More Atlantic Crossings?
Europe’s Role in an Entangled History of the Atlantic World, 1950s-1970s

June 7-9, 2012

Conveners: Jan Logemann (GHI), Mary Nolan (NYU), Daniel Rodgers (Princeton)

Thursday, June 7, 2012

6:30 – 8:00 PM Evening Reception, German Historical Institute

Friday, June 8, 2012

9:00 AM Coffee and Welcome

9:30 AM Panel I – Forging the Cold War Atlantic Community: Émigrés and Elite Networks

Chair and Comment: Jan Logemann, German Historical Institute

Against the Global New Deal: Competing World Economic Imaginaries in the Age of Development
Quinn Slobodian, Wellesley College

The European Origins of “Judeo-Christianity”: Religious Thought and the Cold War
Udi Greenberg, Dartmouth College

10:45 AM Coffee Break

11:00 AM The Night Watchman: Hans Speier and the Rise of the American Defense Intellectual
Daniel Bessner, Duke University

The Underpinnings of Atlanticism: Diplomats, Policy Entrepreneurs and Elite Networks
Kenneth Weisbrode, Bilkent University
12:30 PM  
Lunch Break (Catered at the GHI)

2:00 PM  
**Panel II – Explaining Europe to Americans: Networking and Cultural Diplomacy**

Chair and Comment: Frank Schipper, German Historical Institute / Leiden University

*The Ford Foundation's Role in Promoting German-American Elite Networking during the Cold War*
Anne Zetsche, Northumbria University

"Explaining Europe to Americans and America to Europeans": Mario Einaudi between Cultural Diplomacy and Scientific Development
Andrea Marinuzzo, Luigi Einaudi Foundation / Cornell University

*Building Bridges across the Atlantic: The European Union Visitors Program. A Case study for Public Diplomacy and the Transatlantic Relationship in the 1970s*
Alessandra Bitumi, University of Bologna

3:45 PM  
Coffee Break

4:00 PM  
**Panel III – The Urban Internationale: Planning the Modern City**

Chair and Comment: Christopher Klemek, George Washington University

*Leading and Learning? American Planners in the International Federation for Housing and Town Planning, 1945–1960*
Phillip Wagner, Humboldt University Berlin

*European Concepts—American Plans: Maurice Rotival, Edmund Bacon, and James Marshall Miller*
Carola Hein, Bryn Mawr College

"Must Our Cities Remain Ugly?" America’s Urban Crisis and the European City: Transatlantic Perspectives on Urban Development in the Context of Migration and Travel, 1945–1970
Andreas Joch, German Historical Institute / University of Giessen

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**Saturdays, June 9, 2012**

9:00 AM  
Coffee at the GHI

9:30 AM  
**Panel IV – Transatlantic Challenges to Cold War High Modernity**

Chair and Comment: Ines Prodöhl, German Historical Institute

*The Club of Rome and the World Problematique: Promoting Ideas of Global Interdependence through a Transatlantic Network, 1960s–1970s*
Christian Gütemann, University of Konstanz

*Petra Kelly and the Power of the West German Green Alternative in American Politics*
Stephen Milder, University of North Carolina at Chapel Hill
10:45 AM  Coffee Break

11:00 AM  **Panel V – European Émigrés in American Intellectual Life**  
Chair and Comment: Daniel Rodgers, Princeton University  
*The Exiled Roots of Western Culture: George Mosse and Peter Gay’s Development of European Cultural History*  
Merel Leeman, University of Amsterdam  
*Franz L. Neumann: Negotiating Political Exile*  
Thomas Wheatland, Assumption College

12:30 PM  Lunch Break (See Enclosed Restaurant Guide)

2:00 PM  **Panel VI – Transfers and Transnational Careers in the Social Sciences**  
Chair and Comment: Richard Wetzell, German Historical Institute  
*“Knowing a World in Crisis” The Hebrew University of Jerusalem between Reluctant Modernism and Methodological Positivism, 1935–1955*  
Tal Arbel, Harvard University  
Barbara Reiterer, German Historical Institute / University of Minnesota  
*An Entangled History of Psy-Knowledge? The Case of Family Therapy in Western Europe and the U.S., 1950s–1970s*  
Jens Elberfeld, Bielefeld University

3:45 PM  Coffee Break

4:00 PM  **Panel VII – Transatlantic Business: European Corporations and Corporate Models in the U.S.**  
Chair and Comment: Mary Nolan, New York University  
*The Grasstops Goes Global: Reconsidering Neoliberalism’s Transatlantic Origins*  
Elizabeth Tandy Shermer, Loyola University Chicago / University of Cambridge  
*Expatriate Benefits and the Making of a Transatlantic Pensions Industry, 1960s–1980s*  
Matthieu Leimgruber, University of Geneva  
*Bayer’s Transatlantic Cross(ing): The Struggles of a Foreign Multinational Company in the United States*  
Corinna Ludwig, German Historical Institute / Bielefeld University

5:45 – 6:30 PM  **Concluding Discussion**