

CAPITALISM AND THE SENSES

An Online Conference at Hagley Museum and Library

November 5-6, 2020 • Wilmington, Delaware

Short presentations will be based on longer essays circulated in advance. Advance registration is required to view the papers and to participate in the conference sessions; there is no fee to register.

FOR FULL PROGRAM INFORMATION AND REGISTRATION, VISIT HAGLEY.ORG/CONF2020

THURSDAY, NOVEMBER 5, 2020

9:00-10:30 AM: PUTTING THE SENSES IN THE HISTORY OF CAPITALISM

Ai Hisano, Kyoto University

"Use Not Perfumery to Flavor Soup: Aesthetic Judgement in the Science of the Senses"

Sven Kube, Florida International University

"Capitalist Sounds: How Technological Competition and Free Enterprise Shaped Western Pop Music"

Grace Lees-Maffei, University of Hertfordshire

"Getting a Handle on It: Embodied Research Using Touch in Design History"

Ingemar Pettersson, Uppsala University

"Economization of the Senses: Smells, Colors, and Tactile Qualities in the Era of Industrialization"

10:45-12:15 PM: MARKETING SENSORY EXPERIENCE

Jessica Clark, Brock University

"Fragrance and Fair Women: Smellscapes and British Consumers in Modern London"

Dan Du, University of North Carolina at Charlotte

"Behind the Teacup: American Tea Consumption in the Nineteenth Century"

Megan Elias, Boston University

"Feminine Touches: The Sensory World of the 'Lady Hilton' Program"

Lisa Jacobson, University of California, Santa Barbara

"Altered States and Gustatory Taste: The Sensory Synergies of Alcohol Beverage Marketing in Mid-Twentieth Century U.S."

12:15-1:00: OPEN DISCUSSION

FRIDAY, NOVEMBER 6, 2020

9:00-10:30 AM: BEYOND THE HUMAN

Nicholas Anderman, University of California, Berkeley

"Sounding Maritime Metal: Listening to Capitalism at Sea"

Kristen Beales, Harvard University

"Hard Combat with Satan: Experiencing God at Work in Eighteenth Century New England"

Christopher K. Tong, University of Maryland, Baltimore County

"Touching Animals: Making Sense of Interspecies Contact in Early Twentieth-Century China"

Nicole Welk-Joerger, North Carolina State University

"Making Trash Tasty: A Sensory History of Livestock Feed Additives"

10:45-12:15 EXPERTISE AND MEASUREMENT

Leah Samples, University of Pennsylvania

"See: Standardization, Sight, and the Industrial Eye Exam"

David Sicilia, University of Maryland, College Park

"The Science and Business of Seeing: Matthew Luckiesh of General Electric and the Birth of Illuminating Engineering"

Olatunde Taiwo, Olabisi Onabanjo University

"(In)Authentic Falsehoods, Science, and the Building of the British Empire in Nigeria"

Ana Maria Ulloa, Universidad de los Andes, Bogotá-Colombia

"Dealing with Taste and Smell Variability: Skills and Sensory Labor in Contemporary Science and Industry"

12:15-1:00: CLOSING DISCUSSION



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