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International Management—Culture Management
Business, Art and Education
2008 /1 February Nr. 5.



Forewords

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Photo on front page:
Szentgyörgyi Albert, Terény by Párkányi
photo by elk

“*Art Management*“ I had some very interesting discussions with artists about art management. It was not a real discussion. We were just listening to each other, and wondering whether we talked about the same and whether we wanted to achieve the same. We, an artist and a manager? It is an exciting experience to see art and management in different points of view. For example, the opportunity to present means completely different for an artist than for a manager. How can you meet and establish a artistically, socially and economically beneficial cooperation where both an artist and a manager feel comfort and act in success? Of course, we do not talk about the star management or the institutionalized management, but we talk about freelance artists or artist groups that have a project ad hoc or want to establish the future in a sort of enterprise through relationships home or cross border to present and represent.

In this issue we find articles about different approaches of art or culture management. We continue writing about the **Culture 2007-2013 program of the EU** and related projects. The next presentation on 4 March 2008 at the **Leiden Seminars** is about **thermals, wellness, bath culture in Hungary**, furthermore an opportunity to hear about innovations in **alternative medication** by Hungarian inventors. The Hungarian Film Club presents the movie of *Csak szex és más semmi*.

The **Kulturház**, our cultural agenda writes about actualities, events and programs in Hungary and in Benelux. Low Festival, Dutch and Flemish cultural festival in Budapest has been just started in February 2008 and keeps on going until mid-March.

EU: Education and Culture 2007-2013

European Agenda for Culture: Involving Civil Society Conference

Brussels, 19 February 2008

The European Union continues the dialogue with the regulators and the actual cultural operators. The next conference is about involving civil society to promote culture with different objectives however for a single goal: to have a better Europe. The Culture Ministers of the EU Member States endorsed the European Agenda for Culture. It was prepared last November on the basis of the Communication presented by the Commission in May 2007.



Charlemagne, Brussels, Belgium by elk

Europe

Read the invitation:

"This first-ever Agenda for Culture in Europe launches a new era in the way Member States, European institutions and cultural stakeholders work together in order to respond to some of the major challenges faced by the cultural sector.

Three major objectives for the common work of these stakeholders have been identified: promotion of cultural diversity and intercultural dialogue; promotion of culture as catalyst for creativity in the framework of the Lisbon Strategy; and promotion of culture as a vital element in EU external relations.

In order to tackle these, this new policy strategy introduces a more structured system of cooperation among the Member States and the EU institutions: the 'open method of coordination' (OMC). It has been already successfully used to structure the collaboration of Member States and EU in the areas of education & training, youth and social protection. The OMC also calls for the greater involvement of the cultural sector in the process. In this new context, an information session is organised on 19 February in Brussels by the European Commission.

The participants will have the opportunity to find out more about the Open Method of coordination in the area of culture as well as the way the European cultural sector – ranging from individual artists and performers to creative and cultural industries – can contribute to this new policy strategy for culture."

More information about the Education and Culture 2007-2013, furthermore about the Open Method of Coordination see:

<http://culture-agenda.teamwork.fr>

http://ec.europa.eu/culture/eac/communication/comm_en.html

ENCATC News

ENCATC is the European network of institutions and professionals involved in training and education in the broad field of cultural management. Founded in 1992 in Poland, this independent and unique network gathers 127 members (85 full members, 39 associate members and 3 individual members) and operates through 38 countries.

More information: <http://www.encatc.org>

Creative Local Communities: Cultural Vitality and Human Rights' Call for Papers

The United Cities and Local Governments (UCLG) Committee on Culture, sends a call for papers for the e-journal of UNESCO Observatory on Multi-disciplinary Research in the Arts. The papers will be published called 'Creative Local Communities: Cultural Vitality and Human Rights'.

More information: <http://www.abp.unimelb.edu.au/unesco/ejournal/>

ENCATC WORKING GROUP MEETING:

"Creative entrepreneurship and education in cultural life"

Venice, Italy | 21 & 22 February 2008

In 2007 ENCATC set up this Working Group chaired by our colleague Lotta Lekvall. This new ENCATC initiative has the ambition to finding methods to involve the cultural sector in education and training, from early ages to life-long learning perspectives, and new ways of promoting culture and arts in formal and informal.

EUROPEAN ARTS MANAGEMENT PROJECT

Supported by the Leonardo da Vinci programme, the EAM project is a 2-year pilot project aimed to develop new vocational training tools. The project meets social objectives of increasing employability, and accessibility to arts and cultural activities. It will lead to the sharing of experience and to the fostering of innovation in vocational training by bringing together universities.

"M-Learning: Using of Learning Game Resources based on Educational Content"

Grundtvig in-service training course "**m-Learning: Using of Learning Game Resources based on Educational Content**" which will be organized by the Institute of Mobile Technologies for Education and Culture (Lithuania) in cooperation with the Centre for Professional Training in Culture (Romania) and will take place in Verona, Italy and Bucharest, Romania.

FIRST MEETING OF THE ENCATC WORKING GROUP 'CULTURAL OBSERVATORIES AND CULTURAL INFORMATION AND KNOWLEDGE

Split, Croatia 12-14 March 2008

The European Network of Cultural Administration Training Centers, ENCATC has the pleasure to invite you to participate in and actively contribute to the following events organized in Split, Croatia:

1. Round table on 'Relationship between training programs, cultural observatories and research on cultural policy and management', 12/03/2008
2. ENCATC working meeting, 13/03/2008—The participants of the ENCATC working meeting will actively contribute to the agenda of the seminar that will be organised in July in Bilbao by your colleague Cristina Ortega from the University of Deusto.

