

Program
4 – 5 October 2007

The European – an invention at the interface of technology and consumption

Workshop of research group 3 "The *Homo Europaeus* between Research and Market" [= Imagined Europeans. The Scientific Construction of *Homo Europaeus*; funded by the Federal Ministry of Education and Research] in collaboration with the research group "European Ways of Life in the 'American Century': Mediating Consumption and Technology in the Twentieth Century [= Inventing Europe]

In charge of the group:

Responsible at the Deutsches Museum:

Organisation:

Prof. Dr. Helmuth Trischler

Dr. Annette Noschka-Roos

Christine Füssl-Gutmann

(+49/89/2179-273) and Dr. Kilian J. L.

Steiner (+49/89/2179-543)

sponsored by

THURSDAY, October 4th 2007

9:00-9:15 am *Helmuth Trischler* (Munich), **Welcome and Introduction**

Each of the following presentations is scheduled to last 20 minutes. The workshop languages are English and German.

9:15-10:30 am

The Engine of Europe I

Chair: N.N.

Thomas Kaiserfeld (Stockholm): Born to run or chained to the car? American vs. European visions and practices of automobile society

Stève Bernardin (Paris/Lyon): Buying cars with no fear: genesis of a disciplined consumer, 1946-1961

10:30-10:45 am **Coffee break**

10:45-12:00 am

The Engine of Europe II

Chair: N.N.

Christopher Neumaier (Munich): The rise of the diesel car in Europe, 1973-2005
(short presentation with pre-circulated paper)

Kilian J. L. Steiner (Munich): The scientific construction of European drivers. A case study about templates in automobile industry (short presentation with pre-circulated paper)

Andreas Seidl (Kaiserslautern): Ergonomic design of vehicle interiors with computerised man-models

12:00-01:30 pm **Lunch**

01:30-02:45 pm

Eurovision. Unterhaltungselektronik in Europa I

Chair: Oskar Blumtritt

Kaspar Maase (Tübingen): Trends der Unterhaltungskultur in Westeuropa

Jürgen Boyny (Nuremberg): Unterschiede im Fernsehverhalten: Asien Europa

02:45-03:00 pm **Coffee break**

03:00-04:15 pm

Eurovision. Unterhaltungselektronik in Europa II

Chair: Oskar Blumtritt

Markus Speidel (Munich): Btx/Videotex/Minitel - Europas Weg in die Informationsgesellschaft?

Heike Weber (Darmstadt): Mit dem Handy durch Europa. Zur Entwicklung und Aneignung von GSM, 1982-2000

04:15-04:30 pm **Coffee break**

04:30-06:15 pm

„Plattenbau“ and Summer-resort. Symbols of European Lifestyle

Chair: Adri Albert de la Bruheze

Mikael Hard (Darmstadt): The good apartment. Living standard and technical standards in Europe and the United States

Tímea Kovács (Leipzig): Zwei Zimmer, zwei Kinder, vier Räder. Die Entstehung der Osteuropäer am Beispiel der Uranstadt Pécs

Lisbeth Bervoets (Amsterdam): 'From normalized dwellings to normalized dwellers?'
The technological and interpretative flexibility of housing in Europe

FRIDAY, October 5th 2007

9:15-10:30 am

European Foodways I

Chair: Jean-Pierre Williot

Karin Zachmann (Munich): European foodways in the American century

Barbara Orland (Zurich/Vienna): Zur Erfindung regionaler Traditionen in der europäischen Ernährungs- und Landwirtschaft

10:30-10:45 am **Coffee break**

10:45-12:00 am

European Foodways II

Chair: Jean-Pierre Williot

Emanuela Scarpellini (Milan): Food and distribution system: Small shops and supermarkets

Elitsa Stoilova (Eindhoven): Relations between the European countries through the lens of food producing and consumption

12:00-01:30 pm **Lunch**

01:30-03:15 pm

Design Europa

Chair: Milena Veenis

Gijs Mom / Sjoerd van der Wal (Eindhoven): Designing cars, designing images.

Expectations as a guide for activities in the history of technology and design

Elke Gaugele (Vienna): Fashion Scans: Technologien der Mode und das Design von Subjekten

Anne Sudrow (Munich): Die Mode als „Eigensinn“ der Nutzer und die Entstehung des Produktdesign von Konsumgütern in Europa und den USA, 1925-1950

03:15-03:30 pm **Coffee break**

03:30-03:45 pm *Helmuth Trischler* (Munich), **Closing session**