



INSTITUTE  
FOR ADVANCED  
STUDIES  
LUCCA

Conference room  
San Ponziano-ex Boccherini Building

**December 19, 2013**

4:30 p.m.

MANAGEMENT AND  
DEVELOPMENT OF  
CULTURAL HERITAGE

PhD

**THESIS DEFENCE**

**Evinç Doğan**

Analysing the impact of a mega-event on  
city image by visual methodologies:  
branding Istanbul during the European  
capital of culture 2010