Moreover, the participants will have the opportunity to attend the International Conference on 'Cultural Policy and decentralisation in Croatia', organized the 14 March by the University of Economics in Split and to know more about the project aimed to build the first Cultural Observatory in Split. If you are interested in joining this event in Split, please send an e-mail to Tara Schneider Appriou (activities@encatc.org), before the 03 March 2008.

The complete news articles and other news see:
www.encatc.org

Success of the Cultural Fairs

Amsterdam, 3 February, RAI

Forty years ago in Cologne an enthusiastic gallery owner invited his colleagues to the first cultural fair. The different styles and movements could not be put together in one event so in a short time many different artistic trends opened their own fairs around the world, where the newest and the best from an artistic style can be appreciated in one place and in a short time.

In Florida, last year on December 22 different art fairs were held only for modern arts.

Amsterdam has also entered the world calendars of the famous art events, organizing five fairs a year. The RAM /Art Amsterdam/ opens his door on 3rd February in the Rai, and at the end of the year the "PAN Amsterdam" will close this cycle of events with international artists showing their works to many peoples during a few days.

Within a short time a lot can be showed for a tremendous number of visitors on this art events. Our shortage of time is one of the reason of the success of this art fairs. The popularity of these art fairs can be explained also with the changing attitude toward the arts. Art is not anymore something incomprehensible aimed only at a small, rich elite. The new generation of 30-40 years old buyers is formed by often very busy people with no time to visit different galleries. Their artistic knowledge is limited and the different art movements are not well known to them. When visiting art fairs they make their decisions fast based on impulse and purchasing the art works.

Art fairs require a change in sales and management styles. Art merchants must keep up with their customers by assembling the new works of their artist and give them an opportunity to show and sell within a short time. The visitors of the art fair buy more then gallery visitors, and more objects are sold during the fairs. This new style of introducing the contemporary arts represent the new fast tempo of the life.

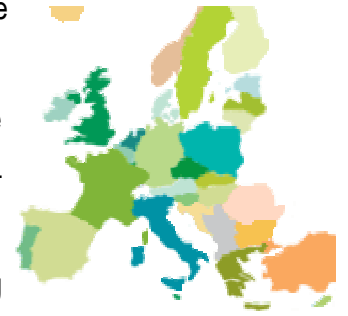
Galleries are certainly not going to disappear but their role is slowly changing. Art management style is changing, and art fairs are going to be the venues of the most important art events and sales.

The goal of cultural management

Over the past few years the world has seen enormous changes resulting from the development of the economy. The increased travel and trade between the different countries around the globe has resulted in an interaction between different cultures. To understand the difference in culture between ethnic groups or religions it is essential to maintain dialogue. Cultural management can play a very important role in this dialogue by point-

ing out the necessity for diversity and combining human knowledge with economical insight.

Culture is a part of our personal self, because it does contribute in a great way to our sense of national identity. Even better, one's culture is his/hers national identity. Cultural management raises the awareness of people of the importance of cultural diversity by developing an active role in passing on knowledge by bringing people in touch with various different cultures. This way cultural management is trying to open up people minds to the beauty and mystics of different cultures and by doing so it hopes to build bridges between different cultures and to enrich peoples lives. Because knowledge of different cultures can help as an instrument to delete presumptions and open up people views to enable them to deal with a more open and complex environment. In other words; culture can be used to promote intercultural dialogued



The EU in this spirit has called 2008 the year of the intercultural Dialogue. The new challenge to fulfil all expectation of the EU the culture managers have to find the best way with number of fundamental principles pointing out that actions are not limited at national level but there actions are focusing all those citizens living in de EU.

Next to the social function of culture; there is the economic element. Because culture is also a financial source, it offers employment to all those who are engaged in the creation and publication what is considered to be cultural inheritance. Cultural management is a necessity to help bring together the different actors to create financial transactions with cultural exchange and import, export possibilities. Problems that are hard to solve can be caused without management: weak dossiers, missed chances and inefficient use of means.

Subsidizing governments demand higher standards of the quality of management. Sponsors want to see real results.

In the end private initiatives grow as well in the cultural sectors, both for the production and the services. The demand for professional management increases here too all the time.

We are going to inform you about all important events of the EU Intercultural Dialog programs. First is going to be held on 19 February, 2008.

By dr. Csilla Tordai

Literature:

EU National Sites http://ec.europa.eu/culture/portal/sites/sites_en.htm

EU Cultural Portal: http://ec.europa.eu/culture/portal/index_en.htm

Europe

Schengen – Hungary, 2007

19 December 2007. Amsterdam. It is 2 o'clock in the afternoon. It was too early to leave home from my work, but I took it. I was just to go to Hungary through Europe by car for Christmas. Before having closed my computer, I had read the headlines.

It said that at Hegyeshalom, border station at the Hungarian, Austrian border the official ceremony of abolishing the border would be taken place. The Hungarian, Austrian, Slovakian prime ministers and José Barosso, EU will participate at the Schengen-opening on 21 December 2007...

Gentle silent smile on my face... and then the horror... 'Oh, Lord, I will never get home. It will be a great chaos at the border and around!'

I have a master of art degree in EU policies and cultural diversity management. I wrote a study in 2005 about the effect of the EU and its policies on the border regions in the Carpathian Basin. In this study, the question of Schengen was one to think about and to make projection what would happen if and when opening Schengen will be in place. The study was positive about it, especially in economic terms, however regarding the societies it had some thoughts to consider. I cannot say that I am or I was pessimistic, but still... However, the conclusion in total was foregoing and positive, as every improvement in economy and society is an improvement.

