Marketing Department of the John Molson School of Business in association with Special Individualized Programs (SIP), School of Graduate Studies

presents

Skin and Identity in Consumer Culture

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November 8th, 1:00 pm Molson Building (corner Guy and de Maisonneuve West), room MB 2.445

The human body forms a basic building block for the creation of meaning and value. We present a theoretical analysis of skin via a multi-disciplinary perspective that draws from visual studies, consumer research, and philosophy, as well as examples from contemporary marketing communications. Representations of skin ground innumerable social and emotional attributes ascribed to a vast array of products, services, and ideas in marketing, consumer culture and wider discourses. The examples provide fertile ground for assessing how consumer culture invokes, interrogates and inflames ontological and cultural tensions. This project opens up broad considerations of consumption and identity and employs the epidermal schema and the fetish as conceptual tools to interrogate consumer cultural meanings.

This event is free, but space is limited. Please arrive early.