Draft Programme

Thursday, 5 December 2013

1.30    Registration

2.00    Welcome Andreas Gestrich (London)

2.10    Introduction The Convenors

2.30    Keynote: Sheldon Garon (Princeton) | The Home Front seen from Japan: Transnational Learning since the First World War

3.30    Coffee & Tea

4.00    Panel I: Food | Management

Chair: tbc

Wendy Goldman (Pittsburgh) | The Hidden World of Soviet Wartime Food Provisioning: Rationing, Inequality, and Corruption
Friday, 6 December 2013

9.00  Panel II: Food | Experience

Chair: tbc

Ina Zweiniger-Bargielowska (Chicago) | Food Consumption in Great Britain during the Second World War

Felix Römer (London) | Consumers in Uniform: The German Home Front from the Soldiers’ Perspective


11.00  Coffee & Tea

11.30  Panel III: Advertising

Chair: Hartmut Berghoff (Washington)

David Clampin (Liverpool) | British Commercial Press Advertising in the Second World War and Definitions of the Post-war World

Cynthia Henthorn (New York) | Selling a Better America: Advertising Strategies of the Second World War on the American Home Front

Pamela Swett (Hamilton) | Ads amid Ashes: Commerce and Consumption in Germany, 1939-1945

1.30  Lunch

2.30  Panel IV: Fashion & Culture
Mila Ganeva (Oxford / Ohio) | Vicarious Consumption: Fashion and Fashion Media in Germany during the War Years 1939-43

Erina Megowan (Boston) | Cultural Consumption and Civilian Mobilization: Evacuated Cultural Institutions and the Soviet Hinterland in the Second World War

Neil Gregor (Southampton) | Consuming the Canon: The Symphonic Concert Hall and its Audiences in Germany 1939-1945

3.30 Coffee & Tea

4.00 Panel IV: Fashion & Culture ctd.

Sergej Zhuravlev (Moscow) | War and Fashion: The Soviet Experience

5.30 Keynote: Frank Trentmann (London) | War and Peace: Consuming in Modern Times

7.00 Conference Dinner in the GHIL Library

Saturday, 7 December 2013

9.00 Panel V: Legacies

Chair: tbc

Jan Lambertz (Washington) | Measuring Human Need in the Era of the Second World War

Bettina Liverant (Calgary) | Strategic Austerity on the Canadian Home Front

Oleg Khlevnyuk (Moscow) | Soviet Management of the War Economy and Consumption

10.00 Coffee & Tea

10.30 Panel V: Legacies ctd.
Jan Logemann (Washington) | European Émigrés in Corporate and State Engineering of American Wartime Consumption


12.30 Conclusion and Final Discussion Hartmut Berghoff | Andreas Gestrich | Nikolaus Katzer