



## WORKSHOP Ethnicity, Inc.

10 December 2010  
IFK  
Reichsratsstraße 17, 1010 Wien

John L. and Jean Comaroff's new book entitled "ETHNICITY, INC." provides a provocative insight into recent phenomena concerning the commodification of ethnicity: Ethno-theme parks, Native American casinos, Scotland a brand; San "Bushmen" with patent rights potentially worth millions of dollars, nations acting as commercial enterprises and the growth of marketing firms that target specific ethnic populations are just a few examples of the marketization of cultural identities. The authors investigate how ethnic populations are remaking themselves in the image of the corporation – while corporations appropriate ethnic practices to open up new markets and create new modes of consumption. By doing this they provide an intriguing portrayal of the contradictory effects of neoliberalism which fosters harsh collisions of culture, capitalism, and identity.

### Friday, 10 December 2010

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	Chair: <b>Lutz Musner</b>
15.00 s.t.	<b>Helmut Lethen</b> Address of Welcome
	<b>Andre Gingrich</b> Commentary
16.00	Coffee Break
16.30	<b>Karl-Heinz Kohl</b> Commentary
	<b>Marcus Banks</b> Commentary
	<b>John and Jean Comaroff</b> Response
	Discussion
18.00	End

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*In cooperation with the Institute for Social Anthropology, Austrian Academy of Sciences.*

#### **Conception:**

*Andre Gingrich (Institute for Social Anthropology at the Austrian Academy of Sciences, Vienna),  
Lutz Musner (IFK International Research Center for Cultural Studies, Vienna)*

#### **Commentators:**

*Marcus Banks (Institute of Social & Cultural Anthropology, University of Oxford)  
Andre Gingrich (Institute for Social Anthropology at the Austrian Academy of Sciences, Vienna),  
Karl-Heinz Kohl (Frobenius Institut, Johann Wolfgang Goethe-University Frankfurt/Main)*

#### **Respondents:**

*Jean and John Comaroff (Department of Anthropology, The University of Chicago;  
IFK\_Guests of the Director)*