PROGRAMME
CONSUMER CHOICE AND TECHNOLOGY
ICOHTEC 2011 conference in Glasgow, UK
2nd-7th August 2011

Tuesday 2 August
08.30-19.00 – Registration
Wolfson Medical Building (WMB) - Atrium

12.00-13.30 Lunch for ICOHTEC Executive Committee
(Venue: TBA)

13.30-16.30 ICOHTEC Executive Committee meeting
Seminar 201, Lilybank House

17.00-18.45 Official opening of ICOHTEC 2011 followed by
Kranzberg Lecture, “Creativity: Technology and the Arts”,
Hans-Joachim Braun, Helmut-Schmidt University, Germany
Boyd Orr Lecture Theatre 1

19.00-21.00 Reception (food and drink will be supplied)
Wolfson Medical Building (WMB) - Atrium

Wednesday 3 August
08.30-17.00 – Registration, Book Exhibitors, Posters
Wolfson Medical Building (WMB) - Atrium

Wednesday 3 August
9.00-10.30 – Session 1 (5 parallel sessions)

Session 1A: The Success and Failure of Consumer Driven Innovations (#1)
Boyd Orr Lecture Theatre A
Session Organiser: Programme Committee
Chair: Alexandre Herlea, University de Technologie de Belfort-Montbéliard, France

Consumer driven innovations in the retail trade
Richard Vahrenkamp, University of Kassel, Germany
Neither push nor pull – the factors that made copper based DSL a mass market technology in
UK
Advait Deshpande, Open University, UK
Assessing the Technological Impact of Shoe Fashions: the ‘Product Line Analysis’ as a New
Theoretical Framework
Anne Sudrow, Centre for Contemporary History, Germany
Session 1B: Social History of Military Technology (#1)
Boyd Orr Lecture Theatre B
Session Organiser: Barton Hacker, Smithsonian Institution, USA
Chair: Brenda Buchanan, University of Bath, UK

Gunpowder and Medicine
Brenda Buchanan, University of Bath, UK
The Rise of the HMS Warrior and the Fall of the Ship of the Line: The Reaction of the British Admiralty to the Royal Navy’s Transition from Wood to Iron
Jesse Heitz, USA
King’s College London, UK

Session 1C: Music, Sound and the History of Technology (#1)
Wolfson Medical Building – Yudowitz Seminar Room 1
Session Organiser: Hans-Joachim Braun, Helmut-Schmidt University, Germany
Chair: Susan Schmidt Horning, St. John’s University, USA

Sound Studies and the History of Technology: Where are We? Where are We Going?
Hans-Joachim Braun, Helmut-Schmidt University, Germany
Serge Benoit, University of Evry, France
Sound Recording Collections in Russia (1900-2000)
Roman Artemenko, Institute for History of Science & Technology of Russian Academy, Russia

Session 1D: Marketing and the Culture of Consumption (#1)
Wolfson Medical Building – Hugh Fraser Seminar Room 2
Session Organiser: Programme Committee
Chair: Dick van Lente, Erasmus University, Netherlands

The Power of Three: Marketing and the Anchor Line’s Dummy Funnels
Martin Bellamy, Glasgow Museums, Scotland, UK
Radio Activity: The National Socialist Propaganda Ministry's Understanding of “Soft” Technological Determinism
Paulina Faraj, Georgia Institute of Technology, USA

Session 1E: The development of the engineering sciences, their history and engineering education from technical to socio-technical systems (#1)
Wolfson Medical Building – Gannochy Seminar Room 3
Session Organiser: Programme Committee
Chair: Vitaly Gorokhov, Russia - ITAS - Karlsruhe Institute of Technology, Germany

Historical Development of the Engineering Sciences – Some Remarks
Gerhard Banse, Karlsruhe Institute of Technology, Germany
The Genesis of the Engineering Sciences from the Natural Sciences (on the example of radio engineering)
Vitaly Gorokhov, Russia - ITAS - Karlsruhe Institute of Technology, Germany
The integrating role of oscillatory processes in the establishment of internal relations between dissimilar phenomena
Alla Litvinko, G.M. Dobrov Centre - STEPS, Ukraine
10.30-11.00 Tea/Coffee

Wednesday 3 August
11.00-12.30 – Session 2 (5 parallel sessions)

