

## Urban Heritage, Development, and City Brand Management



Aswan August 6 – 18, 2018  
and Cologne August 25 – September 1, 2018

### Organizing Institutions

University of Cologne (UoC), Nubia Museum Aswan, Arab Academy for Science, Technology & Maritime Transport (AASTMT) Aswan

## Call for Participation

We are pleased to invite you to apply for participation in the fourth multidisciplinary Cologne Aswan Summer School in Heritage Studies 2018 on **Urban Heritage, Development, and City Brand Management** which *is planned to* take place from August 6 – 18, 2018 in Aswan / Egypt (first part) and from August 25 – September 1, 2018 in Cologne / Germany (second part).

Aswan and its environments in the south of Egypt is a region of enormous richness in tangible and intangible cultural heritage and in natural heritage, partly a World Cultural Heritage since 1979, a Protected Area with a unique ecosystem since 1987, and a member of the Creative Cities network since 2005 .

The Summer School will introduce the participants to current discussions and critical approaches in the field of heritage studies and will highlight **Urban Heritage** and **City Brand Management** as key issues in the interpretation, management and promotion of heritage as central aspects for sustainable development of cities. The programme will focus on the following topics:

1. Urban culture, urban heritage, development and sustainability, with a discussion of the diverse aspects of the Historic Urban Landscape approach and the importance of urban culture and heritage in the context of the Sustainable Development Goals (SDGs) of UN's 2030 Agenda and the New Urban Agenda of Habitat III.
2. From city marketing to city brand management: the importance of heritage and sustainability in the brand development process.
3. Cultural mapping as an instrument for research in urban heritage and development.

Classroom teaching, visits to cultural and natural heritage sites and museums and meetings with experts will serve as a preparation for exploratory field research projects to be carried out by the participating students in mixed Egyptian-German groups during the second part of CASSHS in Aswan. This research will concentrate on the city and region of Aswan and will produce first results for an integrated approach to brand management for Aswan.

### Who do we expect to apply?

- students from AASTMT Aswan, University of Cologne, Nubia Museum Aswan and Nile Museum Aswan, by way of exception only from Aswan University
- *advanced* undergraduate students (*final* BA or BSc terms) or MA/MSc students *from any discipline with a relation to heritage studies*.

- students with a personal interest in the topic who are aware of its multidisciplinary character
- students with a high level of proficiency in English; the official language of the summer school is English

### Application Documents

- Curriculum Vitae in English **with valid mobile phone number, email address and clear information on study programme and level**
- Letter of Motivation in English (signed, one A4 page)
- Certificate of study from Aswan or Cologne (scan of valid student ID)

### Programme Fee

Participation in the Summer School is **free** for students accepted in the programme.

### Travel Costs and other Expenses

*Students from Cologne* cover their travel costs to Aswan; meals and additional activities are not included in the programme. Accommodation in Aswan and all activities of the programme will be covered by the programme.

Travel costs for *students from Aswan* and accommodation in Cologne as well as costs for all programme activities will be covered by the programme.

### Deadlines for applications

<b>from Aswan</b>	<b>Friday, April 06, 2018, 16:00 (CET)</b> (earlier due to visa formalities)
<b>from Cologne</b>	<b>Sunday, April 15, 2018, 16:00 (CET)</b>

Please send your application as **one document in pdf format** to

[heinz.felber@uni-koeln.de](mailto:heinz.felber@uni-koeln.de) and [monica\\_h@aucegypt.edu](mailto:monica_h@aucegypt.edu)

For more information please contact:

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