



## Eco-Images

### Altering Environmental Discussions and Political Landscapes

<b>Conveners</b>	Arielle Helmick (Rachel Carson Center) and Gisela Parak (Washington University St. Louis / Kunstakademie Stuttgart)
<b>Location</b>	Deutsches Museum, Seminarraum (Bibliotheksgebäude / Library Building)

A picture is worth a thousand words—especially when it depicts the natural environment. Images have played a prominent role in environmental discussions for years; pictures, paintings, and photographs have often been used to influence public opinion and advance political discussion. While the impact of oil paintings on the perception of land during the eighteenth and nineteenth century has been investigated to a certain extent, this workshop aims to subject the role of twentieth century images in diverse national campaigns to critical consideration. Papers will examine the role of images in shaping environmental discourses by analyzing the effect of photographs, printed photograph collections, newspaper images, and magazines as well as exhibitions or graphics (posters and logos) on environmental debates. The workshop will analyze the impact of “eco-images” by discussing the history of their perception and influence.

## Wednesday, 18 April

10:00 – 10:30	<b>Welcome</b> by RCC Director Christof Mauch <b>Opening Remarks</b> by Gisela Parak (Washington University St. Louis / Kunstakademie Stuttgart)
10:30 – 11:15	<b>I. Semiotics of Advertisement</b>
<b>Moderation</b>	Hubertus Kohle (LMU Munich)
<b>Discussant</b>	Paolo Peverini (Luiss Guido Carli University of Rome) Unconventional Strategies and Environmental Campaigns
11:15 – 11:30	<b>Coffee break</b>
11:30 – 12:15	<b>II. Media Campaigns I: Creating the Environmental Conscience</b>
<b>Moderation</b>	Hubertus Kohle (LMU Munich)
<b>Discussant</b>	Oluwafemi Ladapo (Ministry of Justice, Nigeria) The Contributions of Cartoonists to Environmental Debates in Nigeria
12:15 – 14:00	<b>Lunch break</b>
14:00 – 15:30	<b>III. Preservation Campaigns and the American Wilderness</b>
<b>Moderation</b>	Arielle Helmick (RCC)
<b>Discussants</b>	Erika Bsumek (University of Texas) Picturing Preservation or Documenting Development? The Use of Navajo Imagery in Reclamation Projects and Environmental Debates from 1945-1970  Robin Kelsey (Harvard University) The Sierra Club Calendar and the Exclusive Property of Vision
15:30 – 15:45	<b>Coffee break</b>
15:45 – 16:30	<b>IV. Media Campaigns II: Creating the Environmental Conscience</b>
<b>Moderation</b>	Franziska Torma (RCC)
<b>Discussant</b>	Max Boykoff (University of Colorado) Understanding Contrarians as a Species of 'Charismatic Megafauna' in Contemporary Climate Science-Policy-Public Interactions
19:00	<b>Dinner</b> at Hofbräukeller, Innere Wiener Str. 19

## Thursday, 19 April

09:30 – 11:00

### V. Governmental Environmentalism during the Cold War

**Moderation**

Christof Mauch (RCC)

**Discussants**

Neil Maher (Rutgers University)

“Greetings from Apollo”: How Space Race Postcards Masked the Military Industrial Complex

Gisela Parak (Akademie der Bildenden Künste Stuttgart / Washington University)

“Our Only World” – *Documerica’s* Travel Exhibition as Role Model of American Environmentalism

11:00 – 11:15

### Coffee break

11:15 – 12:45

### VI. Atomic Disasters and the Environment

**Moderation**

Julia Herzberg (RCC)

**Discussants**

Andreas Renner (University of Tübingen)

Under Cloudless Skies: Imagining the Nuclear Age in the Soviet Union

Maryia and Sergey Kizima (Academy of Public Administration / Dept. Of International Relations, Belarus)

The Influence of Chernobyl Images on the Political Landscape of Belarus

12:45 – 14:00

### Lunch Break

14:15 – 15:00

### Closing Discussion

## Venue

**Seminarraum – Bibliotheksgebäude/Library Building** (Deutsches Museum)  
Museumsinsel 1  
80538 Munich



## Public transport

By suburban train (**S-Bahn**): S1-8, disembark at Isartor.

- Take tram 16 in direction Effenplatz to the tram stop Deutsches Museum or walk (ca. 3-5 min.)

By subway (**U-Bahn**): U1+2, disembark at Fraunhoferstraße.

- Take Bus 132 in direction Rindermarkt to the bus stop Ludwigsbrücke, proceed to Deutsches Museum by crossing the bridge (Ludwigsbrücke)
- Alternatively, walk along the river Isar from Fraunhoferstraße (ca. 10 minutes walk)

## Registration

The workshop is free and open to the public; however registration is required. Please send an e-mail to [events@carsoncenter.lmu.de](mailto:events@carsoncenter.lmu.de) by April 14, 2012, to sign up.