Session 2A: The Success and Failure of Consumer Driven Innovations (#2)
Boyd Orr Lecture Theatre A
Session Organiser: Programme Committee
Chair: Klaus Staubermann, National Museums Scotland, UK

A Technology in Permanent Transition: Cordwood Building after 200 Years in the Hands of Consumers as Producers
Olle Hagman, Sweden
Browning pistols: From the playgrounds to the heart of Germany. Consumption and distribution of civil firearms at the beginning of the 20th century
Dagmar Ellerbrock, University of Bielefeld, Germany
Pioneers of plastics in Portugal
Maria Elvira Callapez, Centro Inter University, Portugal

Session 2B: Social History of Military Technology (#2)
Boyd Orr Lecture Theatre B
Session Organiser: Barton Hacker, Smithsonian Institution, USA
Chair: Peter Wulff, Royal Institute of Technology, Sweden

Designing for Consumers: the case of Alfred Nobel and Ballistite
Yoel Bergman, Tel Aviv University, Israel
Close but still apart – the trajectories of dynamite and sea mine development in Sweden
Petter Wulff, Royal Institute of Technology, Sweden
The Entry of Private High Explosives Enterprises into Britain
John Williams, De Anza College, USA

Session 2C: Music, Sound and the History of Technology (#2)
Wolfson Medical Building – Yudowitz Seminar Room 1
Session Organiser: Hans-Joachim Braun, Hamburg
Chair: Roland Wittje, Science Museum London/University of Regensburg, Germany

The Sound and Shapes of Noise: Measuring Disturbances in Early Twentieth-Century Telephone and Radio Engineering
Chen-Pang Yeang, IHPST, University of Toronto, Canada
All-Consuming Technologies: Gadgeteers, Audiophiles, and the Passion for Sound (Re)production
Susan Schmidt Horning, St. John’s University, USA
Session 2D: Marketing and the Culture of Consumption (#2)
Wolfson Medical Building – Hugh Fraser Seminar Room 2
Session Organiser: Programme Committee
Chair: Dick van Lente, Erasmus University, Netherlands

Virtual Consumers: Technological Innovation and the Evolution of Consumer Based Global Aid Movements in the Late Capitalist Era.
Helen Louise Davis, Miami University, USA
Advertisement and Promises: Diabetic Technologies in Modern American Culture
Kirsten E. Gardner, University of Texas, USA

Session 2E: The development of the engineering sciences, their history and engineering education from technical to socio-technical systems (#2)
Wolfson Medical Building – Gannochy Seminar Room 3
Session Organiser: Programme Committee
Chair: Vitaly Gorokhov, Russia - ITAS - Karlsruhe Institute of Technology, Germany

The value of the institutionalization of physical research in the Kiev polytechnic institute for establishment of engineering education
Liliya Ponomarenko, NTUU, Ukraine
The Birth of the Electronic television: Inventors and “Fathers”
Vasily P. Borisov, Institute of the History of Science & Technology, Russia

12.30-14.30 Lunch

Wednesday 3 August
14.30-16.00 - Session 3 (5 parallel sessions)

Session 3A: The Success and Failure of Consumer Driven Innovations (#3)
Boyd Orr Lecture Theatre A
Session Organiser: Programme Committee
Chair: Antoni Rocca-Rosell, University of Politecnica de Catalunya, Spain

Technological advantage and market domination in the Roman world: a question of production, transport or communication?
Harri Kiiskinen, University of Turku, Finland
Consumer-based innovation progression of tomosynthesis
Mei Zhou, RWTH Aachen University, Germany
Session 3B: Social History of Military Technology (#3)
Boyd Orr Lecture Theatre B
Session Organiser: Barton Hacker, Smithsonian Institution, USA
Chair: Ciro Paoletti, Italy

The First Centennial of Air Warfare: Italian Air Corps Operations in Libya 1911, from Reconnaissance to Bombing
Ciro Paoletti, Italy
Looking Up From the Saddle: American and British Cavalrymen’s Reaction to the Aeroplane 1903-1918
Lori Henning, Texas A&M University, USA
Lost Beyond Recall: Archaeology and the Livens Flame Projector Project
Tony Pollard, UK

