

SEMIOTICIZING PRODUCTS TOWARDS SUSTAINABILITY: New G/localizations of Consumer Experience

29th -30th June 2023
University of Duisburg-Essen



KEYNOTES

Prof. Dr. Arran Stibbe, University of Gloucestershire

Prof. Dr. Göran Eriksson, Örebro University

We invite abstracts for this two-day interdisciplinary symposium that engages with the ways in which ideas of sustainability intersect with consumer experience within the ephemerality of consumer encounters. At a time of emergent, unpredictable, and multi-dimensional outcomes of sustainability transitions, there is an urgent need to rethink questions such as: how do sustainability transitions change consumer space and experience; how is a consumer like a tourist; how is a product like a place; and how are global aspirations mediated through local consumption? Exploring the ways in which provisioning and cultural ecosystem services and products are semioticized towards sustainability/sustainable future, we organize this symposium as a welcoming space for fresh discussions which engage with various approaches and methodologies. Topics explored will include but are not limited to:

- Environment, objects and materialities
- Brand narratives and sustainable luxury
- “Eco” discourse(s) and the role of language in “green-washing”
- Visualization of idealized landscapes
- Semiotic analysis of new foodscapes
- The exoticization of “health”
- The moralization of packaging provenance

The symposium will produce a peer-reviewed proceedings, so we ask applicants to consider preferably those projects which will be publishable in a timely manner. No fees are required for this symposium. To attend the symposium, applicants are required to send a 250-word abstract to melody.ross@uni-due.de no later than **1 April 2023**.