Schengen ... The car was flying on the ring in Vienna ... Getting closer to the border zone, more kilometre-long row of cars in the First line. Why? – I was wandering, whether it is about the ceremony at the border? No, they were standing to tank at the next petrol station. I drove further, crossed the border without stopping... just driving through... unbelievable. At the other side of the border a policeman was instructing the drives not to stop at the resting place but to keep on going. It was not an issue for me, I never stop there. The petrol station at Moson was closed. Further on the way to the next, more and more car flashing emergency along the road with empty tanks... and kilometre long row of cars waiting to tank at the next one... What a hell is going on? I was driving further, but not with worry as my tank control lamp was on. I had to stop at the next station and wait the queue. I took me more than 3 hours to get in Budapest. It was a chaos that day. A great chaos!

Europe

In Nógrád County at the Hungarian – Slovakian border – the picture was different. A

peaceful gentle feeling

I had. People were going to and back, crossing the border as many times as they had to, or wanted to. Some of them said: "I have never believed that



such thing as abolishing the border stop will

ever happen in my life. It was one of my best days in my life." We also went to and cross and back many times. During the Christmas preparation we took the time and drove along the River Ipoly, the border river ... crooked roads, crooked river, mild mountains, candlelights ... Christmas time. People are going to shopping, entrepreneurs are trading and contracting year-end or new-year deals in which side of the border those are satisfied. They are simple trading normal. Crossing the border the posts are standing empty and lonely... slowly but surely they will disappear as well.

What about the people. In the news you can hear this and that like local nagging news like no more stop at the border, but there are nice and large beton flower pots in the middle of the road, ... or you hear interviews with pro's and contra's disappearing borders...

And the invisible borders? ... and now I am back to my study ... Will those ever disappear?

Literature:

Kronauer, E.L. : EU Policies in the Carpathian-Basin, New EU Border and Its Effect on the Ethnic Hungarians in Slovakia, 2005, University of Amsterdam

Internet: <http://www.eurovisa.info/SchengenCountries.htm>

Hungarian Foreign Affair Ministry: http://www.kulugyminiszterium.hu/kum/en/bal/consular_services/Entry_of_Foreigners_to_Hungary/SCHENGEN/entry_condition_foreigners.htm



Searching Routes in Dutch, Flemish and Hungarian cultural policies

7-8 March 2008

Central European University, Budapest, Hongarije

Since the regime change in 1989, Central and Eastern European culture professionals, policy makers and researchers have been following with keen interest the cultural life in Western Europe, and especially its governance and financing. The Dutch and Flemish schemes, important archetypes and inspiring innovations in the post-1968 Europe, enjoyed special attention. We did our best to adapt good practices, gave up certain illusions, and found out after a while that cultural policies are in motion over there, too. Often the problems are the same as here, and the solutions point at different directions than what we would expect: are we witnessing periodic regressions? One sided search for models gradually gave way to the exchange of experiences between peers.

The cultural policy forum of three cultural systems will take place against this background as a part of the Dutch-Flemish cultural festival in Hungary in February-March 2008. The main features of national strategies and a few selected areas - the position of flagship institutions, policies at city level, the relations between national and European goals, and of course financing - will be presented by specialists from the three nations and discussed involving the participants.

The conference is being organised by the Budapest Observatory in collaboration with the CEU Department of Public Policy, the CEU Center for Arts and Culture as well as the Leiden University Faculty of Creative & Performing Arts.

Time and place;

Friday 7 March and Saturday 8 March, 10-17h

CEU auditorium,

Nador utca 9,

1051 Budapest.

More information: <http://www.budobs.org/searching-routes.html>

Health when Winter Ends

When the winter is almost end, we are eager to see the sun, eager to recover from the consequences (flues, depressions etc) of lack of sun, fruits. We are suddenly focusing on more on healthy life, sports, vitamins and other medications. That is why these early days of the year we are also busy with health preventions, innovations and health tourism. At the front page you can see prof. Dr. Albert Szentgyörgyi. Albert Szent-Györgyi de Nagyrápolt (September 16, 1893 – October 22, 1986) was a Hungarian physiologist who won the Nobel Prize in Physiology or Medicine in 1937. He is credited with detecting vitamin C. The sculpture of Szentgyörgyi on the front page was made of a famous Hungarian sculptor Párkányi Péter and it is placed to Terény (the village next to the Szentgyörgyi property) in front of the AKOL gallery.

Only a very few people in my environment knows how ill I have been when I was a little girl. I am in a reasonable good health now, however still sensible on disease and prevention. I am confident that that we, the person itself are responsible for our health at least 70 % being the manager of our life. We must do everything what we can in order to keep our health at the highest level that is possible, and when a disease is coming we are the one who first must decide to recover, then act upon, but for all, to prevent.

I had a long period when whatever I decided to do, I was consulting my doctors, and still I am going to see them time to time, especially when I am to make a great decision. But I also discovered that we can make a lot for our health and to recover by learning to relax, by having the adequate water, minerals, iron and vitamins and other ingredients that a body needs. This is how once I met the issue of the lack of magnet and its consequences on human body and health. I heard a lot about it, how they implemented it as an additional medical treatment and equipments that are now available for home treatment as well, of course with consultation with doctor and treat according to the medical instruction. I tried it... and now I am also sharing the knowledge and possibilities consulting with local doctors, physiotherapists, experts on magnet therapy and alternative medication and distributors to establish its local presence and availabilities. More information contact to the editors

BUSINESS

Language Learning and Business Life

E-learning - Skype

There are several studies and researches at universities and business schools what costs cultural differences and different languages for an international company and what can be the benefit to learn the language and culture. Of course the studies and researches focused on terms of economical benefits besides the social benefits.

