

NISE Conference 2023

“Nationalism and World Fairs”

Call for Papers

World Fairs, Cultural Identity and the Entrepreneurial World Order.

Starting with the London Great Exhibition of 1851, World Fairs have been an important platform to showcase countries and their economic assets in an increasingly commerce-driven international world order. As recent studies have demonstrated, the spectacular display culture of world fairs has served as a platform for national self-proclamations for empires, including their peripheral provinces and overseas colonies, existing nation-states, and emerging new, post-colonial countries. Its pavilions mirror changing tastes, moving between historicist grandeur, fairground arcade, vernacular traditionalism, technological futurism.

The interaction between national self-proclamation, the commercialization of culture and an emerging entrepreneurial world order: that will be the topic for a conference to be held on 30 May – 1 June 2023, under the auspice of NISE, in Vienna. The hosting institution is the Vienna University of Economics and Business, whose landmark modern campus is located adjacent to the famed Prater fairground, site of the 1873 Vienna World Fair.

200-500-word outlines for proposed papers can be submitted to NISE, c/o the coordinator, at eva.bidania@nise.eu.

Submission deadline: 31 October 2022.