

Consuming the City: Cultures of Consumption in Latin America

Hybrid Workshop
November 11-12, 2021

Latin America, as numerous scientific studies maintain, has been considered an exporter of raw materials and agricultural products for European, North American and Asian markets. This workshop, by contrast, aims to focus on the role of consumers in Latin America. Given that Latin America is one of the most urbanized regions on earth and at the same time one with the highest social inequality in the world, their consumption opportunities remain an unstudied discipline.

Location: Mittelstrasse 43, 3012 Bern, Room 220

To sign up, please send an email to:
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Photo: „Latin American Shop“ Marion Penning, 09.12.08

Consuming the City: Cultures of Consumption in Latin America

Swiss Academy of Humanities and Social Sciences Lecture Series in «(ir-)responsible Consumption»

11. – 12. November 2021

Thursday, 11.11.2021

1.30 p.m. **Introduction**

Christian Büschges (Bern)

1.45 p.m. **Panel I: Changes in Food Consumption**

Chair: Virginia Holzer (Zürich/ Bern)

Anne Rubenstein (York, Toronto): Eating the City.
Food and Social Change in Alfonso Cuarón's Roma

Jennifer Adair (Fairfield): The «Caso Mazzorin». The
Political Economy of Food and Consumption in
Post-Dictatorship Argentina, 1980–1990

Melina Teubner (Bern): The Urban Chicken. Local
Consumption Patterns of a Global Commodity

3.15 – 3.30 p.m. **Coffee and Tea Break**

3.30 p.m. **Panel II: Consumer Capitalism and its**

Consequences Chair: Andrea Müller (Bern)

Juan del Nido (Cambridge): Uber and «What the
people want». The Moral Legitimacy of Consumer's
Choice in Buenos Aires

James Woodard (Montclair): The Best of Times, the
Worst of Times. Tales of Consumer Capitalism and its
History in Two Brazilian Cities

4.40 – 4.55 p.m. **Coffee and Tea Break**

4.55 p.m. **Panel III: The Impact of Urbanization and**

Consumption
Chair: Agnes Gehbald (Bern)

Adrián Lerner Patrón (FU Berlin): From Consumption
to Devastation. The Manaus Free Trade Zone and the
Urbanization of Amazonia

Christiane Berth (Graz): Managua, a Gringolized City?
Urbanization, Food Consumption and Political
Campaigns in the «City without Center», 1960–1990

7.00 p.m. **Conference Dinner**

Café Kairo, Bern

Friday, 12.11.2021

09.00 a.m. **Hike to Gurten**

12.15 p.m. **Conference Lunch**

Restaurant Alibaba, Bern

1.30 p.m. **Panel IV: Responsibility, Consumption and**

the Role of the State
Chair: José Meléndez Duarte (Bern)

Aldo Marchesi (Montevideo): From «Artículos de
Primer Necesidad» to Non-Satisfied Basic Needs. A
Look at the Uruguayan Welfare State through
Consumption

Andrés Dapuez (Maryland): Consuming Responsabili-
ties. The Ethics of Reproducing Poverty

Francisca Espinosa (Santiago de Chile): Consumption
as «Material Justice». A State Concern in the Times of
Unidad Popular

3.00 – 3.15 p.m. **Coffee and Tea Break**

3.15 p.m. **Panel V: Consuming and Advertising**

Chair: Moisés Prieto (Bern)

Diego Armus (Swarthmore): Adventures of the
Malboro Man in the Buenos Aires Consumer Market
Place National

Pablo Pryluka (Princeton): Advertising, Consumerism,
and Television in Argentina (1960s-1970s).

4.25 – 4.45 p.m. **Coffee and Tea Break**

4.45 p.m. **Panel VI: Connections in Commerce and**

Consumption
Chair: Violeta Mausfeld (Bern)

Jian Gao (Austin): Transpacific Commercial Links.
Chinese Commodities in Mexican Consumer Culture

Michael Zeuske (Bonn): Consuming Socialism. Cuba
and Germany, 1959–2020

5.45 p.m. **Final Discussion**

Chair: Melina Teubner and Francesca Fuoli (Bern)

