

EXPORTING SOCIALISM MAKING BUSINESS?

Intercultural Transfer,
Circulation and
Appropriation
of Architecture in
the Cold War Period

International
Conference
21 - 22 June 2018
IRS, Erkner (near Berlin)



IRS Leibniz Institute for
Research on Society and Space

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EXPORTING SOCIALISM MAKING BUSINESS?

After WW II, architecture was used and misused as an ideological signifier for competing systems and for new national identities. Diverse actors and networks took part in architectural exchange within the blocks and beyond the Iron Curtain. Different aid projects posed an attempt to overcome political and economic divides, but at the same time they were often considered as foreign imposition or neo-colonial practice. Tensions between commercial interests and political solidarity arose.

Against this background and referring to the growing scholarly interest for the multi-layered and multi-centred exchanges between the Global South and socialist as well as capitalist countries, we would like to investigate this issue in relation to architecture and the constructing industry from an interdisciplinary perspective of architectural, urban and economic history as well as postcolonial studies and heritage preservation.

THE CONFERENCE FOCUSES AROUND FIVE ASPECTS

DESIGNING

- ▶ What actors, institutions and networks worked on international architectural and urban planning projects on the micro-, meso- and macro-scale? Which motives can be outlined?

CIRCULATING

- ▶ What were the geographies, temporalities and typologies of international architectural and urban planning projects?

APPROPRIATING

- ▶ How were international projects adapted to different local circumstances (e.g. with regard to clima, local culture or economy)?

FEED-BACK MECHANISMS

- ▶ What were the repercussions of international involvement on the architecture and urban planning in the exporting countries?

FRAMING

- ▶ How were architectural projects influenced by the Cold War politics and economy (e.g. intra-block cooperation, power imbalances)? What was the ideological context of the architectural exchange (e.g. between different socialist countries around the world)?

Venue

Leibniz Institute for
Research on Society and Space
Flakenstraße 29 – 31
15537 Erkner
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Contact

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Registration

please register till
1 June 2018
[leibniz-irs.de/en/
news/events](http://leibniz-irs.de/en/news/events)

Fees

25,00 €
12,50 € for students
and day pass
(including lunch snack)



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PROGRAMME

Thursday | 21 June 2018

- 9:30 **Opening Welcome**
Heiderose Kilper | IRS | Erkner
- 10:00 **Introduction**
▶ Christoph Bernhardt | IRS | Erkner
- 10:30 **Exploring Postwar Exchange on Urbanization and Architecture**
▶ Tobias Wolffhardt | Bundeswehr University Munich | Trade Solutions for the Global South? Urbanization, the UN and International Policies of Development
▶ Jonas van der Straeten | Mariya Petrova | Technical University Darmstadt | In the Shadows of Socialist Architecture: Transregional Perspectives on Private House Building in Samarkand, 1950–1970
- 12:00 **Lunch Break**
- 13:00 **Cold War Politics of Construction**
▶ Max Trecker | Institute of Contemporary History Berlin | Forging the Indian Steel Industry: The Economic Side of the Cold War in the Global South
▶ Jelica Jovanovic | University of Technology Vienna | Interna(tiona)lizing Architecture: Yugoslav Actors on the Global Scene. Just Follow the Lead of the Ministry of Foreign Affairs!
- 14:30 **Coffee Break**
- 15:00 **Hotspots of Architectural Exchange I: China**
▶ Andreas Butter | IRS Erkner | A Success Story? Industrial Architecture of the GDR in Asia – Part I
▶ Tao Chen | Tongji University Shanghai | Exporting the German Know-how: East German Specialists in China (1952–1964)
- 16:30 **Coffee Break**
- 17:00 **Keynote Lecture**
▶ Christina Schwenkel | University of California Riverside | The Afterlife of Aid: On the Repurposing of GDR Architecture in Vietnam

Friday | 22 June 2018

- 9:30 **Hotspots of Architectural Exchange II: Ghana**
▶ Lukasz Stanek | The University of Manchester | Made in Ghana: Architecture and Socialist Modernization
▶ Anne-Kristin Hartmetz | GWZO/University of Leipzig | Between Factory and Fiction – Planning and Implementation of Industrial Development Projects in Ghana in Cooperation with CMEA Countries, 1960–1972
- 11:00 **Coffee Break**
- 11:30 **The GDR and Socialist Architectural Transfer**
▶ Hans-Georg Lippert | Technical University Dresden | Cold War in the Media? Architectural Journals in West and East Germany
▶ Monika Motylinska | IRS Erkner | A Success Story? Industrial Architecture of the GDR in Asia – Part II
▶ Tanja Scheffler | Dresden | The Carl-Zeiss-Planetarium in Tripoli
- 13:30 **Lunch Break**
- 14:30 **Trade Fairs as Hubs for Architecture and Planning**
▶ Patryk Babiracki | University of Texas-Arlington | The Poznań International Trade Fair in the Cold War: How It Was Packaged and Perceived
▶ Jasna Galjer | University of Zagreb | International Trade Fair in Zagreb: Between East and West
▶ Olga Kazakova | Higher School of Economics/Institute of Modernism, Moscow | 1967 Moscow World Expo: A Territory of Friendship or a Battlefield?
- 16:30 **Conclusion and Final Discussion**
- 17:00 **End of Conference**

