



## Symposium on Conspicuous Consumption in Africa PROGRAMME

Wednesday, 3 DECEMBER

<b>5.30pm – 7.30pm</b>	<p><b>Conference opening</b></p> <p>Welcome and opening remarks – Professor Sakhela Buhlungu, Dean of the Faculty of Humanities, UCT</p> <p>Opening of exhibition, <i>The Other Camera</i>, by Paul Weinberg. Drawing on rare photographic archives, this exhibition celebrates and explores South African street/vernacular photography, from the 1950s onwards. This will be the first showing of the exhibition in South Africa following its acclaimed exposure in the USA and Sweden.</p> <p>Performance of <i>Seven Colours with Julia Malema</i> by Masello Motana. Masello Motana is a medium, comedian, singer, poet, actress and writer who played Ntombi in the SABC1 drama series <i>Home Affairs</i>. In her persona as Julia Malema, she is best known for her pink dresses, flaxen weaves and revolutionary talk.</p> <p style="text-align: right;"><i>Centre for African Studies Gallery</i></p>
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Thursday, 4 DECEMBER

8.30am – 8.45 am	<b>Tea (HUMA Seminar Room, 4<sup>th</sup> floor, Humanities Building)</b>	
8.45am - 9.00am	<b>Introductory remarks</b> - Deborah Posel (HUMA, UCT) <i>HUMA Seminar Room</i>	
9.00am - 10.30am Plenary lecture	Mattijs van de Port (University of Amsterdam), <i>The slaughtered peacock and other tales of conspicuous consumption and ecstatic expenditure</i> <i>HUMA Seminar Room</i>	
10.30am – 11.00am	<b>Tea (HUMA Seminar Room)</b>	
11.00am -12.30am Parallel sessions	<b><i>Style and substance</i></b> Nina Sylvanus (Northeastern University) – <i>The Pagne politics of style</i> Amah Edoh (MIT) – <i>Luxury good? Cultural artifact? Dutch wax cloth and the ambiguities of consumption in Togo</i> Pamila Gupta and Joni Brenner (University of the Witwatersrand) – <i>Who needs diamonds?</i>  <i>HUMA Seminar Room</i>	<b><i>Religion as brand</i></b> Ilana van Wyk (UCT) – <i>‘God wants you to have a Merc’: prosperity gospel and conspicuous consumption in South Africa</i> Shaheed Tayob (UCT) – <i>‘O you who believe, eat of the tayyibat (pure and wholesome food) which we have provided you’: risk and expertise in halal consumption in South Africa</i> Vashna Jagarnath (Rhodes University)– <i>Mujhse Shaadi Karogi: buying into the big fat Bollywood wedding</i>  <i>Room 3A, Humanities Building</i>
12.30pm – 1.30pm	<b>Lunch (Atrium, Humanities Building)</b>	
1.30pm – 3.00pm Parallel sessions	<b><i>Queering consumption</i></b> Bradley Rink (UCT) – <i>From sexual to consumer citizenship: global gays and the Pink Map</i> Zethu Matebeni (UCT) – <i>In Pride we trust: black queer visibility, display and desire</i> Joseph Mann (University of California, Santa Barbara) – <i>‘No effort, no entry’: respectability and consumption in the ‘Gay Capital of Africa’</i>  <i>HUMA Seminar Room</i>	<b><i>The good and the goods: normative perspectives on consumption</i></b> Anders Bjornvall (Stockholm University) and Arlene Archer (UCT) – <i>‘Upcycling’ as branding in a global context: a social semiotic approach</i> Shari Daya (UCT) – <i>Taking responsibility: moral geographies of Southern consumption</i> Sophie Chevalier (ILAC-EHESS, Paris) – <i>‘Good’ and ‘bad’ consumption: a dialectic of social transformation</i>  <i>Room 3A, Humanities Building</i>
3.00pm – 3.30pm	<b>Tea (HUMA Seminar Room)</b>	
3.30pm – 5.00pm Plenary lecture	Deborah Posel (UCT), <i>The consuming human: vistas from South Africa’s past and present</i>	



