An International Conference
4-6 September 2014, Gakushuin University, Tokyo, Japan

Moving Around: People, Things and Practices in Consumer Culture

The History of Consumer Culture Group (HCC) in Tokyo would like to invite proposals for papers for the conference entitled ‘Moving Around: People, Things and Practices in Consumer Culture’ that explores the dynamic and mobile aspects of consumption in history.

Consumption is a dynamic, social and cultural practice. Even before the emergence of the ‘consumer society’, the act of consumption was based on the movement of goods, people and ideas. The appreciation of exotic products, for example, was enabled and informed by the opening up of inter-regional and international trade. Similarly, today’s online shoppers are largely dependent on the globalised system of production and supply as well as on transnational communication networks. It is not only goods that move; people and ideas also constitute consumption on the move. Travel is one of the oldest forms of mobility consumption, in which the consumption of material goods is bundled up with a series of other experiences of moving around. Communication involves the transfer of ideas, mediated by human agents or information technology such as writing, printing and various telecommunication devices. Considering such movements only as part of supply networks is inadequate, as it is often the case that changes in demand precede changes in supply: demand, fashion and trend travel far beyond what is considered as the site of consumption. As such, movement and consumption are almost inseparable, and we need to move beyond conceptualising consumption as a somewhat static phenomenon of purchase or exchange.

For proposals, there are no restrictions in terms of the time period, geographical area and disciplinary approach. Rather, the HCC Group encourages submission of papers with interdisciplinary and transnational approaches. Some potential topics include:

- Role of travel, travellers and transport in the construction of consumer cultures
- Cultural representation of consumption and movement
- Movement of consumer ideas and tastes
- Connections, junctions and portals in the history of consumption
- Cultural impact of international and global markets
- Network of consumer activism
- Elements of consumption in non-touristic travel
- Technological aspects of consumption’s dynamism
- Circulation and consumption of ideas and information
- Geographical aspects of retailing and consumption
- Obstruction and regulation of mobility in consumption
The programme committee believes that this conference, held in Japan (a historical crossroad of transnational consumption), would be a suitable place to discuss mobile consumption in action. The committee is also keen to include papers by early career researchers and research students. The conference papers will be published as proceedings.

The confirmed keynote speakers are:
Prof Frank Trentmann (Birkbeck College, University of London)
Dr Erika Rappaport (University of California, Santa Barbara)

The committee invites proposals for papers of 20-25 minutes in length. For each proposed paper, please send a short abstract of 300-400 words with the author’s name, affiliations, and email address, to: hiroki.shin[@]manchester.ac.uk (Dr Hiroki Shin, University of Manchester, UK). NB: Please replace [@] with an @ symbol when you send your proposal.

Proposals should be reached by 31 March 2014, and notification of acceptance will be sent by 18 April 2014. Further details of the conference programme and events will appear on the Conference website.
http://www-cc.gakushuin.ac.jp/~20070019/HCC2014cfp.html

Conference Organisers:
Toshio Kusamitsu (Open University of Japan)
Shinobu Majima (Gakushuin University)
Hiroki Shin (University of Manchester)
Yusuke Tanaka (Aoyama Gakuin University)