

Curriculum Vitae

Oliver Kühschelm

Place and date of birth: Vienna, Austria, March 20, 1972

Family status: married with two children

Current Job Status

Assistant (postdoc position, 6 years) at the Department of Economic and Social History, University of Vienna; since January 2011

Job Responsibilities: - Research activities

- Teaching in the History Bachelor's and Master's Programs, especially MA Economic and Social History; MA Global History
- Coordination of the research network of the Faculty of Historical and Cultural Studies: Economy and Society (<http://fsp-wi-ge.univie.ac.at>)
- Coordination of the colloquium of the Department of Economic and Social History

Research Interests

Current: history of consumption and advertising, economic and business history – specifically national identities in product communication, links between consumption and economic nationalism

Methodological focus: text- and discourse analysis, language-image relations

Past research foci: the middle classes in the Habsburg Monarchy; provenance research on Nazi-era stolen objects; Austrian refugees from Nazism in Argentina and Uruguay

Current Research Projects

Buy-National Campaigns in Austria, Switzerland, the United Kingdom, and Argentina, 1915-1960 (since 2011)

The Fall of the Iron Curtain – its consequences for the Austrian Economy and Consumer Culture; as collaborator of the research project “Offene Grenzen, neue Barrieren und gewandelte Identitäten” [Open borders, new barriers, changing identities], www.univie.ac.at/offenegrenzen/index.htm (2011-2012)

Education

2002	Dissertation awarded with the Michael Mitterauer-Preis für Gesellschafts-, Kultur- und Wirtschaftsgeschichte in Wien – Förderungspreis
1997–2002	Doctoral study in history (graduation October 2002)
1997	Master in history and Spanish
Since 1990	Studies in history, philosophy, Spanish and Russian at the University of Vienna
1982–1990	Gymnasium in Berndorf, Lower Austria
1978–1982	Primary school in Trumau, Lower Austria

Language skills

German – first language
English, Spanish – fluent in spoken and written
Russian, French – good
Italian, Portuguese – passive knowledge (reading)

Major (Research) Stays Abroad

2003–2004 Research stay (8 Months) in Montevideo, Uruguay
2000–2001 Gedenkdienst (civilian service, 14 Months) at the Holocaust Memorial Foundation in Buenos Aires

Work Experience as Researcher, 1991-2010

2010 Provenance research at Deutsches Museum, Munich – as a collaborator of the research project “Expropriation and Restitution of Motor Vehicles and its Socio-Economic Consequences”

2007-2010 Stand-alone research project funded by the FWF: “Brands and the Discursive Construction of the Austrian Nation (1950–1995)”; at the University of Vienna, Department of Economic and Social History

2005–2007 Provenance research at the Vienna Museum of Technology on behalf of the Commission for Provenance Research

2004–2005 Collaborator of the exposition „The Sinalco Era. Eating, Drinking, and Consuming after 1945” at the Wien Museum

 Collaborator of the exposition „The New Austria“ at the Austrian Gallery – Belvedere

2003–2004 Research for the project „In-Rem Wien“ (documentation of real estates expropriated by the Nazi regime)

2002–2003 Research about Austrians in Uruguayan exile as a collaborator of the Documentation Centre of Austrian Resistance

1999–2002 Collaborator of the research project „Austria’s Economy as an Element of Austrian Identity”

1998–2000 Research about the “aryanized” art collection of a Viennese family
1994 Collaborator of the exposition “Emil Orlik. Prague–Vienna–Berlin” at the Jewish Museum of Vienna
1995 Collaborator of the exposition “Guests – the big, wide world in Vöslau”
1991 Inventory of the town museum of Bad Vöslau, Lower Austria

Organisation of Scientific Conferences, Panels, Workshops, and Lecture Series

2012 SS Geschichte der Werbung und des Konsumierens [History of Consumption and Advertising]. Series of guest lectures (Rainer Gries, Sandra Schürmann, and Hannes Siegrist) – organiser

2011, Nov. 12 Workshop: Forschungsschwerpunkt Wirtschaft und Gesellschaft aus historisch-kulturwissenschaftlicher Perspektive [Research network of

