

Contents

7 Preface
Georg Franck (Austria)

11 Editorial
Information. Communication. Attention!
Exploratory urban research beyond city branding
Sabine Knierbein, Andrea Rieger-Jandl and Ian Banerjee (Germany/Austria/India)

25 Acknowledgements

City branding and civil society. A controversial relationship?

29 From the village of olives to the city of angels to a city under the colours of diversity.
City branding in Krungthep Maha Nakhon – Bangkok, Thailand
Duangnapa Sinlapasai (Thailand/Austria)

51 Questioning an image and perception in city branding processes
The 'Exit' Music Festival in Novi Sad, Serbia
Monika Nemet (Serbia/Austria)

Information. Communication. Attention! Exploring the urban realm

75 The race for attention
And the winner is: The 2008 Media Façades Festival in Berlin
Carolina de Souza Teixeira (Brazil/Germany)

95 The museum storyteller
Innovative wonderlands in contemporary buildings
İdil Çalışkan (Turkey/Germany)

111 B Belfast, be BERLIN, but I amSTERDAM!
Promoting cities' distinctiveness
Tihomir Viderman (Croatia/Germany)

133 Be distinctive. Be competitive. Be Berlin?
A discourse on city branding
Svenja Jäger (Germany/The Netherlands)

The production of urban space in transition

155 From buying cars to buying attention
Accumulation strategies in urban territories in transition
Sabine Knierbein (Germany/Austria) and **Claudia Tomadoni** (Argentina/Germany)

172 Authors