

# Consumer Culture: between aesthetics, social distinction and ecological activism

October 7–9, 2010

Art Centre of Palacký University, Olomouc  
International interdisciplinary conference



## Program

### THURSDAY 7. 10.

10.00–13.00

**Workshop *London in Olomouc: Innovating with consumers*** – Theater room (third floor)  
**Jaroslav Cír**, Perfect Crowd, Prague

*Smart companies are increasingly developing innovation processes that incorporate their customers in co-creating new products, services and communication. The goal of the London in Olomouc workshop is to provide understanding of the key principles of co-creation, using the latest best practice examples and practical exercises. The workshop will address the following, particular questions: How to harness the power of crowds? How to enable co-creation with consumers? What is the role of online communities in consumer co-creation? How to involve consumers directly in the innovation process?*

13.30–14.15

**Welcome address** – Chapel (ground floor)

14.15–15.15

**Keynote address: *On the Aesthetic Education of Consumer***

**Wolfgang Ullrich**, Karlsruhe University of Arts and Design – Chapel (ground floor)

15.30–16.30

**Aesthetics of Consumer Culture, part 1**

Chapel (ground floor)

**Heinz Drügh**

Goethe University Frankfurt am Main  
*Aesthetics of Consumer Culture*

**Athena Hadji**

University of Patras

*On Distinction: The (conspicuous) consumption of art in the 21<sup>st</sup> century.*

**Consumption Patterns, part 1**

Theater room (third floor)

**Urszula Swadźba**

University of Silesia, Katowice  
*Consumption as a Value*

**Oksana Kozlova**

Omsk State University

*Consumer Education in the Concept of Ecological Marketing*

16.30–17.00

Coffee break

17.00–18.30

**Aesthetics of Consumer Culture, part 2**

Chapel (ground floor)

**Vivienne Yu Chen**

Northeastern Illinois University, Chicago  
*Aesthetics, Materialism and Life Satisfaction*

**Agata Skórzyńska**

Adam Mickiewicz University, Poznań  
*Subversive Use of Commodity and Image. Relational Aesthetics as a Criticism of Consumer Culture?*

**Dmitry Tikhaze & Anastasia Kurilova**

Russian People's Friendship University, Moscow  
*Design of Things in Consumer Society: Critical analysis*

**Consumption Patterns, part 2**

Theater room (third floor)

**Michaela Pyšňáková**

Masaryk University, Brno  
*"We're Not Sheeple!" The Meaning of Consumption in Everyday Lives of Mainstream Youth*

**Vanessa Fonseca**

University of Costa Rica  
*Costa Rica Sims: The convergence of virtual aesthetics, social distinction, and environmental activism in Second Life*

**Karolina Wojtasik**

University of Silesia  
*Emile Zola's Enchanting World*

18.30–20.30

Dinner – Café & Restaurant Konvikt

20.30–22.00

**Screening of the Czech experimental documentary *Czech Dream* followed by a discussion** – Cinema room (third floor)

*An original, cheeky treatise on capitalism, with more than a whiff of exploitation, "Czech Dream" follows two film students who used a state grant to promote the opening of an entirely fictitious big-box mega-market in a Prague field. The resulting scandal, alternately hilarious and discomfiting, illuminates the waking nightmare of consumerism in a country still adjusting to the strengths and pitfalls of the concept.*

FRIDAY 8. 10.

09.00–10.00

**Keynote address:** *Markets and Mirrors: Mythologies of the consumer*  
**Søren Askegaard**, University of Southern Denmark – Auditorium (first floor)

10.15–11.45

**Market Research and Making of Markets, part 1**

**Consumption and Media, part 1**

Auditorium (first floor)

**Franz Liebl**

Berlin University of the Arts

*A Strategic Approach to Customer Orientation*

**Rainer Gries**

University of Vienna

*Brand Communication: The intergenerational production of sustainability*

112 (first floor)

**Jakub Macek**

Masaryk University, Brno

*Convergence or Divergence? Between the Two Styles of Media Consumption*

**Lenka Svobodová & Ondřej Krajetl**

Masaryk University, Brno

*Vampire Consuming and Consumed*

**Irena Reifová & Radim Hladík & Kateřina Gillárová**

Charles University Prague

*Commodity Retro-signifiers in the Television Serial “Vyprávěj” and their Reception*

11.45–12.00

Coffee break

12.00–13.00

**Market Research and Making of Markets, part 2**

**Consumption and Media, part 2**

Auditorium (first floor)

**Ivana Uspenski**

OMD Media Serbia

*Mass Intelligence and the Commoditized Reader*

**Christian Eismann**

Chemnitz University of Technology

*“Consumers@Work”: Self-awareness and emancipation in web 2.0 environments*

112 (first floor)

