Genius For Sale!
Friday, October 14, 2016
8:30 a.m. - 5:30 p.m.

All events will be held in Rapaporte Treasure Hall unless otherwise indicated.

8:30 a.m.  Registration

9:00 a.m.  Opening Remarks and Introduction
           Provost Lisa M. Lynch, Brandeis University
           Robin Feuer Miller, Brandeis University

9:30 a.m.  Session One
           Chair: Pu Wang, Brandeis University
           Discussant: Orley Ashenfelter, Princeton University
           Presenters:
           Paul Solman, PBS NewsHour
           Nothing Endures but Endurance: Path Dependence and Value in Art
           Jane Ebert, Brandeis University
           Reading Fictional Stories and Winning Delayed Prizes: The Surprising Emotional Impact of Distant Events
           William Flesch, Brandeis University
           Bargaining with Fiction

11:00 a.m. Break

11:15 a.m. Session Two
           Chair: Susan Lichtman, Brandeis University
           Discussant: Christopher Bedford, Baltimore Museum of Art
           Presenters:
           Kathryn Graddy, Brandeis University
           Death, Bereavement, and Creativity
           Diana Greenwald, University of Oxford
           Colleague Collectors: Nineteenth-Century Artists as Patrons
           Nancy J. Scott, Brandeis University
           J. M. W. Turner: Paintings at Auction - The Slave Ship in 1876, and its Legacy
12:45 p.m.  **Lunch**  
*Mandel Atrium*  
*Mandel Center for the Humanities, First Floor*

2:15 p.m.  **Session Three**  
*Chair:*  Chad Williams, Brandeis University  
*Discussant:*  William Mills Todd III, Harvard University  
*Presenters:*  Elizabeth Ferry, Brandeis University  
Golden Means: Value Transformations of Gold in Colombia

Jonathan Paine, Rothschild and Wolfson College  
*Buying the Story – The Role of Economic Criticism*  

John Plotz, Brandeis University  
*In the Marketplace or the Mansion? Genius for Sale in an Era of Patrimonial Capitalism*

3:45 p.m.  **Break**

4:00 p.m.  **Session Four**  
*Chair:*  Alice Kelikian, Brandeis University  
*Discussant:*  Sarah Keller, University of Massachusetts-Boston  
*Presenters:*  Philip Ross Bullock, University of Oxford  
*I almost always know how much money I have*:  
*Tchaikovsky and the Market for Classical Music in Nineteenth-Century Russia*

Mary Harrod, University of Warwick  
*Contemporary Popular Women’s Filmmaking in the Global Marketplace*

Anita Hill, Brandeis University  
*Messenger and Message: The Story, Embodiment and Voice of a Breakthrough*
About the Conference Organizers

Kathryn Graddy

Senior Associate Dean of Brandeis International Business School  
Fred and Rita Richman Distinguished Professor in Economics at Brandeis University

Kathryn Graddy is the Senior Associate Dean of Brandeis International Business School and the Fred and Rita Richman Distinguished Professor of Economics at Brandeis University. Kathryn’s research focuses on the economics of art and culture and more generally, industrial organization. She has published extensively in the field of the economics of the arts, with papers in top international journals including the American Economic Review, the Journal of Economic Literature, the Rand Journal of Economics, and the Journal of Economic History, among others. She has written policy papers on Artist Resale Rights for the UK Patent Office, and she is currently an Editor-in-Chief of the Journal of Cultural Economics. She has also written a series of papers on the Fulton fish market, with publications in the Review of Economic Studies, the Journal of Economic Policy, and the Rand, among others.

