Pursuing the Trivial - Investigations into Popular Culture
University of Applied Arts Vienna & University of Vienna June 1-2, 2012

FRIDAY: REFEKTORIUM, AUSSTELLUNGSZENTRUM HEILIGENKREUZERHOF
UNIVERSITY OF APPLIED ARTS VIENNA

09.00 - 10.00
OPENING
Gerald Bast: Rector of the University of Applied Arts Vienna
Andrea Seidler: Dean of the Faculty of Philological and Cultural Studies, University of Vienna
Margarete Rubik: Head of the Department of English Studies, University of Vienna
Roman Horak / Barbara Maly / Monika Seidl: Organizing Committee, University of Applied Arts Vienna / University of Vienna

10.00 - 10:30
Coffee Break

10:30 - 12:30
IN/OUTDOOR
Chair: Anna Spohn (University of Applied Arts Vienna)
Yi Chen (University of Sussex): The Urban Walker. Pedestrian Practices in the East End
Georg Drennig (University of Essen): Taking a Hike. The Cultural Politics of Outdoor Recreation
Anna König (University of the Arts London): A Stitch in Time. Cultural Constructions of Household Mending in Everyday Life
Christian Huck (Christian-Albrechts-University Kiel): Inside/out. Public Cocooning as an Example for the Transversality of Popular Culture

12.30 - 14
Lunch
14.00 - 16.00

**FICTION**

*Chair:* Gloria Withalm (University of Applied Arts Vienna)

Katharina Köster (University of Würzburg): Fashion’s Final Frontier. The Correlation of Gender Roles and Fashion in Star Trek

Malaika Eschbaumer (University of Vienna): A Testimony of Embodied Mundaneness around 1800. Costenoble’s Theatrejournal

Aimee Waha (University of Würzburg): 007 - The Man with the Golden Taste. (A) Bond between the Trivial and the Exclusive

Georg Spitaler (University of Vienna): Fictional Political Theory? Relating Theory and ‘Subversive’ Pop Culture in Dietmar Dath’s novel *Für immer in Honig*

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**16:00 - 16:30**

Coffee Break

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**16:30 - 18:30**

**nostalgia**

*Chair:* Gabriele Jutz (University of Applied Arts Vienna)

Stefanie Armbruster (Autonomous University of Barcelona): Re-interpreting the Past. Nostalgia and Reruns of Popular Television Series

Steven Gerrard (University of Wales, Trinity Saint David): The Victorian Music Hall

Sören Priebe (University of Vienna): The Rebirth of the Trabi. East German Consumer Identity as Counter-Memory

Andrea Braidt (University of Fine Arts Vienna): Melancholia at the End of the Series

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**19:00**

Get-together at Strandbar Herrmann
SATURDAY: UNTERRICHTSRAUM, DEPARTMENT OF ENGLISH STUDIES
UNIVERSITY OF VIENNA

10:30 - 12:30

GAMES
Chair: Werner Huber (University of Vienna)


Alexander Schwinghammer (Bauhaus University Weimar): This Is Not a Game. Curiosity and Secrecy in Communicative Practices of Popular Culture

Sabine Harrer (University of Vienna): A Quest for Salient Truth. How Games Represent Loss, Mourning and Overcoming

John Storey (University of Sunderland): The Game of Love

12.30 - 14

Lunch

14.00 - 16.00

PARAPHERNALIA
Chair: Evelien Keizer (University of Vienna)

Ana Cristina Cachola (Portuguese Catholic University): Pursued by the Trivial: Joanas Vasconcelos’ Public Artworks

Alexandra Linster (University of Vienna): Usagi-e. The Hare-Pictures of the Early Meiji-Era

Alina Metzner (Ruhr University Bochum): Land of the Stupid, Home of the Brave. Diesel Island between Subversion and Conformity

Caroline Evans (University of the Arts London): The Peculiar Invisibility of the Fashion Model

16:00 - 16:30

Coffee Break
16:30 - 18:30

**EMERGING**

*Chair:* Thomas Ballhausen (Filmarchiv Austria)

Timo Kaerlein (University of Paderborn): Playing with Personal Media. Pursuing the Trivial in Present-Day Mobile Technology

Dominik Maeder (University of Vienna): Laboratories of Banality. Poetics of Containment in Contemporary Reality TV

Kati Voigt (University of Leipzig): Becoming Trivial. The Book Trailer

Claire Monk (De Montfort University Leicester): Web 2.0 Fandom and James Ivory’s/E. M. Forster’s *Maurice* (UK, 1987). Or What Tumblr, LiveJournal and YouTube Can Teach Us about the Life of Texts, Transnational Reception and the Redundancy of ‘Heritage Film’ Criticism

19:00

Get-together at Heuriger Schübel-Auer