- the Faculty of Historical and Cultural Studies: Economy and Society] – organiser
- 2011, Sept.29-Oct.01 Bilder in Historischen Diskursen. 3. Internationale Tagung zur Historischen Diskursanalyse. Wien – co-organiser
- 2010, June 11-12 Graduate Conference Wissensgeschichte, Wissenskulturen, Wissensgesellschaften [History of Knowledge, Cultures of Knowledge, Societies of Knowledge], Vienna Univ. – organiser
- 2009, Nov. 12-13 Die Nationalisierung von Produktkommunikation. Historische, methodische und theoretische Perspektiven [The Nationalisation of product communication. Historical, methodological, and theoretical perspectives], Vienna – conference convener
- 2009, Oct. 01-03 Product Communication and the Nationalisation of Consumption, Vienna – conference convener
- 2008, May 30 Zeitgeschichte des Konsumierens in diskursanalytischer Perspektive [History of Consumption. A discourse analytical perspective]. Panel at the 7th Österreichischer Zeitgeschichtetag [Austrian Conference on Contemporary History], Innsbruck
- 2007, March 30 Workshop of Austrian provenance researchers at the Vienna Museum of Technology – head organiser

Conference Papers (since 2008)

- 2012, Nov. 11 Tagung in Salzburg *Grenzöffnung – Grenzen im Kopf – Grenzüberwindung*: Den ‚Osten‘ öffnen. Zeitgenössische Perspektiven 1989 am Schnittpunkt von Politik, Unternehmerexpertise und Öffentlichkeit
- 2012, Oct. 05 Österreichischer Zeitgeschichtetag Linz: Große Erwartungen? Österreichische Unternehmen und der Fall des Eisernen Vorhangs.
- 2012, Sept. 27 Österreichischer Historikertag, Krems: „Goldener Osten“. Zur Konzeptualisierung von Investitionschancen in den Medien, 1989-1991.
- 2012, July 17 54th International Congress of Americanists, Vienna: Lecturing Consumers on their Patriotic Duties. A Comparative Look at Propaganda in Interwar Austria and (Pre-)Peronist Argentina.
- 2011, Sept. 30 Bilder in historischen Diskursen. 3. Internationale Tagung zur Historischen Diskursanalyse. Wien: Handeln und Betrachten. Kampagnen für patriotischen Konsum in Österreich und in der Schweiz während der 1920er und 1930er Jahre.
- 2010, Oct. 22 Gelenkte ‚Auto-Mobilität‘ – Zum Verhältnis von Mobilität und Politik in Österreich und dem Deutschen Reich 1933-1945. Technisches Museum, Wien: Österreichs Volkswagen. Automobilisierung 1930 bis 1960.
- 2010, Oct. 14 Made in Switzerland: Mythes, fonctions, réalités. Université de Neuchâtel: Made in Austria and Made in Switzerland in the Interwar Years.
- 2010, April 15 European Social Science History Conference, Ghent: The Call for Patriotic Consumption in the Interwar Years.

- 2009, Nov. 20 Konsum als Indikator politischer Kommunikation, 17.-20. Jahrhundert. Tagung des SFB 584 „Das Politische als Kommunikationsraum in der Geschichte“: Alpen und Austrifizierung in Moderne und Postmoderne.
- 2009, Nov. 12 Die Nationalisierung von Produktkommunikation. Historische, methodische und theoretische Perspektiven. Universität Wien: Die Nation sichtbar machen. Markenprodukte als nationale Identifikationsfiguren.
- 2009, Oct. 01 Product Communication and the Nationalisation of Consumption. University of Vienna: Branded Goods and the Construction of a Self in Post-war Austria.
- 2008, Oct. 10 Boycotts and Embargo: the Political Uses of Economic Power in the Twentieth Century. Ruhr-Universität Bochum: Implicit Boycott. The Call for Patriotic Consumption in Austria in the Interwar Period.
- 2008, Sept. 18 Österreichischer Historikertag, St. Pölten: Der österreichische Volkswagen: Motorisierung in den 1950er Jahren.
- 2008, May 30 Österreichischer Zeitgeschichtetag, Innsbruck: Nationale Konfigurationen im österreichischen Motorisierungsdiskurs, 1950-1975.