In the financial reports we mainly see the cost of interpreters, language and cultural affairs courses. The real costs and profits, however, can be seen only indirectly in the yearly performance and financial reports (balances and profit and loss reports). The real evidence of course to present a long-term and successful business relationship where both parties are satisfied and they can perform in a nice cultural sphere in business.

In all aspects it is more efficient in management, when the manager at an international company, entrepreneur speaks the foreign language where he acts even if the level of the language is not fluent or faultless. The people in the foreign environment appreciate that gesture and effort, they become more open and cooperative, not forgetting the fact, that having a foreign language in skill, the manager can understand the local news and more in position of decision than only relying on interpreters and extracts.

Those businessmen who want to establish business relationship in the Hungarian language region are not in an easy situation. The language is commonly known as one of the most difficult language in the world. Is it really so? Well, it is not an easy language, however the success is always depend what level you want to achieve. If you want to be an expert of the language at a fluent level, I must say, it is difficult. You have to learn the language for years intensive with a great enthusiasm. However, if you want a living contact, well you can ignore some aspects of the language and concentrate on oral communication and reading. And that level you can reach in a reasonable time by making small steps, small text, one rule per time, but those regularly.

Having the first contact, not stopping the regular communication and learning you will enjoy the language and the opening new culture more and more. And will be the time, when you want to learn more in structure and comprehensive and open the book and make studies. However, not everybody needs that level, and not everybody have the time for. That is why, employing the new technology more and more people recognized the benefit of the e-learning with audio-visual attributes, namely the learning language on Skype. I am a businesswoman as well. I know how to get time and strength to go to class just to learn a language... well, I discovered this language method, and it turned out, that it is real thing. I can be at home, or abroad. I do not need anything else, but internet line,

Education

a laptop and microphone, and I have a personal private native

speaker teacher who tailors the lesson to my possibilities in time and effort, and also does some favour in discussing such theme I prefer or like. I hardly ever miss a class... except on Christmas Eve, and my family never misses me, as I am at home with them at the same time. And I show progress and I really enjoy it. I can only suggest this way of learning to all very busy business man and women. It is also good for those, who have already learnt the language but they have not so many opportunities to practice it anymore. Do not forget, it is not enough to attend a language course, but you always have to maintain it, improve it, but first of all... use it.

More information on learn Hungarian on Skype at the editor or contact@kodex.nl or see <https://www.verbalplanet.com>

Article is published in Hongarije in Zaken business magazine

Reference to discussion of the cost of culture and influence of society, politics, economy etc.

prof.dr. M.J. (Michael) Wintle. De kosten van cultuur: taal en intercultureel management in Europa. in the book of HET BABYLONISCHE EUROPA, Lustrum 2004
<http://cf.hum.uva.nl/eurstu/lustrum/publicatie.html>
CONGRES HET BABYLONISCHE EUROPA, University of Amsterdam, met thema Het Babylonische Europa: de invloed van , 2004

Measure of cost of culture in literature

Hofstede, Geert (2003) Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations
Hofstede's Cultural Dimensions Understanding Workplace Values Around the World

http://www.mindtools.com/pages/article/newLDR_66.htm

Several studies and help for management see website: <http://www.12manage.com>

Financial reports on costs and revenues, furthermore performance measurement and analytics on achieving objectives, measuring efficiency and effectiveness (Kronauer)

Human Resources methods of performance measurement and culture diversity management. (Kronauer)

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Hungarian: a language in the Ancient Ages?

Almost 30 years ago Edwin van Schie, teacher of Hungarian and publisher of the bilingual quarterly *Most Magyarul! Hongarije Magazine*, ran during a vacation in England into a young man from Hungary!



This meeting had a major influence upon his life. After learning to speak the Hungarian language he finally graduated at the University of Amsterdam in Hungarian language. But he continues studying the language even today, it'll keep him busy for a lifetime ...

In February at the Leiden Seminars Edwin van Schie delivered a lecture about the Hungarian language and the possible origins of the language.

In the first part Edwin van Schie presented some interesting facts about the Hungarian grammar and structure. In the second part he introduced his audience to the status quo of studies of the origins of Hungarian language and to some newer theories and showed some what is seen to be archaeological and early linguistic finds of the language. He also dealt with the relationship between ancient Europe and the Hungarian language.

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Forrai Sándor: *Az ősi magyar rovásírás az ókortól napjainkig*, 1994.

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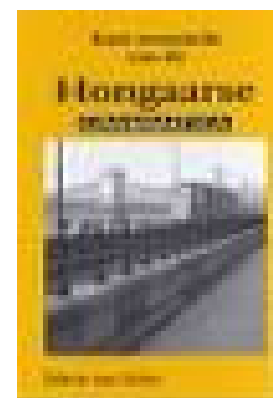
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2007. Internet: http://www.federatio.org/mikes_bibl.html

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Edwin van Schie is the author of *Beszélj Magyarul!*, a Hungarian coursebook for beginners, and *Kort overzicht van de Hongaarse grammatica* (Short Overview of the Hungarian Grammar) and several Language columns (*Taalpraatje*)

published in *Most Magyarul! Hongarije Magazine* See more information www.mostmagyarul.nl/taalpraatje.

