

PASSION, PLAY AND THE EVERYDAY:

ORAL HISTORY AND THE CONSUMER SOCIETY



Photofusion

Annual Conference of the Oral History Society with
Sheffield Wednesday Football Club, 17-18 June 2006,
Hillsborough Stadium Conference Centre, Sheffield, UK



This oral history conference will examine the development of 'consumer society' and its impact on lifestyles, identity, leisure, work and consumption. The emergence of a 'consumer society' raises important questions about changes in political, corporate and consumer power, the influence of the media, individual and group identity, the relation between choice, freedom and regulation, ethical consumption, pleasure and desire, the changing role of leisure and the relationship between consumption and production.

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'Consumer society' is often thought of as a contemporary phenomenon but oral history provides an excellent means of exploring the historical dimensions of consumption and consumer culture. Holding the conference in Sheffield, a city whose wealth was founded on the coal and steel industries, will allow us to reflect on how oral history can capture local, regional, national and global shifts from production to consumption-based economies and cultures.

The conference will draw together a diverse range of oral history practitioners and researchers, as well as people who use oral history as part of their work or interest in the media, museums, education, local and community history and entertainment. There will be a number of different conference strands including sport, food, fashion, health, shopping and new media.



Keynote speakers will include:

VANESSA TOULMIN, Director and Founder of the National Fairground Archive (NFA), housed in the University of Sheffield library (www.shef.ac.uk/nfa/). The NFA, a national collection celebrating the history of travelling fairs and allied entertainments, was founded in 1994. Vanessa comes from a Lancashire showland family and completed her PhD researching the social and oral history of travelling showpeople in 1997. The NFA has been involved with many projects that have utilised its vast oral history holdings, including the Hull Fair Project and 'Pleasurelands'. Vanessa is also project leader on the AHRC funded Mitchell and Kenyon project, with the British Film Institute (www.shef.ac.uk/nfa/mitchell_and_kenyon/index.php).

Her keynote address, "Showmen, slatties and joshkins": Telling the unwritten story of travelling fairs', will explore the relationship between travelling showpeople, the history of travelling entertainment from the 19th century onwards, and peoples' experience of travelling fairs.

DANIEL MEADOWS, a lecturer in photography and new media at the Cardiff School of Journalism, Media and Cultural Studies. Since 2001 Daniel has been developing the Capture Wales Digital Storytelling project with a team at the BBC in Cardiff. This BAFTA-winning citizen media project has been online since 2002 and the site now hosts more than 400 stories made either in monthly workshops or in partnership with community



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organisations. The project contributes, on average, one Digital Story per day to radio and/or television schedules including the 24/7 Your Stories “red button” interactive television service. As a writer and photographer Daniel’s work has been extensively published. He was recently awarded a PhD for his Digital Storytelling work (see www.bbc.co.uk/wales/capturewales or www.photobus.co.uk). Daniel’s keynote address “Listening to the Voice of the People” will draw from his Digital Storytelling work to explore how new media tools afford opportunities for oral testimony to be generated without mediation. The talk will be illustrated with screenings of work made in BBC Capture Wales Digital Storytelling workshops.

Other speakers will include:

- **MARK ANDERSON**, Series Producer Brook Lapping Productions and **ALAN DEIN**, Oral Historian and broadcaster: ‘Who is the audience, what is the story? The making of “An illusive peace – Israel and the Arabs”.’
- **SARAH OLIVE**, Changing, Families, Changing Food programme, University of Sheffield: “‘Would you like a consumer identity with that?’: Families, food consumption and identity in re-using 100 families’
- **GRAHAM SMITH**, Social Science and Health, SchARR, University of Sheffield and **PETER JACKSON**, Geography Department, University of Sheffield: ‘Can we consume oral histories again and again?’
- **OSCAR FORERO**, University of

Sheffield: ‘Consuming self and t’other: Ukrainians, food and family’

- **CLARE LOMAS**, London College of Fashion: “‘Men don’t wear velvet you know!’ Fashionable gay masculinity and the shopping experience, London, 1950s-1970s’
- **KIM STREETS**, Sheffield Galleries & Museums Trust: ‘Open all hours: Tales from the corner shop’
- **GERALDINE BIDDLE-PERRY**, London College of Fashion: ‘Carry on camping: Class, leisure and styled identity in post-war Britain’
- **RONI BROWN**, University College for the Creative Arts: ‘The producing-consumer: The self-designed and made domestic space’
- **JO TURNEY**, School of Art and Design, Bath Spa University: ‘Fitting in and standing out: The significance of the floral printed



dress in contemporary society'

● **RACHEL CUTLER**, "Gary Roberts was my *Roy of the Rovers*": Passion v profit: How big business failed the fan'

● **SUE BRADLEY**, British Library National Life Stories: "An occupation for gentlemen": Social snapshots of the British booktrade from the 1920s to the present day'