Robin Feuer Miller

Edytha Macy Gross Professor of Humanities and Professor of Russian and Comparative Literature at Brandeis University

Robin Feuer Miller is Edytha Macy Gross Professor of Humanities and Professor of Russian and Comparative Literature at Brandeis University, where she also served as Dean of Arts and Sciences and Senior Advisor to the Provost for Faculty. In 2013-2014 she received a Guggenheim Fellowship and spent the year as a Visiting Fellow at St Edmund Hall, Oxford where she began research for her current project, “Dostoevsky, Tolstoy and the Small of This World.” She is the author of Dostoevsky’s Unfinished Journey (Yale University Press), The Brothers Karamazov: Worlds of the Novel (Yale University Press), and Dostoevsky and The Idiot: Author, Narrator and Reader (Harvard University Press) as well as of numerous articles on Tolstoy, Dostoevsky and Chekhov. She has edited or co-edited several books, including (with Donna Tussing Orwin) Tolstoy and the Genesis of War and Peace by Kathryn B. Feuer (Cornell University Press) and The Cambridge Companion to the Classic Russian Novel (with Malcolm V. Jones, Cambridge University Press). She is also at work on an archival project tentatively entitled, “Love in a Time of Upheaval: Kazuko’s Letters from Japan.”
About the Participants

Orley Ashenfelter

Joseph Douglas Green 1895 Professor of Economics at Princeton University

Orley Ashenfelter’s areas of specialization include labor economics, econometrics, and law and economics. He has published several papers about art and art auctions, including (with Kathryn Graddy) the survey article “Auctions and the Price of Art” in the *Journal of Economic Literature*. His current research includes the cross-country measurement of wage rates, and many other issues related to the economics of labor markets. Professor Ashenfelter has been the director of the Industrial Relations Section at Princeton University, director of the Office of Evaluation of the U.S. Department of Labor, a Guggenheim Fellow, and the Benjamin Meeker Visiting Professor at the University of Bristol. He is a recipient of the IZA Prize in Labor Economics, the Mincer Award for Lifetime Achievement of the Society of Labor Economists, and the Karel Englis Medal awarded by the Academy of Sciences of the Czech Republic. He is a Fellow of the Econometric Society, the American Academy of Arts and Sciences, the Society of Labor Economics, and a Corresponding Fellow of the Royal Society of Edinburgh. He edited the Handbook of Labor Economics, was editor of the American Economic Review, and the co-editor of the American Law and Economics Review. He is a past president of the American Economic Association, the American Law and Economic Association, and the Society of Labor Economists.

Christopher Bedford

Dorothy Wagner Wallis Director of the Baltimore Museum of Art; formerly Henry and Lois Foster Director of the Rose Art Museum at Brandeis University

Christopher Bedford was recently appointed as the Dorothy Wagner Wallis Director of the Baltimore Museum of Art. Prior to this role, he served as the Henry and Lois Foster Director of the Rose Art Museum at Brandeis University from 2012 through 2016 and was appointed as Commissioner for the U.S. Pavilion for the 2017 Venice Biennale. During his tenure at the Rose, Bedford oversaw exhibitions by artists such as Mark Bradford, Lisa Yuskavage, Chris Burden, and Mark Dion. Previously, Mr. Bedford held curatorial positions at the Wexner Center for the Arts in Ohio, the Los Angeles County Museum of Art, and the J. Paul Getty Museum.

Philip Ross Bullock

Professor of Russian Literature and Music and Fellow of Wadham College, University of Oxford

Philip Ross Bullock is Professor of Russian Literature and Music at the University, and Fellow of Wadham College, Oxford. He is spending the academic year 2016-17 as a fellow at the Institute for Advanced Study in Paris, where he is working on an interdisciplinary study of the relationship between words and music in the Russian song tradition. His publications include *Pyotr Tchaikovsky* (2016), *Russia in Britain, 1880-1940: From Melodrama to Modernism* (co-edited with Rebecca Beasley, 2013), *The Correspondence of Jean Sibelius and Rosa Newmarch, 1906-1939* (2011), *Rosa Newmarch and Russian Music in Late Nineteenth and Early Twentieth-Century Russia* (2009), and *The View from the Attic* (2007).
Century England (2009) and The Feminine in the Prose of Andrey Platonov (2005). In 2009 he was Edward T. Cone member in music studies at the Institute for Advanced Study in Princeton, and received the Philip Brett Award of the American Musicological Society.

