



Nordamerikastudienprogramm
Institut für Anglistik, Amerikanistik und Keltologie

Events • Veranstaltungen Wintersemester 2010-11



Columbus Day Lecture 2010

Prof. Dr. Anke Ortlepp

Amerika-Institut, Universität München

**"Staging Gender, Staging Class: Airtravel, Architecture,
and Design in the Postwar Period"**

Thursday • 14 October 2010 • 6:00-8:00 pm
Festsaal, Hauptgebäude

In the postwar period, American airlines strove to provide their passengers with an aesthetically coherent environment that communicated their corporate identities. Corporate design translated into airport architecture. It also influenced the design of aircraft interiors and flight attendants' uniforms. Like architecture, design was a language employed by airlines to communicate and interact with their passengers. In the terminal and in the cabin, it was used to express differences of class that became more pronounced as the decades progressed. It also expressed the gendered nature of the air travel experience by turning flight attendants into fashion icons and sex symbols, thus establishing a nexus between air travel, fashion, and glamour. Looking at the period between the 1940s and the 1980s, the talk will investigate the ways in which architecture and design served as changing stages for the performances of class and gender in flight and on the ground.

Anke Ortlepp is professor of American History at Ludwig-Maximilians-Universität München. Formerly an assistant professor at the North American Studies Program in Bonn, she has also worked at the German Historical Institute in Washington, D.C. Her work particularly investigates issues of gender, class, and race. Anke Ortlepp's book *"Auf denn, Ihr Schwestern!" Deutschamerikanische Frauenvereine in Milwaukee (Wisconsin), 1844-1914* (Stuttgart: Steiner) was published in 2004. She has also co-edited several volumes, most recently *Germans and African Americans: Two Centuries of Exchange* (with Larry Greene, Jackson: University Press of Mississippi, 2010) and *Mit den Dingen leben: Zur Geschichte der Alltagsgegenstände* (with Christoph Ribbat, Stuttgart: Steiner Verlag, 2010). Her second monograph will investigate Cultures of Airtravel in Post-War America.

Prior to the lecture the Gender Studies Prize 2010 of the University Bonn will be presented to this year's laureates. The event will be followed by a reception.