

Jamieson, Kirstie, Edinburgh Napier University, United Kingdom

Designing Unesco Culture: Internationalism and The Global Imagination

Predicated on the spatial dialectic of the universal and the local, Unesco delineated the internationalist paradigm of the twentieth century. This implicated designers in communicating the materiality of national culture as a symbol of industrial power through the euro-atlantic circuit of International Expos. Somewhat differently today, the global imagination evokes the nomadic designer in the process of universalizing a language of affective urban branding. Still, the global context has neither eclipsed the spatial dialectic of internationalism nor overshadowed the cultural influence of Unesco. Through an analysis of Unesco's urban accolades such as that of 'Cities of Design' this paper explores how the shifting conventions of internationalism continue to constitute the practices and territories of designing culture.