Invited Talks

- 2012, April 17 Interdisziplinäres Kolloquium Kulturwissenschaften, Universität Leipzig: Konsum und Nation
- 2011, Oct. 25 Deutsches Museum, Arbeitskreis Forschung im Museum: Provenienzforschung zu Kraftfahrzeugen am Deutschen Museum. Bericht von einem Forschungsprojekt

Teaching Assignments

Courses taught at the University of Vienna

Language of Instruction: German (two courses in Spanish); course titles translated into English

- 2012 WS Guided Reading: Economic Nationalism. Xenophobic fantasy, Development Strategy, Emancipatory Project, 17th to 20th Centuries
- 2012 WS Lecture: Money in a Historical Perspective (organiser of lecture series)
- 2012 WS Course: Los populismos nacionales en América Latina (language of instruction: Spanish)
- 2012 WS Lecture: Theory of Social and Cultural Sciences for Historians
- 2012 WS Course: Theory of Social and Cultural Sciences for Historians
- 2012 SS Seminary: Kulturen des Ökonomischen [Culture and Economy]
- 2012 SS Course in text and discourse analysis: Critique of Consumption as a Critique of Society and Culture
- 2012 SS Research Seminary: Texts, Pictures and Films about Consumption in the 19th and 20th centuries
- 2011 WS Course: Discursos de civilización y barbarie en América Latina, siglos XIX y XX (language of instruction: Spanish)

2011 WS	Course in text and discourse analysis: Imagining the Entrepreneur. Pioneers and Profiteers, Heroes and Cutthroats
2011 SS	Course in text and discourse analysis: A History of Shopping, 19 th and 20 th Centuries
2010 WS	Course in text and discourse analysis: History of Advertising in the 19 th and 20 th Centuries
2010 SS	Course in text and discourse analysis: From “Sentimental Protectionism” to Politics of Autarchy. The call for Patriotic Consumption and Economic Nationalism, 19 th and 20 th Centuries
2009 WS	Course in text- and discourse analysis: Advertising. On the Cultural History of Persuasion in the 20 th Century
2009 SS	Course in text and discourse analysis: Motorization. Automobiles as Vehicles for the Analysis of the Modern World
2008 WS	Course in text and discourse analysis: Images of Consumption and the Consumer
2008 SS	Course in text and discourse analysis: Consumption and National Identity
2003 WS	Course: Consumer goods as Symbols of Austrian Identity

Dissemination

2012, Aug. 22	Diplomatic Academy, Vienna. German Language and Austrian Studies Summer Course: lecture on Austrian history (in English language)
2012, March 15	University Meets Public, VHS Urania, Vienna: Der patriotische Einkauf und seine Untiefen. Kampagnen für die Bevorzugung heimischer Waren (lecture)
2009, Nov. 03	Eurobrandforum: „Mensch Macht Marke“, Wien: Die Nationalisierung von Produktkommunikation (lecture)

Collaboration for Radio- and TV-Features

Air date	Feature title	type of collaboration
2013, Jan 16	Radio show <i>Von Tag zu Tag</i> , Ö1: Konsum und Nation	Interview
2012, Oct. 26	TV documentary, 3sat: Namen, Marken und Geschichten. Österreichische Familien schreiben Wirtschaftsgeschichte	Interview
2010, March 09	Radio Ö1, <i>Dimensionen</i> : Von der Donau an den Rio de la Plata. Österreichisch-jüdische Migration nach Argentinien und Uruguay	Interview
2009, Nov. 18	Radio Ö1, <i>Dimensionen</i> : Produkt und Nation	Interview
2009, Nov. 16	Radio Augustin: Die Nation als Marke. Von Austrocola bis Ikea	Interview
2008, Okt. 25	Radio Ö1, <i>Dimensionen</i> : Typisch österreichisch. Markenprodukte als Nationalsymbole	Interview