ORGANIZER:
Commission “The North Atlantic Triangle: Social and Cultural Exchange between Europe, the USA and Canada” of the Austrian Academy of Sciences

CONCEPTION AND MANAGEMENT:
Prof. Dr. Waldemar Zacharasiewicz with the Commission “The North Atlantic Triangle”

REGISTRATION:
Registration requested by March 25, 2019: anna.zalto@oeaw.ac.at

SUPPORTED BY:
Botstiber Institute for Austrian-American Studies
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City of Vienna
Gesellschaft zur Förderung von Nordamerikastudien an der Universität Wien

Image: Bernd Ganser-Lion
THURSDAY, 28 MARCH

15:00 Opening and Welcome

Keynote lecture
Günter Bischof | New Orleans University
Towards the American Century: Austria and the United States

16:30 Appeal to Americans on behalf of Austro-Hungarians
Chair: Christoph Irmscher | Indiana University, Bloomington

Waldemar Zacharasiewicz | University of Vienna
Perception and Promotion of Austrian Regions and Resorts in Transatlantic Perspective

Tibor Frank | ELTE Budapest
The Loser’s Voice: Post-World War I Hungarian Propaganda Towards the United States

18:15 Perception of Austrian Society and Individuals in the Interwar Years
Chair: Carmen Birkle | University of Marburg

Franz Adlgasser | Austrian Academy of Sciences
Austria and the United States after the Great War: Today America Feeds Austria’s Children – Food, Supplies and Propaganda

Christoph Irmscher
Images of Austria in American Freud-Bashing

FRIDAY, 29 MARCH

09:30 Resistance against the Anschluss and Nazi Germany and Its Representation in the Media
Chair: Wynfrid Kriegleder | University of Vienna

Jacqueline Vansant | University of Michigan-Dearborn
The Empire Strikes Back: Hollywood’s Imperial Austria versus Nazis

Carmen Birkle
Heroines of Austria and yet Americans: Lillian Hellman, Muriel Gardiner and the Promotion of anti-Nazi Resistance

Matej Santi | Webster University Vienna
“Hier spricht Jimmy Berg aus New York” – from Cabaret to Bridging the Atlantic

11:45 Austrians in US American Exile: Maintaining an Austrian Identity
Chair: Danuta Shanzer | University of Vienna

Wynfrid Kriegleder
The Case for Austrian Independence: Exiled Austrian Novelists in the USA

Joshua Parker | University of Salzburg
Unlikely Images: Austrian Manhattan in Refugee Poetry of the 1930s–1950s

LUNCH BREAK
14:45  Keynote lecture  
Chair: Siegfried Beer | University of Graz  

Manfred Prisching | University of Graz  
Touristic Imaginaries: Comparing Categories, Topics and Myths in Promoting Touristic Attractions in Austria and the United States  

15:30  The Impact of the Marshall Plan  
Chair: Tibor Frank  

Hans Petschar | Austrian National Library  
A special case? The Marshall Plan in Austria – since 1947  

Robert Groß | University of Innsbruck and  
Sofie Mittas | University of Linz  
Teaching Geopolitics under Trees  

17:00  Rededucation through Media and Diplomacy  
Chair: Alexandra Ganser | University of Vienna  

Lonnie Johnson | Austrian Fulbright Commission  

Margarethe Szeless | University of Vienna and  
Marion Krammer  
“We Do Not Ridicule the Russians Directly…” US Visual Propaganda in Austria 1945–1955  

Veronika Floch | University of Vienna  
Reflecting the American Cultural Canon: Vienna’s Museum of the 20th Century and Cold War Cultural Diplomacy  

SATURDAY, 30 MARCH  

09:30  Mid- and Late 20th Century Interaction and (Reciprocal) Perception  
Chair: Kristina Poznan | Botstiber Institute, Media, PA  

Siegfried Beer  

Matthias Duller | Universität Graz  

Peter Pirker | University of Vienna  
Basterds, Bastards, Traitors and Heroes: How Travelling Memories Have Changed Perceptions of OSS Operation Greenup since 1945  

COFFEE BREAK  

11:45  Identity Through Representation, Music and Film  
Chair: Cornelia Szabó-Knotik | University of Music and Performing Arts Vienna  

Elias Berner | University of Music and Performing Arts Vienna  
Waldheim and Falco 1986: Austria and Its Past on the International Stage, but Where Is the Music?  

Katherine Baber | University of Redlands, CA  
New alliances: Leonard Bernstein and Gustav Mahler at the Wiener Festwochen  

Ralph Poole | University of Salzburg  
The Future Was Dark: „Das finstere Tal” as Alpine Western  

14:00  End of Conference