



universität
wien

Faculty of Historical
and Cultural Studies

Sexuality and Consumption – 18th Century to 21st Century

International conference: 23/24 November 2018
Alte Kapelle, Campus of the University of Vienna
Spitalgasse 2, Hof 1, 1090 Vienna, Austria



23 November 2018

9:00 Open doors

9:15 Welcome address

Erich Landsteiner (Head of the Department of Economic and Social History)

9:30-10:30 Keynote:

Consuming Sex, Producing Sex: Recent Interests and Open Questions in Historical Research

Pascal Eitler (Max Planck Institute for Human Development, Berlin)

10:30-11:00 Coffee break

11:00-12:20 Panel 1: Legal and Social Normalisation of Homosexuality

“Get a Move On, Mr. Butler”: The Business of Homosexual Legal Reform

Justin Bengry (University of London)

“Normalizing” Lesbian/Gay Identity Through Consumption:

The American Experience in the 1990s

Fred Fejes (Florida Atlantic University, Palacký University Olomouc)

12:20-13:30 Lunch break

13:30 Welcome address

Sebastian Schütze (Dean of the Faculty of Historical and Cultural Studies)

13:40-15:40 Panel 2: Sex-Work/Sex-Markets

Sex as Consumer Good in the Context of Prostitution:

The Political Stance of German and Italian Sex Workers in the 1980s and 1990s

Mareen Heying (Heinrich Heine University, Düsseldorf)

Big Business at Hidden Places: Investigating the Development

of Small-Scale Sex Businesses in Cologne between the 1960s and 1980s

Elmar Gracher (University of Cologne)

“The World’s Capital of Sex”: Negotiations,

Practices and Sites of Sexuality and Consumption in Pattaya, Thailand

Raphael Reichel (Eberhard Karls Universität, Tübingen)

15.40-16.10 Coffee break

16:10-17:30 Panel 3: Sexualised Consumer Goods and Material Culture

The 1963 Which? Contraceptive Report, British Standard 3704 and Anti-Commercial Action against the Condom by Social Stakeholders in Mid-Twentieth Century Britain

Jessica Borge (University of Strasbourg)

Masculinity, Relationships, and Male Deodorant Usage in the 1960's and Early 1970's Finland

Matleena Frisk (University of Helsinki)

24 November 2018

10:00-11:00 Keynote:

Erotic and Pornographic Reading Materials in Europe in the 17th and 18th Centuries: Distribution and Consumption

Christine Haug (Ludwig-Maximilian-University, Munich)

11:00-11:30 Coffee break

11:30-13:30 Panel 4: The Medialisation of Sexuality

Licentious Underworlds: The Commodification and Regulation of Sexuality in Antebellum American Popular Culture

Heike Steinhoff (Ruhr-University, Bochum)

Consuming Sexual Health: Viennese Sex Education Films of the 1920s

Katrin Pilz (Université Libre de Bruxelles, University of Vienna)

Advertising Sex in Late Victorian Britain

Anat Rosenberg (University of Cambridge)

13:30-14:00 Round up discussion

The event is open to the public.

We kindly ask for advance registration at: mario.keller@univie.ac.at

Sexuality and Consumption – 18th Century to 21st Century

In western societies today, it goes almost without saying that sex and consumption are closely related. Sexual lifeworlds are highly commodified. On the one hand, there is a plethora of commercial goods and services that shape sexual ideas, desires, and practices. On the other, there are scarcely any products or services that do not lend themselves to sexually charged advertising and mass media communication.

The conference “Sexuality and Consumption” will take a close look at how sex and consumption have interacted since the 18th century. It focuses especially on forms of hybridization. “Sex” and “consumption” are equally suggestive notions that warrant an in-depth discussion about which concepts have been at their core, which meanings have been associated with them and the ways in which they have converged.

We would like to thank the following partners for making the conference possible:

Department of Social and Economic History, University of Vienna
Faculty of Historical and Cultural Studies, University of Vienna
Forschungsschwerpunkt Wirtschaft und Gesellschaft
aus historisch-kulturwissenschaftlicher Perspektive
City of Vienna, Kulturabteilung (MA 7)
Vienna Doctoral Academy – Theory and Methodology in the Humanities



Organised by:

Franz X. Eder, Mario Keller,
Johann Kirchknopf, Oliver Kühschelm,
Karin Moser and Stefan Ossmann

Department of Social and Economic History

Faculty of Historical and Cultural Studies
Universitätsring 1, 1010 Vienna
W sexandconsumption.univie.ac.at