



DEIFIED – DAMNED – DEPLETED
Energy as Resource, Symbol
and Consumer Good



Deutsches Museum, München
Kerschensteiner Kolleg

January 20-22, 2011



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January 20-22, 2011
Kerschensteiner Kolleg, Deutsches Museum
Museumsinsel 1, 80538 München

The Project

The research project "Objects of Energy Consumption" is a joint venture of the Deutsches Museum and the Central Institute for the History of Technology at TU Munich and is funded by the German Federal Ministry of Education and Research. Based on the examination of household appliances used in food preparation, heating, lighting and personal hygiene, it analyzes the complicated sets of relationships and interdependencies that led to high energy consumption patterns in private households. Building on recent paradigm shifts in the history and sociology of technology from production to consumption aspects and applying them to the topical issue of energy supply and usage, the project utilizes theories and methods in technology studies as well as museum and material culture studies.

Aside from scholarly publications on the consumption of household energy and its mediation through historical housing and household exhibitions, the project is aiming at furthering the knowledge transfer between museum research and exhibitions and develops a digital object-database available for scholars and the interested public.

For further information on the project, please visit <http://www.energiekonsum.mwn.de>.

The Workshop

The history of Western industrial and affluent societies is based on the use of different kinds of energies: from human and animal energy to chemical, mechanic and kinetic energy. Physical and intellectual concepts of energy became a formative topic of modernizing and industrializing societies in the 20th century. Tying into the ubiquitous belief in progress, the 'energetic imperative' called for the exploitation of natural resources. Trusting in inexhaustible reserves, energy intensive living and working environments evolved. It was only with the oil price crises of the 1970s and the ever more apparent ecological consequences of rampant energy consumption that the private household moved into the center of public attention.

Energy not only powers machines, but cultural world views as well. Energy technologies are, in the words of Wolfgang Sachs, material expressions of cultural systems that create wishes and lifestyles. The cultural images, interpretations and values connected with energy as well as their implementation in social and cultural practices and material objects stand at the center of the conference. In addition to the diverse discourses about energy, the workshop equally stresses concrete consumption practices and their retrospective dependencies on these discourses. By analyzing energy as resource, symbol and consumer good, we aim at a deeper understanding of energy as a world-moving force in past and present.

PROGRAM

Thursday, 20 January 2011

1.00 – 1.15 pm Welcome and Introduction

SESSION I: ENERGY AS RESOURCE

Chair: Helmuth Trischler (Deutsches Museum/Rachel Carson Center)

1.15 – 2.45 pm Silvana Bartoletto (University of Naples Parthenope):
Energy Productivity and Energy Intensity in Europe Over the Last Two Centuries

Timo Myllyntaus (University of Turku):
Relating Rationed Foodstuffs and Popular Culture to Energy Policy: Tackling a Fuel Shortage in Postwar Finland

Comments: Frank Uekötter (Deutsches Museum/Rachel Carson Center, Munich)

Discussion

2.45 – 3.15 pm Coffee Break

3.15 – 4.45 pm Mathias Mutz (Humboldt University, Berlin):
Saving Energy by Shifting Clocks? Energy Consumption and the Introduction of Daylight Saving Time in East and West Germany

Valentina Roxo (Rachel Carson Center, Munich):
From Catalyst for Progress to National Security Threat: Public Discourse on West Siberian Oil Production from the 1970s to the Present

Comments: Julia Herzberg (Rachel Carson Center, Munich)

Discussion

4.45 – 5.15 pm Coffee Break

5.15 – 6.30 pm Panel Discussion:
"Energy Use Then and Now: Power or Powerlessness of the Consumer?"