Contact: *Hongaarse School & Hongarije Magazine*, Eksterlaan 230, 2026 XM Haarlem, tel. 023 5391867.

Internet: www.mostmagyarul.nl



Therapies with music and sounds in thermal bath, medical & wellness centers in Hungary

PEACEGONG

Aluminium cast musical instrument.
Short introduction



The innovator
presents

My name is Jenő
Ferenc Németh and I
am a graphical
designer. I have been
designing and creating
blazons and trade-

signs based on my own patent since 1982. I tried to beat the ready sign-boards and decorations and realised that each of them had a distinctive sound. In 1994 I hit upon the idea of making an aluminium cast musical instrument. The experiments answered my expectations so I built the prototype of two octaves with my own technology. From the C" note in both directions to G-G-G sharp. I managed to create a special "RESONATOR", which has a unique, long-lasting tinkling and meditative sound. The two-octave chromatic instrument has been used by several well-known percussionists at concerts. It had a great effect on my friends because when I was playing the instrument, everybody got jollified within a short time. That is why I named it "peacegong". The musical instrument was completed and patented in 1996. Then I started the experiments and measurements. The shape, the special alloy and the thickness of the material produces such self-oscillation when beating, which is unique and can be applied in naturopathy. I managed to invent a device, which possesses parameters convenient for resonance-therapy. Other resonators – drums, pipes, etc. –, used by music therapists, work on the same principle. The Peacegong was tested by Profesor Dr. Wolfgang Gölbl. Proceeding from the results I made the Goliath Gongs. The instrument can be applied for cleaning and energizing the chakras. It is appropriate for meditating, relaxing and releasing stress.

I advise it for creating
meditative corners, to
gardens in case of Feng
Shui landscape-
architecture. There is a
special electronic control,
electric sticks for this
purpose. It can also



Business be useful at workplaces where during the breaks

the sounds can provide mental accompaniment to the physical training of employees. This can reduce the failure of work due to morbidity.

I hope my invention will be used as an alternative therapy by a lot of people to maintain their health condition.

At the moment the instrument is being tested by several psychiatrists in order to develop as many therapies as possible.

Recommendation

The effect of sounds, music on human soul has been well known for ages. The science of music therapy deals with this special field. Music therapy, applied by an expert, can uplift mood, improve living conditions.

It would be worth applying it in different areas.

Dr. KONTA Ildikó Mária

Music therapist, Founding Chairman of Hungarian Music Therapy Association (MZE)

NÉMETH Jenő Ferenc

Soundtherapist.

www.smiley.hu/hangterapia.

Demonstration in the Netherlands

Of the Music
Therapy on CD
will be available at
the Leiden seminar
on

4 March 2007



We hope to see
therapists and therapees, who are intereseted in this new innovations, as
well.

More information at the editors.

Presentation on

Thermal bath and bath culture in the Carpathian Basin

**4 March 2007
Leiden Seminars**

See programs on page 8.



Leiden Seminars

2 0 0 7 / 2 0 0 8

Hungarian Cultural and Natural
Heritage

A meeting points of business, art and education

Date of the seminars

6 November 2007:

Film club: Üvegtigris

Presentation: Kodály Zoltán

4 December 2007:

Film Club: Getno

Presentation: Famous Hungarian Libraries

5 February 2008:

Film Club: Sztracsatella

Presentation: Hungarian: an Ancient Language

4 March 2008:

Film Club: Csak sex és más semmi

Presentation: Thermal bath and bath culture

8 April 2008:

Film Club: Állítsátok meg Teréz anyut!

Presentation: Hungarian Renaissance

Changes in program possible. Look for the final program on [Http://kulturhaz.blogspot.com](http://kulturhaz.blogspot.com)

At **18:00 the Hungarian Film Club** presents Hungarian modern and classical films with English subtitle that reflects the society in the given time or period. This year we selected five comedies such as the Üvegtigris (Glass Tiger), Getno, Sztracsatella (Stracatella), Állítsátok meg Teréz anyut! (Stop mother Theresa), Csak sex és más semmi (Just Sex and Nothing Else). The movies are presented with the cooperation of the Hungarian Culture Institute, Brussels.

19:30 Discussion and networking

In the pause the participants can discuss and meet. We expect people and students who are interested in the Hungarian-Dutch business, artistic and cultural life either as a professional or an individual. During the break you can visit small exhibitions on various matters.

20:30 Presentation on cultural heritage

The presentations in English or Dutch of the above mentioned topics are held by experts and docents on cultural affairs from the Netherlands and Hungary in cooperation with the Szabolcs-Szatmár-Bereg Museum and Verzarus Advisory.

Entrée fee:

EUR 7,50 , for students and 65+: EUR 5

Coffee and thee is free

Wine is served. See the local price-list.

