

# Colloquium: Nation Branding and the Creative Industries

Aarhus University, 22 - 23 September 2016



## Programme

Thursday 22<sup>nd</sup> September, 10.00 - 17.00 followed by dinner in Aarhus

Venue: Morten Zielerstuen, Frederik Nielsens Vej 4, Aarhus University, 8000 Aarhus

- 9:30 Registration desk opens
- 10.00 Welcome
- 10.15 **Practices and Ideas**  
Can Seng Ooi: 'From 'boring and uncreative' to 'exciting and creative': Magic and hocus pocus in Asian nation branding'
- 11.00 Coffee break
- 11.30 **Part 1: Mediatized nation projections I**  
Alessandra Meleiro & Stephanie Dennison: *Brazil, Cinema and Soft Power*  
Naomi Sakr: 'Dark Arts' or 'International Understanding'? *The Branding of Qatar through Al-Jazeera and Al-Jazeera Children's Channel*  
Anne Marit Waade: *Television and Tourism hand in hand. Cineposium 2015, the DR TV drama brand, The Nordic Noir and beyond*
- 13.00 Lunch
- 14.00 **Part 2: Mediatized nation projections II**  
Fabiana Mariutti & Ralph Tench: *Nation branding through media: How UK newspapers project Brazil's image*  
Maria Briana: *Nation branding as a spillover effect of culture-led partnerships*  
Candace White, Diana Ingenhoff & Alexander Buhmann: *Nation branding or cultural diplomacy? The role and impact of the creative industries on national reputation*  
Robert Saunders: *Global pop-culture flows and the challenge to nation branding efforts*
- 16.00 **Practices and Ideas**  
Carsten Holst: *Branding Århus 2017*
- 17.00 End, followed by dinner at 18.30 in Aarhus

## Friday 23<sup>rd</sup> September

**Venue:** Morten Zielerstuen, Frederik Nielsens Vej 4, Aarhus University, 8000 Aarhus

- 9.00            **Part 3: Brand practices – old and new tools**  
Katja Valaskivi: *Building a sense of nation 2.0. Creative industries and circulating the practices of nation branding*  
Göran Bolin, Per Ståhlberg & Paul Jordan: *PowerPointing the nation*  
Robert Bowen, Sophie Bennett & Richard Marggraf-Turley: *Selling places: Using place-based marketing to promote regional produce. The case of Rhondda Cynon Taff*
- 10.30            Coffee break
- 11.00            **Practices and Ideas**  
Panel discussion: *The drivers and effects of Mediatized placemaking*  
Szilvia Gyimóthy, Aalborg University, Anja Hartung Sfyrla, Visit Denmark; Helene Aurø, DR Salg
- 12.00            Lunch
- 13.00            **Part 4: The politics of branding I**  
Sebastian Reddeker: *The ‘new’ Luxembourg – highly creative?*  
Robert C. Thomsen: *Nation branding, nation-building: The Arctic Winter Games 2016 as an intricate case of both*  
Asare Okae-Anti: *A study of branding strategies employed in Ghana from 1992 to 2008*
- 14.30            Coffee break
- 15.00            **Part 5: The politics of branding II**  
César Jiménez-Martínez: *Who speaks on behalf of the nation? Struggling for the image of Brazil during the June 2013 protests*  
Ismael Arinas Pellón: *Marca España. Analysis of linguistic mismatch between branding purposes and their associated narratives*  
Iris Rittenhofer: *tba*
- 16.30            Closing remarks and discussion
- 17.00            End