Florian Bieberbach (SWM, Munich)
Hermine Hitzler (BAYERNenergie e. V.)
Burcu Tunçer (UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production)

Moderator: Karin Zachmann (TU Munich)

7.00 pm Dinner at the Restaurant "Kleine Schmausefalle", Mariahilfplatz 4, 81541 München

Friday, 21 January 2011

SESSION II: ENERGY AS CONSUMER GOOD – PART 1

Chair: Michaela Kipp (Deutsches Museum)

- 9.00 – 10.30 am** Karl Ditt (LWL-Institute for Westphalian Regional History, Münster):
Household Technology in Germany and Great Britain, 1880-1940
- Jordan P. Howell (Michigan State University, East Lansing):
(De)Materializing Electricity Consumption and Conservation in the United States
- Comments: Elizabeth Jones (Rachel Carson Center, Munich)
- Discussion
- 10.30 – 11.00 am** Coffee Break
- 11.00 – 12.30 pm** Sophie Gerber (TU Munich):
"Live the Carefree Electric Way"? Power Companies and their Strategies of Advising, Marketing and Educating, 1945-1990
- Yves Bouvier (University of Savoie, Chambéry):
Filming Electrical Consumption: EDF's Promotional Films (1946-2004)
- Comments: Thomas Hengartner (Zürich University)
- Discussion
- 12.30 – 1.30 pm** Lunch at the Museum Restaurant
- 1.30 – 3.00 pm** Guided Tours Deutsches Museum

SESSION II: ENERGY AS CONSUMER GOOD – PART 2

Chair: Frank Dittmann (Deutsches Museum)

- 3.00 – 4.30 pm** Nina Lorkowski (TU Munich):
Leasing and Hire-Purchase Appliances for the Bathroom: Expectations on Users and (Diverging) Consumer Behaviour
- Thomas Berker (Norwegian University of Science and Technology, Trondheim):
"In the Morning I Just Need a Long, Hot Shower": A Sociology of the (Re)Distribution of the Energy Sensible
- Comments: Maj-Britt Quitzau (Technical University of Denmark)
- Discussion
- 4.30 – 5.00 pm** Coffee Break

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- 5.00 – 6.30 pm** Ursula Offenberger (University of St. Gallen):
Home Heating Technologies as a Masculine Playground? Co-Constructions of Gender and Technology
- Karl-Michael Brunner/Anja Christanell (Vienna University of Economics and Business/Austrian Institute for Sustainable Development, Vienna):
Energy Consumption, Social Structure and Sustainable Development
- Comments: Karin Hausen (TU Berlin)
- Discussion
- 6.30 – 7.15 pm** Movie Screening
- 7.30 pm** Dinner at "Restaurant Müllersches Volksbad", Rosenheimer Straße 1, 81667 München

Saturday, 22 January 2011

SESSION III: ENERGY AS SYMBOL

Chair: Martina Heßler (Helmut Schmidt University, University of the Federal Armed Forces, Hamburg)

- 9.00 – 10.30 am** Helena Ekerholm (Umeå University):
Past and Present Cultural Perceptions of Wood Gas Fuel
- Tomas Moe Skjølsvold (Norwegian University of Science and Technology, Trondheim):
Green Hero or Old Bastard? Representations of Bioenergy in Norway
- Comments: Sophie Nyborg (Technical University of Denmark)
- Discussion
- 10.30 – 11.00 am** Coffee Break
- 11.00 – 12.30 pm** Nina Möllers (Deutsches Museum, Munich):
Electrifying the World: Representations of Energy and Modern Life at World's Fairs, 1893-1974
- Ole W. Fischer (University of Utah, Salt Lake City):
Is the Modern Project Running Out of Gas? – Preliminary Thoughts about Energy, Architecture and Urban Space in 20th and 21st Century
- Comments: Helmut Lackner (Technical Museum Vienna)
- Discussion
- 12.30 pm** **End of Conference**

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- 2.00 – 4.00 pm** Academic Advisory Board Meeting

Organization: Prof. Helmuth Trischler, Prof. Karin Zachmann, Dr. Nina Möllers, MMag. phil.
Sophie Gerber, Nina Lorkowski, M.A., Simone Stirner, Katalin Tóth, Monika
Kindermann

Participation at the workshop is free of charge. However, as seating is limited, please register – even if you only want to participate at parts of the event – by email, mail or fax.

Information and
Registration: Dr. Nina Möllers
Forschungsinstitut
Deutsches Museum
Museumsinsel 1
80538 München
Germany
Tel.: +49 (0)89-2179-543
Fax: +49 (0)89-2179-239
n.moellers@deutsches-museum.de
<http://www.energiekonsum.mwn.de>



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