A KEYNOTE LECTURE

Jewish Consumer Cultures: An Overview of Current Research

GIDEON REUVENI

THURSDAY, MAY 7, 2015 6:00 - 8:00 PM

GERMAN HISTORICAL INSTITUTE 1607 NEW HAMPSHIRE AVENUE NW WASHINGTON DC 20009

Gideon Reuveni is Reader in History and Director of the Centre for German-Jewish Studies at the University of Sussex. He is the author of Reading Germany: Literature and Consumer Culture in Germany before 1933 (2006) and the editor of several important books on modern Jewish history. Currently he is completing a book on consumer culture and the making of Jewish identity in Europe.

6:00 PM RECEPTION
6:30 PM KEYNOTE LECTURE

This keynote lecture, organized together with the USC Max Kade Institute for Austrian-German-Swiss Studies, is part of the conference "Jewish Consumer Cultures in 19th and 20th Century Europe and America" taking place at the GHI from May 7 to 9, 2015.

PHOTO CREDIT: Clipping from a Zabar’s shopping bag. Zabar’s is a specialty grocery store on Manhattan’s Upper West Side founded by Ukrainian-American immigrant entrepreneur Louis Zabar in the early 1920s.