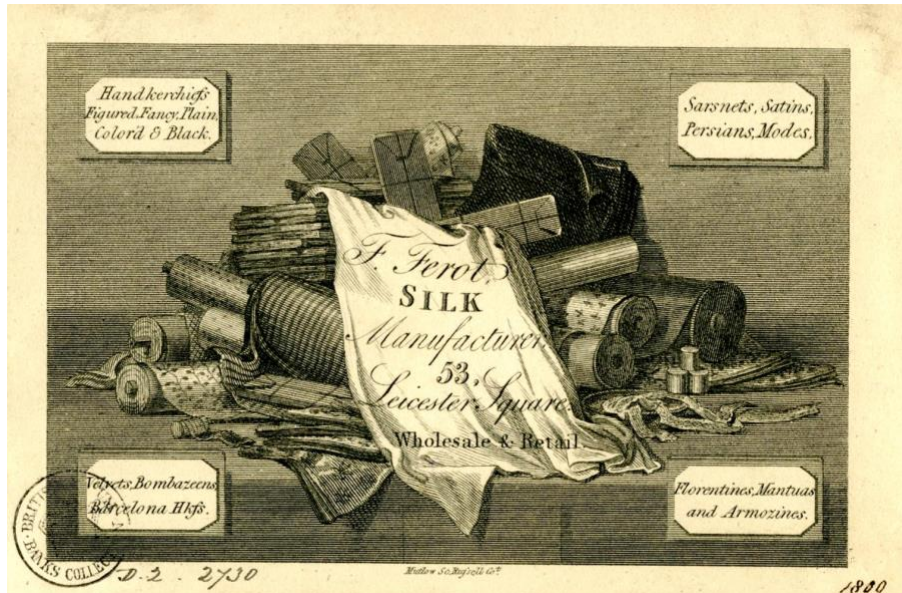


## Programme

# Languages of Consumption in the Eighteenth and Nineteenth Centuries

Workshop at the University of Basel, Switzerland, 5 - 6 May 2022



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Thursday, 5 May 2022

09:30 *Welcome & Coffee*

10:00-11:15 **Session 1: Texts, part I**

Moderation: Susanna Burghartz

Henning Bovenkerk (Westfälische Wilhelms-Universität Münster): Reflections of Consumption. Changing Language and Consumption in Probate Inventories, Northwestern Germany, 17<sup>th</sup> and 18<sup>th</sup> Centuries

Alessandra De Mulder (Universiteit Antwerpen): Smooth Silk or Dainty Damask? Role of Cleanliness and Indulgence in Selling Domestic Textiles in Eighteenth-Century London Auction Advertisements

Comment: Christina Brauner

Chat moderation: Bas Spliet

11:15-11:45 *Coffee Break*

11:45-13:00 **Session 2: Place**

Moderation: Alessandra De Mulder

Ian Mitchell (University of Wolverhampton): Place and the Language of Consumption: Three English Towns in the Long Eighteenth Century

Riccardo Rossi (Universität Zürich): Nostrana, frusta, fiorata: The Semantics of Consumption between Local Practices and Urban Marketing in the Eighteenth-Century Alps

Comment: Bruno Blondé

Chat moderation: Charris De Smet

13:00-14:30 *Lunch*

14:30-15:45 **Session 3: Politics**

Moderation: Bruno Blondé

Inessa Kouteinikova (Independent): Russian world of Colonial Exhibitions: Collecting for the Glory of Empire, Pursuing Knowledge, Expressing the “Language of Consumption”

Charris De Smet (Universiteit Antwerpen): On Vampires and Devouring Abysses. Political Discourses about Urban Consumption in Revolutionary France (1789-1848)

Commentator: Susanna Burghartz

Chat moderation: Lars Dickmann

15:45-16:15 *Coffee Break*

16:15-17:45 **Session 4: Lightning Talk Round**

Moderation: Anna Reimann

Lars Dickmann (University of Basel): Lost and Found in the City: Spaces and Times of Consumption in the Basel Avisblatt, 1729-1844

Marion Rudel (Deutsches Textilmuseum Krefeld): The Duisburger Intelligenzzettel as a Source on Consumer Behavior in the 18<sup>th</sup> Century

Jeroen Kole (Universiteit Antwerpen): Between Aesthetics and a Culture of Decency. A Comparative Analysis of Auction Advertisements in Amsterdam and Antwerp Newspapers, 18th Century

Elena Tsvetkova (Institute of Philosophy and Sociology at the Bulgarian Academy of Sciences): Comparing Prototypical and Salient Expressions in Ad Slogans from the Nineteenth Century and Today’s Ads

Chat moderation: Charris De Smet

18:30 *Dinner*

Friday, 6 May 2022

09:30            *Welcome & Coffee*

10:00-11:30    **Session 5: Texts, part II**

Moderation: Charris De Smet

Anna Reimann (University of Basel): Sugar, Sparkling Water and Snailbroth: Advertising Consumables in Eighteenth and Nineteenth Century Switzerland

Barbara Bettoni (Università degli Studi di Brescia): "New", "Modern" and "Fake". Embodying Different Standard of Quality in "Non-Precious" Jewel Manufacturing in Northern Italy between Eighteenth and Nineteenth Centuries (lightning talk)

Graham Harding (University of Oxford): The Language of Champagne in Nineteenth-Century Britain

Commentator: Jon Stobart

Chat moderation: Alessandra De Mulder

11:30-12:15    *Coffee Break*

12:15-13:00    **Roundtable/ Concluding Remarks**

## Notes and Remarks

Papers for sessions 1-3 and 5 (up to 6000 words) should be sent to the contact below in a PDF format by **20 April 2022**. Please also include a short bio. The papers will be circulated to all participants by 22 April 2022 at the latest via a safe link.

Every speaker in sessions 1-3 and 5 will have a maximum of 15 minutes to present key points of the paper, further questions and/or background etc. in each session.

Each lightning talk should not exceed 10 minutes.

If you want to attend the workshop in person as a non-speaker, please register until **22 April** with the contact below.

Due to the postponement and some resulting scheduling conflicts, the workshop is held in a hybrid format and some speakers will be participating digitally. Digital participation as a non-speaker is possible in a passive format, please register until **29 April** with the contact below.

## Venue

The workshop will take place at the [Institute for European Global Studies](#) at Riehenstrasse 154, about five minutes walking time from Basel Badischer Bahnhof. The exact location/room will be announced together with the download link for the papers. Closest public transport stops to the Institute are Gewerbeschule (tram lines 1 & 2) and Messeplatz (tram lines 1, 2, 6, 14 & 15).



Digital participation will take place over Zoom. Links will be shared a few days prior to the workshop with all speakers and registered participants. Please log in to the zoom meeting 10 minutes before sessions start.

### Contact

Anna Reimann: [anna.reimann@unibas.ch](mailto:anna.reimann@unibas.ch)

If you have any further questions, don't hesitate to contact us anytime.

The workshop is generously supported by the Basel Graduate School of History and the N.W. Posthumus Institute.

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