CONTEMPORARY AUTHENTICITY
a conference co-sponsored by the
Collaborative for Cultural Heritage Management and Policy/CHAMP
and the College of Business with a generous gift from the Stellner Fund
University of Illinois at Urbana-Champaign

DATE: Saturday, March 10, 2012
PLACE: BIF/Business Instructions Facility Building: room 2043

morning

9:00-9:30  Changsup Shim and Carla Santos (UIUC)
Place and Placelessness in Shopping Complexes: A Model of Contemporary Authenticity

9:30-10:00  Paul Kapp (UIUC)
Historic Preservation: Past-ing on Main Street, USA

10:00-10:30 Sunny Jeong (UIUC)
Amish Hospitality

10:30-11:00 Quetzil Castañeda (Indiana University)
Living with the Ancients at Chichen Itzá

11:00-11:30 Discussion

11:30-1p.m  LUNCH BREAK

afternoon

1:00-1:30  Lynne Dearborn (UIUC)
Being Hmong in Milwaukee

1:30-2:00 Albert Muniz (DePaul University)
Branding and Brand Communities

2:00-2:30 Cele Otnes (UIUC)
Authenticity in Action: The Rebranding of Kensington Palace, 2011-2012

2:30-3:00 Discussion

3:00-3:30 Kent Grayson (Kellogg School of Management, Northwestern University)
Consumer Response to Threatened Brand Authenticity

3:30-4:00 Helaine Silverman (UIUC)
Contemporary Authenticity on the Plaza de Armas of Cuzco, Peru

4:00-5:00 KEYNOTE: JOHN SHERRY (Notre Dame)
Culture, Consumption and Marketing: An Anthropologist’s Perspective on Contemporary Authenticity

5:00-6:00 Discussion  see next page for SPEAKERS
ABOUT THE SPEAKERS

QUETZIL CASTAÑEDA is founding director of OSEA – the Open School of Ethnography and Anthropology – an independent, non-degree school that offers field study abroad, writing workshops, research methods, conferences, and consulting services (http://www.osea-cite.org). Currently he is a lecturer in the Center for Latin American and Caribbean Studies (fall 2006–present) and Research Associate in the Department of Anthropology at Indiana University. He has previously taught at Princeton, University of Hawaii, and Universidad Autónoma de Yucatan. Dr. Castañeda has over 20 years of experience conducting research in México on identity politics, heritage, tourism, anthropology of art, ethics, visual ethnography, applied anthropology, language revitalization, and representation. His publications include an award winning ethnographic film, “Incidents of Travel in Chichén Itzá” (DER 1997), that explores Maya New Age spiritualism and 2012 prophecies. In addition to over two dozen articles and book chapters, Dr. Castañeda published the hallmark book, *In the Museum of Maya Culture* (University of Minnesota Press, 1996) as well as *Estrategias Identitarias* (SEP & OSEA, 2004) and *Ethnographic Archaeologies* (AltaMira Press, 2008). Dr. Castañeda’s areas of expertise include Maya language, Maya culture, México, Guatemala, Heritage, Tourism, Museum studies, Ethnography of Archaeology, New Age spiritualism, and 2012-Maya End of the World ideology.

LYNNE M. DEARBORN is an Associate Professor in the School of Architecture at the University of Illinois at Urbana-Champaign and serves as the School’s Associate Director. Prof. Dearborn’s research explores residential choices and residential qualities for marginalized populations, architectural responses to social injustice, and the role of the environment in the lives of immigrant and minority populations in the United States. She initiated her studies of Hmong residential environments while working with immigrant Hmong homeowners in Milwaukee, Wisconsin and has extended that research to the study of Hmong environments in Laos and Thailand. She is the author of numerous articles and book chapters on this subject including: “Immigrant Homeowners: Residential Choices of Low/Moderate-Income Hmong in Milwaukee’s Central City,” “Ameliorating Local Impacts with Architectural Research: Subprime
Mortgages & Housing Quality,” “Socio-Spatial Patterns of Acculturation: Examining Hmong Habitation in Milwaukee’s North-side Neighborhoods,” “Homeownership: The Problematics of Ideals and Realities,” and “Instigating Cultural Change and Spatial Transformation: The Thai Royal ‘Hill-Tribe’ Project and Hmong Vernacular Space.” She is the author, with colleague John Stallmeyer, of Inconvenient Heritage. Erasure and Global Tourism in Luang Prabang, which deals with contemporary authenticity in a World Heritage site, published in 2010. Professor Dearborn also currently serves as Co-Director of the Action Research-Illinois for the College of Fine and Applied Arts. She is a licensed architect and received her Ph.D. from the UW-Milwaukee in 2004.

