



Le Louvre – Paris

**3RD EU-CHINA
HIGH LEVEL
TRANSCULTURAL
FORUM**

2012, July 3rd & 4th

*National Book Center of France
2012, 2 July
Professional meeting*

PROGRAM

► Which Patrimony for the future ?

In search of the focal points of culture

European Scientific Presidency :
Umberto Eco

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PRESENTATION

A free cultural and reciprocal debate with China

Over recent years, the need to strengthen and expand people-to-people contacts, intercultural dialogue, mutual understanding and long-term cultural cooperation has taken a more prominent place in EU-China relations.

Launched in 2010 by President Barroso and Premier Wen Jiabao, the Forum reflects the will of the both EU and China to build a Think Tank platform dealing freely with the main topics and problems of common interest for the both sides. The Forum seeks to provide a framework for an open dialogue on the ancestral values of the two civilizations, on their models of society, and on their different patterns of knowledge, all in epistemological, ethical and aesthetic dimensions.

It is thus designed to be forward-looking, always taking into consideration the current world changes. Technology, nor economy alone, is not enough to realize this change over. The whole of our societies, of our cultures must be involved in an innovative transcultural process.

This open dialogue is based on totally free choice of topics and debates as well as of the invited experts and scholars, immuned from any political or institutional pressure.

TRANSCULTURA: OVER 20 YEARS' EXPERIENCE.



The scientific direction of the forum is entrusted to the Transcultura International Institute. Founded in 1988 by Umberto Eco and Alain le Pichon together with a team of some of the best Chinese, African, Indian scholars in social sciences. Based on a civil society dialogue, and transcultural methodologies, Transcultura is the first Euro Chinese Think Tank. For the last 20

years the Institute has developed along with its Chinese, Asian, African or Indian partners, an approach to reciprocal understanding and the methodologies that such understanding provokes. This involves considering the reality of the cultural strengths and resources available and suggesting scenarios of cultural and artistic exchange based on this principle of reciprocity.

“May reciprocity between cultures be a basis for political and economic cooperation.”

Pr. Zhao Tingyang

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INTRODUCTION

Using focal points as a methodology

Nowadays although technology has been greatly developed with more comprehensive political system, social contradiction and international conflict have not been accordingly reduced. This modern dilemma of being strong in will whereas being weak in power further reveals the modern absurdity.

To solve the modern dilemma, it requires joint efforts of the world, which is hard in times of trouble. Therefore, it is our task in the age of globalization to seek or create cooperative condition, which makes people willing to pull together. With regard to thinking and analysis of the issue, "focal point" concept from Thomas Schelling, the 2005 Nobel Prize Laureate in Economics, is quite helpful. The "focal point" refers to the same strategy which people are most likely to choose among different options without prior consultation. It can explain what will

most likely happen in the world. The "focal point" can bring about both good things and bad things. For example, it is possible that people make concerted efforts to improve the world; or would jointly destroy the world without prior consultation, which depends on the values, mindset and behavior pattern accepted by people. Therefore, our top priority today is to seek favorable and positive focal points of mind and behavior among various cultures, and if ready-made favorable focal point is not available, then we must create it.

WE CHOOSE MINDSET, ARTS AND BOOKS AS THE TOPIC CONSIDERED IN THE POINT OF VIEW OF GLOBALIZATION, BECAUSE:

- 1) *Book is the key medium to carry on cultural patrimony, at the core of the both cultures;*
- 2) *Mindset essentially determines way of act;*
- 3) *Arts is where focal points of intercourse are most easily identified, in the globalized process where common interest of the world lies.*

The approach of the different themes should reflect the will of the both EU and China to deal freely with the main topics and problems of common conceptions, focal points and mutual interest, for the both sides, in a reciprocal understanding.

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Patrimony for the future

Both Chinese and European civilizations inherit a specific patrimony, but what will be their future? One thing is certain: borders between Orient and Occident are moving. The world order is reversing. What are we going to have in common tomorrow? Are we only going to get together on the probable economic and geopolitical points, or will we manage to meet ourselves on the world cultural stakes of tomorrow? How our different patrimonies enable us to comprehend a possible shared future?

It is hard to highlight the focal points in order to draw the map of our cultures, compartments, values, and next rationalities.

The crucial issue of our dialogue is to avoid the simplest focal point, the lowest common denominator, in general "money", and to create the possibility of noble focal points. We can invent new compartments, works, values, to draw a highest culture for tomorrow.