Session 3C: Music, Sound and the History of Technology (#3)
Wolfson Medical Building – Yudowitz Seminar Room 1
Session Organiser: Hans-Joachim Braun, Helmut-Schmidt University, Germany
Chair: Heiner Fangerau, Ulm University, Germany

Sound Engineering is Dead
Volker Smyrek, University of Stuttgart, Germany
Something dear you might easily lose forever”: experiences from a survey on c- cassette users’ memories
Kaarina Kilpio, University of Helsinki, University of Jyväskylä, Finland

Session 3D: Power and Producer-consumer Relationships (#1)
Wolfson Medical Building – Hugh Fraser Seminar Room 2
Session Organiser: Programme Committee
Chair: Jan Gustaf Kunnas, Finland

Oil and illumination. The satisfaction of a need at the base of the development of an industry Francesco Gerali, Italy, - University Nacional Autónoma de Mexico, Mexico
Networking Production and Industrial Consumption in the Ruhr District: The Establishment of Industrial Gases Pipeline Networks, 1938-1980
Ray Stokes, University of Glasgow, Scotland, UK
Ralf Banken, Goethe University of Frankfurt, Germany
Electricity, Consumers and the State during the Electrification of Ottoman Istanbul in the Late 19th and Early 20th Century
Duygu Ulas Aysal, Bilkent University, Turkey

Session 3E: The development of the engineering sciences, their history and engineering education from technical to socio-technical systems (#3)
Wolfson Medical Building –Gannochy Seminar Room 3
Session Organiser: Programme Committee
Chair: Vitaly Gorokhov, ITAS - Karlsruhe Institute of Technology, Germany

Modus didacticus in which is communicated the History of Technique in Romania during the first decade of the Third Millennium
Elena Helerea, Transylvania University of Brasov, Romania, Liviu Sofonea, Transylvania University of Brasov, Romania and
Horia Salca, Transylvania University of Brasov, Romania
Paradoxical attitudes of Romanian education system beneficiaries – Is History of science and techniques a solution?
Elena Helerea, Romania and Elena-Simona Indreica, Romania
On the perspective to improvement of Diesel engine
Evgeniy Antoniuk, G.M. Dobrov Centre, Ukraine and Svetlana Khorosheva, G.M. Dobrov Centre, Ukraine

16.00-16.30 Tea/Coffee

Wednesday 3 August
16.30-18.00 - Session 4 (5 parallel sessions)

Session 4A: The Success and Failure of Consumer Driven Innovations (#4)
Boyd Orr Lecture Theatre A
Session Organiser: Programme Committee
Chair: Antoni Rocca-Rosell, Spain

Ankerline – A Danish design product with limited success
Marie Bach, The Frederiks Vaerk Museum of Industry, Denmark
On Sewing Machines, Typewriters, Pianos, and Automobiles in the Middle East
Uri M. Kupferschmidt, University of Haifa, Israel

Session 4B: Social History of Military Technology (#4)
Boyd Orr Lecture Theatre B
Session Organiser: Barton Hacker, Smithsonian Institution, USA
Chair: Margaret Vining, Smithsonian Institution, USA

When the American Navy was Part of the British Army: The Unexpected Path of the Northern Bombing Group in WWI
Laurence Burke, Carnegie Mellon University, USA
Sophonisba Breckinridge and Women Industrial Workers in World War I
Margaret Vining, Smithsonian Institution, USA

Session 4C: Music, Sound and the History of Technology (#4)
Wolfson Medical Building – Yudowitz Seminar Room 1
Session Organiser: Hans-Joachim Braun, Helmut-Schmidt University, Germany
Chair: Susan Schmidt Horning, St. John’s University, USA

The Age of Electroacoustics: Electroanalog Understanding and the Transformation of Sound in the Interwar Period
Roland Wittje, Science Museum London/University of Regensburg, Germany
Seeing Sounds? The visualization of acoustic phenomena in cardiac diagnostics
Heiner Fangerau, University of Ulm, Germany
Michael Martin, University of Ulm, Germany
Session 4D: Power and Producer-consumer Relationships (#2)
Wolfson Medical Building – Hugh Fraser Seminar Room 2
Session Organiser: Programme Committee
Chair: Jan Gustaf Kunnas, University of Jyväskylä, Finland

