

<b>M25</b>	<b>SHOPPING IN THE CITY: COMPARATIVE PERSPECTIVES ON THE TRANSFORMATION OF URBAN CONSUMER SPACE AND PRACTICE IN WESTERN EUROPE AND BEYOND, C. 1700-1900</b>
<b>Organisers:</b>	Jon Stobart (University of Northampton) Ilja Van Damme (University of Antwerp)
<b>Period:</b>	Early modern/Modern
<b>Date:</b>	Friday, 31 August 2012
<b>Time:</b>	09:00-12:30
<b>Room:</b>	18

### **Description**

From traditional perspectives, it has long been argued that it was only with the advent of arcades, department stores and retail chains around 1850 that European shopping experiences were altered in a significant way. The new shopping environments created by these retail innovations, and the new systems of supply and selling which they employed, transformed consumers from casual buyers to pleasurable shoppers. They also helped to reshape the landscape, functioning and experience of the city, often being seen as central to the construction of the 'modern' city. What remains unclear, however, is the extent to which these changes penetrated all branches of retailing, and how they were experienced in different ways and at different times across Europe. Moreover, little attention has been paid to the extent to which changes in consumption and retail practices that pre-dated and ran alongside the emergence of department stores and retail chains also served to transform urban space and urban life. Indeed, recent research on early modern Europe has thrown open the shutters of supposedly dark, drab and traditional commercial spaces, and re-evaluated the apparently conservative shopping interactions, which pertained before the nineteenth-century. But how was the shopping experience precisely transformed in already existing commercial spaces (can we, for instance, contrast shops and markets in this regard)? And which processes were driving such transformations of new and old retail outlets alike ('urban renaissance', industrialization, changes in the social composition of the city, evolutions in standards of living, etc.)? This session seeks to address these issues by offering a comparative perspective on consumer spaces and practices over the *longue duree*. We invite contributions on any aspect of the relationship between retailing, consumption and city space, but would particularly welcome papers that offer a comparative or long-term perspective, and those which explore changes beyond Western Europe.

Key questions to address include:

1. the causes and consequences of fixed prices and cash sales;
2. the emergence and evolution of particular building styles linked to retailing;
3. the customer experience of retail/city space;
4. the relationship between new and more established forms of retailing

## Scientific Programme

- 1189 TIME AND SPACE: STRUCTURES OF URBAN HOUSEHOLD PROVISIONING**  
*Gergely Baics* (Barnard College, Columbia University History, New York, USA)
- 1174 MARKET PLACES AND CENTRAL SPACES. MARKETS AND THE RISE OF COMPETING SPATIAL IDEALS IN DANISH CITY CENTRES, C. 1850-1900**  
*Jens Toftgaard* (Odense City Museums, Odense C, Denmark)
- 1103 FOOD RETAILING AND PUBLIC MARKETS SYSTEM: THE BARCELONA CASE**  
Manuel Guardia (Universitat Politècnica de Catalunya, Barcelona, Spain)  
*Nadia Fava* (Universitat de Girona, DAEC, Girona, Spain)
- 974 'DUBLIN'S SOUTH CITY MARKETS (1875-1894) A MAGNIFICENT BUILDING BUT A COMMERCIAL FAILURE'**  
*Janet Redmond* (Independent scholar, graduate of NCAD, Dublin, Ireland)
- 781 STAGES AND FICTIONS. PUBLICITY OF PRIVACY, FICTIONS OF INTERIORS AND SHOPPING DURING THE 19<sup>TH</sup> CENTURY**  
*Manuel Charpy* (CNRS / IRHIS Lille III University, Paris, France)
- 722 WHERE TO SHOP? SPATIAL PATTERNS OF RETAILING CIRCUITS IN BRUSSELS, 1830-1914**  
*Anneleen Arnout* (K.U.Leuven, History, Cultural history since 1750, Leuven, Belgium)
- 558 CONFLICTS AND GENDER IN THE VIENNESE CONSUMER CULTURE 1880-1914**  
*Christina Linsboth* (University of Vienna, Department of Economic and Social History, Wien, Austria)
- 320 SHOPPING IN ATHENS DURING THE 19TH CENTURY. NEW CAPITAL, NEW SPACES, NEW CUSTOMERS**  
*Aris Gavrielatos* (Panteion University, Department of Sociology, Ilioupolis, Athens, Greece)
- 312 'TRADITIONAL' OR 'MODERN'? CHANGING RETAIL PRACTICES IN SOME ENGLISH TOWNS, 1700-1900**  
*Ian Mitchell* (University of Wolverhampton, School of Law, Social Sciences and Communications, Wolverhampton, U.K.)