

Ivan A. Grinko Tattoo and city branding

Tattooing is historically one of the important elements of identity. In the system of sociocultural symbols of traditional societies, this function of tattooing was one of the main ones (Grinko, 2010). In modern subcultures, this functional is also preserved.

Today, when branding of territories by many researchers is perceived precisely as the construction of a local identity (Anholt, 2010), it would be interesting to analyze how a tattoo can be embedded in these processes.

Based on these two basic statements, there are interesting questions. If people recognize a city identity, one of their identities, are they ready to fix it on their bodies? And if so, how exactly is the formation of the image of the city in the system of tattoos?

As part of the report, I would like to answer four key questions basing on the materials from Russian social networks (primarily “VKontakte”).

- Which cities and regions are the most popular?
- How local identity is displayed in tattoos (toponyms, official symbols, slogans, popular images)?
- Which images are most often used for this and how they relate to official brands?
- What are the options for indirect branding of territories (for example, sports brands)?

This material would allow a new look at the work on branding of territories. In addition, it can provide almost the valuable material for understanding and selecting the most winning images for branding cities and destinations.

Bibliography

Anholt S. Place branding: Is it marketing, or isn't it? // Editorial. Place Branding and Public Diplomacy. 2010. № 1. P. 8. (1-10.)

Grinko I. Modifications of the body. Aesthetics and Symbolism. " LAMBERT Academic Publishing. 2010. ISBN 978-3-8433-0153-4. 176 p.

Moilanen T., Rainisto S. How to Brand Nations, Cities and Destination. L.: Palgrave Macmillan, 2009. P. 6. (230 p.)

Ivan Grinko

PhD in history, MA in cultural management, Associate Professor, **The Moscow School of Social and Economic Sciences (MSSSES)**

E-mail: IAGrinko@yandex.ru.