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THE LUXURY NETWORK

Luxury & Manipulation of Desire: Historical Perspectives for Contemporary Debates



Global History
& Culture Centre
AT THE UNIVERSITY OF WARWICK



The Leverhulme Trust

V&A



The Leverhulme-funded
International Network

THE UNIVERSITY OF
WARWICK

Misson Statement

Luxury is no longer seen as the pastime of a small wealthy elite. Today's luxury industry is one of Europe's most dynamic sectors; consumers are allured by luxury brands and services; and nation states heavily tax luxuries. Yet, luxury is not just a product and outcome of the twentieth century. There is a long, complex and well documented role for luxury within history. The business, marketing and creative sectors are also keen to consider 'luxury' within its historical framing, allowing for a better understanding of the genesis, evolution and transformation of this material and psychological phenomenon.



The Leverhulme International Network "Luxury & the Manipulation of Desire" aims to connect the long history of luxury with the importance that luxury has assumed in contemporary society. It does so by fostering dialogue between academics and curators based in partner institutions as well as experts, journalists and business people working in the luxury sector internationally.

The Network is hosted by the Global History and Culture Centre at the University of Warwick and led by Giorgio Riello and Rosa Salzberg in collaboration with the Victoria and Albert Museum, the University of Bologna, the University of Stockholm, the University of Melbourne and the Museum of Art and Design, New York.



Activities



- 1** **The Meaning of Luxury: Network Planning Meeting**
History Department, University of Warwick, 13 March 2013
This initial meeting coincided with a week-long visit by Catherine Kovesi (University of Melbourne).
- 2** **The Production of Luxury: Skills, Knowledge, and Ideas**
Research Department, Victoria and Albert Museum, 4-5 July 2013
- 3** **The Regulation of Luxury: Morality, the State and the Law**
Department of Medieval Studies, University of Bologna, 12-14 December 2013
- 4** **The Geography of Luxury: East, West and Global Directions**
Global History and Culture Centre, History Department, University of Warwick, 7-9 May 2014
This meeting coincides with a week-long visit by Peter McNeil (UTS, Sydney and University of Stockholm).
- 5** **Final Workshop: Luxury and the Manipulation of Desire**
Villa I Tatti and European University Institute, Florence, 25-26 September 2014