16.00-16.45
Mona Abaza
(The American University in Cairo, Egypt)
Ethnic Chic, Islamic Fashion and the Globalisation of Fashion in Egypt

17.00-18.30
Reception and Performance of Oriental Dance

Saturday, November 7, 2009

3. Re-Orientalizing

9.00-9.45
Maxine Berg
(University of Warwick, United Kingdom)
Trading Asian Export Ware 1650-1800

9.45-10.30
Reina Lewis
(University of East London, United Kingdom)
Mixing and Matching: Fashion and the Politics of Cultural Exchange

10:30-11.00
Coffee Break

11.00-11.45
Emma Tarto
(Goldsmiths University of London, United Kingdom)
Dis-Orienting Fashion: Islamic Fashion Trends in the West

11.45-12.30
Oly Firsching-Torvar
(Technische Universität Dortmund, Germany)
Reviving Kimono: Fashion as Memory at the Turn of the Century

12.30-13.15
Final Discussion

The Conference is organized by:

Prof. Dr. Gertrud Lehnert
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We would like to thank the Volkswagen Stiftung for their support.

Arriving by public transport:

Bus 605 and 606 to Neues Palais

Regional train in the direction Brandenburg or Wustermark to Potsdam Park Sanssouci
(6 minutes walking distance to the conference venue)
Fusion Culture
Fashion beyond Orientalism and Occidentalism
University of Potsdam, November 5-7, 2009

Thursday, November 5, 2009

9.00
Welcoming Address:
Prof. Dr.-Ing. habil. Dr. phil. Sabine Kunst
(President of the University of Potsdam)

Prof. Dr. Rüdiger Kunow
(Head of the Research and Study Program
“Cultures in/of Mobility”)

Introduction:
Prof. Dr. Gertrud Lehner
Prof. Dr. Gabriele Menges

Section I: Orientalism as Sensual Fantasy of
“Other” and “Self”

10.00-10.45
Ina McCabe (Tufts University, USA)
Orientalism in France: Shaping Fashion through
Resisting the Exotic

10.45 – 11.30
Gabriele Menges
(Technische Universität Dortmund, Germany)
Positions and Demarcations. The Oriental Othering
in the Costume Books of the Renaissance

11.30-12.00
Coffee Break

12.00-12.45
Nicole Pellegrin (Institut d’Histoire Moderne et
Contemporaine, France)
Être (dész)habillé en Turc: habits de parade et
vêtements d’intérieur. Pour une histoire de la robe
de chambre masculine (XVIe-XIXe siècles)

12.45 -14.15
Lunch

14.15-15.00
Nina Trauth (Universität Trier, Germany)
“As favoured by Europeans”: Oriental Clothing in
Portraiture

15.00 – 15.45
Marianne Koos (Université de Fribourg, Germany)
Artists and Garments in Transfer. The Case of the
Genevan ‘Peintre Turc’ and ‘Peintre de la vérité’ Jean-
Étienne Liéard

15.45-16.15
Coffee Break

Section II: Practices of Fragmentation and
Assimilation of the „Other“

16.15 -17.00
Gertrud Lehner (Universität Potsdam, Germany)
Orientalism in 18th and 19th Century Fashion Journals

17.00-17.45
Daniel Devoucoux
(Technische Universität Dortmund, Germany)
Orientalisme plus occidentalisme, ou les nouvelles
stratégies vestimentaires dans le cinéma de Bollywood

Friday, November 6, 2009

Continuation of Section II

9.00-9.45
Simona Segre Reinach (Università IUAV di Venezia,
Università IULM di Milano, Italy)
From “Made in China” to “Made for China”

9.45-10.30
Yumiya Kawamura (State University of New York, USA)
The Globalization of Japanese Lolita Fashion

10.30-11.00
Coffee Break

Section III: Re-Orientalizing, Re-Occidentalizing:
Cross Cultural Consumption, Cultural Self-Reflection
and the Return of the Local

11.00-11.45
Giorgio Riello (University of Warwick, United Kingdom)
Fashion and the Four Parts of the World: Historical
Interpretations of Fashion as Concept and Practice in the
Early Modern Period

11.45-12.30
Dorothy Ko (Columbia University, USA)
Fashion in the Orient: Toward a Definition of Non-
Western Fashion

12.30-13.15
Pravina Shukla (Indiana University, Bloomington, USA)
The System of Fashion in the East – Dress in Modern
India

13.15-14.00
Lunch

2. Transcultur, Fusion Culture

14.00-14.45
Lise Skov (Copenhagen Business School, Denmark)
How Orientalism/Occidentalism in Fashion Design is
Produced, Discovered and Valued across Cultures

14.45-15.30
Hetke Jenß (Parsons The New School for Design, USA)
Hybrid Wardrobes: Fashioning Trans-Cultural Identities

15.30-16.00
Coffee Break