Location:

Leiden University , Studentencentrum Plexus, Spectrumzaal road

Address: Kaiserstraat 25, 2311 GN Leiden

Route description: www.routenet.nl

Plots of the Movies

Üvegtigris by Iván Kapitány and Péter Rudolf (2001)

This film tells the story of a few uneventful days in the life of six pals. Lali, a great fan of America, owns a sandwich stand on the side of the road, called The Glass Tiger. Gaben pinches cars; Fox is a petty swindler; Sanyi a half-wit homeless; Coco can't shut up about getting some dough and going to America; Slimmy keeps playing the saxophone, despite the others' frayed nerves. Gaben talks Lali into buying an old Chevrolet Impala, the real American dream. After the long escapade of getting the car, Lali *Education* doesn't even get the chance to try the



Chevy out, because a truck completely demolishes it. Fox in the meantime is looking excit-

edly for the "Wreck", what he has been trying to sell for big money. *Written by gabbbor@freemail.hu*

Getno by András Salamon (2004)

Following the promise of the American Dream, Jancsi Major and his family move in a whirlwind from Budapest to Las Vegas. Upon arrival they immediately step through the mirage of wealth and opportunity to find themselves on the outskirts of Las Vegas, packed into Grandpa Jenó's doublewide trailer. As they struggle to assimilate into life in America, the family comes face-to-face with the bonds that hold them together and with the forces that try to push them apart. In the end, we find the Major men back in a world they never truly left behind, while the women of the family continue to cultivate their new lives. Their plight proves the universal truth that the greatest obstacles to achieving personal happiness lie only within ourselves. *Written by www.getno.hu*

Sztracsatella by András Kem (1996)

The main character in this film (Karmester=Conductor) leads the orchestra of the Hungarian radio nowadays. He works too hard and after he is up for 6 days, his nerves get exhausted. He gets to a hospital. While the examinations are in progress we know that he has worked in foreign country for years and he hasn't found his place in Hungary yet. He has a wife, who is a successful dentist but their marriage touches bottom



nowadays. In the hospital the conductor and the doctor, who is a pretty, intelligent woman, fall in love. But there are a wife and a son ... *Written by Kornel Osvart kornelo@alphanet.hu*

Csak sex és más semmi by Krisztina Goda (2005)

Dóra is 33, an art director in a theatre, realised on a day that his fiancé has a wife and a child. She got fed up with men, and she decides that she wants a child and to grow his up alone. So, she starts to look for donors



Állítsák meg Teréz anyut! By Péter Bergendy (2004)

Kéki Kata is a lucky woman. She is an attractive woman. Wherever she enters, she draws the attention of all men. She is a loving mother, and a brother wished to be loved, and she has three good friends. Even, she has a trustful friend, who hardly can wait to be promoted being a fiancé, a husband, a the father of their child. Everything is there to have a successful life, which, however, is not the case. Kata Kéki is not happy as we thought. It is because all these are not she wishes to have, and she is just looking for and looking for the real one, the true one....

Next in the Leiden Seminar

4 March 2008, Tuesday

Leiden Seminar - Hungarian Cultural and Natural Heritage

where business, art and education meet

18:30 Film Club: Csak sex, és más semmi (Only Sex, and Nothing Else)

20:30 Presentation: Hungarian Thermal and Bath Culture

by Ms. Anikó Horváth (in English)

Location:

Leiden University ,

Studentcentrum Plexus Rode zaal, Kaiserstraat 25

2311 GN Leiden

Entree fee: EUR 7.50

(student: EUR 5)

About the presentation:

Hungarian Thermal and Bath Culture

Hungary is extremely rich in thermal waters. Its thermal water reserve is significant on a world scale and on European scale it is outstanding. Most of the mineral and medicinal waters contain dissolved minerals endows them with curative powers, and makes them suitable for bathing and drinking cures. Currently there are more than a thousand wells in Hungary that give + 30°C hot water most of which is medicinal water. Medicinal waters can be found in almost all regions of Hungary about three-quarters of the wells are located in the Great Hungarian Plain.

There are 36 special medicinal baths. Europe's only cave-spa is in Northeast Hungary, in Tapolca, while Hévíz lake near lake Balaton is the best known hot water (33 °C) medicinal-water lake in Europe. For decades Budapest has been enjoying the name "the world's spa capital". Some of its baths had been al-

ready operating during the Turkish occupation (16 th - 17 th centuries). Source: www.budapest-hotel-guide.hu

Presenter: Ms Anikó Horváth

Presentation will be held by Ms. Anikó Horváth, a tourist manager, a representative of the Észak-alföldi Termál Klaszter Egyesület (Association of Thermal Klaszter in Northern Great Plain). Presentation is organised in the cooperation of the Hungarian National Tourist Office zRt and director of Dombóvár Town Museum, Hungary.

Additional information:

Kódex Advisory together with trainees of Christelijke Agrarische Hogeschool, Erasmus Program, have been working on a database of thermal bath, facilities and cure in Hungary as of 2006. Other Hungarian innovations on alternative medication such as Gong and Magnet therapy can be informed at the location and by contact with Kódex Advisory email: contact@kodex.nl



Hévíz thermal

About the movie:

Csak sex és más semmi by Krisztina Goda (2005)

Dóra is 33, an art director in a theatre, realised on a day that his fiancé has a wife and a child. She got fed up with men, and she decides that she wants a child and to grow his up alone. So, she starts to look for donors

See further information on <http://kulturhaz.blogspot.com>

THE LOW FESTIVAL

15 February – 12 March 2008

The LOW Festival is in Budapest in 20 locations with more than 500 performances. The name of the festival alludes to the Low Countries, the region encompassing the Netherlands and Flanders.

The basic aim of the festival is to introduce contemporary Dutch and Flemish culture to the Hungarian public, and to enhance, support and deepen artistic cooperation between the Netherlands, Flanders and Hungary.

