to a one-year term as Chairman of the Pulitzer Prize Board. He lives in Arlington, Virginia with his wife, Avis, an artist and collector.

Ambassador Lisa Gable

Former CEO, author, diplomat, and Commissioner of U.S. Expo Pavilion



Lisa Gable is a bestselling author, turnaround mastermind, and accomplished leader. She has transformed numerous private and public organizations across industries, served as a US Ambassador, UN Delegate, and advisor to Fortune 500 firms. Currently, she chairs World in 2050 and is a Distinguished Fellow at the Hunt Institute.

Lisa has helmed FARE, secured \$100M in commitments, advised at PepsiCo, and led the Healthy Weight Commitment Foundation. She's the first woman to direct the US Pavilion at the Aichi World EXPO and was named one of the 10 Most Influential Business Leaders in 2022 by CXO Magazine.

Margery Kraus

Founder and Executive Chair, APCO



Margery Kraus, a globally recognized master storyteller and communications innovator, is the founder and executive chairman of APCO, a global advisory and advocacy consultancy headquartered in Washington, D.C. She has deep expertise in providing strategic counsel on issue-based communication, crisis management, market entry and corporate reputation across diverse industry groups. Margery founded APCO in 1984 and transformed it from a company with one small Washington office to a multinational consulting firm in major cities throughout the Americas, Europe, the Middle East, Africa, and Asia.

She has led the company through numerous transitions, including overseeing a management buyout in 2004, which made APCO one of the largest privately-owned consulting firms in the world and the largest that is majority women-owned. In addition, she pioneered one of the industry's earliest practices in corporate responsibility and the development of public/private partnerships.

Prior to starting APCO, Margery assisted in the creation and development of the Close Up Foundation, a multimillion-dollar educational foundation sponsored in part by the United States Congress. She continues to be involved with the foundation by serving on its board of directors.

Margery's achievements have been recognized over the years through a number of prestigious awards, including the 2021 IWEC Foundation Award, PRWeek U.S. Power List (2023, 2022, 2021, 2020); Women Elevating Women – Communicate Pillar Award (2023); Enterprising Women of the Year Award (2019); PRWeek Top 20 Most Influential Communicator (2018) award, recognizing

leaders who have shaped the PR industry over the past two decades; PRWeek Hall of Femme (2017); PR News PR People Hall of Fame (2015); C200 Foundation Entrepreneurial Champion Award (2015); PRWeek Hall of Fame (2014); U.S. Association of Former Members of Congress Corporate Statesmanship Award (2013); Volunteers of America (Greater New York) Spirit of the Founders (2012); the Plank Center for Leadership in Public Relations Agency Mentorship (2012); Global Thinkers Forum Excellence in Leadership (2012); Arthur W. Page Society Hall of Fame (2011); Institute for Public Relations Alexander Hamilton Medal for lifetime contributions to professional public relations (2010); Washington Business Hall of Fame (2009); Enterprising Women Hall of Fame (2009); Ernst & Young Entrepreneur Of The Year in the services category in Greater Washington (2006); Washington PR Woman of the Year (2006); and PR News Lifetime Achievement (2005).

Margery is active on other institutional and corporate boards and committees. She is chairman of the board of the Women Presidents' Organization; serves on the international advisory board of Tikehau Capital, the social responsibility advisory board of Univision Communications Corporate, the advisory board of Enterprising Women magazine and Fortune Global Forum. She also serves as a trustee of American University, the Catherine B. Reynolds Foundation, and the Institute for Public Relations. She serves as interim chair of the WAMU Board of Advisors.

Margery previously served as a trustee for Northwestern Mutual for more than a decade. In addition, she is a past chairman of the Public Affairs Council and the board of directors of the PR Council. She also served on the advisory board of the J.L. Kellogg Graduate School of Management at Northwestern University, as well as the steering committee of the school's Center for Executive Women.

Margery has been married to her husband, Steve, for more than fifty years, is a mother of three, and has nine grandchildren. She is the author of *Roots and Wings: Ten Lessons of Motherhood That Helped Me Create and Run a Company*.

Ambassador M. Ashraf Haidari Diplomat, educator and writer



M. Ashraf Haidari has served as the Ambassador of Afghanistan to Sri Lanka since 2018, and concurrently served as the Director-General of the South Asia Cooperative Environment Program (SACEP). He was the Director-General of Policy and Strategy of the Ministry of the Foreign Affairs of Afghanistan from 2015-2018. Prior to this, he served as Afghanistan's Deputy Chief of Mission (Minister Counselor) to India for three years, before which he was Afghanistan's Deputy Assistant National Security Advisor for Policy and Oversight.

