

Second Annual Conference of the International Place Branding Association (IPBA)
Swansea Marriott Hotel, Swansea (Wales, UK), 6-7 December 2017

The 'IPBA Art Gallery'

Alternative Modes of Investigation and Presentation

*"There is an art to science and a science in art.
The two are not enemies but different aspects of the whole".*
Isaac Asimov

Part of the mission of the International Place Branding Association is to encourage unconventional thinking around place branding and to engage its members in creative dialogues that advance our understanding of this fascinating field. In this spirit, the IPBA is attempting to tap into the artistic creativity abundant within the international place branding community. Part of the 2nd IPBA conference is the **IPBA Art Gallery**, an innovative session of presentations that go beyond the constraints of usual scientific and academic dissemination formats.

We have invited scholars, researchers, practitioners, students and artists to submit original art work expressing their explorations or interpretations of historical and current place branding themes. All works are inspired by the contributors' research, practice or wider engagement with place branding, place marketing and places in general. We hope that in this way we might inspire and support each other's future explorations and open new avenues of expression.

For this first session, the IPBA Art Gallery is very proud to present the works of (in alphabetical order):

1. Magdalena Florek (jewellery)
2. Massimo Giovanardi (song)
3. Szilvia Gyimothy (video)
4. Mihalis Kavaratzis (poem)
5. Ian Loughran (poems)
6. Tatiana Polyakova (sketches)
7. Andrea Szentgyörgyi and Mihalis Kavaratzis (photo collage)
8. Gary Warnaby (photographic essay)

We would like to thank the Conference Organising Committee and, particularly, Prof Nigel Morgan and Prof Brian Garrod for their whole-hearted support to the Gallery. We would also like to thank the Founding Board of the IPBA for embracing the idea. Of course, our warmest and biggest 'thank you' goes to the artists themselves, the participants in the 2017 IPBA Art Gallery who submitted their inspiring works. Without them the Gallery would not have been possible.

We hope you will enjoy browsing the art works and we are looking forward to discussing them with you during the two special sessions. We intend to make the Gallery a standard feature of the IPBA conferences, so we invite you to submit your own material for the next occasions. As Albert Einstein said, "creativity is contagious; pass it on!"

The curators of the 'IPBA Art Gallery'
Mihalis Kavaratzis and Massimo Giovanardi