Patrimony supposes continuity. Beyond individuals doomed to death, something is transmitted and has crystallized a community into common goods. During centuries, those goods were a territory, a language, institutions, a culture, a mindset, a religion, a currency. There were wars for preserving and leaving

this patrimony to next generations. So have emerged states and nations, unified through a specific patrimony and distanced from the others. Within each nation, focal points were kept stable and easy to predict.

The patrimony goes today in crisis, so does the nation, and so does the possibility to share and transmit common goods and to establish a community. Crisis seems to be the major feature of our time: economical and financial crises, and in a more profound way political, environmental, linguistic, cultural and religious crisis. These crisis disrupts globally the world, and radically each country, each town, each family, each individual.

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PARTICIPANTS

Chinese academic planners

- **Huang Ping** (*Sociologist, Director, Centre for World Politics, CASS*)
- **Zhao Tingyang** (*Philosopher, Professor, Chinese Academy of Social Sciences*)

Chinese team

7 key-speaker

- **Chen Li** (*Vice president, National Library of China*)
- **Fan Di'an** (*Artist, Director, National Art Museum of China*)
- **Huang Ping** (*Political sociologist, Director, Centre for World Politics, CASS*)
- **Liu Xuewei** (*Historian, Writer*)
- **Shu Fumin** (*Director General and Editor-in-chief, Xiaokang Magazine*)
- **Wang Shu** (*Architect, Pritzker price 2012*)
- **Zhao Tingyang** (*Philosopher, Chinese Academy of Social Sciences*)

External participant

- **Shu Kewen** (*Publisher, "Life" Magazine*)

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European academic planners

- **Alain le Pichon** (*Anthropologist, President of Transcultural International Institute*)
- **Jean-Marc Terrasse** (*Director, Auditorium, Le Louvre*)
- **Vincent Pomarède** (*Director, Paintings department, Le Louvre*)

European team

10 key-speakers and Session Chairs

- **Umberto Eco** (*Writer and Semiotician, Italy*)
- **Jacques Attali** (*Writer, President of Planet Finance, France*)
- **Jean-François Colosimo** (*President of National Book Center, France*)
- **Christopher MacLehose** (*Publisher, MacLehose Press, UK*)
- **Alain le Pichon** (*Anthropologist, President of Transcultural International Institute, France*)
- **Michael Edwards** (*Poet, Professor at the College de France, UK*)
- **Rem Koolhaas** (*Architect, architectural theorist and urbanist, OMA, Netherland*)
- **Jean-Marc Terrasse** (*Director, Auditorium, Le Louvre, France*)
- **Robert Kopp** (*Professor et former Rector of the University of Bâle, Swiss*)
- **Djamel Klouche** (*Architect, Urbanist, l'AUC, France*)

10 participants of Round Table

- **Mario Andreose** (*Journalist, Publisher, RCS Libri, Italy*)
- **Bruno Racine** (*Director of the National Library of France*)
- **Ariane Fasquelle** (*Publisher, Grasset, France*)
- **Manuel Carcassonne** (*Writer, Journalist, Assistant Director, Grasset, France*)
- **Geneviève Imbot-Bichet** (*Publisher, Bleu de Chine, France*)
- **Michel Crépu** (*Writer, Literary Critic, Director of Revue des deux mondes magazine*)
- **Pierre Haski** (*Journalist, cofounder of Rue 89*)
- **Brendan McGetrick** (*Writer and Publisher, US*)
- **Irma Boom** (*Book designer, Netherland*)
- **Manuel Orazi** (*Writer and Publisher, Quodlibet, Italy*)

Participant extérieur

- **Nicolas Chapuis** (*Writer, Essayist, French senior official, member of Scientific Council of the Institute Transcultural*)
- **Volker Schlöndorff** (*Filmmaker, Germany*)

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WEDNESDAY JULY 3

09:30 Registration *(with invitations)*

09:45 Opening Ceremony

(Louvre Museum, Red Salon of the Denon Wing)

- European Commissioner representative
- Kong Quan, Ambassador of China in France
- Hervé Barberet, General administrator Museum of Louvre
- Umberto Eco, Président du Conseil Scientifique de l'Institut Transcultural
- Alain le Pichon, Transcultural Institute, President

10:00 - 10:45 Registration

11:00 Keynote speeches

(Louvre Museum, Auditorium)

- Umberto Eco: Proposal for some focal points to keep diversity in the culture globalization process
- Fan Di'an

