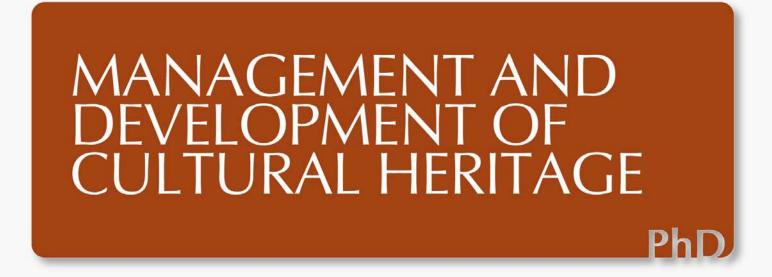


Conference room San Ponziano-ex Boccherini Building **December 19, 2013** 4:30 p.m.



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