Professor Claudio Benzecry, Northwestern University, presents:  
"The world at her fit: 
scale-making, uniqueness and standardization"

Description: When studying globalization, the theory-method nexus has usually favored macrolevel approaches. Even those that focus on the micro have emphasized it as an explanandum of the macro. Less attention has been given in sociology to “friction” (Tsing 2005), the contingency lurking within every link of the large-scale chains, and the notion that each step along a commodity chain is an arena of its own, with actors in micro, competing and collaborating in real-time. My question for this talk is deceptively simple: What happens when we look at “the global” as something that needs to be maintained by actors worried in the quotidian about its potential breakdown?

Claudio E. Benzecry is Professor of Communication Studies at Northwestern University. His book The Opera Fanatic. Ethnography of an Obsession (University of Chicago Press, 2011) received the Mary Douglas Award for best book in the Sociology of Culture (2012), and Honorable mention for the ASA Distinguished Book award (2014). In 2019 he started his tenure as co-Editor in Chief of Qualitative Sociology.

His new book, The Perfect Fit. Creative Work in the Global Shoe Industry (University of Chicago Press) is based on a five-year ethnographic research on fashion, creativity, and globalization, following how a shoe is imagined, sketched, designed, developed, and produced in between the US, Europe, Brazil, and China.

2022  
Thursday  
September 29  
12:30-2:00pm

Parkes 222  
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