You find a selection of the programs in alphabetical order, and see further details on the official website of the Low Festival www.lowfestival.hu

- 50/50, Manual Focus, Mette Ingvarsen, 28-02-2008 - 29-02-2008 / 20:00, MU Theater
- A Conversation about Literature with Lieve Joris and Leon de Winter, 06-03-2008 / 18:00, Merlin
- Annemiek de Beer and Maurice van Tellingen, 29-02-2008 - 29-03-2008, Deák Erika Gallery
- ASKO Ensemble, 25-02-2008 / 19:30, Palace of Arts, Festival Theatre
- Camp, Hotel Modern, 22-03-2008 - 23-03-2008 / 20:00, Trafó - House of Contemporary Arts
- Capilla Flamenca, 02-03-2008 / 19:30, Palace of Arts, Festival Theatre
- Cinetrip Sparty, Tournament and other cinetrip events during the festival see the website.
- Combattimento Consort Amsterdam, 28-02-2008 / 19:30, Palace of Arts, Festival Theatre
- Correct? The Price of Political Correctness: A Roundtable Discussion, Gáspár Miklós Tamás, Herman Vuijsje, 11-03-2008 / 18:00, Merlin
- Douwe Heeringa sings Jacques Brel, Douwe Heeringa, 06-03-2008 / 20:00, Merlin

ARTicle

- Dutch-Flemish Children Programme, De Stille, 08-03-2008 / 10:00 - 17:00, Millenáris Theater
- Dutch-Flemish Film Festival, 01-03-2008 - 12-03-2008, Örökmozgó Filmmuseum 01-03-2008 - 12-03-2008, Merlin
- EUROPAVOSTRA, Etablissement d'en Face, 08-03-2008 - 13-04-2008, Trafo Gallery
- First Steps - Dutch and Flemish Plays; rehearsed readings, 24-02-2008 / 19:00 Merlin, 02-03-2008 / 19:00, Merlin, 09-03-2008 / 19:00, Merlin
- 'Holland from the Hungarians viewpoint' - a book by Maria Bogay, 07-03-2008 / 17:00, Merlin
- Holland Tsunami, 11-03-2008 - 12-03-2008 / 20:00, Keleti Railway station
- Le Bal Moderne, 08-03-2008 / 17:00, Millenáris Inn
- Lolly Jane Blue, Roosbeef, Péterfy Bori & Love Band, Roosbeef, 08-03-2008 / 21:00, A38 Ship
- LOW Power Party, Cyborg Templar (Deck Attack), Infra Gandhi (Deck Attack), Kraak end Smaak live (NL), Negro (Deep), Sanyi (Cinetrip), Turntable Dubbers Sound System (FL), Waxman (Tilos), 01-03-2008 / 22:00, Merlin
- My City: Amsterdam, several programs during the festival. See the website
- Pages - a new generation of photo-books from the Netherlands, 13-02-2008 - 08-03-2008, Dorottya Gallery, Lumen Gallery
- Precisely that! Han Schuil, Jurriaan Molenaar, 07-03-2008 - 12-04-2008, acb Contemporary Art Gallery
- Searching routes - in Dutch, Flemish and Hungarian cultural policies, 07-03-2008 - 08-03-2008 / 10:00 - 17:00, Central European University
- Silence, Andrea Rádai, 01-02-2008 - 01-03-2008, acb Contemporary Art Gallery
- STAU, Anouk van Dijk, 12-03-2008 / 19:00, 21:00, Millenáris Theater, 12-03-2008 / 19:30, Palace of Arts, Béla Bartók National Concert Hall
- The Night of the Unexpected, Edwin van der Heide, Evan Parker & Joel Ryan, Terrie Ex & Han Bennink, Tomoko Mukaiyama, Xavier van Wersch & Tigrics, 01-03-2008 / 19:00, Trafó - House of Contemporary Arts



- The Piano Trio Revisited, Béla Ágoston, Jef Neve Trio, Michiel Braam, Trio BraamDe-JoodeVatcher, 10-03-2008 / 19:30, Trafó - House of Contemporary Arts
- Trains with Children - An Exhibition of Documents, 22-02-2008 - 14-03-2008, Central Library of the Municipal Szabó Ervin Library, Small Gallery
- Travelling Memory, Ans Hey, Orlando Trio, 27-02-2008 - 16-03-2008, Holocaust Memorial Center
- Tribute to Louis Andriessen, UMZE Chamber Ensemble and Modern Art Orchestra 24-02-2008 / 19:30, Palace of Arts, Béla Bartók National Concert Hall
- Two Dutch Photographers, Bertien van Manen: Give me your image, Hans van der Meer: European Fields: The Landscape of Lower League Football, 22-02-2008 - 06-04-2008, Ludwig Museum - Museum of Contemporary Art
- UtopiaTransfer, Aernout Mik, Atelier van Lieshout, Bik van der Pol, Falke Pisano, Krijn de Koning, Société Réaliste, 05-03-2008 - 06-04-2008, Budapest Historical Museum Municipal Picture Gallery / Kiscelli Museum
- Visibility Works workshop, Inga Zimprich, Katarina Zdjelar, Marjolijn Dijkman, Metahaven (Daniel van der Velden, Gon Zifroni, Vinca Kruk), 21-02-2008 - 13-03-2008, Hungarian University of Fine Arts, Barcsay Hall
- Wewilllvestorm, Benjamin Verdonck - Toneelhuis, 04-03-2008 - 05-03-2008 / 19:00 Merlin
- While We Were Holding It Together, Ivana Müller, 06-03-2008 - 07-03-2008 / 20:00 MU Theater
- Wim Delvoye, 16-02-2008 - 23-03-2008, Ernst Museum
- Ziggi, Irie Maffia, Dj Atlas, 07-03-2008 / 22:00, A38 Ship

Anna van Duin

Workshop "Afscheid" 13 en 15 maart 2008

Op donderdag 13 en zaterdag 15 maart houd ik weer de workshop Afscheid . Door middel van een leporello, een vouwboekje, geef je vorm aan een afscheid, met alle verschillende aspecten die daarbij horen. Je kunt stempelen, collage maken, schilderen of tekenen, wat je wilt.