Wood Gas Fuel Technology as Outcast in Automobile Culture
Helena Ekerholm, Umeå University, Sweden
Between localized wind structures for autonomous electric power networks and grid-connected universal wind parks: The Greek experience
Aristotle Tympas, University of Athens, Greece
Vaso Aggelopoulou, University of Athens, Greece

Session 4E: Consuming History of Technology?
Wolfson Medical Building – Gannochy Seminar Room 3
Session Organiser: Programme Committee
Chair: Timo, Myllyntaus, University of Turku, Finland

Interpretation of Defence Heritage: History of its “ignore and reuse” and future potential as significant landscape
Masaaki Okada, Kinki University, Japan
Industrial Monument or Consumer-friendly Manufacturing Giant?
Vahur Mägi, Tallinn University of Technology, Estonia

19.00-21.00  Civic Welcome to the conference from the Lord Provost of the City of Glasgow followed by drinks Reception at Glasgow City Council Chambers (free)  http://www.glasgow.gov.uk/en/YourCouncil/CityChambers/ and http://en.wikipedia.org/wiki/Glasgow_City_Chambers

Thursday 4 August
08.30-10.00  -  Session 5 (4 parallel sessions)

Session 5A: Social History of Military Technology (#5)
Boyd Orr Lecture Theatre A
Session Organiser: Barton Hacker, Smithsonian Institution, USA
Chair: David Zimmerman, University of Victoria, Canada

Land Ships and Royalty Cheques: The Royal Commission on Awards to Inventors and the Invention of the Tank
David Zimmerman, University of Victoria, Canada
Turning Swords into Plowshares: World War I Demobilization and the Birth of Civil Aviation
Jeffrey Larrabee, U.S. Army, USA
The Russian Electronic Industry, from Military Enterprise to Consumer Products.
Vasily Borisov, Institute of the History of Science & Technology, Russia
Session 5B: To Which Extent Can Climate Change Be Vanquished by Technological Means: Differing Viewpoints (#1)
Boyd Orr Lecture Theatre B

Session Organiser: Matti Haavisto, University of Turku, Finland
Chair: Timo Myllyntaus, University of Turku, Finland

Key Scientists in the History of Climate Change
Anthony N Stranges, Texas A&M University, USA
Bio-fuels and Nuclear Reactors or Disengagement from a Consumption-driven Lifestyle: Solutions to Climate Change Advocated in the Finnish Press
Matti Haavisto, University of Turku, Finland

Session 5C: In the Mind’s Eye: Technical Drawing in France and England, 1800-1850
Wolfson Medical Building – Yudowitz Seminar Room 1

Session Organiser: Andrew Butrica, Research Historians Group, USA
Chair: Ben Marsden, UK
Session Commentator: Ben Marsden, UK

“The Société pour l’Instruction Elementaire and Dessin lineaire”
Andrew Butrica; Research Historians Group, USA
British Technical Draughtsmen in the First Half of the Nineteenth Century
Frances Robertson, Glasgow School of Art, Scotland, UK

Session 5D: Being Mobile: Transportation
Wolfson Medical Building – Hugh Fraser Seminar Room 2

Session Organiser: Programme Committee
Chair: Anne-Katrin Ebert, Technisches Museum Wien, Austria

Railway technology and history of the railroad industry in São Paulo (Brazil, 1870-1930)
Eduardo Romero de Oliveira, São Paulo State University, Brazil
The Emergence of Public Transportation in Russian Empire: Travelling, Consuming, and the Making of Passenger’s Mobile Body
Aleksandra Bekasova, Russian Academy of Sciences, Russia

10.00-10.30 Tea/Coffee

Thursday 4 August
10.30-12.00 - Session 6 (4 parallel sessions)

Session 6A: Social History of Military Technology (#6)
Boyd Orr Lecture Theatre A

Session Organiser: Barton Hacker, Smithsonian Institution, USA
Chair: Alexandre Herlea, University de Technologie de Belfort-Montbéliard, France

America’s Sputnik: Telstar Persists in Public Memory
Layne Karafantis, John Hopkins University, USA
The Military as Consumer: The Development and Production of Jet Engines, 1939-1945
Hermione Giffard, National Air & Space Museum, USA
Session 6B: To Which Extent Can Climate Change Be Vanquished by Technological Means: Differing Viewpoints (#2)
Boyd Orr Lecture Theatre B
Session Organiser: Matti Haavisto, University of Turku, Finland
Chair: Timo Myllyntaus, University of Turku, Finland

