WORKSHOP
COMMODOIFICATION
OF HISTORY:
THE PAST AS SOURCE
OF ENTERTAINMENT
AND COMMERCE

SEP 14//15
2018

DOX CENTRE FOR
CONTEMPORARY ART
POUPETOVA 1
PRAGUE 7

ORGANIZERS
IMRE KERTÉSZ KOLLEG JENA
AND THE
INSTITUTE FOR THE STUDY OF TOTALITARIAN
REGIMES, PRAGUE (ÚSTR)
FRIDAY // SEPTEMBER 14

9.00 – 9.15 // WELCOME

9.15 – 9.45 // INTRODUCTION
Juliane Tomann // Imre Kertész Kolleg Jena

9.45 – 11.00 // PANEL 1
NEW FUNCTIONS OF SITES/PLACES RELATING TO WWII

LARGE-SCALE NAZI FACILITIES BETWEEN HISTORICAL RESEARCH AND ENTERTAINMENT
Cord Arendes // University of Heidelberg

WEDDING PHOTOGRAPHY AT WWII MEMORIAL PLACES: MEMORY POLITICS AND CONSUMERISM IN THE (POST-)SOVIET CONTEXT
Iryna Sklokina // Center for Urban History, Lviv
Discussant: Raphael Utz // Imre Kertész Kolleg Jena

11.00 – 11.15 // COFFEE BREAK

11.15 – 12.30 // PANEL 1
HISTORICAL SITES CO-CREATED THROUGH SOCIAL MEDIA

CZECH SITES OF MEMORY ON ONLINE TRAVEL PLATFORMS
Čeněk Pýcha // Charles University Prague

RANKING AND RATING HISTORY: SOME CONSIDERATIONS ON TRIPADVISOR
Sabine Stach // German Historical Institute, Warsaw
Discussant: Jakub Jareš // ÚSTR

12.30 – 14.00 // LUNCH

14.00 – 15.15 // PANEL 3
NON-STATE/PRIVATE INSTITUTIONS: REPRESENTATIONS OF THE PAST FOR ENTERTAINMENT

THE CZECH MUSEUM OF COMMUNISM AND THE VAGARIES OF A NATIONAL NARRATIVE OF THE PAST
Muriel Blaive // ÚSTR

COMMERCIALISING SHAME AND GRIEF: COMMODIFICATION OF “DIFFICULT” HERITAGE IN SOUTH-EASTERN EUROPE
Jovana Vukcevic // University of Valladolid
Discussant: Jovana Mihajlović Trbovc // ZRC SAZU

15.30 – 16.30 // INTRODUCTION
TO DOX – CENTRE FOR CONTEMPORARY ART

17.00 – 18.00 // EXCURSION

19.00 // DINNER

SATURDAY // SEPTEMBER 15

9.30 – 11.00 // PANEL 4
(RE-)BRANDING/MARKETIZATION OF HISTORICAL PLACES

»DWARFING WROCŁAW«: THE CITY’S PAST AS A RESOURCE FOR TOURIST ENTERTAINMENT AND NEOLIBERAL URBAN IMAGE POLICY
Jana Stoklaza // Leibniz University Hannover

WHAT THE PAST IS SILENT ABOUT: FEATURES OF HISTORICAL DISCOURSE IN POST-SOVIET HISTORICAL TOWNS
Yulia Kamaeva // Moscow Higher School of Economics
Discussant: Václav Sixta // ÚSTR

11.00 – 12.00 // FINAL DISCUSSION

12.00 – 13.00 // SMALL LUNCH AND DEPARTURE