Haidari also served more than two terms at the Embassy of Afghanistan in the United States in various capacities including: Chargé d'Affaires, Deputy Chief of Mission, Political Counselor, and Acting Defense Attaché. Haidari is a writer and TV and radio commentator on Afghanistan, regional and international affairs. He has held senior research and visiting fellowship positions at major international think-tanks, including at the Institute of National Security Studies of Sri Lanka (INSSSL) in Colombo, the New America (NA) in Washington-DC, the Afghan Institute for Strategic Studies (AISS) in Kabul, the Observer Research Foundation (ORF) and the Delhi Policy Group (DPG) in New Delhi. He holds a Master of Arts in Security Studies (International Security and Development) from the Georgetown University Edmund A. Walsh School of Foreign Service in Washington-DC; and a Bachelor of Arts in Political Science and International Relations from Wabash College in Indiana. During 2002-2003, Haidari was a Fellow in Foreign Service at the Georgetown University Edmund A. Walsh School of Foreign Service where he is now an adjunct professor.

Ana Rold
Founder & CEO, Diplomatic Courier



Ana C. Rold is an award-winning media executive and entrepreneur. She is the Founder of *Diplomatic Courier*, the flagship media network and magazine for top diplomats in Washington, DC, New York, Brussels, Geneva, and key capitals around the world.

In 2012, Rold founded the global futuristic think tank/do tank, *World in 2050*.

The think tank has convened over 20,000 multi-stakeholders in the private and public sectors, partners and futurists, through a series of global summits and forums, research papers and reports, and digital and print media, to stimulate discussion and solutions on five key megatrends. From 2006 to 2021, Rold taught Comparative Politics and Political Science at Northeastern University's College of Professional Studies. At Northeastern, she also served as Director of the Cyprus Program and co-Director for the Egypt Program for Northeastern's Dialogue of Civilizations Initiative.

Her advocacy and mentorship on behalf of women and women's global issues extend around the globe. In 2012, Rold was invited to serve as a Mentor for the inaugural cohort of women fellows of First Lady Laura Bush's Women's Initiative at the George W. Bush Presidential Center and the George W. Bush Institute. In addition, since 2011 Rold has served as a Member of Women's Democracy Network Advisory Council, chaired at the time by Cindy McCain. As part of her position at WDN, in 2012 and 2016 Rold convened a group of women leaders from Afghanistan and Pakistan through a program funded by USAID called Pakistan-Afghan Women's Forum for Peace and Democracy (PAWFPD). Through her formal background in peace and conflict resolution she served as a convener and mediator to the groups' two meetings—one in Istanbul and one in Dubai. During the meetings, Rold held a negotiation and mediation skills training for the women. In the 2015 meeting, Rold served as the editor and publisher of the women's policy brief *Women, Peace and Security Policy Brief*, which was published by the *Diplomatic Courier*.

Rold is the recipient of the 2018 American Women for International Understanding (AWIU's) Internationalism Award for her exceptional work as an advocate for women's global issues and a mentor to women leaders at home and abroad.

Rold is a board member of Smithsonian Science Education Center, a board member and co-founder of Learning Economy Foundation, and a member of the National Press Club. She received a Master's in International Peace and Conflict Resolution at American University and a Bachelor's Degree in International Affairs at Northeastern University. She speaks five languages.

Greg Houston
President and CEO, International Arts and Artists



Greg Houston is the President and CEO of International Arts and Artists (IA&A), a global organization dedicated to increasing cross-cultural understanding and exposure to the arts internationally.

He joined IA&A in August 2023, succeeding David Furchgott, the founder and CEO of IA&A for nearly 28 years. Greg has a passion for global education and cultural exchange, which he has pursued throughout his career in various leadership roles.

