

After World War II the retail trade in most European countries went through a period of rapid change. The post-war boom, the emergence of a mass consumer society, and the adaptation of innovations, which already had been implemented in the USA during the interwar period, revolutionized the world of getting and spending.

Bringing together scholars from different European countries and the United States, this conference offers an opportunity for a comparative perspective on the history of retailing in Europe after 1945. The launching of self-service and the supermarket, the development of the department store, the mail order business, and the automatic vending machine open up interesting questions about continuity and discontinuity in the retail sector during the 20th century.

Conference Schedule

Thursday, September 3rd 2009

- 3.00 pm *Welcome and introduction*
Ralph Jessen
- 3.15 pm *Keynotes and opening discussion*
- Uwe Spiekermann: Retailing in 20th century Europe: structures, changes, and perceptions
- Frank Trentmann: Consumer society revisited: affluence, choice and diversity
- 5.30 pm *Panel discussion (in German)*
Michael J. Inacker (Metro AG)
Uwe Spiekermann
Frank Trentmann
- 7.30 pm *Reception*

Friday, September 4th 2009

- 9.00 am, *Panel I: Americanization of retailing? – The introduction of self-service in the retail trade*
- Gareth Shaw: The Coming of the Supermarket: the processes and consequences of transplanting American know how into Britain
- Emanuela Scarpellini: Shops vs. supermarkets: the American self-service revolution in Italy in the Sixties (and its discontents)
- Lydia Nembach-Langer: How West German retailers learned to sell to a mass consumption society: The introduction of self- service and supermarkets in the 1950s and 1960s
- Jan Logemann: Beyond self-service: the limits of Americanization in postwar West German retailing in comparative perspective
- 12.30 pm *Lunch break*
- 1.30 pm, *Panel II: New and old places of consumption*
- Angelika Epple: Automatic pleasures? The early history of slot-machines
- Richard Coopey: Mail order retailing in Britain since 1945: credit, community and technology
- Elisabeth Heinemann: What sex are sex shops? The gendering of erotica boutiques during the sex wave and the porn wave
- 4.15 pm – 4.45 pm *Coffee break*
- Ralf Banken: Everything in capitalism you can get in a department store: The development of the department store in West Germany, 1949-2000

- Patrick Patterson: The department store in communist Eastern Europe: Socialist? Capitalist? Neutral?
- Wencke Haferkorn: Edifical reading of the Main-Taunus-Zentrum, Germany. Modern and postmodern *Baukultur* ('building culture') of the shopping center industry in Germany after 1964
- 8.00 pm *Conference dinner*

Saturday, September 5th 2009

- 9.00 am, *Panel III: Scientific and professional knowledge about the world of the consumer and the merchandise*
- Kerstin Brückweh: The death of the housewife and other "observations". Classifying consumers in Britain
- Stefan Schwarzkopf: Managing the unmanageable: the professionalisation of consumer research in post-war Europe
- Panel IV: Technical innovations and the retail trade*
- Karin Zachmann: Preserving perishables - producing profits? Retailers as promoters of atomic food
- Terje Finstad: Freezing technology and the disciplining of retailers: How food retailers became "trusted" nodes in the frozen food chain 1950-1960"
- Annika Menke: Digitalized mediation between production and consumption: the barcode revolution
- 1.00 pm *Lunch*

Retailing in Europe after 1945

International Conference
University of Cologne, Germany
Department of History

September 3rd – September 5th 2009

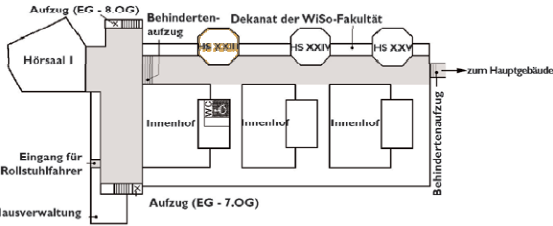


This conference is generously funded by:



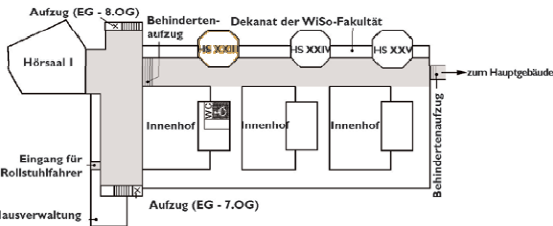
location:
the conference is being held at the faculty of management, economics and social sciences's section of the main building (**WiSo-tract**)

introduction, key notes lectures and panel discussion on **Thursday** will take place at **lecture hall XXIII**, WiSo-tract, Univ. of Cologne, Albertus-Magnus-Platz



WiSo-Seminartrakt

all panels on **Friday** and **Saturday** will take place at the **deanery's conference hall**, WiSo-tract, Univ. of Cologne, Albertus-Magnus-Platz



WiSo-Seminartrakt

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