## 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

<u>Programme</u>	
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?' <i>John Styles</i> , 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 <a href="mailto:esrcConsume@bbk.ac.uk">esrcConsume@bbk.ac.uk</a> / 020 7079 0601 to reserve a place. Further details with location etc. will follow closer to the time.