The AUK Center for Gulf Studies would like to announce a panel lecture and discussion entitled:

**BEHIND THE SPECTACLE**
**BRANDING THE ARAB GULF CITY-STATE**

The rapid development and construction frenzy the Arab Gulf has experienced over the past decade has both created and satiated a global image of the region as the world’s new epicenter of spectacular architecture, mass consumerism, and world-class entertainment. This panel gets behind the tourist-attracting spectacle to examine how and why Gulf city-states brand and market themselves as centers of cultural capitalism.

**SPEAKERS**

**Mr. Olivier Auroy** is managing director of Fitch Middle East, and will speak about innovative branding in the Gulf region.

**Ms. Caterina Sabbatini** is a PhD candidate at Sciences Po in Paris and a visiting researcher at AUK, and will speak about national branding through sports in Qatar.

**Dr. Farah Al-Nakib** is Assistant Professor of History and Director of the CGS at AUK, and will speak about architecture and urban design in Kuwait and the UAE.

**MODERATOR: Mr. Mohammed Al-Ghanim** is a researcher at the Center for Democracy and Civil Society at Georgetown University.

**Date:** Wednesday, 25 April 2012  
**Time:** 5-7pm  
**Venue:** Auditorium, Liberal Arts Building

For more information, please contact:  
The Center for Gulf Studies  
Phone: 1-802040, Ext. 446, E-mail: cgs@auk.edu.kw