

Center for Governance and
Culture in Europe



University of St.Gallen

Center for Urban History
of East Central Europe



Workshop

Mega-events in Eastern Europe

29 – 31 October 2012

Lviv | Ukraine

Guest Speaker

Elena Trubina (Ural State University | Russia)

Academic Coordinator

Martin Müller (Universität St. Gallen | Switzerland) | martin@martin-muller.net

Hosts

Center for Governance and Culture in Europe | Universität St. Gallen | Switzerland
www.gce.unisg.ch

Center for Urban History of East Central Europe | Lviv | Ukraine
www.lvivcenter.org



Programme

Monday | 29 October 2012

- Until 16.00 Arrival of participants at Eurohotel [Євроготель] at Tershakovtsiv 6A
[вул.Тершаковців, 6А]
- From 15.30 *Informal get-together and reception in the Center for Urban History*
Vul. Akad. Bohomoltsia 6
- 16.30 Welcome | Sofia Dyak and Martin Müller

Opening Lecture

- 16.45 Understanding the BRIC Mega-Events in Comparative Perspective
[Elena Trubina | Ural State University]

Tuesday | 30 October 2012

The Symbolic Politics of Mega-Events in Eastern Europe

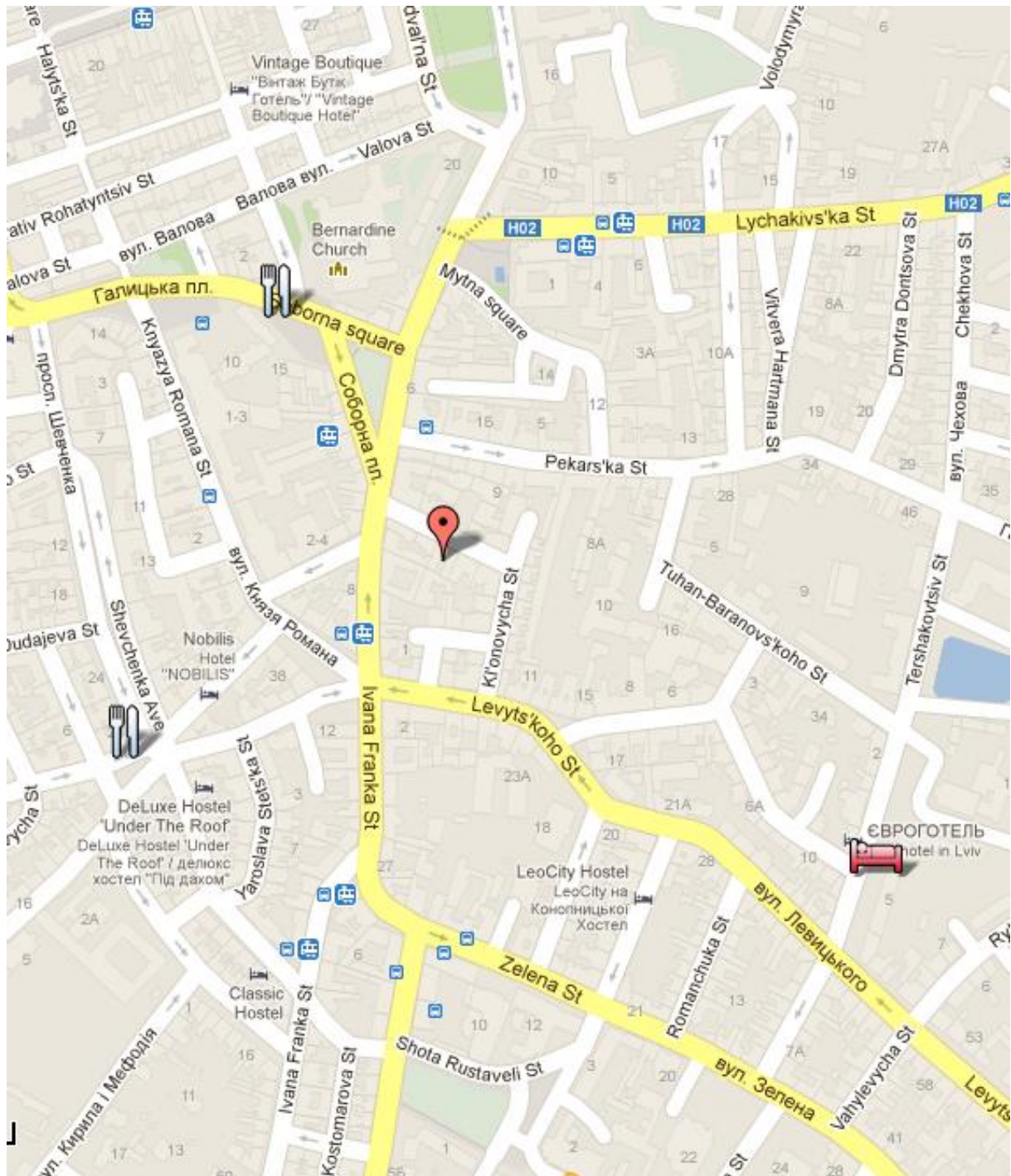
- 09.00 New Logics in Mega-Event Legacy and Marketing Expectations
[Karin Book | Malmö University]
- 10.00 Discourse vs. Reality: The Rhetoric of a New Russia in the Sochi Olympics
[Anna Alekseyeva | University of Oxford]
- 11.00 *Break*
- 11.30 Political Mythmaking and the 2014 Winter Olympics in Sochi: Olympism
and the Russian Great Power Myth
[Emil Persson & Bo Petersson | Malmö University]
- 12.30 *Lunch*
- 14.00 Identities, Communication and Politics: A Comparative Analysis of
Universiade 2013 and World Football Cup 2018
[Andrey Makarychev | Freie Universität Berlin & Alexandra Yatsyk |
Kazan State University]
- 15.00 *Break*

Planning and Impacts of Mega-Events I

- 15.30 Events Mega and Micro: Blat, Uneven Spatial Development and the Local
Future of Democracy
[Benjamin Cope | European Humanities University Vilnius]
- 16.30 How to Make Euphoria: The Economic Impacts and Image Effects of
Mega-Events in Young Tourist Destinations – The Case of the 2012
Eurovision Song Contest in Baku, Azerbaijan
[Julius Arnegger | Azerbaijan Tourism Institute, Marc Herz | Universität
Wien]
- 17.30 *End of presentations*

Public Evening Programme

- 20.00 Film screening and discussion: Homes for Games: Sochi 2014 Winter
Olympics – the Imeretinskaya Bay and its local players
[Steffi Wurster | Freelance film-maker from Berlin]



Center for Urban History
Bohomoltsia str, 6



Coffee "Na Soborniy"
Soborna sq., 2A

<http://otdux.net.ua/ua/catalog/lviv-center/food/kafe/na%20soborniy.html>

Lunches on October 30,31



Restaurant Hrushevsky Cimena Juzz
Shevchenka avenue, 28

Dinner on October 31 at 20.00