



Relaunching Titanic: Memory and marketing in the New Belfast

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Relaunching Titanic critically considers the invocation of Titanic heritage in Belfast in contributing to a new 'post-conflict' understanding of the city. The authors address how the memory of Titanic is being and should be represented in the place of its origin, from where it was launched into the collective consciousness and unconscious of western civilization.

Relaunching Titanic examines the issues in the context of international debates on the tension between place marketing of cities and other alternative portrayals of memory and meaning in places. Key questions include the extent to which the goals of economic development are congruous with the 'contemplative city' and especially the need for mature and creative reflection in the 'post-conflict' city, whether development interests have taken precedence over the need for a deeper appreciation of a more nuanced Titanic legacy in the city of Belfast, and what Belfast shares with other places in considering the sacred and profane in memory construction.

While *Relaunching Titanic* focuses on the conflicted history of Belfast and the Titanic, it will have lessons for planners and scholars of city branding, tourism, and urban re-imaging.

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