● **JOHN HOPTON**, School of Nursing, Midwifery and Social Work, University of Manchester: 'Mixed martial arts and masculinity: A case study in instant oral history'

● **MARYSIA LACHOWICZ**, British Film Institute: 'Movie memories: Cinema-going in the UK 1920-1960'

● **MARK ROWE**, journalist: 'Newspaper for loo paper: Pre-consumerism in a 1940s midlands town'

● **PHILIP MANN** and **ALEX WHITE**, SCOPE: 'Shopping for ourselves: Disabled people and the consumer society'

● **HILARY YOUNG**, University of Strathclyde: 'Reading, playing and performing masculinities from the *Rover, Eagle* and *Wizard* in Glasgow, c. 1955 and 2005'

● **TOBY BUTLER**, University of London: 'A walk of art: Integrating oral history, sound, art and landscape on the River Thames'

● **POLLY RUSSELL**, University of Sheffield/ British Library: 'Manufacturing memories: The place of the past in the mass production of chicken'

● **EMMA ROBERTSON**, School of Cultural Studies, Leeds Metropolitan University: "We work for greed but you work for need": The place of consumption in

women's working lives at the Rowntree factory, York'

● **KATE HARRIS**, English Department, University of Sheffield: AHRC University of Sheffield British Library Theatre Archive Project: 'Theatre and memory: Re-reading the post-war period'

● **ELIZABETH CARNEGIE**, Management School, University of Sheffield: "The question is not who am I, but who am I becoming?" Consuming religion in the modern world'

● **CATHERINE MAILHAC**, Eventus: 'Oral history in a regeneration context, discover Beighton'

● **JOHN FOOT**, Department of Italian, UCL: 'Documentary presentation of story of a house: Piazzale Lugano'

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THE ANNUAL CONFERENCE OF THE ORAL HISTORY SOCIETY with SHEFFIELD WEDNESDAY FOOTBALL CLUB

Hillsborough Stadium Conference Centre, Sheffield, 17-18 June 2006

PROVISIONAL PROGRAMME

SATURDAY 17 JUNE

8.45am - 9.45am	Registration Poster Display	(Lobby) (Refectory)
9.45am – 10.45am	Keynote Address: Vanessa Toulmin, Director and Founder of the National Fairground Archive, “Showmen, Flatties and Joshkins”: Telling the Unwritten Story of Travelling Fairs	(Main Room)
10.45am – 11.15am	Coffee	(Refectory)
11.15am – 12.45pm	<p><u>Histories of Audience and Leisure</u> (Room 1)</p> <p>Marysia Lachowicz, <i>Movie memories; Cinema-going in the UK, 1920-1960</i> Kate Harris, <i>Theatre and memory: Re-reading the post-war period</i> Rachel Cutler, <i>‘Gary Roberts was my Roy of the Rovers’. Passion v profit: how big business failed the fan</i> Chair: Robert Perks</p> <p><u>Consuming Histories – Trade</u> (Room 2)</p> <p>Sue Bradley, <i>An Occupation for Gentlemen</i> Mark Rowe, <i>Newspaper for loo paper: pre consumerism in a 1940s Midlands town</i> Kim Streets, <i>Open all hours: tales from the corner shop</i> Chair: Polly Russell</p>	
12.45pm - 1.45pm	Lunch At 12.50 there will be a cheerleading demonstration by the Sheffield Wednesday Football Club Cheerleaders	(Refectory)
1.45pm – 3.15pm	<p><u>Oral History and the Documentary: Discussion</u> (Main Room)</p> <p>Alan Dein & Mark Anderson, <i>Who is the Audience, What is the Story? The Making of ‘Israel and the Arabs: an illusive peace’</i></p> <p><u>Ways of consuming oral history</u> (Room 1)</p> <p>Catherine Mailhac, <i>Oral history in a regeneration context. Discover Beighton</i> Toby Butler, <i>A Walk of Art: Integrating oral history, sound art and landscape on the River Thames</i> Pam Schweitzer, <i>Popular consumption of oral history: making memories into shows and books for a wide audience</i> Chair: Craig Fees</p>	

