

Annual Conference of Association of the Study of Modern Italy (ASMI)

**CONSUMING ITALY:
CONSUMPTION IN ITALY AND THE CONSUMPTION OF ITALY**

17-18 November 2006

Italian Cultural Institute, 39 Belgrave Square, London, SW1X 8NX



The conference is organised in conjunction with the exhibition:

THE CAPPUCCINO CONQUESTS: THE HISTORY OF ITALIAN COFFEE
Featuring coffee machines from The Enrico Maltoni Coffee Machine Collection
Bramah Museum of Tea and Coffee, 40 Southwark Street, London, SE1.
18 – 26 November 2006

Organisers:

Jonathan Morris (University of Hertfordshire)

Claudia Baldoli (University of Newcastle)

Both conference and exhibition are supported by the AHRC-ESRC Cultures of Consumption Programme.

FRIDAY 17TH NOVEMBER

14:00 Welcome

14:15 **Keynote I: Donna Gabaccia (Minnesota)**
Consuming Italy: Food, Italy, and the Wider World

15:15 Coffee Break

15:30 **Parallel Sessions**

I Consumption between the Public and Private Spheres

Paradigms of Enlightenment: Consumption and the public sphere in late 18thC. Italy
Melissa Calaresu (Cambridge)

Entrepreneurial strategies and consumption practices in a Florentine middle-class family during the nineteenth century
Monica Pacini (Florence)

Consuming Art: Parallel Paths of Art and Consumption in Italy
Emanuela Scarpellini (Milan)

II. Tourism and Representation

The Nationalist Dilemma of Tourism in Giolittian Italy
Paul Arpaia (Pennsylvania)

Holidays as Consumption Goods. Italianisation and German Mass Tourism
Till Manning (Göttingen)

Rethinking the Tuscan past: the experience of medieval festivals
Benedetta Cappellini (Siena)

17:00 End

17:15 **ASMI Annual Meeting**

19:30 **Inauguration of ‘The Cappuccino Conquests. The History of Italian Coffee’**
Exhibition organised by Jonathan Morris and Claudia Baldoli (Hertfordshire)
Featuring the Enrico Maltoni Coffee Machine Collection
BRAMAH MUSEUM OF TEA AND COFFEE, 40 Southwark St. SE1
Buffet Reception sponsored by The Lavazza Coffee Company

SATURDAY 18TH NOVEMBER

9:30 Parallel Sessions

I Transnational Consumption of Italy

From Subsistence Farming to Consumer Society : Southern Italian Migrants and Italian Cuisine in Germany

Yvonne Rieker (Muenster)

Cinematic Consumption and Southern Italian Migration to Britain

Margherita Sprio (Essex)

Imagining the Culinary Other: Italy and the Italians in American Cookbooks

Simone Cinotto (Turin)

Cappuccino for College Credit: American Undergraduate Study Abroad and the ‘Authentic Italian Experience.’

Anne Wingenter (Loyola, Rome)

II Meanings of the Miracle

Consumption in Italy and its changes according to the Istat “baskets” (1946-1978)

Alberto Ventura (Florence)

Brand New World. Advertising and Consumption in the Italian Economic Boom Years

Maria Chiara Liguori (Bologna)

The Consumer’s Smile: Gender and the Practices and Ideals of Consuming in Italy, 1950-63

Jane Slaughter (New Mexico)

A “Powerful Italian Gasoline”: the Production and Consumption of Agip Gasoline in Postwar Italy

Elisabetta Bini (New York University)

11:30 Coffee Break

11:50 **Keynote II: Roberta Sassatelli (Milan)**

Lifestyles, Ethics and Politics. National Identity and Hybridization in Contemporary Italian Consumer Culture.

12:50 **Lunch**

Buffet Lunch available at the Institute – tickets £15.

14:15 **Parallel Sessions**

I Leisure and Popular Culture in Italy

Leisure Time. The Transformation of Recreational activities in twentieth-century Italy
Stefano Cavazza (Bologna)

Italian popular music and the crossroads of the 1960s
Salvatore Colucello (Coventry)

How the Italian West was won: Tex Willer and the Italian construction of the Ideal Comic Book
Cowboy
Aliza S Wong (Texas Tech University)

II. Exporting Italy

Style over Substance? The Consumption of Italian Design Culture in Greece
Artemis Yagou (Athens)

Quality food, authentic production and the cultural economies of representing the Italian South:
David Gibbs (Hull), Suzanne Reimer (Southampton), David Atkinson (Hull),

Italian products in British India 1880-1920
Antonia Viola (EUI)

15:45 Tea

16:00 Round Table

Adam Arvidsson (Copenhagen)
John Dickie (UCL)
Franco La Cecla (IAUV Venice)

16:45 Close

REGISTRATION

ASMI members:

2 days - £40; 1 day £20 (unwaged: £25/£13)

Non-members (including year's subscription to *Modern Italy*):

2 days - £50; 1 day - £40 (unwaged: £31/£25)

Saturday Lunch Buffet at Institute - £15 (unwaged £10)

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