

## »Fetish + Consumption«

International Symposium at Akademie Schloss Solitude  
in the framework of the *art, science & business* program  
initiated by Catherine Perret  
June 12<sup>th</sup> to 13<sup>th</sup>, 2008



With the rise of goods-based capitalism, the notion of the fetish also shifts, becoming increasingly complex within the rhythm of economic upheavals and the changes in spheres of trade and exchange. It becomes more multilayered, depending upon the perception of those who celebrate it, who are simultaneously observers and willing hostages, speak: through ourselves. What we commonly call »consumption« in the course of the development of mass production is the generally known (one could even say more exotic) designation of this esoteric and intimate cult that we unceasingly practice and term »fetishism«.

The paths leading from consumption to fetishism – from methodically economical phenomena to the secret religion of capitalism – are art, design, fashion, everything that populates the screens surrounding us like a sea of mirrors. Between the iconoclasm of goods and the commodity value of art, there are unexplored approaches, which this symposium will examine via the interlinking disciplines of economics, marketing, art history and psychoanalysis.

### Program

*Thursday, June 12, 2007*

7.00 pm	Dinner
8.00 pm	Evening Lecture by Michael Erlhoff, »Design and the Politics of the Object« (in German language)

*Friday, June 13, 2007*

9.00 – 9.30 am	Welcome by Jean-Baptiste Joly Introduction by Catherine Perret
9.30 – 10.30 am	Hans Dieter Huber, »On Exclusiveness as a Fetish«
10.30 – 11.30 am	Stefano Mirti and Denise Bonapace, »Paraphilia. Beyond Love«
11.30 am	Coffee Break
12.00 – 1.00 pm	Frieder Nake, »Fetish in a virtual world: How would Karl Marx react? Considerations by a Computer Scientist«
1.00 pm	Lunch
2.30 – 3.30 pm	Vera Strübi, »Angel: Another Culture of Fetish«
3.30 – 4.30 pm	Caroline Gerschlager, »Foolishness and Consumption: An Economic Perspective«
4.30 pm	Coffee Break
5.00 – 6.00 pm	Outlook on Future Projects Kaiwan Mehta, »Objects and Histories in a Dialectic Fairyland« Michael Guggenheim, »Building a Fetish – Sacrificing a House«
6.00 pm	Final Discussion
7.00 pm	Dinner