Conference

Bright Modernity:
Color, Commerce, and Consumption in Global Perspective

June 21 – 23, 2012

Conveners:
Regina Lee Blaszczyk (GHI) and Uwe Spiekermann (GHI)

Thursday, June 21

5:00 – 6:00 pm  Welcome and Opening Reception
GHI

Friday, June 22

8:30 – 9:00 am  Breakfast at the GHI

9:00 – 9:15 am  Welcome and Introduction
Regina Blaszczyk
Uwe Spiekermann

Chair: Carolyn Kane (City University of New York)
Alexander Engel (Center for European Studies, Harvard University, and University of Göttingen)
Marketing Dyestuffs in the Late Nineteenth and Early Twentieth Centuries
Eva Eis (Kremer Pigments, Aichstetten)
*The Farbenfabrik Heinrich Wiesel: An Example of Nineteenth-Century Pigment Production*

Prakash Kumar (Colorado State University)
*A Product of Nature: Pre-War Efforts to Revive Plantation Indigo in Colonial South Asia*

Laura Anne Kalba (Smith College)
*Michel-Eugene Chevreul, Color, and the Dangers of Excessive Variety*

11:15 – 11:45 am  **Coffee Break**

11:45 am – 1:15 pm  **Panel 2: Developing a New World of Goods: Color and Consumption, 1850-1930**

Chair: Uwe Spiekermann

Charlotte Crosby Nicklas (University of Brighton)
*All the World Laid by Art and Science at Her Feet: Dyes, Colours, and Consumption in Mid-Nineteenth-Century Women’s Fashion*

Isabella Campagnol (Rubelli Historical Collection and Archives)
*From Crimson Red and Pavonazzo to Shocking Pink and Savoy Blue: The Evolution of Color in the Production of a Venetian Textile Company from the Late Nineteenth and Early Twentieth Centuries*

Augustin Cerveaux (Chemical Heritage Foundation)
*To Protect and Beautify: Advertisement and the Rise of the Paint and Varnish Industry, 1860-1930*

1:15 – 2:30 pm  **Lunch Break**

2:30 – 3:30 pm  **Panel 3: A Knowledge Base for Endless Novelties: The American Example**

Chair: Regina Blaszczyk

Nicholas Gaskill (University of Chicago)
*Learning to See with Milton Bradley*
Michael Paul Rossi (École Normale Supérieure de Cachane, Paris)
*The Moral Semantics of Nineteenth-Century American Color Terms*

3:30 – 4:00 pm  **Coffee Break**

4:00 – 5:00 pm  **Panel 4: Desires and Determination: The Gendered World of Color and Consumption**

Chair: Ingrid Giertz-Mårtenson (Swedish Vision, Stockholm)

Margaret Maile Petty (Victoria University of Wellington)
*Glamour Pink: Personality, Color, and Beauty in the Marketing of Electric Light in the United States*

Dominique Grisard (Basel, and The New School for Social Research, New York)
*The “Pinkification” of Girl Culture: Color, Femininity, and Artificiality*

7:30 pm  **Conference Dinner**

JoJo Restaurant and Bar
1518 U Street, NW
Washington, DC 20009
Tel.: 202 319 9350

**Saturday, June 23**

9:00 – 9:30 am  **Breakfast at the GHI**

9:30 – 11:00 am  **Panel 5: Managing Color: The Establishment of National and Transnational Networks**

Chair: Alex J. Taylor (University of Oxford)

Lesley Whitworth (University of Brighton Design Archives)
*The UK Council of Industrial Design and Color*
Ingrid Giertz-Mårtenson (Swedish Vision, Stockholm)  
*Modeurop and Fashion Colors*

Mary Lisa Gavenas (New York)  
*Who Decides the Color of the Season? How Première Vision Changed Fashion Culture*

11:00 – 11:30 am  
**Coffee Break**

11:30 am – 12:30 pm  
**Panel 6: Changing the Everyday Life: Architecture and Visual Culture**

Chair: Joyce Bedi (National Museum of American History, Smithsonian Institution)

Melissa Renn (Harvard Art Museums)  
*Life in Color: Life Magazine and the Color Reproduction of Works of Art*

Jessica Jenkins (Berlin, and Royal College of Art, London)  
*From “the Colorful City” to Wallpapered Balconies: Color as an Expression of Socialist Modernity and Citizens’ Participation in GDR Architecture.*

12:30 – 1:30 pm  
**Lunch at the GHI**

1:30 – 2:30 pm  
**Summary and Final Discussion**