

The background of the slide features a faint, sepia-toned illustration of an open book. The pages of the book are filled with a detailed cityscape, showing buildings, streets, and possibly a river or canal. The book is positioned centrally, with its spine at the bottom. The overall color palette is muted, consisting of light beige, cream, and olive green tones.

# **Cityscape as a Marketing Tool or as Life Space of Residents?**

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A Comparative Study of City Museums  
- Vienna, London and Tokyo -

# The Image of the City Presented in City Museums in the Age of Globalization:

The brand Image of the city as a marketing tool?



The image of the city as life space of residents?



# Method

## Qualitative Content Analysis

### Sources for Data generation

- Temporary Exhibitions
- Exhibition Catalogues
  - Annual Reports
  - Information about past exhibitions found online,
- Permanent Exhibitions
- All exhibits, panels, captions, exhibition catalogues

### Categorizing

- Core Categories
- High Culture
  - Popular Culture
  - Collective Memory
  - Landscape
  - Social Issues
  - Others

# Analysis

- Which image of the city are they representing?
  - What kind of social meanings are they loaded with?
  - From whose perspective are they represented?



## Wien Museum Karlsplatz

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1980 – 2000

7 out of 128 exhibitions (5%)

- Various places or scenes captured in photographs showing Vienna as a whole

2000 – 2013

14 out of 227 exhibitions (6%)

- More focus on specific places

## Edo-Tokyo Museum

Edo-Tokyo Museum	
1993	0
1994	0
1995	0
1996	0
1997	0
1998	0
1999	0
	0/29
2000	0
2001	3
2002	1
2003	0
2004	0
2005	4
2006	2
2007	0
2008	2
2009	1
2010	2
2011	1
2012	2
2013	2
	20
	20/218

1993 – 2000

No exhibition under the category

2000 – 2013

20 out of 218 exhibitions (9%)

- Lost Landmarks
- Local area as a tourist destination
- No representation of contemporary Tokyo

# Museum of London

Museum of London	
1980	1
1981	0
1982	2
1983	2
1984	1
1985	0
1986	0
1987	1
1988	1
1989	0
1990	1
1991	0
1992	2
1993	2
1994	0
1995	1
1996	0
1997	0
	14 /106
1998	3
1999	2
2000	1
2001	0
2002	0
	6 /57
2003	0
2004	0
2005	0
2006	0
2007	0
2008	1
2009	0
2010	0
2011	1
2012	0
	2 /56
	22 /219

## 1980 – 1995

14 out of 106 exhibitions (13%)

- Disappearing, transforming cityscapes,

## 1995 – 2002

6 out of 57 exhibitions (11%)

- New landmarks and the Riverscape
- Landmarks for ordinary Londoners

## 2002 – 2012

2 out of 56 exhibitions (4%)

- No concrete image