Jane Ebert
Associate Professor of Marketing at Brandeis International Business School

Jane Ebert is an associate professor of Marketing at Brandeis University’s International Business School and is affiliated with the Department of Psychology. She obtained her Ph.D. and M.A. in Social Psychology from Harvard University and her B.A. in Natural Sciences from Cambridge University in the United Kingdom. Professor Ebert’s research examines in what ways people are (and can be) motivated by future concerns versus more immediate concerns. In one line of research she examines people’s pursuit of and focus on future rewards and goals. This includes understanding the motivation of rewards or goals that occur in the future (such as future monetary rewards or health goals), examining the impact of attention to future goals in challenging circumstances (such as the impact of maintaining a future focus for CEO successors in financially distressed firms), and exploring novel approaches to motivate consumers (such as identifying optimal times for interventions to change health behaviors). In a second line of research, on hedonic prediction, she examines when and why people mispredict their future feelings, and so may be mistaken about their future desires or goals. Her research has been published in the Journal of Consumer Research, Organizational Behavior and Human Decision Processes, Management Science, and the Journal of Personality and Social Psychology.

Elizabeth Ferry
Professor of Anthropology and Chair of the Department of Anthropology at Brandeis University

Elizabeth Ferry is a professor of Anthropology and chair of the Department of Anthropology at Brandeis University. Her interests lie in mining, finance, and value, with regional specializations in Mexico, the U.S., and Colombia. She has published books on the uses of patrimony in a silver mining cooperative in Mexico, and on the movement of mineral specimens from mines in Mexico to museums and collections in Mexico and the U.S. She has two current projects, one on small-scale gold mining and uses of gold in Colombia (in conjunction with her brother, photojournalist Stephen Ferry) and another on perceptions among participants in financial markets on the relationship between physical gold and gold based assets. At Brandeis, she teaches courses in economic anthropology, power and violence, Latin American ethnography, media in Latin America, and the anthropology of food.

William Flesch
Professor of English at Brandeis University

William Flesch teaches English, film, and a little philosophy at Brandeis. He is the author of three books: Generosity and the Limits of Authority: Shakespeare, Herbert, Milton (Cornell University Press, 1992), Comeuppance: Costly Signaling, Altruistic Punishment, and Other Biological Components of Fiction (Harvard University Press, 2008), and The Facts on
File Companion to British Poetry: 19th Century (Facts on File, 2009). He has been International Chair Professor at the National Taipei University of Technology (2012), but was unable to locate a pirated edition of Paul Solman's book, and Old Dominion Fellow of the Humanities Council and Visiting Professor at Princeton (2014-15), where he returned all the library books he took out. He is now at work on two books: one to be called Thirty-Two Short Quotations from Shakespeare, and the other Facing Fictions or perhaps Body English, about the literary psychology that made the evolution of human cooperation possible. One day he'll complete a book on quotation out of context.

Diana Greenwald
Doctoral Candidate in Economic and Social History at Wadham College, University of Oxford

Diana Seave Greenwald is a doctoral candidate in Economic and Social History at Wadham College, University of Oxford. Her work uses both statistical and qualitative analyses to explore the relationship between art and broader social and economic change during the 19th century. She is co-supervised by Professor Kevin O'Rourke and Professor Michael Hatt. Prior to D.Phil. study, Diana earned an M.Phil. in Economic and Social History from Oxford and received a Bachelor's degree in Art History from Columbia University.