De donderdagavond daarvoor, op 13 maart, zal ik enkele technieken demonstreren, zodat je alvast je gedachten kunt laten gaan over de uiteindelijke vorm en wat je daarvoor nodig hebt.

De kosten zijn € 130,- , inclusief materiaal, koffie, thee en koekjes. Lunch graag zelf meenemen.

Maximum aantal deelnemers: 4.

www.annavanduin.nl/coaching.html

Workshop "Metamorfosen" 14 en 17 mei 2008

Op woensdagavond 14 en zaterdag 17 mei houd ik de workshop Metaforen (beeldspraak: een beeld wat staat voor iets anders, bijvoorbeeld een gevoel). Als je iets wilt verbeelden door middel van een metafoor, is het vervolgens wel zaak om te proberen de essentie goed in beeld te krijgen, zodat het méér wordt dan zomaar een plaatje. Laatst zag ik op de televisie beelden van een 45 meter diepe waterput. eerst zag je iemand eindeloos een touw omhoog halen, waaraan kennelijk een emmer zat, maar de emmer kwam steeds maar niet in beeld. Toen werd ons een kijkje gegund in de put. Ik zag een eindeloze gang naar beneden, de bodem onzichtbaar, verdwijnend in duisternis. Toen dacht ik: dit beeld is een mooie metafoor voor iets op willen diepen uit je onderbewuste. Op de woensdagavond gaan we eerst inventariseren welke metaforen we nodig hebben en hoe de essentie van dat beeld het beste weergegeven zou kunnen worden. In de dagen tot zaterdag kun je zelf foto's maken (digitaal is het makkelijkste) en plaatjes verzamelen, die je wat zeggen. Op zaterdag verwerken we dat.

De kosten zijn € 130,- , inclusief materiaal, koffie, thee en koekjes. Lunch graag zelf meenemen.

Maximum aantal deelnemers: 4.

www.annavanduin.nl/coaching.html

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Németh Péter Mikola

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Vác, Hungary

EKSZPANZIÓ XX. RENESSAINCE / RE-BORN

Yes, I do believe that we are re-borning time to time in this shadow world. András Bohár, a philosopher – who is sleeping the dream of Plotinos – will be reborn on 21 February, right now, when we are opening his exhibition in the Budapest Gallery,

This year, the head quarter in Cultural Centrum of the village in an old villa in VERŐCE, Danube Band in Hungary.

Upcoming EKSZPANZIÓ 29-31 August, 2008

The EKSZPANZIO has been expanding for 20 years. The whole summer periods expansive performances, art actions, installations, exhibitions.

BRIDGE builders on Ipoly 2-3 August at Vámosmikola and Ipolybili on the River Ipoly, the river of the border between Hungary and Slovakia. Ipolybili has 850th anniversary.

**Media on
Hungarian—Dutch relationship :**

Hongarije in Zaken
www.hongarijeinzaken.nl

Hongarije Vandaag
www.hongarijevandaag.nl

Hungarian Investment
www.itd.hu

International Culture Activities in the Netherlands
www.sica.nl

Most Magyarul
www.mostmagyarul.nl

Embassy of the Hungarian Republic in Den Haag
www.hungarianembassy.nl

Embassy of the Royal Netherlands
www.netherlandsembassy.hu

Chamber of Commerce in the Netherlands
www.kvk.nl

Chamber of Commerce in Hungary
www.mkik.hu

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Oost Europa Centrum in samenwerking met Nationale
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Toegang gratis

Expositie
1- 3- 5- 8 maart 2008
9.00- 13.00 uur
Toegang gratis

Locatie
Goirkestraat 133
5046 GG Tilburg

Meer informatie
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Read actual culture programs
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Kódex Bulletin
International Management
& Culture Management
4 issues per year

Nr.5. 2008 February

Editor (s):
Kronauer Éva Lilla
Tordai Csilla

ISSN 1873-3980

First issue:
1 January 2007

Price:
Online: free

Printed:
In the Netherlands
EUR 3 per issue
EUR 14,50 per year

In Europe
EUR 4,00 per issue
EUR 19,50 per year

Overseas
EUR 5,00 per issue
EUR 24,00 per year

Publication, subscription
and advertisement:
Kódex Advisory
Address:
Sfinxdreef 22,
3564 CN, Utrecht
the Netherlands

Webpage:
www.kodex.nl

Email:
contact@kodex.nl

Bank Account:

Rabobank Utrecht
36.92.78.976
SWIFT RABONL2U
IBAN NL96 RABO
03692789 76

Hungarian Electronic
Periodicals
[http://epa.oszk.hu/
kodex_bulletin](http://epa.oszk.hu/kodex_bulletin)

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Headline
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EUR 25 per issue / EUR 100 per year (incl
VAT)
1/8 size
EUR 45 per issue / EUR 200 per year (incl
VAT)
1/4 size
EUR 75 per issue / EUR 350 per year (incl
VAT)
1/2 size
EUR 100 / EUR 450 per year (incl VAT)
A4 size
EUR 250 / EUR 1000 per year (incl VAT)