Genuine environmental improvements or recycling of environmental problems
Jan Kunnas, University of Jyväskylä, Finland
The downside of consumption – coping with the generation of domestic waste and getting rid of what’s left
Stephen Sambrook, University of Glasgow, Scotland, UK
Ray Stokes, University of Glasgow, Scotland, UK

Session 6C: Embracing the Consumer in the Riverside Museum
Wolfson Medical Building – Yudowitz Seminar Room 1
Session Organiser: Martin Bellamy, Glasgow Museums, Scotland, UK

Lawrence Fitzgerald, Manager – Riverside Museum
Colin Divall, University of York
and Curators from the Riverside Museum.

Session 6D: Consumption and Health
Wolfson Medical Building – Hugh Fraser Seminar Room 2
Session Organiser: Programme Committee
Chair: David Hounshell, Carnegie Mellon University, USA

To be taken three times a day. Drug consumption, consumer behavior and politics in West Germany, 1950-1980
Nils Kessel, University of Strasbourg, France
Instruments for a national medicine on Mexico
María Elena Ramírez de Lara, University Nacional Autónoma de Mexico, Mexico

12.00-13.00 Lunch

Friday 5 August
08.30-10.00 - Session 7 (4 parallel sessions)

Session 7A: Consuming Visions of Information and Communication Technologies (#1)
Wolfson Medical Building – Yudowitz Seminar Room 1
Session Organiser: John Laprise, Northwestern University in Qatar
Chair: Elena Helerea, Transylvania University of Brasov, Romania

Privatization Denied: The Strange Case of the Internet Rev. 0.1
John Laprise, Northwestern University in Qatar
Visions of Technological Success: Making Computers British in the 1950's
James Sumner, University of Manchester, UK
Session 7B: Gender and Consumption (#1)
Wolfson Medical Building – Hugh Fraser Seminar Room 2
Session Organiser: Programme Committee
Chair: Rachel Maines, Cornell University, USA

“Buyer Beware: Educating Women as Consumers of Technology in the Twentieth Century”
Amy Bix, Iona State University, USA
Women car designers and cars for women: The Arrol Galloway and the Volvo YCC
Nina Baker, University of Strathclyde, UK

Session 7C: Producing and Consuming Food (#1)
Wolfson Medical Building – Gannochy Seminar Room 3
Session Organiser: Programme Committee
Chair: Stefan Poser, Helmut-Schmidt University, Germany

The Winnipeg tractor trials as a means to technological acceptance
Franz Klingender, Canadian Agricultural Museum, Canada

Session 7D: Conflict and Interest: Dissatisfied Users in Early Telecommunications History
Boyd Orr Lecture Theatre A
Session Organiser: Graeme Gooday, University of Leeds, UK
Session Commentator: Ben Marsden, UK
Chair: Ben Marsden, UK

From telegraph to telephone and back again: electric communications in the army, 1880-1920.
Graeme Gooday, University of Leeds, UK
“A question for commercial adjustment...not for international legislation”: conflict between commercial and state interests in early British wireless history
Elizabeth Bruton, University of Leeds, UK
Revealing non-users of technology: A. D. Provand and Grass Roots Telephony in Manchester
Michael Kay, University of Leeds, UK

10.00-10.30 Tea/Coffee

Friday 5 August
10.30-12.00  -  Session 8 (4 parallel sessions)

Session 8A: Consuming Visions of Information and Communication Technologies (#2)
Boyd Orr Lecture Theatre A
Session Organiser: John Laprise, Northwestern University in Qatar
Chair: Elena Helerea, Transylvania University of Brasov, Romania

When the Man from Washington’s the Buyer: Federal Civilian Agencies as Consumers of Information Technology During the Mainframe Era
Andrew Meade McGee, University of Virginia, USA
The “Product Information System” of the Paris Center for Industrial Creation: Computer science for consumers in 1970s France
Claire Leymonerie, EHESS - Paris, France

