





# French-German Relations

A Case Study of Successful Cultural Diplomacy

# History of relations

- ▶ the Franco-Prussian War (1870-1871)
  - ▶ First World War (1914-1918)
  - ▶ Second world war (1939-1945)
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- a German-French “hereditary” enmity
- ▶ January 22, 1963 - the signing of the Élysée Treaty  a new era in French-German relations
  - ▶ knowledge of each other’s language
  - ▶ importance of cultural exchanges between the two countries

# 40th anniversary of the Élysée Treaty

- ▶ a prerequisite to a closer cooperation between Germany and France
- ▶ the two countries are each other's most important trade partner today
- ▶ Countries have succeeded in making friends out of enemies
- ▶ July 5, 1963 - The Franco-German Youth Office (FGYO) - goals: to reinforce the culture of the partner, motivate young people to learn the partner's language, and promote intercultural learning, among others
- ▶ the FGYO has enabled about eight million German and French youth to participate in 300,000 exchange programs

The other side of the medal

The background features abstract geometric shapes, primarily overlapping triangles, in various shades of blue and green. The shapes are layered, creating a sense of depth and movement. The colors range from light, airy blues to deep, rich greens and blues. The overall composition is clean and modern, with a focus on geometric forms.