

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 – Yudowtiz 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

Science, Technology and Musical Development : the Société d'Encouragement pour l'Industrie Nationale (19th -20th century)

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 México, 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)

Dieselautos 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, Engineering 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