**Marcin Adamczak**

Adam Mickiewicz University, Poznań

*Multiplexes as the Limes of “Global Hollywood”*

**Ken-fang Lee**

National Taiwan Normal University

*Cultural Consumerism: How travel writings help to sell a place*

13.00–14.00

Lunch – Restaurant & Café Konvikt

14.00–15.00

**Keynote address:** *Fetishes of Consumption: Studies to a sociology of brands*  
**Kai-Uwe Hellmann**, IKM Berlin – Auditorium (first floor)

15.15–16.45

**Consumption and Social Distinction, part 1**

**Marketing Communication and Culture, part 1**

Auditorium (first floor)

**Søren Askegaard & Dannie Kjeldgaard & Per Østergaard**

University of Southern Denmark

*‘Coldfeet Café’: A consumer culture of the mundane?*

**Ivan Chorvát**

Matej Bel University, Banská Bystrica

*Leisure and Holiday Activities in Slovakia: Differences and distinctions*

112 (first floor)

**Salim Murad**

University of South Bohemia

*Marketing the Ethnic Stereotypes: Controversy you cannot resist*

**Martin Fafejta**

Palacký University, Olomouc

*Masculinity in the TV Advertisements*

**Nazli Alimen & Figen Yesilada**

Izmir University of Economics & Near East University, Cyprus

*Homosexuality (in) Fashion?*

*Turkish Consumers’ Evaluation of Print Fashion Advertisements Depicting Homosexual Imagery*

16.45–17.15

Coffee break

17.15–18.15

**Consumption and Social Distinction, part 2**

**Marketing Communication and Culture, part 2**

Auditorium (first floor)

**Maria Dabringer**

University of Vienna

*“Consuming Cities”: On the social and political meaning of food and consumption in the urban contexts of Quito, Ecuador*

**Zuzana Chytková**

University of Economics, Prague

*Marketplace as a site of Domination and Resistance: Romanian women in Italy and their negotiation of place within the dominated space*

112 (first floor)

**Kateřina Gillárová & Tomáš Hrivnák**

Idealisti

*Digging for the Past: The particular Czech retromarketing story*

**Per Østergaard & Judy Hermansen**

University of Southern Denmark

*Brand Meaning in the Age of the Critical Reflexive Consumer: A Greimasian semiotic square analysis*

18.30–19.00

Poster session – first floor corridor

19.00–22.00

Reception – Atrium (ground floor)

SATURDAY 9. 10.

09.00–10.00

**Keynote address:** *Beyond Consumerism: The critique of consumption, democracy, and the politics of prosperity*  
**Kate Soper**, London Metropolitan University – Auditorium (first floor)

10.15–11.15

**Critique of Consumer Society I, part 1**

112 (first floor)

**Alan Bradshaw**

University of London

*Consumption: Reclaiming critique*

**Denisa Kasl-Kollmannová**

Charles University Prague

*Critique of Marketing: Creating the ethics and educating the marketing literacy*

**Critique of Consumer Society II, part 1**

Auditorium (first floor)

**Samuel Lincoln Bezerra Lins**

University of Porto

*Life Satisfaction: Impulsive buying behavior and gender*

**Petr Jehlička & Joe Smith**

The Open University, Milton Keynes

*Shelf life: Postsocialism, food self-provisioning and the politics of sustainable consumption in Czechia*

11.15–11.30

Coffee break

11.30–12.30

**Critique of Consumer Society I, part 2**

112 (first floor)

**Güncel Önkal**

Ataturk University

*Consuming Practices against Humanity: A Thoreauvian approach*

**Christiane Turza**

University of Münster

*Stop Setting Me in Conflict! Advertising Arouses Desires We Do Not Want*

**Critique of Consumer Society II, part 2**

Auditorium (first floor)

**Dorthe Brogård Kristensen**

University of Southern Denmark

*Consumer Culture and Illness: Culture-bound syndromes revisited*

**Simon Manyiwa**

Middlesex University

*Impact of Persuasive Selling of Credit on Compulsive Consumers in Consumer Culture*

12.30–14.00

Lunch

14.00–16.00

**Design Thinking Workshop: A method to innovate systematically** – 112 (first floor)

**Moritz Gekeler**, HPI School of Design Thinking, Postdam

*The consumer culture of the late 20<sup>th</sup> century has been shaped by products and services that were invented with a technological or business perspective in mind. After the development phase companies paid lots of money to market researchers and advertisers in order to get people to buy these products. In the 21<sup>st</sup> century, though, a paradigm shift is taking place: Nowadays companies have to learn to think first about the people they want to please with their products and then develop solutions for them. Design Thinking is a method that helps companies and other organizations create very innovative solutions that fit to the needs and wants of their prospective customers. This method helps to keep the people in mind, while developing products and services. The most innovative companies like Google use this method very successfully and also in the social field it is being applied (e.g. by the Bill & Melinda Gates Foundation). During the workshop you will get a first understanding of the design thinking process and how it can help you to innovate in your field of operation.*

16.00–18.30

Walk through the town and a beer brewery tour (meeting point in the court of Konvikt)

19.00–

Afterparty – Brewery & Restaurant *Moritz*