Mary Harrod
Assistant Professor in French Studies at the University of Warwick and Visiting Scholar in Comparative Media Studies/Writing at MIT

Mary Harrod is Assistant Professor in French Studies at the University of Warwick and Visiting Scholar in Comparative Media Studies/Writing at MIT. Her current research focuses on the significance of women's contribution to mainstream genre film and secondarily television production, principally in France and Hollywood. As well as book chapters, she has published articles in such journals as Screen and Studies and French Cinema and two monographs: From France with Love: Gender and Identity in French Romantic Comedy and the co-edited collection The Europeanness of European Cinema: Identity, Meaning, Globalization, both with I. B. Tauris in 2015; and she has two further books forthcoming on women and film genre: one with Routledge in 2017 and further down the line a monograph for Palgrave.

Anita Hill
University Professor of Social Policy, Law, and Women's and Gender Studies at Brandeis University

Anita Hill is an American attorney and academic. She is University Professor of Social Policy, Law, and Women's and Gender Studies at Brandeis, where she teaches courses on gender, race, social policy and legal history. Over the years, Professor Hill has provided commentary on gender and race issues on national television programs, including 60 Minutes, Face the Nation, and Meet the Press. She has been a speaker on the topic of commercial law as well as race and women's rights. She is the author of articles that have been published in the New York Times and Newsweek, and has contributed to many scholarly and legal publications in the areas of international commercial law, bankruptcy, and civil rights.

**Alice Kelikian**  
*Associate Professor of History and Chair of the Film, Television and Interactive Media Program at Brandeis University*

Alice Kelikian teaches European cultural, cinematic and social history with a particular emphasis on Italy at Brandeis University, where she is chair of the interdepartmental program in Film, Television and Interactive Media. She obtained her D.Phil. from Oxford University and her B.A. from Princeton University. Her publications include *Town and Country under Fascism* (Clarendon Press, 1986). She has written on women and Catholicism in Italy, medicine in the fin-de-siècle, and is currently writing a book on prostitution and the cinematic gaze after World War II in Italy. She has held fellowships from the NEH, the Guggenheim Foundation, and the European University Institute. She also served on the Council overseeing the United States Holocaust Memorial Museum.

**Sarah Keller**  
*Assistant Professor of Art and Director of Cinema Studies at the University of Massachusetts-Boston*

Sarah Keller is Assistant Professor of Art and Director of Cinema Studies at the University of Massachusetts-Boston. She co-edited the collection *Jean Epstein: Critical Essays and New Translations* (Amsterdam University Press, 2012), and her book *Maya Deren: Incomplete Control* (Columbia University Press, 2014) examines the role of unfinished cinematic works by focusing on Maya Deren’s oeuvre. She recently completed a manuscript on anxiety in the cinema for Columbia University Press and is currently writing a book about Barbara Hammer’s work.

**Susan Lichtman**  
*Charles Bloom Chair in the Arts of Design at Brandeis University*

Susan Lichtman is a painter, Associate Professor of Fine Arts and Charles Bloom Chair in the Arts of Design at Brandeis. She received an A.B. from Brown University and a M.F.A. from Yale University School of Art. Her oil and gouache paintings have been exhibited widely, most recently at Swarthmore College, PA, Smith College, MA and Gross McCleaf Gallery in Philadelphia. She has an upcoming show at the Eleanor D. Wilson Museum at Hollins University in VA where she will be the Niederer Artist-in-Resident next spring. She has earned awards from the American Academy of Arts and Letters, the Tiffany Foundation as well as faculty research grants from Brandeis.