Session 8B: Social History of Military Technology (#7)
Boyd Orr Lecture Theatre B
Session Organiser: Barton Hacker, Smithsonian University, USA
Chair: Barton Hacker, Smithsonian University, USA
‘The Man in the Tank will Win’: the Evolution of IDF Cultural Approach to Military Technology
Gil-li Vardi, USA (Paper to be read by a nominated speaker)
Breaking the Trance: The Perils of Technological Exuberance in the US Air Force Entering Vietnam
Steven Fino, Air University, USA
Learning the Lessons of Battle. Technological Change, Small Unit Tactics and the Problems with the Force Transformation Literature
Matthew Ford, University of Hull, UK

Session 8C: Gender and Consumption (#2)
Wolfson Medical Building – Yudowitz Seminar Room 1
Session Organiser: Programme Committee
Chair: Rachel Maines, Cornell University, USA
Korean Women’s Consumption Behaviour and Cultural Identity during Japanese Colonial Rule
Jung Sook Bae, University de Technologie de Belfort-Montbéliard, France

Session 8D: Producing and Consuming Food (#2)
Wolfson Medical Building – Hugh Fraser Seminar Room 2
Session Organiser: Programme Committee
Chair: Stefan Poser, Helmut-Schmidt University, Germany
Atoms for Food
Karin Zachmann, TU Munich, Germany

12.00-13.00 Lunch
Friday 5 August  
13.00-16.00

ICOHTEC-Prizes for Young Scholars – 2010 and 2011  
Boyd Orr Lecture Theatre 1

Since 2008, ICOHTEC has awarded a prize for the best book recently published by a young scholar (no older than 37 years). The prize is donated by the Fundación Juanelo Turriano. For the first time at this conference, we present the books that won the prize last year and this year, in two roundtable sessions, in which the authors will respond to comments by three other scholars.

13.00-14.15 Book Prize Session 1 - 2010

Session Organiser: Programme Committee  
Chair: Dick van Lente, Erasmus University, Netherlands  
Session Commentators: Ruth Oldenziel, Eindhoven University of Technology, Thomas Kaiserfeld Lund University, Netherlands, and Alec Badenoch, Utrecht University, Netherlands

Roundtable session on Anne-Katrin Ebert, Radelnde Nationen. Die Geschichte des Fahrrads in Deutschland und den Niederlanden bis 1940 (Frankfurt: Campus 2010)

Radelnde Nationen will be discussed by a panel consisting of Thomas Kaiserfeld, Ruth Oldenziel, and Alec Badenoch as commentators, and Dick van Lente as chair. Anne Ebert will respond to the comments.

14.15-14.45 Tea/Coffee  
Wolfson Medical Building – Atrium

14.45-16.00 Book Prize Session 2 - 2011

Session Organiser: Programme Committee  
Chair: Robert Belot, University de Technologie de Belfort-Montbéliard, France  
Session Commentators: Hans Joachim Braun, Helmut-Schmidt University, Germany, Timo Myllyntaus, University of Turku, Finland and Dick van Lente, Erasmus University, Netherlands

Roundtable session on Christopher Neumaier, Dieselautos in Deutschland und den USA. Zum Verhältnis von Technologie, Konsum und Politik, 1949-2005 (Stuttgart: Franz Steiner 2010)

Dieselutos in Deutschland und den USA will be discussed by a panel consisting of Hans-Joachim Braun, Timo Myllyntaus and Dick van Lente as commentators, and Robert Belot as chair. Christopher Neumaier will respond to the comments.
16.00-18.00 General Assembly  
Boyd Orr Lecture Theatre 1

19.00-22.00  Jazz Evening, Qudos, Queen Margaret Union, 
University of Glasgow

Saturday 6 August  
09.00-10.30 - Session 9 (5 parallel sessions)

Session 9A: Playing with Technology (#1)  
Boyd Orr Lecture Theatre A  
Session Organiser: Stephan Poser, Helmut-Schmidt University, Germany  
Chair: Nikolaus Katzer, Germany

Selling and Buying Toys in Great Britain 1780-1850  
Joseph Wachelder, Maastricht University, Netherlands  
Model Citizens: Scientists, Engineers, Laborers, Reformers and Boys as Builders and Consumers of 19th Century Models  
Rachel Maines, Cornell University, USA  
Do Technical Toys kill Fantasy? – Toys, technology and education in the late 19th and early 20th century  
Stefan Poser, Helmut-Schmidt University, Germany

Session 9B: James Watt’s workshop: an authentic nexus between production and consumption  
Boyd Orr Lecture Theatre B  
Session Organiser: Ben Russell, Science Museum, UK  
Chair: Molly Berger, Case Western Reserve University, USA

