

# THE GOOD YEARS!

## HISTORICAL

### TRAJECTORIES 1980–2010

MONDAY 29 JUNE 2015–FRIDAY 3 JULY 2015

MONTE VERITÀ, ASCONA, SWITZERLAND

Many historians and social scientists have tried to make sense of our most recent past, which is at once seen as the gloomy prehistory of subsequent disasters like the last financial crisis and in a nostalgic sense as a time of prosperity following the unruly 1970s. The conference brings together international scholars to dissect this “age of fracture” (Dan Rodgers) and invites young researchers to challenge these framings. Five thematic areas will be discussed: The breakthrough of the knowledge society; the heydays of economic liberalisation and financial capitalism; globalisation, the nation state and the new world order; life in the age of new media and big data, as well as the historiographic turns since the 1980s.

#### HOSTED BY:

**David Gugerli**

(Chair for the History of Technology,  
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**Monika Dommann**

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#### ORGANISING TEAM:

**David Gugerli, Jakob Tanner, Gisela Hürlimann,  
Magaly Tornay, Roman Wild**

#### SPONSORS:

Gerold und Niklaus Schnitter  
Fonds für Technikgeschichte

ETH ZÜRICH  
Forschungsinstitut für  
Technikgeschichte



## MONDAY 29.6.2015

14.00–14.30 Welcome addresses by **Lorenzo Sonognini**, Director of the Monte Verità Foundation and **Chiara Cometta**, Administrative Director of the Congressi Stefano Franscini (CSF) of ETH Zurich. Introduction by **David Gugerli**, ETH Zurich.

14.30–15.00 **Daniel T. Rodgers** (Princeton):  
Periodizing the Late Twentieth Century:  
The Age of Fracture and After

15.00–15.30 **David Gugerli** (Zurich):  
Comment and opening keynote 2

15.30–16.30 Discussion

Coffee break

### 1A

#### THE KNOWLEDGE SOCIETY

CHAIR: GISELA HÜRLIMANN (ZÜRICH)

17.00–17.30 **Ulrich Wengenroth** (Munich):  
Keep It Simple! Technological Enlightenment in the  
Knowledge Society

17.30–17.45 Intervention **Daniela Zetti** (Zurich)

17.45–18.00 Intervention **Alban Frei** (Zurich)

18.00–19.00 Discussion

19.30 Dinner break

## TUESDAY 30.6.2015

### 1B

#### THE KNOWLEDGE SOCIETY (CONT.)

CHAIR: LUTZ WINGERT (ZÜRICH)

09.30–10.00 **Christian Geulen** (Koblenz): Future's End:  
On Post-Ideological Knowledge and the Joy in Repetition

10.00–10.15 Intervention **Hannes Mangold** (Zurich)

10.15–10.30 Intervention **Onur Erdur** (Zurich / Berlin)

Coffee break

11.00–12.00 Discussion

12.00 Lunch break

### 2A

#### WALL STREET, MAIN STREET AND BEYOND: LIBERALISATION, FINANCIAL CAPITALISM AND THE EMERGING MARKETS

CHAIR: MATTHIEU LEIMGRUBER (GENÈVE)

13.30–14.00 **Patrick Neveling** (Utrecht):  
Penthouse or Pavement: Post-Heroic Neoliberalism and the  
Asynchronous Development of Export Processing Zones and  
Special Economic Zones since 1980

14.00–14.15 Intervention **Laura Rischbieter** (Berlin)

14.15–15.30 **Hansjörg Siegenthaler** (Zurich): Comment and discussion

### 2B

#### WALL STREET, MAIN STREET AND BEYOND: LIBERALISATION, FINANCIAL CAPITALISM AND THE EMERGING MARKETS (CONT.)

CHAIR: BRIGITTE STUDER (BERN)

15.30 Guided visit to Monte Verità

17.30–18.00 **Tobias Straumann** (Zurich):  
Was the Financial Crisis of 2007–2009 Inevitable?  
The History of Liberalisation since the 1970s in Retrospect

18.00–18.15 Intervention **Christophe Farquet** (Geneva)