KENT GRAYSON is the Bernice & Leonard Lavin Professor of Marketing in the Kellogg School of Management at Northwestern University. He researches the role of fabrication and fact in consumption. His research looks at such topics as the benefits and drawbacks of trusting a business partner, how consumers decide whether something is authentic or fake, and what happens when a "true" friend tries to sell you something. In a related research area, Kent studies direct selling, which is sometimes known as “pyramid selling” or “network marketing.” His article on “Business versus Friendship in Marketing Relationships” was a finalist for the Harold H. Martin award for contribution to marketing theory and thought. Kent has been on the marketing faculty at Kellogg since 2002. Before that, he was on the marketing faculty at London Business School for eight years.

SEONHEE (SUNNY) JEONG
Sunny Jeong joined the faculty at the Business Administration Department of the University of Illinois at Urbana-Champaign in 2009 after earning her Ph.D. in the Department of Sport, Recreation and Tourism and her M.S. in Library and Information Science from the University of Illinois. She also holds M.Ed. and B.A. degrees in Geography Education from Seoul National University. Her research interests are the role of social capital in entrepreneurial opportunities and the sustainability of small enterprises and social businesses, entrepreneurs’ social network strategies, collective action and social justice. She has consulted for small-medium companies of USA, Korea, China, and Jamaica. She also advises new social venture development (L3C, 501(C)3 corporation). She has led International Business Plan Competitions concerning sustainability in Seoul (2009), London (2010), and Brazil (2011). She received a Social Justice
Award (McAlister Fellowship) from Graduate School of Library Information Science in 2006 and an Excellent Volunteer Award from the Illini Union in 2011.

PAUL H. KAPP is an Associate Professor of Architecture and Chair of the History and Preservation Program in the School of Architecture at the University of Illinois at Urbana-Champaign. His research interests are in the authenticity of historic preservation and adaptive use of historic buildings. He teaches historic preservation design, theory and documentation of historic buildings. He has published in the Journal of Preservation and Research, CRM: The Journal of Heritage Management and the Journal of the Association of Preservation Technology. Prof. Kapp received his B.Arch from Cornell University and his M.S. in Historic Preservation from the University of Pennsylvania. He is a licensed architect in Virginia, West Virginia, North Carolina and Tennessee. Before coming to Illinois, he was the historic architect of the University of North Carolina at Chapel Hill and a lecturer in historic preservation in the Department of City and Regional Planning at UNC.

ALBERT (Al) M. MUNIZ, JR. is an Associate Professor of Marketing at DePaul University. His research interests are in the sociological aspects of consumer behavior and branding, including consumer generated content and online communities. His teaching interests include consumer behavior, consumer culture and brand management. He has published in Business Horizons, the Journal of Advertising, the Journal of Consumer Research, the Journal of Interactive Marketing, the Journal of Consumer Research, the Journal of Marketing, the Journal of Retailing and the Journal of Strategic Marketing. Prof. Muniz received his B.S., M.S. and Ph.D. from the University of Illinois, Urbana-Champaign. Before coming to DePaul, Professor Muniz taught at the University of California at Berkeley.
CELE OTNES is the Investors in Business Education Professor of Marketing in the department of Business Administration at the University of Illinois at Urbana-Champaign. She joined the faculty at Illinois in 1990. Her primary research interest is in understanding ritualistic behavior among consumers and marketing practitioners. She is co-author of *Cinderella Dreams: The Allure of the Lavish Wedding* with Elizabeth Pleck (University of California Press, 2003) and co-editor of several volumes that explore the intersection of rituals, culture and consumer behavior, including the forthcoming *Gender, Culture and Consumer Behavior*, co-edited with Linda Tuncay Zayer (Psychology Press, April 2012). She has published in many journals including the *Journal of Consumer Research*, *Journal of Retailing*, *Journal of Advertising*, *Journal of Contemporary Ethnography* and *Journal of Ritual Studies*. She is currently working on a book for the University of California Press titled *Tea Towels, Tiaras, and Tourism: Consuming and Producing the British Royal Family*, co-authored with Pauline Maclaran. She is co-chairing the 2012 Association for Consumer Research conference in Vancouver, B.C, in October. She teaches courses in consumer behavior and brand insights.

