

**The Life of the Object:  
An Experimental Workshop and Conference on  
Production, Consumption, and Creative Reuse in American Culture  
Thursday - Sunday, April 7 - 10, 2011**

**The Mid-America American Studies Association (MAASA) Conference at the  
University of Wisconsin-Madison**

*(Schedule Subject to Change)*

**THURSDAY, APRIL 7, 2011**

**5:00-6:30 PM, Conrad A. Elvehjem Building, L150: Pen-Making Talk and Demonstration  
by Lynn Sorgatz: "The Work Of A Rogue Wisconsin Fountain Pen Maker"**

7:00 PM: MAASA Board Members Meet With American Studies Faculty at UW

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**FRIDAY, APRIL 8, 2011**

**8:30-9:30 AM, Elvehjem L160: Keynote Address/Public Lecture by Hanna Rose Shell**

**9:45-11:30 AM: Concurrent Sessions: Production**

*SESSION 1: Producing America: Appropriation and Consumption in Twentieth-Century Design*  
Moderator: Julie Allen, Assistant Professor, Scandinavian Studies  
Elvehjem L160

- “The Making of the Movie Queen Films: When Audience and Subject Are One.” Kara Fagan, University of Iowa
- “Made in Scandinavia – Copied in the US: The American Appropriation of Scandinavian Product and Design Culture in the 50s and 60s.” Jørn Guldberg, University of Southern Denmark at Kolding
- “You’d Swear They Were Modern: Ruth Reeves, the Index of American Design, and the Canonization of Shaker Material Culture.” William D. Moore, University of North Carolina-Wilmington

**(Concurrent Sessions, continued)**

*SESSION 2: Assemblage*

Moderator: Martha Glowacki, Director of the James Watrous Gallery and independent artist  
Elvehjem L170

- “Recovering the Rubble: Assemblage Art in Los Angeles.” Paul Von Blum, UCLA
- “The Lives in the Object: Figural Totems Made with Natural Detritus.” Beverly Gordon, University of Wisconsin-Madison
- “Material Evolution: Ugandan Bark Cloth.” Lesli Roberston, University of North Texas

**11:30 AM-12:30 PM: Lunch on Your Own**

**12:00-1:00 PM, Memorial Library Rm. 460: Brown bag lecture with Hannah Rose Shell; for non-UW attendees, please sign up for a temporary library pass at the main entrance desk. It’s really easy!**

**12:30-2:15 PM: Concurrent Sessions: Production**

*SESSION 1: Imagined Materialities*

Moderator: Lauren Kroiz, Assistant Professor, Art History and speaker  
Elvehjem L140

- “Farmville: Online Overconsumption, Clutter, Social Connections, Memory and Meaning.” Mark Nelson, University of Wisconsin-Madison
- “Harry Potter Scarves and Plushies: Fandom Craft and the Tangible in the Age of the Internet.” Rebecca Keyel, University of Wisconsin-Madison
- “Remaking Critique: Michel Gondry’s Sweeding Protocol.” Benjamin Wiggins, University of Minnesota

*SESSION 2: The Legacy of Work: Technology, Craft, and DIY*

Moderator: Kate Smith, Hummel Fellow, Chipstone Foundation, Milwaukee  
Elvehjem L150

- “Sew It Yourself: Embroidery in the DIY Movement.” Malka Salomon, University of Wisconsin-Madison
- “Garment/Research: A Point of Reference, a Portable System of Investigation and a Tool of Connection.” Kelly Cobb, University of Delaware
- “Textiles and Technology in the Nineteenth and Twenty-First Centuries: Handcraft and Industrial Production in Contemporary and Historical Contexts.” Amanda Grace Sikarskie, Michigan State University

**2:15-2:30 PM: Coffee Break**

**2:30-6:15 PM, Elvehjem L140: Experimental Workshop: Exploring State Street and Post-Workshop Discussion with Dr. Hannah Rose Shell**

**6:15-7:30 PM, University Club:** Reception with Drinks and Light Snacks; Display of Images/Videos from Interactive Event

**6:00-9:00 PM: MAASA Board Meeting/Dinner on Your Own For Others**

**7:30-9:30 PM: Exhibition Opening Night on Willy Street!** Two exhibits will be available for viewing:

--*"The Life of the Object," Drift Studio, 819 Williamson St.*

**"The Life of the Object" Featured Artists:**

- Kelly Cobb, "Garment/Research: A Point of Reference, a Portable System of Investigation and a Tool of Connection."
- Peter Fine and Carmen Giménez-Smith, "re-use-niks"
- James Thurman, "Ancient Art-i-facts of the Early 21st Century"
- Carole Frances Lung, "Made in Haiti"

--*"Present Tense: Push and Pull in Contemporary Ceramics," Midwest Clay Project, 918 Williamson St.*

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**SATURDAY, APRIL 9, 2011**

**8:00-8:30 AM, University Club:** Continental Breakfast

**8:30-10:15 AM: Concurrent Sessions: Consumption**

*SESSION 1: Material Negotiation of Social Control*

Moderator: TBD  
Elvehjem L140

- “The Tyranny of Bric-a-Brac.” Lauren Kroiz, University of Wisconsin-Madison
- “For the Articles: the Cultural War over Braille *Playboy*.” Alexis Stevens, University of Iowa
- “From Artifacts to People Facts: The Archeological Origins of Middle East Area Studies,” Matt Kohlstedt, George Washington University