**Lisa M. Lynch**  
*Provost and Maurice B. Hexter Professor of Social and Economic Policy at Brandeis University*

Lisa M. Lynch, the Maurice B. Hexter Professor of Social and Economic Policy, is provost of Brandeis University. Previously, she served as interim president of Brandeis University from July 1, 2015 to June 30, 2016. Lynch
served as dean of the Heller School for Social Policy and Management from July 2008 to October 2014, when she was appointed provost. Lynch has served as chief economist at the U.S. Department of Labor (1995-1997); director (2004-2009), chair (2007-2009) of the board of directors of the Federal Reserve Bank of Boston; chair of the Conference of Chairmen of the Federal Reserve System (2009); and president of the Labor and Employment Relations Association (2013-2014). In addition, she has served on the Governor's Council of Economic Advisors for the Commonwealth of Massachusetts (2008-2015) and the National Academies Committee on National Statistics (2009-2015). She is a research associate at the National Bureau of Economic Research and a research fellow at IZA (Institute for Labor Economics, Germany). She has published extensively on the impact of technological change and organizational innovation (especially training) on productivity and wages, the determinants of youth unemployment, and the school-to-work transition, among other issues. She has been a faculty member at Tufts University, MIT, the Ohio State University, and the University of Bristol. Lynch earned her BA in economics and political science at Wellesley College, and her MS and PhD in economics at the London School of Economics.

Jonathan Paine
Senior Director at Rothschild and Doctoral Candidate in Modern Languages at Wolfson College

Jonathan Paine is a doctoral candidate studying Modern Languages at Wolfson College. He studied French and Russian at Oxford as an undergraduate in the 1970s but has been an investment banker for the past 35 years and still works on a part-time basis as a senior director at Rothschild. His DPhil exploits this dual commercial and academic background to explore the relationship between transaction and literature, focusing on the 19th century and works of Balzac, Dostoevsky and Zola in particular, and on how the increasing commercialization of 19th century society is reflected in contemporary literature not merely in literary representations of negotiation and transaction but in how authors transact, literally and figuratively, with readers and publishers to maintain and increase the value of their narratives.

John Plotz
Professor of Victorian Literature at Brandeis University


Nancy J. Scott
Associate Professor of Fine Arts at Brandeis University

Nancy J. Scott is an associate professor of Fine Arts at Brandeis University, where she has twice served as department chair. She teaches a range of courses on both European and American painting and
sculpture, including the interdisciplinary course, Economics and the Arts, with Prof. Graddy. She published Vincenzo Vela e l’America (2004) and Vela e il Vittoriano (2012), two quaderni in Italian on the 19th century Swiss sculptor Vela, published by the Museo Vela (Bundesamt für Kultur). Her research on J. M. W. Turner centers on the American reception history of Turner’s paintings, beginning with The Slave Ship, as published in the British Art Journal (2010). In 2014, Scott was invited as Leon Levy Senior Fellow to the Center for the History of Collecting, the Frick Collection. Her research project “Collecting Turner in America: Auctions and Audiences, 1876-1929” centered on the market, moral and aesthetic appreciation of Turner paintings, and is now a book project. She also extended her research on the history of collecting to a forthcoming journal article on the “business of art” will contextualize unpublished letters from the Barnes Foundation Archives, exchanged between Georgia O’Keeffe and Dr. Albert Barnes over twenty-two years. Her book, Georgia O’Keeffe, was published by Reaktion Books (London, 2015), in the Critical Lives series. She was then commissioned to write the article on O’Keeffe for the Allgemeines Kunstler-Lexicon (DeGruyter, Munich) to be published in November 2016.