CARLA SANTOS’ is Associate Professor in the Department of Recreation, Sport and Tourism at the University of Illinois and Director of its graduate program. Her research is focused on the examination of communicative practices (from mass mediated narratives to the face-to-face dyad) as a means of addressing the socio-political and cultural impact of tourism on the world’s people and cultures. Central to her research is the notion that to truly understand the impact of tourism we have to explore the ways we talk about and make sense of destinations and hosts. Dr. Santos proposes that tourism communicative practices are powerful and meaningful because they provide the host and tourist with the means of “making sense” of the world and their place in it. From this framework, her research generally follows two intersecting lines of inquiry. First, she explores the communicative practices used by tourism stakeholders. Second, she explores the possibilities and challenges individuals experience when they use tourism communicative practices to work with, represent, and influence others. She currently serves on the Editorial Boards of *Annals of Tourism Research*, *Journal of Travel Research*, *Journal of Hospitality and Tourism Management*, and *Tourism, Culture and Communication*. 
JOHN F. SHERRY, JR. is the Raymond W. & Kenneth G. Herrick Professor of Marketing and Department Chair. He joined the Notre Dame faculty in 2005, after two decades at the Kellogg School of Management at Northwestern University. He is an anthropologist who studies brand strategy, experiential consumption and aesthetics. Prof. Sherry is a Fellow of the American Anthropological Association as well as the Society for Applied Anthropology. He is President of the Consumer Culture Theory Consortium, and past President of the Association for Consumer Research. His work appears in numerous journal articles and book chapters as well as in the six books he has edited. In addition to awards for his scholarly work, Prof. Sherry has also won awards for poetry.

CHANGSUP SHIM is a PhD candidate in the Department of Recreation, Sport and Tourism at the University of Illinois. He completed a master's degree in Urban and Regional Planning at the Seoul National University in South Korea and has been involved in multiple tourism research projects. His research is focused on the impact of globalization, commercialism, and urban development on the concept of place and local identity. He approaches this issue through tourism and leisure phenomena that take place in contemporary metropolitan areas. His research interests include: urban tourism, cultural sustainability, authenticity, urban regeneration, and postmodernism.
HELAINE SILVERMAN is Professor of Anthropology at University of Illinois and Director of CHAMP (Collaborative for Cultural Heritage Management and Policy). She is an Expert Member of ICOMOS’s International Committee on Archaeological Heritage Management and consults for UNESCO on cultural heritage issues. She is interested in the use/misuse of the past by the public, forms of representation of historical and archaeological knowledge, cultural heritage policy, the production of national and local identity, and the relationships between tourism, development and social sustainability. She recently completed a project around these themes in Cuzco, Peru – former capital of the Inca Empire and today Peru’s foremost tourist attraction. Her current fieldwork focuses on tourism, multiscalar discourses of identity and cultural change in Phimai, Thailand where one of the largest ancient Khmer temples in Southeast Asia sits in the middle of this ordinary town, soon to be nominated to UNESCO’s World Heritage List. She currently serves on the editorial boards of American Anthropologist and International Journal of Heritage Studies and is the editor of two book series (Heritage, Tourism and Community, for Left Coast Press; Multidisciplinary Perspectives in Archaeological Heritage Management, for Springer) – in addition to her own publications.