Conference
Jewish Consumer Cultures in 19th and 20th Century Europe and America
May 7 – 9, 2015

Conveners:
Paul Lerner (USC), Anne Schenderlein (GHI), Uwe Spiekermann (GHI)

Thursday, May 7

4.00-4.30 pm  Welcome and Introduction
Paul Lerner, Anne Schenderlein, Uwe Spiekermann

4.30-6.00 pm  Panel 1: Modern Consumer Cultures and Jewish Consuming Practices
Chair: Jerry Z. Muller (Catholic University of America)
Frank Stern (Vienna University, Austria)
Innovation, Visual Representation, and the Fading Borderlines of High and Popular Culture
Michael Berkowitz (University College London)
The Art Market in Photography: Modernity, Jews, and Wiedergutmachung
6.00-6.30 pm  **Opening Reception**

6.30-8.00 pm  **Keynote Lecture**

Gideon Reuveni (University of Sussex)

*Jewish Consumer Cultures: An Overview on Current Research*

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**Friday, May 8**

9.00-12.30 am  **Panel 2: Defining and Crossing the Borderlines of Consumer Cultures**

Chair: Richard Wetzell

Ruth Leiserowitz (Deutsches Historisches Institut, Warschau)

*From Peddlers to Shopkeepers: How Consumption Came to the Countryside*

Uwe Spiekermann

*Needs and Fashion: Jewish Second-Hand Dealers in Germany, 1871-1938*

10.30-11.00 am  **Coffee Break**

Anna Holian (Arizona State University)

*Setting Up Shop in Postwar Germany: Jewish Shopkeepers and the Spaces of the Unofficial Economy*

Hizky Shoham (Bar Ilan University, and the Shalom Hartman Institute in Jerusalem, Israel)

"Small sales agents (of nationalism) inside the house“:

*Children as Consumers in the Jewish Sector of Interwar Palestine*

12.30-2.00 pm  **Lunch Break**
2.00-4.15 pm  Panel 3: Producing for an Emerging Consumer Society

Chair: Uwe Spiekermann

Andrew Godley (University of Reading)
Jewish entrepreneurs and fashion production for the emerging consumer culture: the London and New York City garment industries, 1880-1940 [via Skype from Reading]

Nils Roemer (The University of Texas at Dallas)
Stanley Marcus: Fashioning a City

Paul Lerner (University of Southern California)
Salman Schocken: Zionism and Consumer Modernity in Saxony

4.15-4.45 pm  Coffee Break

4.45-6.15 pm  Panel 4: Images, Perceptions, Dream Worlds: Advertisement and the Visual Consumer Culture

Chair: Anne Schenderlein

Olivier Baisez (Université Paris 8, Vincennes-Saint-Denis)
Advertising in German Zionist Periodicals by 1900

Kerri Steinberg (Otis College of Art and Design, Los Angeles)
Advertising and the American Jewish Experience

7.00 pm  Conference Dinner
Saturday, May 9

9.00-12.30 am  **Panel 5: Race, Gender and Consumption**
Chair: Mark Stoneman (GHI)
Aleisa Fishman (United States Holocaust Memorial Museum)
*Mrs. Blumenthal Builds Her Dream House: Jewish Women and Consumer Culture in Postwar American Suburbs*
Kerry Wallach (Gettysburg College)
*Buy Me a Mink: Jews, Fur, and Conspicuous Consumption*

10.30-11.00 am  **Coffee Break**

Roger Horowitz (Hagley Museum and Library)
Riv-Ellen Prell (University of Minnesota)
*Excess and Jewish Women: Jews, Gender, and the Early Twentieth Century Consumer Culture in the United States*

12.30-1.30 pm  **Lunch Break**

1.30-3.45 pm  **Panel 6: Consumer Cultures in Conflict**
Chair: Paul Lerner
Anja Meyerrose (Kalaidos University, Zurich, Switzerland)
*German Jews and the Suit as Object of Inclusion/Exclusion*
Felix Heinert (Herder Institute for Historical Research on East Central Europe, Marburg, Germany)
Imagined Community and Beyond: Riga’s ‘Kosher Revolution’ of 1905

Anne Schenderlein
*American Jewish Boycott and Consumption of German Products*

3.45-4.30 pm  **Summary and Final Discussion**