

International Workshop on

Branding

the Nation, the Place, the Product

November 20, 2014 | 09:00 – 18:00
Sitzungszimmer GEWI
Universitätsplatz 3, ground floor
(main-building of the University of Graz)
8010 Graz

Branding

the Nation, the Place, the Product

09.00 Welcoming Speeches

Introduction Papers

(each 30 min. and 15 min. discussion)

09.15 Nadia Kaneva
(University of Denver):
Nation Branding and the Trap
of Representations:
Critical Reflections on the
Post-Socialist
Experience

10.00 Andy Pike
(University of Newcastle):
Origination:
The Geographies of Brands
and Branding

10.45 Coffee Break

Workshop Papers

(each 25 min. and 10 min. discussion)

11.15 Alberto Vanolo
(University of Turin):
Urban Branding in Times of
Crisis: the Case of Turin

11.50 Annalisa Colombino
(University of Graz):
Becoming Eataly

12.25 Lunch Break

14.00 Dominik Gutmeyr
(University of Graz):
Alphabets and Manuscripts –
Cultural Nation Branding in
Armenia und Georgia

14.35 Zsolt Lazar
(University of Novi Sad):
Branding the Multiethnicity:
the Case of Vojvodina

15.10 Costas Constandinides
(University of Nicosia):
The Rebranding and
Unbranding of
Identity Politics in
Cypriot Cinemas

15.45 Coffee Break

16.15 Ružica Brečić
(University of Zagreb):
Understanding Brand Image
– Insights from Croatia and
Serbia

16.50 Oliver Kühschelm
(University of Vienna):
Nationalizing Brands,
Branding the Nation: The
Convergence of Advertising,
Nation-Building and Public
Diplomacy in Post-War Austria

17.25 Final Discussion

18.00 End of the workshop

19.30 Workshop Dinner

Contact and further information:

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