James Watt’s workshop: work-place of a scientific entrepreneur  
Ben Russell, Science Museum, UK  
Sculpture for the masses – James Watt and the Reproduction of Art  
Jane Insley, Science Museum, UK  
‘In keeping with the taste of the age’ – consumer goods of the 18th and 19th Centuries  
Helen Peavitt, Science Museum, UK

Session 9C: Technology and the Household  
Wolfson Medical Building – Yudowitz Seminar Room 1  
Session Organiser: Programme Committee  
Chair: Nina Möllers, Deutsches Museum, Germany

Selling technology as a part of its popularization process: electric domestic devices in Catalonia in the 1930s  
Jordi Ferran Boleda, CEHIC – University Autónoma de Barcelona, Spain  
Imagining the green user: Energy-efficiency as a new guiding principle in product development in the domestic appliances industry in West and East Germany  
Sylvia Woelfel, Technische University Dresden, Germany
Advertisers’ Slogans and Consumers’ Hopes: Connecting Gender Roles and Housework Participation in Purchasing Household Appliances in Postwar Finland
Timo Myllyntaus, University of Turku, Finland

**Session 9D: History of Technology Education (#1)**
**Wolfson Medical Building – Hugh Fraser Seminar Room 2**
*Session Organiser: Roman Artemenko, Institute for History of Science & Technology of Russian Academy, Russia*
*Chair: Roman Artemenko, IHST – Russian Academy, Russia*
*Session Commentator: Mark Clark, Oregon Institute of Technology, USA*

Rural Electricians from Askov High School, Denmark, 1904-1918
Jytte Thorndahl, Danish Museum of Energy, Denmark
The Educational Role of the Finnish Electricity Association in Electric Lighting, 1929-1938
Markku Norvasuo, Aalto University, Finland
The Education of Scientists and Engineers in England and Wales, 1914-1965
Colin Hempstead, UK

**Session 9E: Development of Fuel and Energy Complex (#1)**
**Wolfson Medical Building –Gannochy Seminar Room 3**
*Session Organiser: Eldar Movsumzade, Ufa State Petroleum Technological University, Russia*
*Chair: Eldar Movsumzade, Ufa State Petroleum Technological University, Russia*

Researching of Azerbaijani scientists in the field of petroleum-gas complex from historical point of view
Nazrin Movsum-zade, Institute of Cybernetics of Azerbaijan, Azerbaijan
Development of oil and gas processing for the fuel resources expansion
Olga Poletaeva, Ingineering Company, Russia and Eldar Movsumzade, Ufa State Petroleum Technological University, Russia

**10.30-11.00 Tea/Coffee**

**Saturday 6 August**
**11.00-12.30 - Session 10 (4 parallel sessions)**

**Session 10A: Playing with Technology (#2)**
**Boyd Orr Lecture Theatre A**
*Session Organiser: Stephan Poser, Helmut-Schmidt University, Germany*
*Chair: Stefan Poser, Helmut-Schmidt University, Germany*

How Uncle Sam Saved the Ultralight Aircraft Movement
Russel Lee, Smithsonian University, USA
Sailing as Play: A Continued Exploration
James C. Williams, De Anza College, USA
Racing on Runways: The Strategic Air Command and Sports Car Racing in the 1950s
Jeremy R. Kinney, Smithsonian National Air & Space Museum, USA
Session 10B: Designing Luxury
Wolfson Medical Building – Yudowitz Seminar Room 1
Session Organiser: Programme Committee
Chair: Alison Morrison-Low, National Museums Scotland, UK

Technological Luxury in the American Hotel: Luxury Courts a Mass Market
Molly Berger, Case Western Reserve University, USA
Imitation and re-invention of European porcelain: a case study from early modern Venice (15th - 18th century)
Riccardo Cella, University of Verona, Italy
Jaguar: A Case Study in Consumer Influence on Technology
John B. Stranges, Niagara University, USA

Session 10C: History of Technology Education (#2)
Wolfson Medical Building – Hugh Fraser Seminar Room 2
Session Organiser: Roman Artemenko, IHST – Russian Academy, Russia
Chair: Roman Artemenko, IHST – Russian Academy, Russia
Session Commentator: Mark Clark, Oregon Institute of Technology, USA

