



Place and Nation Branding in Europe
Tuesday, July 10th, 2012, Alter Senatssaal (Hauptgebäude)

- 11:30 – 12:00 Uhr Introduction, Jessica Gienow-Hecht (Cologne)
- 12:00 – 13:30 Uhr **Panel I**
Branding Aesthetics, Aestheticizing Nationhood:
Modern German Art at John Cotton Dana's "New Museum",
Megan McCarthy (New York)
- Academia and (Inter-) National Images – Germany and the
US 1870 to 1970, Charlotte Lerg (Munich)
- Comment: Jakob Vogel (Paris)*
- 13:30-14:30 Uhr Lunch Break
- 14:30-16:00 Uhr **Panel II**
Nazi Germany, the Film Nation. Film Exchange between
Germany, Japan, and Italy 1933-1945, Silvia Hofheinz
(Heidelberg)
- Branding the Franco-Dictatorship in West Germany, 1950-
1975, Carolin Fischer (Cologne)
- Comment: Giles Scott-Smith (Leiden)*
- 16:30-17:30 Uhr Place Branding as Public Diplomacy,
Nicholas Cull (Los Angeles)