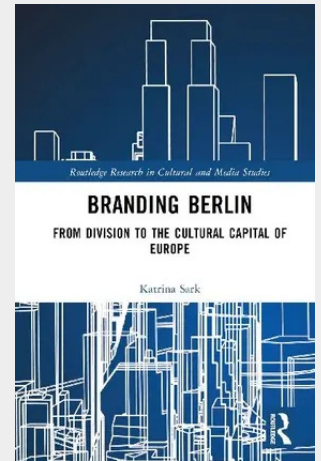


Branding Berlin

From Division to the Cultural Capital of Europe

This book is a cultural history of post-Wall urban, social, political, and cultural transformations in Berlin. Branding Berlin: From Division to the Cultural Capital of Europe presents a cultural analysis of Berlin's cultural production, including literature, film, memoirs and non-fiction works, art, media, urban branding campaigns, and cultural diversity initiatives put forth by the Berlin Senate, and allows readers to understand the various changes that transformed the formerly divided city of voids into a hip cultural capital. The book examines Berlin's branding, urban-economic development, and its search for a post-Wall identity by focusing on manifestations of nostalgic longing in documentary films and other cultural products. Building on the sociological research of urban branding and linking it with an interpretive analysis of cultural products generated in Berlin during that time, the author examines the intersections and tensions between the nostalgic views of the past and the branded images of Berlin's present and future. This insightful and innovative work will interest scholars and students of cultural and media studies, branding and advertising, urban communication, film studies, visual culture, tourism, and cultural memory.

This book is a cultural history of post-Wall urban, social, political, and cultural transformations in Berlin. Branding Berlin: From Division to the Cultural Capital of Europe presents a cultural analysis of Berlin's cultural production, including literature, film, memoirs and non-fiction works, art, media, urban branding campaigns, and cultural diversity initiatives put forth by the Berlin Senate, and allows readers to understand the various changes that transformed the formerly divided city of voids into a hip cultural capital. The book examines Berlin's branding, urban-economic development, and its search for a post-Wall identity by focusing on manifestations of nostalgic longing in documentary films and other cultural products. Building on the sociological research of urban branding and linking it with an interpretive analysis of cultural products generated in Berlin during that time, the author examines the intersections and tensions between the nostalgic views of the past and the branded images of Berlin's present and future. This insightful and innovative work will interest scholars and students of cultural and media studies, branding and advertising, urban communication, film studies, visual culture, tourism, and cultural memory.



189,40 €

189,40 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781032516035

Medium: Buch

ISBN: 978-1-032-51603-5

Verlag: Routledge

Erscheinungstermin: 21.07.2023

Sprache(n): Englisch

Auflage: 1. Auflage 2023

Serie: Routledge Research in Cultural and Media Studies

Produktform: Gebunden

Gewicht: 575 g

Seiten: 270

Format (B x H): 161 x 240 mm

