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FOR THE ARTS

A great nation
deserves great art.



NATIONAL
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FOR THE
HUMANITIES

AFI PROJECT: 20/20

Suggested Talking Points

About AFI PROJECT 20/20

- AFI PROJECT: 20/20 is an international cultural exchange designed to enhance mutual understanding, and collaboration by engaging audiences here and abroad through filmmakers and their films.
- By screening their films and interacting with audiences in the U.S. and abroad, these artists will highlight the common values people share by helping to challenge stereotypes and open doors to other cultures, ideas and places.
- The program launched at AFI FEST presented by Audi in Los Angeles, November 1-12, and will include 19 American and International filmmakers.
- AFI PROJECT: 20/20 is a component of the United States' new Global Cultural Initiative that partners public and private institutions to support international cultural diplomacy. AFI PROJECT: 20/20 brings together the the American Film Institute (AFI), the President's Committee on the Arts and the Humanities (PCAH), the U.S. Department of State, the National Endowment for the Arts (NEA), the National Endowment for the Humanities (NEH), and the Institute of Museum and Library Services.
- AFI PROJECT: 20/20 is an outgrowth of the PCAH's Symposium on Film, Television, Digital Media and Popular Culture, and it uses one of this country's most popular art forms, movies and their ability to tell stories to connect with audiences.

Importance of Cultural Diplomacy

- Cultural diplomacy brings together artists of different backgrounds, across the spectrum of race, religion and gender, who espouse a diversity of artistic and political views, to foster artistic excellence and promote mutual understanding and respect for other cultures and traditions. The arts and culture provide an excellent vehicle to engage and connect with diverse audiences.
- The films in AFI PROJECT: 20/20 will reach beyond generations, language, education and borders to reveal our common humanity and promote dialogue, mutual understanding, and foster shared values, such as freedom of expression, tolerance and intellectual property rights.

About the Partners

Federal

- The U.S. Department of State through its Bureau of Educational and Cultural Affairs (ECA) administers professional, academic, youth and cultural exchange programs that are among the most effective tools of public diplomacy. These initiatives increase mutual understanding and respect between the people of the United States and those of other countries.
- The President's Committee on the Arts and the Humanities (PCAH) bridges the interests of federal agencies and the private sector, supports special projects that increase participation, and helps incorporate the humanities and the arts into White House objectives. Mrs. Laura Bush is the Honorary Chairman of the PCAH.
- The National Endowment for the Arts is a public agency dedicated to supporting excellence in the arts, both new and established; bringing the arts to all Americans; and providing leadership in arts education.
- The National Endowment for the Humanities serves and strengthens our Republic by promoting excellence in the humanities and conveying the lessons of history to all Americans. The NEH is the nation's leading supporter of research education, preservation and public programs in the humanities.
- The Institute of Museum and Library Services is an independent federal grant making agency dedicated to creating strong libraries and museums that connect people to information and ideas. The IMLS works at the national level and in coordination with state and local organizations to sustain heritage, culture, and knowledge; enhance learning and innovation; and support professional development.

Private

- The American Film Institute is a national institute providing leadership in screen education and the recognition and celebration of excellence in the art of film, television and digital media.
 - Celebrating 20 years as an AFI program, AFI FEST presented by Audi, features international competitions of brand new films from emerging filmmakers, global showcases of the latest work from the great film masters and gala premieres.