*SESSION 2: Reconsuming Art*

Moderator: Sarah Fayen Scarlett, PhD Student, Art History  
Elvehjem L150

- “The Work of Tapestry in the Age of Mechanical Reproduction.” K. L. H. Wells, University of Southern California
- “Change for Art: Repackaging Art Experiences through the Art-o-Mat.” Jennifer Scott, University of North Carolina-Wilmington
- “The Obsolete Becomes Eternal: the Paint-by-Numbers Fad and Its Reception.” Stephen Knott, Royal College of Art/Victoria & Albert Museum

*SESSION 3: (De)constructing Class in Consumption and Design*

Moderator: Jane Simonsen, Associate Professor of History and Women’s & Gender Studies,  
Augustana College  
Elvehjem L160

- “Consuming Class: How the Media Portrays the Object as Wealth Signifier.” Simone Serwer, Independent Scholar
- “The Behavior Objective: Examining the Social Corrective in the Context of Sustainable Consumption.” Julia Dault, Parsons, The New School for Design
- “Thrifting: Trash to Treasure in the Goodwill ‘Bins,’” Jen Ayres, Cornell University

**10:15-10:30 AM: Coffee Break**

**10:30-12:15 PM: Concurrent Sessions: Consumption**

*SESSION 1: Consumer Needs: Past, Present, and Future*  
Moderator: Mark Nelson, Associate Professor, Design Studies  
Elvehjem L140

- “‘Hemingway Amidst Cheese and Crackers’: Booketerias, Public Culture, and Consumer Capitalism.” Derek Attig, University of Illinois-Urbana-Champaign
- “The Greed Imperative: The Role of User Needs in Design.” Prasad Boradkar, Arizona State University
- “What About Clothing? Exploring Material Culture Theory and Sustainability Issues in Clothing Practices.” Margarete Ordon, University of Wisconsin-Madison

*SESSION 2: Materiality of Sound*  
Moderator: Stefan Osdene, PhD Student, Art History  
Elvehjem L150

- “Boom! The Anti-Supersonic Flight Movement and the Materiality of Sound.” Craig Eley, University of Iowa
- “The Theremin at Home, on Stage and in Cinema.” Kelly Hiser, University of Wisconsin-Madison
- “Sounding and Visualizing Authenticity in Electric Guitar Culture.” Jeremy Zima, University of Wisconsin-Madison

**12:15-1:15 PM: Lunch on Your Own**

**1:30-3:15 PM: Concurrent Sessions: Reuse**

*SESSION 1: Reconsuming and Remembering*  
Moderator: Diane Al Shihabi, PhD Student, Design Studies  
Elvehjem L140

- “Eighteenth-Century Jewelry and the Recycling of Luxury.” Louisa E. Brouwer, University of Delaware
- “Remembering Grant Wood’s Veterans Memorial Window.” Allison Wanger, University of Iowa
- “Recycled Information: Consumption, Production, and Reuse in The Ethel Index.” Donald Snyder, University of Maryland-Baltimore

**(Concurrent Sessions, continued)**

*SESSION 2: Creating a Material Past*

Moderator: Ann Smart Martin, Professor, Art History  
Elvehjem L140

- “‘Nothing Material Happened’: The Materials of Matter in John Fitch’s Autobiography.” Ashley Hetrick, University of Illinois-Urbana-Champaign
- “Making an Alternative Past: Steampunk and Participatory Consumerism.” Sara K. Brunkhorst, University of North Carolina-Wilmington
- “Creating Stories, Consuming Memories: Western Vacation Scrapbooks, Albums and Slideshows.” Cinda Nofzinger, University of Iowa

**3:15-3:30 PM: Coffee Break**

**3:30-5:15 PM: Concurrent Sessions: Reuse**

*SESSION 1: Changing Space, Changing Memory*

Moderator: Sissel Schroeder, Professor, Anthropology  
Elvehjem L140

- “Recycling Black Hawk: Ethnic Commodification and the Production of Leisure Space.” Jane Simonsen, Augustana College
- “[LECTURE TITLE?],” Sara Witty, University of Wisconsin-Madison
- “Creating Geodæsia: Land and Memory.” Kalie Wetovich, Miami University

*SESSION2: Making Meaning and the Life Cycle of Objects*

Moderator: Anna Andrzejewski, Associate Professor, Art History  
Elvehjem L150

- “Dismantling the Ivory Tower: The Life and Times of the George L. Mosse Humanities Building.” Travis Olson, Independent Scholar
- “Dirty, Rotten Technology: The Social History of Compost in the United States.” Vanessa Nakoskie, University of Iowa
- “Driving Downtown: The Standardization of Urban Space and Meaning Making in Kansas City, Missouri.” Andrea Clark, University of Kansas

**6:15-8:15 PM, University Club: Banquet and Closing Address by Ann Smart Martin**

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**SUNDAY, APRIL 10, 2011**

**9:00 AM-11:30 AM, Elvehjem L150: MAASA/UW-Madison Roundtable**

“Academic Work in the Age of the Neoliberal University: A MAASA Discussion on Contingency, Casualization, and the Campus Labor Movement.”

**11:30 AM-5:00 PM: Post-conference tour: Chipstone Foundation**