	<p><u>Consuming Identities – leisure</u> (Room 2) John Hopton, <i>Mixed martial arts and masculinity. A case study in instant oral history</i> Hilary Young, <i>Reading, playing and performing masculinities from the Rover, Eagle and Wizard in Glasgow, c. 1955 and 2005</i> Roni Brown, <i>The producing-consumer: the self-designed and made domestic space</i> Chair: Graham Smith</p>	
3.15pm - 3.45pm	Coffee	(Refectory)
3.45pm – 5.15 pm		
	<p><u>Oral History and Documentary</u> (Main Room) John Foot, <i>Documentary Presentation of Story of a House: Piazzale Lugano</i> Chair: Graham Smith</p>	
	<p><u>Consuming Histories – food</u> (Room 1) Polly Russell, <i>Manufacturing memories; the place of the past in the mass production of chicken</i> Oscar Forero, <i>The Complexity of using Secondary Sources: Ukranians, food and family</i> Verusca Calabria, <i>British food made with Italian hands: Sicilian greenhouse workers in the Lea Valley</i> Chair: Rob Perks</p>	
	<p><u>Consuming Identities</u> (Room 2) Elizabeth Carnegie, <i>‘The question is not who am I, but who am I becoming?’ Consuming religion in the modern world</i> Emma Robertson, <i>‘We work for greed but you work for need’: the place of consumption in women’s working lives at the Rowntree factory, York</i> Julia Trapp-Fallon, <i>Finding satisfaction, pride and happiness amongst the Welsh population</i> Chair: Cynthia Brown</p>	
5.15pm - 6.15pm	Oral History Society AGM (All welcome)	(Main Room)

SUNDAY 18 JUNE

9.30am - 10.30am	<p>Keynote Address: Daniel Meadows, School of Journalism, Media and Cultural Studies, Cardiff University, <i>Listening to the voice of the people</i></p>	(Main Room)
10.30am - 11.00am	Coffee	(Refectory)
11.00am – 12.30 pm		
	<p><u>Panel Discussion: Changing Families, Changing Food</u> (Main Room) Panellists: Peter Jackson; Graham Smith; Sarah Olive; Oscar Forero Chair: Polly Russell</p>	
	<p><u>Consuming Identities – Fashion</u> (Room 1) Jo Turney, <i>Fitting in and standing out: the significance of the floral printed dress in contemporary society</i> Geraldine Biddle-Perry, <i>Carry on camping: class, leisure and styled identity in postwar Britain</i> Clare Lomas, <i>‘Men don’t wear velvet you know!’ Fashionable gay masculinity and the shopping experience, London, 1950s-1970s</i> Chair: Elizabeth Carnegie:</p>	
	<p><u>Business of Consumption</u> (Room 2) Sue Weldon, <i>Woodland recollections: looking back, can we sustain current patterns of woodland management and consumption?</i> Phillip Mann & Alex White, <i>Shopping for ourselves; disabled people and the consumer society</i> Chair: Joanna Bornat</p>	
12.30pm - 1.00pm	Concluding Thoughts	(Main Room)

REGISTRATION FORM

I would like to register for the **PASSION, PLAY AND THE EVERYDAY: ORAL HISTORY AND THE CONSUMER SOCIETY** conference and have ticked the appropriate boxes below and provided the necessary payment (one copy of the form per person).

Name:

Address:

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Email:

Tel: Fax:

Please tell us if you have any special access, mobility or dietary requirements and contact the conference administrator if you require further information.

CONFERENCE REGISTRATION will commence from 8.45 am Saturday 17th June, 2006.

The Oral History Society **ANNUAL GENERAL MEETING** will take place at 5.15 pm on Saturday 17th June.

The conference will end at 1.30pm on Sunday 18th June. Details of the programme can be found on the conference website at www.oralhistory.org.uk/conferences/

CONFERENCE FEE Your conference fee covers all conference sessions, light refreshments and Saturday lunch. Please tick the appropriate category:

- £100.00 standard fee
- £80.00 fee for Oral History Society members. Joining now entitles you to the reduced conference rate, in which case please include the appropriate additional payment (see [subscription rates below*](#))
- £60.00 concessionary fee for full-time students/unwaged/pensioners
- £20.00 Conference social Saturday evening (not included in the cost of the conference)
- Please tick the box if you require a vegetarian meal

I enclose payment of £_____ to cover my conference fee/conference fee plus new membership fee/conference dinner (delete as necessary). Cheques to be made payable to the Oral History Society **OR**

Charge the above amount to my credit card: Card type: Visa/Mastercard/American Express

Credit card number: Expiry date:

Signature:

Please return this form by Friday 26th May 2006 to the conference administrator:

**BELINDA WATERMAN, DEPARTMENT OF HISTORY, UNIVERSITY OF ESSEX,
WIVENHOE PARK, COLCHESTER CO4 3SQ**

Please retain a copy of this form.

Any queries please contact belinda@essex.ac.uk; tel: +44 (0)1206 872313. Final programme information will be available on the conference website in June. If you require the information by post, please tick here

*Subscription Rates: Individuals: United Kingdom £15.00; International (surface) £20.00; International (airmail £25.00) Institutions/Groups: United Kingdom £25.00; International (surface) £30.00; International (airmail £35.00). Note: All membership and journal subscriptions run yearly from 1st January.

ACCOMMODATION Details and further information on accommodation can be found at www.oralhistory.org.uk/conferences or contact Jane Tompkins at Sheffield Tourism on 0114 201 1024. Email: jane.tompkins@sheffield.gov.uk