Friday, 5 December

<b>Tea (HUMA Seminar Room)</b>		
<b>9.30am - 11.00am</b> <b>Plenary lecture</b>	Karen Tranberg Hansen (Northwestern University), <i>Chiluba's trunks: consumption, excess and the dramaturgy of power in Zambia</i>	
<b>11.00am-11.30am</b>	<b>Tea (HUMA Seminar Room)</b>	
<b>11.30am - 1.00pm</b> <b>Parallel sessions</b>	<p><b><i>The symbolic politics of food</i></b>  Elizabeth Hull (SOAS) – <i>Sustaining the nation: supermarkets and national identity in rural KwaZulu-Natal</i>  Henrietta Nyamnjoh (UCT) – <i>'This Christmas I go touch some fufu and eru': food, memory and gastronomic culture amongst Cameroonian migrants in Cape Town and The Hague</i>  Duane Jethro (University of Utrecht) – <i>Braai Nation: heritage formation, nation-building and consumption in post-apartheid South Africa</i></p> <p style="text-align: right;"><i>HUMA Seminar Room</i></p>	<p><b><i>Dimensions of consumption in post-apartheid South Africa</i></b>  Sonja Narunsky-Laden (University of Johannesburg) - <i>Conspicuously overlooked? Consumption, morality, and cultivating the ordinary in South Africa today</i>  Ayanda Manqoyi (UCT) – <i>Black middle class: relationships through the displays of material things and performance of speech acts</i>  Mehita Iqani (University of Witwatersrand) – <i>Media representations of 'Chuppies' and 'Buppies': the discursive construction of the 'new' middle classes</i></p> <p style="text-align: right;"><i>Room 3A, Humanities Building</i></p>
<b>1.00pm - 2.30pm</b>	<b>Lunch (HUMA Seminar Room)</b>	
<b>2.30pm - 4.00pm</b> <b>Parallel sessions</b>	<p><b><i>Youth and excess in the post-apartheid milieu</i></b>  Simon Howell (UCT) – <i>'Licking the snake': the I'kothane and contemporary township youth identities in South Africa</i>  Jabulani Mnisi (University of Johannesburg)- <i>Burning to consume? 'Izikhothane' on the East Rand as spectacles of style, consumption and status-seeking among young black South Africans.</i>  Anthony Collins (Rhodes University) – <i>'Fat dogs': crime, violence and conspicuous consumption in South Africa</i></p> <p style="text-align: right;"><i>HUMA Seminar Room</i></p>	<p><b><i>Gender, lifestyle and the body</i></b>  Simone Plug (Rhodes) – <i>Producing desirability, consuming bodies: discursive dilemmas in masculine self-commodification</i>  Glen Thompson (University of Stellenbosch) – <i>Consuming the endless summer: changing surfing lifestyles</i>  Phila Mtwana (Fort Hare) – <i>Contending masculinities and conspicuous consumption</i></p> <p style="text-align: right;"><i>Room 3A, Humanities Building</i></p>
<b>4.00pm - 4.30pm</b>	<b>Tea (HUMA Seminar Room)</b>	



Saturday, 6 December

<b>Tea (HUMA Seminar Room)</b>	
<b>9.00am-11.00am</b> <b>Parallel sessions</b>	<p><b><i>Colonial consumption and its aftermath</i></b>            Bodil Folke Frederikson (Roskilde University) – <i>‘The sex of things’: advertising and consumption in the 1940s and 1950s in Kenyan Indian newspapers</i>            Mary Robertson (University of Chicago) – <i>Making ‘effective people’: imaginaries of ‘the black consumer’ in the South African advertising and marketing industry, 1930-1980</i>            Walter Nkwi (University of Buea, Cameroon) – <i>Peddling and riding modernity: bicycles and motor cars as objects of consumption in Colonial Cameroon</i>            Buhle Zuma (UCT) – <i>The commercial consumption of the South African colonial archive and the making of black poverty into a fashionable exotic</i></p> <p style="text-align: right;"><i>HUMA Seminar Room</i></p>
	<p><b><i>Regulation and ritual: States of consumption</i></b>            Euclides Gonçalves (Kaleidoscopio) – <i>Staging wealth: official rhetoric and social critique in contemporary Mozambique</i>            Stephen Sparks (University of Johannesburg) – <i>Dependence, discipline and conspicuous consumption in the SASOL project</i>            Andrew Lamprecht (UCT) – <i>The 1945 royal visit</i>            Noosim Naimasiah (Makerere University) – <i>Is there still an outside? On the omnipresence of mobile technology and the refashioning of the Kenyan consumer</i></p> <p style="text-align: right;"><i>Room 3A, Humanities Building</i></p>
<b>11.00am-11.30am</b>	<b>Tea (HUMA Seminar Room)</b>
<b>11.30am-12.30pm</b>	<b>Closing plenary</b>
<b>12.30pm - 2.00pm</b>	<b>Lunch</b>