18.15–19.30 **Jan-Otmar Hesse** (Bielefeld): Comment and discussion

19.30 Dinner break

## WEDNESDAY 1.7.2015

### 2C

#### WALL STREET, MAIN STREET AND BEYOND: LIBERALISATION, FINANCIAL CAPITALISM AND GLOBAL CITIES (CONT.)

CHAIR: JAN-OTMAR HESSE (BIELEFELD)

09.30–10.00 **J. Adam Tooze** (Yale):  
Lost in the North Atlantic:  
The Invisible Geography of the Global Financial Crisis

10.00–10.15 Intervention **Lea Haller** (Zurich / Geneva)

10.15–11.00 **Konrad Kuhn** (Basel): Comment and discussion

Coffee break

11.30–13.00 Round Table **Patrick Neveling, Tobias Straumann,  
J. Adam Tooze**  
Chair: **Hansjörg Siegenthaler** (Zurich)

13.00 Lunch break

### 3

#### GLOBALISATION, THE NATION STATE AND THE NEW WORLD ORDER

CHAIR: MONIKA DOMMANN (ZÜRICH)

14.30–15.00 **Benjamin Zachariah** (Heidelberg):  
The Anxieties of a New Freedom:  
Nations, Development and Liberalisation, c. 1980–2010

15.00–15.30 **Charles S. Maier** (Harvard):  
Who Needs Territory?  
The Geographies of Class in Contemporary Capitalism

15.30–16.30 Workshop 1 with **Benjamin Zachariah**      Workshop 2 with **Charles Maier**  
Chair: **Monika Dommann** (Zurich)      Chair: **Tobias Straumann** (Zurich)

Intervention **Jakob Tanner** (Zurich)      Intervention **Gisela Hürlimann** (Zurich)

Coffee break

17.00–19.00 Plenary discussion  
Chair: **David Gugerli** (Zurich)

Self-organized dinner and leisure options in Ascona  
(Jazz Festival)

## THURSDAY 2.7.2015

### 4

#### LIFE AND THE NEW MEDIA: ACCESS, CONSUMING AND PRIVACY

CHAIR: DAVID GUGERLI (ZÜRICH)

09.00–09.30 **Claus Pias** (Lüneburg):  
Das Versprechen der Medien

09.30–10.00 **Monika Dommann** (Zurich):  
“1984” als Chiffre: Privacy vor dem Millennium

10.00–11.00 Workshop 1 with **Claus Pias**      Workshop 2 with **Monika Dommann**  
Chair: **David Gugerli**      Chair: **Jakob Tanner**

Intervention **Christa Wirth** (Zurich)      Intervention **Thomas Zimmer** (Freiburg i. Br.)

Coffee break

11.30–12.00 **Karin Knorr Cetina** (Chicago):  
Our Algorithmic Future

12.00–13.00 Plenary discussion  
Chair: **David Gugerli** (Zurich)

13.00 Lunch break

### 5A

#### CLASH OF CULTURES AND WARS OF CONCEPTS? HISTORY TURNS AFTER THE 1980S

CHAIR: KIJAN ESPAHANGIZI (ZÜRICH)

14.30–15.00 **Stefan-Ludwig Hoffmann** (Berkeley):  
Human Rights and History

15.00–15.15 Intervention **Ruben Hackler** (Zurich)

15.15–16.30 **Lutz Raphael** (Trier): Comment and discussion

Coffee break

17.00–17.30 **Kathleen Canning** (Michigan):  
Beyond the Cultural Turn: Gender, Sexuality and  
a Return to the Social?

17.30–17.45 Intervention **Mischa Suter** (Basel)

17.45–19.00 **Stephan Scheuzger** (Bern): Comment and discussion

19.30 Conference dinner

## FRIDAY 3.7.2015

### 5B

#### CLASH OF CULTURES AND WARS OF CONCEPTS? HISTORY TURNS AFTER THE 1980S (CONT.)

CHAIR: ULRICH HERBERT (FREIBURG I. BR.)

09.30–10.00 **Peter Schöttler** (Paris):  
“To Everything There Is a Season”,  
aber irgendwann ist es auch gut:  
Trends und Turns in der Geschichtswissenschaft  
seit den 1980er Jahren

10.00–11.00 **Brigitta Bernet** (Zurich): Intervention and discussion

Coffee break

11.30–12.00 **Lutz Raphael** (Trier): Closing keynote

12.00–12.30 **Jakob Tanner** (Zurich):  
Closing comment and goodbye address