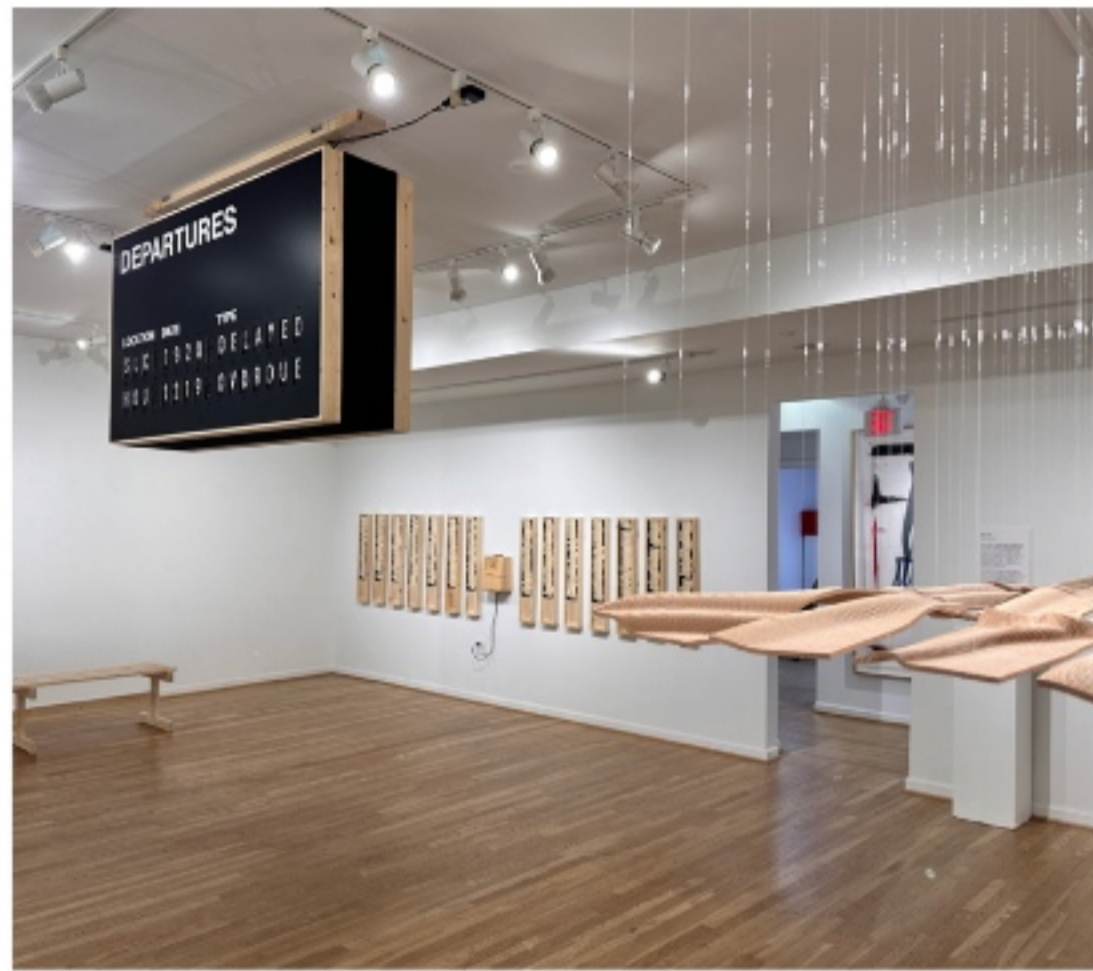
He believes that art and culture are powerful tools for bridging divides and opening minds, especially in times of conflict and crisis. He has witnessed firsthand the transformative impact of art and culture on individuals and communities around the world, from remote villages in Asia and Africa to urban centers in the Middle East and Europe.

He was the founding executive director and current Board Director of United World Schools USA, a nonprofit organization that constructs schools and designs gender-equitable educational programs in remote and marginalized communities in Asia and Africa. In 2018, he was named by the US Department of State to serve as the first Chief Executive Officer of the USA Pavilion at Expo 2020 Dubai (the Dubai World's Fair). Earlier, he served as Global Vice President of External Affairs at the world's largest peacebuilding NGO, Search for Common Ground, Senior Vice President of Programs and External Affairs at Meridian International Center, and Director of Development and New Initiatives at the Woodrow Wilson International Center for Scholars at the Smithsonian Institution. He holds a master's degree from the London School of Economics and Political Science (LSE) and a bachelor's degree from the honors college of the University of Arizona. In 2012, he was named a Social Entrepreneurship Fellow at Harvard University.

Greg is excited to lead IA&A into its next chapter of growth and impact as it prepares to celebrate its 30th anniversary in 2025. He is committed to advancing IA&A's vision of promoting cross-cultural understanding and exposure to the international creative community through its programs and services. He is also eager to strengthen IA&A's ties with the Washington, DC arts communities, which are vital partners in its mission.

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