12:00 Debate

12:30 Lunch at Le Louvre

14:15 - 15:00 Registration *(Public)*

15:00 Session 1 : *Which Books for which cultural patrimony in the future?*

Both China and Europe is born of a climate favourable to agriculture, the first form of culture. Out of the furrow that the peasant opened up day-by-day and the Romance languages named pagus, are born first the page and then the book. Both embody the first pattern to all the cultural contents: they collect holy scriptures from which emerged the three great monotheisms, counts which gave birth to economics, sciences which are telling the world, laws which are ruling our institutions and cities. Since fifty years, the number of peasants

has greatly decreased, and now with digital technologies, the book's pattern is changing so quickly and deeply, that we have to reinvent religions, economics, sciences, institutions and laws. As a result, we have to rethink of focal points. How does the digital breaking set new functions and identities to the book through its forms, its production and reception? What are the economical and cultural issues at stake? How will be the future libraries?

▶ Introduction

- Umberto Eco
- Chen Li
- Jean-François Colosimo

▶ Round Table 1

What future for the heritage of the book? Contours, between Europe and China.

Chairman:

- Jean François Colosimo

Participants:

- Brendan McGetrick
- Bruno Racine
- Manuel Orazi
- Michel Crépu
- Irma Boom
- Shu Fumin

▶ Debate open to public

▶ Introduction

- Shu Fumin
- Christopher MacLehose

▶ Round Table 2

The stakes of the book, fiction and nonfiction, from China to Europe imbalances and reciprocities

Chairman:

- Manuel Carcassonne

Participants:

- Pierre HASKI
- Mario Andreose
- Geneviève Imbot-Bichet
- Ariane Fasquelle

▶ Debate open to the public

THURSDAY, JULY 4

09:00 Registration (Public)

10:00 Session II : Mindsets: *Which worldview is animating our both cultures?*

The global economical crisis we are living today is not only deeply rooted in and severely correlated to the world economic organization, i.e. to its universally shared rules, patterns and principles, urging the world main leaders to revise the whole international trade and financial system. It is also profoundly linked to the different political and social patterns.

But those patterns are themselves depending of the respective national cultures, according to their proper cultural and linguistic characters, shapes and uses. As a necessary consequence, no real reform can be considered without

putting in perspective the both cultures main philosophical patterns, in terms of political and social organization. Dialogue between Europe and China has then to reconsider mindsets, which define, on the both sides, the day-to-day face of culture. Which worldview, which rationality, which values, are animating our both cultures today, and tomorrow? Are there, in our past Chinese and European cultural backgrounds, some common shared patterns or values, which could be considered as possible milestones for our common future? Are they compatible, in their difference?

► **Chairman :**

- Chen Li

► **Speakers:**

- Huang Ping
- Rem Koolhaas
- Liu Xuewei
- Jacques Attali: *What has changed? What will change? The culture as merchandise and the digital breaking (provisory topic)*
- Zhao Tingyang : *War is no more a mission*
- Alain le Pichon: *What went you out into the desert to see? A reed shaken with the wind?" - Europe in the crisis: a reed shaken with the wind? Europe in the storm*

► **Debate:**

- Debater moderated by Nicolas Chapuis

14:20 : Registration (Public)

15:00 Session III : *Art and Transition of Patrimony: a transcultural approche*

In view of a pervasively present everyday culture in mindsets, arts embody the favoured place where quintessence of culture expresses itself. Which cultural identity European and Chinese arts are giving? Which place do they have in society? In a globalised world, what will be tomorrow's art? For a long time, art could claim to have achieved universal, better done than any other human activities. Consequently we are living either in cultural relativism, or in an a-cultural and globalised art. Our

dialogue thus strives to pave a third way for a Transcultural Art.

City can be considered as an expression of history, a scope where times and ages coexist. Cultural identities have left on cities their stamps through time. Recognizing those identities, understanding their actual values, could provide us an approach to patrimony and heritage. In an actual globalized context, and cities demographic expansion, what kind of patrimony European and Chinese society express?

► **Chairman :**

- Jean-Marc Terrasse

► **Speakers:**

- Fan Di'an
- Michael Edwards:
A transcultural poetic approach of Arts Patrimony
- Wang Shu: *Return to the Picturesque World*
- Djamel Klouche: *Heritages and Identities in the Globalized Metropole*
- Robert Kopp

17:30 Conclusion

- Henri Loyrette, President of the Louvre Museum
- Huang Ping

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Production : Bruno Petit (Les Canards Sauvages)

Round Table of The Future of the Book

Ariane Fasquelle, Manuel Carcassonne

Event Organisation

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