

## PRESS RELEASE

Essen, 02.12.2020

### **The Gimmick as Aesthetic Judgment and Capitalist Form** Virtual lecture by Sianne Ngai starts “Carte Blanche II” series

**Tuesday, December 15<sup>th</sup>, 2020, 6 p.m. via ZOOM**

#### **PLEASE NOTE**

The lecture will take place as a **Zoom webinar**. By registering for the lecture, participants consent to the recording for internal use.

This talk explores the gimmick as both a form that simultaneously repels and attracts us and the judgment by which we express this ambivalent mixture of feelings. As both a compromised aesthetic form and equivocal aesthetic judgment stemming from the recognition of interlinked contradictions surrounding labour, time, and value, the gimmick offers us a surprisingly rich place to think about capitalist aesthetics and the intertwining of technique and enchantment therein.

**Sianne Ngai** (1971) is an American cultural theorist, literary critic, and feminist scholar. Her work is most broadly concerned with the analysis of aesthetic forms and judgments specific to capitalism. She is Professor of English at the University of Chicago (since 2017). Previously, she was Professor of English at the University of Stanford (2000-2007, 2011-2017).

#### **SPEAKER**

Sianne Ngai, University of Chicago

#### **MODERATOR**

Hanna Engelmeier, Researcher and Lecturer at KWI

#### **COORDINATORS**

Julika Griem, KWI Director

Sabine Voßkamp, KWI Research Management

#### **PARTICIPATION**

Participants can register for the lecture via e-mail to [presse@kwi-nrw.de](mailto:presse@kwi-nrw.de) by Friday, December 11<sup>th</sup>, 2020. Participants will then receive the Zoom link.

#### PRESS CONTACT

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## ORGANISATION

Organised by the Institute for Advanced Study in the Humanities (KWI)

## FURTHER INFORMATION

[Event on the KWI website](#)

## ABOUT CARTE BLANCHE II

In these pandemic times, we would like to reward ourselves and our audience with four special treats: We have asked well-known researchers from various disciplines to present and discuss their favourite lecture with us. We are looking very much forward to [Sianne Ngai](#) (University of Chicago), [Carolyn Meister](#) (Academy of Fine Arts Karlsruhe), [Ulrich Johannes Schneider](#) (Leipzig University Library) and [Massimiano Bucchi](#) (University of Trento).

**We would appreciate the circulation of this press release.**

### About the Institute for Advanced Study in the Humanities (KWI):

The Institute for Advanced Study in the Humanities (KWI) Essen, Germany, is an interdisciplinary research centre following the tradition of international Institutes for Advanced Study. In its role as an inter-university institution connecting the Ruhr-University Bochum, the Technological University Dortmund and the University of Duisburg-Essen, the institute works together with researchers and scientists from its neighbouring universities as well as other partners from the federal state NRW and places in- and outside of Germany. Within the Ruhr area, the KWI is a place to share and discuss the questions and results of ambitious research with interested parties from the city and the greater region. Currently, work at the KWI focusses on the following areas: “cultural studies of science and science policy making”, “sociology of literature and culture”, “science communication”, and a “teaching lab”. Projects in the established research fields “culture of participation” and “culture of communication”, as well as individual projects, will be continued.

[www.kulturwissenschaften.de](http://www.kulturwissenschaften.de)

**Please note:** If you do not wish to receive any further press releases from the Institute for Advanced Study in the Humanities (KWI), please send a short message to [presse@kwi-nrw.de](mailto:presse@kwi-nrw.de). Many thanks.

### PRESS CONTACT

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