

Thursday October 1, 2015

9:00 – 9:30: Coffee

9:30 – 10:00: Joyce Goggin (Universiteit van Amsterdam) –
Opening Remarks

Venue: **University Theatre**

10:00 – 11:00

Opening Keynote: Maria Pramaggiore (Maynooth University)

"Military Cuteness: Bronies, Beyoncé, Gaga and the
Deployment of Soft Power in the War on Terror"

Chair: Matt Cornell (Universiteit van Amsterdam)

11:00 – 11:15 – Coffee

11:15 – 11:45 Joyce Goggin (Universiteit van Amsterdam)

"HERA Project Presentation"

11:45- 13:00 – Gender, Toys, Cuteness

Chair: Nadia de Vries (Universiteit van Amsterdam)

Erik Steinskog (University of Copenhagen) "Commercialising
Cuteness: LEGO and Gender"

Ingeborg Hasselgren (University of Sussex) "Cute
Cabbageworms: Feminist Performative Cuteness in a Swedish
Context"

LUNCH

13:00 – 14:30

Café De Jaren

14:30 – 16:00

Open discussion

Moderator: Diane Negra (University College Dublin)



Friday October 2, 2015

9:30 – 10:00: Coffee

Morning session: 10:00 – 11:00

Venue: **University Theatre**

Cuteness in Contemporary Objects

Chair: Erik Steinskog (University of Copenhagen)

Matt Cornell (Universiteit van Amsterdam) “Feral Terror: Cuteness and Cruelty in ISIS Cats”

Nadia de Vries (Universiteit van Amsterdam)
“Sadness Studies and the Adorability of the Broken”

11:00 – 11:15 – Coffee

11:15 – 12:00 Machine Cuteness

Chair: Maria Pramaggiore (Maynooth University)

Julia Leyda (Freie Universität, Graduate School of North American Studies): “Female-Gendered Robots and Machine Cuteness”

Anthony P. McIntyre (University College Dublin): “Animating Precarity: Technological Determinism, Labour Exclusions and the Post-Fordist Affective Resonances of On-Screen Robots”

LUNCH **12:00 – 13:30** **Café De Jaren**

Afternoon session: **13:30 – 15:00**

Closing Keynote: Teresa Heffernan (St. Mary’s University)

“Robot Emotions and the Deadly Logic of Cuteness”

Chair: Joyce Goggin (Universiteit van Amsterdam)



Cuteness
A Two-Day Seminar and Workshop



1-2 October, 2015

University of Amsterdam
University Theatre



