ESRC/AHRB Cultures of Consumption Programme Workshop, organised by Professor Jonathan Morris, University of Hertfordshire

Consumption and Material Culture: Historical and Methodological Issues.

Friday 11 March 2005,
The Boardroom, De Haviland Building, University of Hertfordshire

Programme

12:45 Buffet Lunch available all attendees

13:30 Chair: Christopher Breward, Victoria and Albert Museum

'Chronologies of Consumption: Does the Consumer Society have a Birthday?'
John Styles, History Group, University of Hertfordshire

“Buyer's Solloquy': Nineteenth Century Mail Order in America as a Model of Material Culture Interpretation’
Sarah Johnson, Art and Design, University of Hertfordshire

Discussion

15:00 Tea and Coffee

15:30 Chair: Frank Trentmann, History, Birkbeck College

'From Advertising to Brand Management: Marketing and the End of Fordism'
Adam Arvidsson, Film and Media Studies, University of Copenhagen International Visiting Fellow, Cultures of Consumption Programme

‘Espresso Coffee – Writing the Biography of a Beverage’
Jonathan Morris, History, University of Hertfordshire

Discussion

17:00 Close
Places are limited and will be allocated on a first-come first-served basis. Please email Stefanie Nixon at esrcConsume@bbk.ac.uk / 020 7079 0601 to reserve a place. Further details with location etc. will follow closer to the time.