



The Luxury Network Newsletter

Luxury & the Manipulation of Desire: Historical Perspectives for Contemporary Debates

April 2013 Issue 1

THE LUXURY NETWORK LAUNCHED

The University of Warwick is delighted to announce the launch of The Luxury Network. Funded by Leverhulme and led by Professor Giorgio Riello and Dr Rosa Salzberg of the History Department, this network aims to create dialogue between academics and curators based in partner institutions and experts, journalists and business people working in the luxury sector internationally. It will connect the



long history of luxury with the importance that luxury has assumed in contemporary society.

NETWORK PLANNING MEETING

The initial Network planning meeting took place at Warwick on the 13 March 2013. Key partners met to discuss the rationale for the Network and issues such as how best to involve industry partners and how the history of luxury connects with the history of emotions in the way people respond to luxury goods.

One issue that emerged in these discussions is the cross-societal role of luxury: what luxury means to people across the social spectrum and the ethical and environmental implications of luxury in the past and today.

Another theme to be foregrounded is the role of luxury production and the dialectic between innovation and tradition, which will be a focus of the first Workshop this July and eventually feed into a public exhibition to be held at the V&A in 2015. Plans were developed for future workshops to be held at in London, Bologna, Warwick and Florence over the next two years.

KEY PARTNERS

Professor Giorgio Riello
(University of Warwick)

Dr Rosa Salzberg
(University of Warwick)

Glenn Adamson
(Victoria & Albert Museum)

Professor Maria-Giuseppina Muzzarelli
(University of Bologna)

Professor Peter McNeil
(University of Stockholm & UTS Sydney)

Dr Catherine Kovesi
(University of Melbourne)



The Leverhulme Trust

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WARWICK

THE MEANING OF LUXURY METHODOLOGICAL STUDENT LED WORKSHOP & PUBLIC LECTURE

The launch meeting of The Luxury Network was followed by methodological workshop for students and staff on 'The Meaning of Luxury' held at Warwick's Institute of Advanced Study. Participants read and discussed four key readings that spanned from the Renaissance to the present, following introductory comments by Rosa Salzberg, Peter McNeil and Glenn Adamson. This led to a stimulating and wide-ranging debate concerning the meanings of luxury across different times and cultures.

Following on from this workshop a public lecture was given by Dr Catherine Kovesi entitled *Luxury and Desire: From Denigration to Celebration*. Catherine's engaging lecture suggested that the Italian Renaissance was a key moment in the development of ideas about luxury. She argued that a new and ambivalent discourse about luxury - distinct from elite conceptions of 'magnificence' - appeared in this period, as consumption and display spread beyond the elite classes as a result of the profusion of new consumer goods and wider prosperity. Catherine thus highlighted strong parallels with our own day,



Dr Catherine Kovesi, University of Melbourne

similarly defined by a "ceaseless, complex and ambivalent discourse" about luxury and consumerism, that we look forward to continuing to explore in future Network events.

Find out more about these events below.

UPCOMING EVENTS

The Production of Luxury: Skills, Knowledge, and Ideas

Research Department, Victoria and Albert Museum, 4-5 July 2013

The Regulation of Luxury: Morality, the State and the Law

Department of Medieval Studies, University of Bologna, 12-14 December 2013

The Geography of Luxury: East, West and Global Directions

Global History and Culture Centre, History Department, University of Warwick, April 2014 (tbc)

Final Workshop: Luxury and the Manipulation of Desire

To be held in conjunction with the conference "Luxury & Greed in the Renaissance" at Villa I Tatti and European University Institute, Florence, 25-26 September 2014

**Global History
& Culture Centre**
AT THE UNIVERSITY OF WARWICK



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