

Jour fixe Kulturwissenschaften

Donnerstag, 09. Juni 2016 / 16.30 Uhr

Ort: Museumszimmer der ÖAW, Dr. Ignaz Seipel Platz 2, 1010 Wien

THE EMERGENCE OF 20TH CENTURY "MUSICAL EXPERIENCE"

Cristina Urchueguía, Katharina Wessely, María Cáceres, Salvatore Melidoro and
 Alberto Napoli.

This research project aims to foster an interdisciplinary inquiry concerning the intersections between Western music, ideologies of modernity, and cultural management, in order to better understand and analyse the extent and the repercussions of a pattern of music production and consumption, rooted in the turn of the 20th century, that has been taken for granted and therefore neglected in research. While the importance of ideologies of modernity for composition has been largely discussed in scholarly literature, more remains to be said about how those creative practices emerged in relation to the spectacle market, the leisure commodification, the institutionalised academic discourses about performing arts, and the politics of culture.

The goal of our project is to investigate the ways in which international events, such as festivals and world's fairs, have created possibilities for the homogenization, globalization, acculturation, and cultural transfer of Western musical practices at the turn of 20th century. The main project is divided into three subprojects, designed in order to accomplish a postdoctoral thesis and two doctoral dissertations. Cáceres's subproject is focused on the Viennese International Exhibition of Music and Theatre of 1892 and the emergence of new music management trends; Napoli researches the role of the regional and (inter) national exhibitions held in Italy in the transnational construction of *Italianità*, while Melidoro's project is devoted to the social life of failed musical instruments and sound technologies exhibited in international events.

This project, funded by the Swiss National Science Foundation, is hosted at the University of Bern and establishes a scientific collaboration with the Institute of Culture Studies and Theatre History at the Austrian Academy of Sciences.

