

**RACE & RETAIL: Consumer Culture, Economic Citizenship, and Power**  
***An Interdisciplinary Conference at Rutgers University, May 4, 2012***

**8:15 am Breakfast Available; Registration**

**9:00 - 10:30am Race, Place and Retail Spaces**

**Mia Bay (Rutgers, History):** *Traveling Black/Buying Black: Retail and Roadside Accommodations during the Segregation Era*

**Naa Oyo A. Kwate (Rutgers, Human Ecology):** *Lies, Retail Lies, and Ghetto Statistics*

**Traci Parker (University of Chicago, History):** *Sit-Ins, Linked Fate, and Department Stores: Integrating the Selling Floor in the 1930s and 1960s*

**John Spiers (Boston College, History):** *Paying to Shop: Race, Retail, and the Environmental Costs of Commercial Development*

**10:45am - 12:15pm Race, Retail and Neighborhood Life**

**Neiset Bayouth (Rutgers, Geography):** *Marketing Identity, Negotiating Boundaries: Ethnic Entrepreneurship, Retail and Consumption in Paterson, New Jersey*

**Erualdo Gonzalez (California State University, Fullerton, Chicana and Chicano Studies) and Johana Londoño, (State University of New York – Albany, Latin American, Caribbean, and U.S. Latino Studies):** *The Revitalization of Main Street USA and the Changing Landscape of Latino Consumption*

**Soo Mee Kim (University of Illinois at Urbana-Champaign, Sociology):** *Consuming (in) Koreatown, Los Angeles*

**Stacey Sutton (Columbia University, Urban Planning):** *The Geopolitics of Black Business Survival in Central Brooklyn*

**12:15 - 1:15pm Lunch**

**1:15 - 2:45pm Across the Diaspora**

**Melissa Cooper (Rutgers, History):** *Selling Gullah: Purchasing and Touring Sapelo Islanders*

**Danielle Hedegard (Boston College, Sociology):** *Consuming Capoeira: Touring the Black Body in Salvador, Brazil*

**Bridget Kenny (University of Witwatersrand, Johannesburg, Sociology):** *Servicing a Racial Regime: Race and Gendered Labor in Department Stores in Johannesburg, South Africa and Baltimore, MD, 1940-1970*

**3:00 - 4:30pm The Inner Landscapes of Racialized Consumption**

**Siobhan Carter-David (University of Indiana, History/American Studies):** *A Fantasy in Fashion: African American Empowerment in an Era of Opulence*

**Brittney Cooper (Rutgers, Woman & Gender Studies):** *Single Black Female Addicted to Retail: Black Women's Political Histories of Consumption*

**Azure Thompson (Yale University, School of Medicine, Psychiatry Department):** *Does the Retail Environment Affect Mental Health? Satisfaction with Neighborhood Retail and Social Well-Being Among African Americans*

**Jerome Williams and Geraldine Henderson (Rutgers-Newark, Business School):** *Racial and Other Types of Discrimination in Retail Settings: A Liberation Psychology Perspective*

**4:30 - 5:00pm Group Discussion on book project; establish timeline, next steps.**