

ALCIDE DE GASPERI RESEARCH CENTRE

Building Europe by Branding Europe? The Branding of "Europe" in the Experimental Phase of Western European Integration, 1948–1957

Marlene Ritter (Doctoral researcher, Freie Universität Berlin/SCRIPTS Cluster)

Date/Place: 27 April 2023 – 15:00 - 16:00

Please register through the EUI events calendar to receive the ZOOM link.
eui.eu/events?id=558291

In this hybrid Alcide de Gasperi Research Centre seminar "Building Europe by Branding Europe? The Branding of 'Europe' in the Experimental Phase of Western European Integration, 1948–1957," Marlene Ritter will present her on-going research on Western European image politics after World War II. Focussing on organisations like the Council of Europe, the European Coal and Steel Community, or the Organisation for European Economic Co-operation, she follows their strategies to brand and imagine a united and future-oriented Europe in the early phase of its institutionalisation in the 1950s and 60s.

University of Hamburg historian Anne Bruch will serve as discussant.



© Council of Europe
Source: Conseil de l'Europe, Strasbourg, F- 67-075 Strasbourg Cedex- France.
This document is available at www.cvce.eu



Image source: Image : © Council of Europe Source: Conseil de l'Europe, Strasbourg, F- 67 075 Strasbourg Cedex- France. This document is available at www.cvce.eu