

Title:	MULTICULTURAL NICOSIA: SEARCHING FOR A COMMON CULTURAL IDENTITY IN EAST MEDITERRANEAN BASIN
Year:	2015-06-22
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Abstract:	This article intends to investigate in a theoretical framework the possible expansion of Place Branding in a cross-border and inter-national basis in order to develop partnerships and to strengthen the relationships between cities of a large geographical area beyond the limits of the current nation states, by using as tool of promotion, the common cultural grounds of their urban landscapes. The article for this investigation uses as a case study the city of Nicosia proposing for the city, according to the above mentioned framework, the formation of a possible "East Mediterranean Branding" for the promotion of an East Mediterranean cultural identity, analyzing the different characteristics and the objectives that may have, compared with the well known classical forms of Place Branding.