Practical Education for Practical Men: The Cold War and the Rise of "Engineering Technology" Education in the United States
Mark Clark, Oregon Institute of Technology, USA
Engineering Education in the USSR, 1950-1991
Roman Artemenko, IHST – Russian Academy, Russia,
Changing importance of technical education and research in Germany 1850 to 2005
Wolfhard Weber, Bochum University, Germany

Session 10D: Development of Fuel and Energy Complex (#2)
Wolfson Medical Building – Gannochy Seminar Room 3
Session Organiser: Eldar Movsumzade, Ufa State Petroleum Technological University, Russia
Chair: Eldar Movsumzade, Ufa State Petroleum Technological University, Russia

Development and Modernization of the Subsea Oil Storages
Anna Lokshina, Eastecoil, Russia

12.30-13.30 Lunch
Saturday 6 August
13.30-15.00 - Session 11 (5 parallel sessions)

S11A: Playing with Technology (#3)
Boyd Orr Lecture Theatre A
Session Organiser: Stefan Poser, Helmut-Schmidt University, Germany
Chair: James Williams, De Anza College, USA

Technological utopia and the mediatisation of high-performance sport in the Soviet Union
Nikolaus Katzer, Germany
Simulation Techniques: Research & Development, Risk Prevention, and Playground for Engineers
Walter Kaiser, RWTH Aachen University, Germany

Session 11B: Local and Urban Patterns of Consumption
Boyd Orr Lecture Theatre B
Session Organiser: Programme Committee
Chair: Olle Hagman, Sweden

Consumption and productive services in Latin American Cities
Patricia Olivera, University Nacional Autónoma de Mexico, Mexico

Session 11C: Take a photo: Consumer choice and photography
Wolfson Medical Building – Yudowitz Seminar Room 1
Session Organiser: Programme Committee
Chair: Joseph Wachelder, Maastricht University, Netherlands

NASA and Hasselblad: Consumer choice and technological changes for human spaceflight
Jennifer Levasseur, Smithsonian Institution, USA
Babies first Portrait: From Medicine Technology to Photographing Technology
Cornelia Schadler, University of Vienna, Austria

Session 11D: History of Technology Education (#3)
Wolfson Medical Building – Hugh Fraser Seminar Room 2
Session Organiser: Roman Artemenko, IHST – Russian Academy, Russia
Chair: Roman Artemenko, IHST – Russian Academy, Russia
Session Commentator: Mark Clark, Oregon Institute of Technology, USA

Teaching the History of Technology in Different Learning Environments
Kimmo Antila, Museum Centre Vapriikki, Finland
Female Engineers in Southern Brazil: Towards a Greater Gender Equity
Luciana R.F. Klanovicz, Brazil
Session 11E: Development of Fuel and Energy Complex (#3)
Wolfson Medical Building –Gannochy Seminar Room 3
Session Organiser: Eldar Movsumzade, Ufa State Petroleum Technological University, Russia
Chair: Eldar Movsumzade, Ufa State Petroleum Technological University, Russia

The roots of the oil business conception and to becoming the picture of world painter
Eldar Movsumzade, Ufa State Petroleum Technological University, Russia

15.00-15.30 Tea/Coffee

Saturday 6 August
15.30-17.00 - Session 12

Session 12A: Inventing Europe Virtual Exhibit
Boyd Orr Lecture Theatre 1
Session Organiser: Alec Badenoch, Utrecht University, Netherlands

This session intends to present Inventing Europe, an interactive Virtual Exhibit on the History of Technology in Europe. This is an online interactive exhibit that allows users to explore histories of Europe through the lens of technology.

17.00-18.30 - Drinks Reception
Wolfson Medical Building - Atrium

19.00-23.00 Gala Dinner, Hilton Grosvenor Hotel
ICOHTEC Poster Sessions
(based in the Wolfson Medical Building Atrium)
(throughout the duration of the Conference)

50th Anniversary of the First Manned Spaceflight
Roman Artemenko, IHST – Russian Academy, Russia

Industrial Survey at the Royal Commission on the Ancient and Historical Monuments of Scotland (RCAHMS)
Miriam McDonald, RCAHMS, UK

Development of Civil Engineering in Mexico
José Raúl Domínguez Martínez, Mexico