

PROGRAM



Consumer
Culture
Theory
Conference
August 16th-19th
2012



**Consumer
Culture
Theory
Conference**

**August 16th-19th
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ACKNOWLEDGMENTS:

The Conference Co-Chairs thank the following people for their invaluable assistance in making this conference possible:

Laurel Steinfield, Conference Coordinator, University of Oxford

Kira Strandby, Conference Coordinator, University of Southern Denmark

Rosemary Strawson, Trinity College Coordinator

Kate MacDonald, Saïd Business School Coordinator

Michelle Adams, Registration Coordinator

Jemma Proctor and Mark Wearing, Web Designers



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CCT 2012 KEY MOTIFS: CONTEXTUALIZING CONTEXTS

Consumer Culture Theory research has led to a tremendous enrichment of understanding consumer life worlds as we have sought to put the “consumer experience back into consumer research”. However, this standard approach has often left the macro-level structurations of consumer life worlds unaddressed.

We hope to use these conference proceedings to address the gap. We seek to explore what lies between the experienced life worlds and macro-level contexts, such as socio-political or socio-cultural events and movements. We seek to situate and contextualize the consumer life worlds by understanding the socio-historical universe in which they emerge. We hope that the dialogue, keynote speaker, and presentations of this conference will extend and fill in our picture of the world of consumption.

ADDITIONAL INFORMATION:

For more information on the Consumer Culture Theory Conference, please visit:
<http://conference.consumerculturetheory.org/>

For more Information on Consumer Culture Theory Consortium, please visit:
<http://www.consumerculturetheory.org/>

CCT CONFERENCE SPONSORS:

CCT 2012 has been made possible with the donations from our sponsors:



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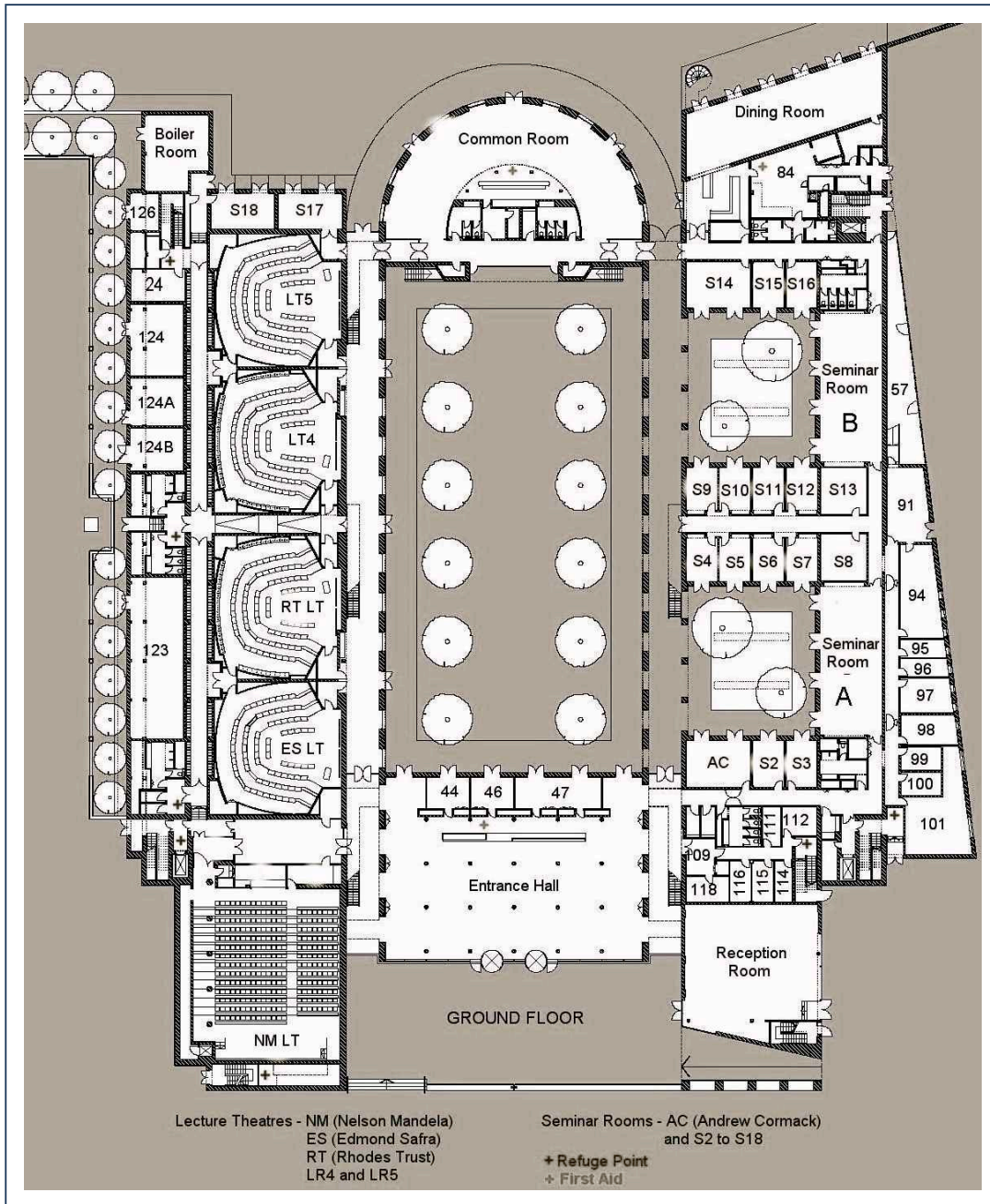
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MAP OF SAID BUSINESS SCHOOL:





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DETAILED PROGRAM FOR CCT 2012

Date: THURSDAY - AUGUST 16th

Time: 4:00pm-6:00pm

CCT REGISTRATION - SAID BUSINESS SCHOOL MAIN LOBBY

CCT conference attendees can go to Said Business School to pick up their delegate package.

Attendees who are presenting posters will have this time to set up their posters in the poster board exhibition space.

Date: THURSDAY - AUGUST 16th

Time: 5:00pm-7:00pm

OPENING WINE RECEPTION & POSTER SESSION - SAID BUSINESS SCHOOL MAIN LOBBY

Posters will be on display in the main lobby

An Installation by Mandy Early - "*I was there*" will be featured in The Reception Room (an adjoining room to the main lobby)