Paul Solman
Business and Economics Correspondent for PBS NewsHour

Paul Solman is a journalist and an economist. He has been the business and economics correspondent for the PBS NewsHour since 1985, with occasional forays into art reporting. He began his career in business journalism as a Nieman Fellow, studying at the Harvard Business School. A graduate of Brandeis University (1966), he was the founding editor of the alternative Boston weekly The Real Paper in 1972. His work has won numerous awards, including Emmys in the 70s, 80s, 90s, and ’00s, two Peabodys and a Loeb award for reporting on China. He was also named a member of TV Guide’s “Dream Team” of TV news. Paul has served on the Harvard Business School faculty, teaching media, finance, and business history in the school’s Advanced Management Program. He co-authored a better-than-average-seller, Life and Death on the Corporate Battlefield (Simon Schuster, 1983), which appeared in Japanese, German, and a pirated Taiwanese edition. With sociologist Morrie Schwartz, he helped create – and wrote the introduction to – the book Morrie: In His Own Words (Delta, 1997), which preceded Mitch Albom’s Tuesdays with Morrie, but did not outsell it, by several orders of magnitude. He lectures on college campuses and has written for numerous publications, including both Forbes and Mother Jones magazines; he was for years East Coast editor of the latter. In 2007, he became a faculty member at Yale University’s International Security Studies, teaching in its “Grand Strategy” course. He has also lectured for many years at the Yale Young Global Scholars program, the Yale Warrior-Scholar program and was the Richman Distinguished Visiting Professor at Brandeis in 2011. He now also teaches economics at Gateway Community College in New Haven, Connecticut, where he also founded the Yale@Gateway speaker series.

William Mills Todd III
Harvard College Professor, Harry Tuchman Levin Professor of Literature, and Professor of Comparative Literature at Harvard University

William Mills Todd III is Harvard College Professor, Harry Tuchman
Levin Professor of Literature, and Professor of Comparative Literature at Harvard, where he teaches in the Slavic and Comparative Literature departments. He obtained his Ph.D. from Columbia University, his M.A. from Oxford, and his A.B. from Dartmouth College. He has published many articles on Russian literature of the post-medieval period, on literary theory, and on the sociology of literature, has edited several multi-author volumes, and is author of *The Familiar Letter as a Literary Genre in the Age of Pushkin* and *Fiction and Society in the Age of Pushkin: Ideology, Institutions, Narrative*. These books have also appeared in Russian translation, as has an edited volume of American Pushkin studies. He is currently preparing a volume on the serialization of novels in nineteenth-century Russia.

**Pu Wang**  
*Helaine and Alvin Allen Chair in Literature at Brandeis University*

Pu Wang is Helaine and Alvin Allen Chair in Literature at Brandeis, where he teaches Chinese literature and culture in the Department of German, Russian and Asian Languages and Literature. A comparative literature scholar in training, Dr. Wang is currently working on a book manuscript entitled “The Translatable Zeitgeist: Guo Moruo and the Chinese Revolution.” He is also a poet writing in Chinese. His first book of poetry was published in 2015 in China.

**Chad Williams**  
*Associate Professor and Chair of the Department of African and Afro-American Studies at Brandeis University*

Chad Williams is Associate Professor and Chair of the Department of African and Afro-American Studies at Brandeis University. Chad earned a BA with honors in History and African American Studies from UCLA, and received both his MA and Ph.D. in History from Princeton University. He specializes in African American and modern United States History, African American military history, the World War I era and African American intellectual history. His first book, *Torchbearers of Democracy: African American Soldiers* in the World War I Era, was published in 2010 by the University of North Carolina Press. Widely praised as a landmark study, *Torchbearers of Democracy* won the 2011 Liberty Legacy Foundation Award from the Organization of American Historians, the 2011 Distinguished Book Award from the Society for Military History and designation as a 2011 CHOICE Outstanding Academic Title. He is co-editor of *Charleston Syllabus: Readings on Race, Racism and Racial Violence*, published in 2016 by University of Georgia Press. Chad has published articles and book reviews in numerous leading journals and collections. He has earned fellowships from the American Council of Learned Societies, the Schomburg Center for Research in Black Culture, the Ford Foundation and the Woodrow Wilson Foundation. He is currently completing a study of W. E. B. Du Bois's historical writings on World War I.
GENIUS FOR SALE!
An exploration of the interplay between commerce and creativity, featuring scholars and practitioners from the humanities, creative arts and social sciences.

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Sponsored by: Brandeis International Business School; Department of German, Russian and Asian Languages and Literature; Film, Television and Interactive Media Program; Mandel Center for the Humanities; Office of the Dean of Arts and Sciences; and Office of the Provost

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