Franklin College Switzerland

is pleased to announce the

Spring 2009 Lecture Series

The Spring 2009 Lecture Series offers exciting and diverse topics
coupled with esteemed speakers who will inspire
new perspectives and challenge previous opinions.
Topics include climate change, the international monetary system,
Haitian literature and Renaissance architecture.

Each lecture will take place on a Thursday evening from 6 -7 pm
in the Franklin College Auditorium.

After each lecture there will be a small reception for participants
where the audience can meet the speaker and discuss the evening’s topic.

Please join us for the series.
The lectures are free of charge and open to the public.

For more information on the series or to update your mailing information please contact:
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Via Ponte Tresa 29, 6924 Sorengo

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VF’s Success Formula: Blending the Art and Science of Apparel

TOM GLASER
President Supply Chain Europe/Asia, VF Corporation, Switzerland

The strategy of VF Corporation begins with a passion for the products and a deep understanding of consumers. It is called the art and science of apparel. VF’s rigorous methodology combines data-driven insights, expert execution and some of the most creative minds in the industry. The result is new products that strengthen the bond between consumers and brands. Today, VF Corporation, the world’s largest branded apparel company, is a $7 billion-plus apparel powerhouse, with an incredibly diverse, international portfolio of brands and products that reach consumers wherever they choose to shop. With expertise in both the art and science of the apparel market, VF has built a sustainable base for continued long-term success. Tom Glaser, President of the Europe/Asia Supply Chain based in Lugano, will review VF’s success formula and growth strategy with a focus on how the global supply chain enables VF to continue to succeed.

Tom Glaser began his career at VF Corporation in 2001 as the Managing Director for VF Asia Ltd. Sourcing. In 2006, he was appointed President of Supply Chain for Europe and Asia maintaining responsibility for the Asian sourcing operations and for the total supply chain in Europe for Outdoor and Jeanswear Coalitions. His diverse professional background includes positions as Vice President Sourcing and Operations for Van Heusen Sport and G.H. Bass Retail Apparel, Key Account Sales for Phillips-Van Heusen, and General Merchandising Manager at PVH Asia Operations in Hong Kong.
As the Euro enters its second decade, Dan O’Brien will examine the many reasons the single currency came into being, whether it has been a success—both politically and economically—and what its prospects are in a time of unprecedented financial and economic turmoil.

Dan O’Brien is Senior Economist and Editor at the Economist Intelligence Unit, the business information arm of the Economist, most recently based in Geneva and London. He regularly contributes to publications like the Wall Street Journal, the Financial Times and the International Herald Tribune and comments for such international broadcast media as CNN. He has previously been employed in the Foreign Service of the EU and has also been a lecturer in economics.

This lecture is sponsored under the auspices of the Taylor Global Financial Management Program at Franklin College.
“Creating” Climate Change for an American Audience: Al Gore’s *An Inconvenient Truth* and its Global Implications

ALISON VOGELAAR
Assistant Professor of Communication and Media Studies, Franklin College Switzerland

Starting in May, 2006, something radical happened in the U.S. public sphere—climate change leaped out of the scientific charts and models and into the American psyche. Following the release of Al Gore’s *An Inconvenient Truth*, climate change became a real and important, albeit controversial, issue that inspired dialogue on television stations, in classrooms, at dinner tables and in boardrooms. This is not to suggest that the issue was nonexistent prior to the film. Indeed, the issue was “old news” in scientific circles by 2006 and had surfaced on occasion in political debates as well as in the news and entertainment media (e.g., in films like *The Day after Tomorrow*). However, sustained, serious coverage and acceptance of the issue in the public sphere as a legitimate social, political and environmental issue were new. This lecture will explore the unique cultural barriers to climate change advocacy in the United States, the surprising rhetorical force of Al Gore’s film and how it tapped into culturally persuasive and pervasive narratives to make the case for climate change, the role of “pop culture” in American politics and environmentalism, and the growing use of documentary film as a medium of political advocacy.

Alison Vogelaar, who holds B.A. and Ph.D. degrees from the University of Colorado and an M.A. degree from San Diego State University, joined the faculty of Franklin College Switzerland as an Assistant Professor of Communication and Media Studies in 2008. Her research, whose emphases include critical-cultural studies and activism and social influence, has brought her numerous prestigious academic honors such as Top Paper Awards of the National Communication Association and a fellowship from the University of Colorado. She is currently working on a manuscript on the climate change controversy and the rhetoric of graphic display.
Magical Realism, or the Metamorphosis of the Real in Haitian Literature

JEAN-CLAUDE FIGNOLÉ
Author; Mayor of Les Abricots, Haiti

Special lecture on occasion of Caribbean Conference.
Please note that the lecture will be conducted in French and translated into English.

Marvelous realism! The metamorphoses of the real. Questioning those formulations undermines the postulates that they present to the reader’s understanding. Linking novelistic intent to the lived reality of the Haitian people, Jean-Claude Fignolé proposes understanding invention in literary discourse as an attempt to make the unreal real so that this de-realization of the real is, consciously or not, the inverted projection, i.e., dreamed or imagined, of the real lived twice. Schizophrenia? This is nonetheless the conclusion of Fignolé who, taking up certain recurrent ideas about novelistic production, demonstrates that what one considers “magical” is nothing other than the projection of the real, the real in the fantasies of the collective imagination, fantasies derived from the nostalgia for forgotten knowledge whose traces trouble the unconscious. What we understand as “magical” would then belong to the domain of psychoanalysis and should be studied in relation to hypotheses of certain scientific discoveries. Thus the concept and literature of the “marvelous” could be again renewed at the frontiers of science, in particular, biochemistry.

Jean-Claude Fignolé, together with the Haitian writers Frankétienne and René Philocète, is the co-founder of the Haitian literary movement “Spiralisme.” Besides his first two novels, Les Possédés de la pleine lune (Seuil, 1987) and Aubet tranquille (Seuil, 1990), he also published Moi, Toussaint Louverture in Montreal (Pliume & Ancre) in 2004. From 1990 to 2000, Fignolé wrote a column for Haiti’s oldest and largest daily newspaper, Le Nouvelliste. In January, 2008, Fignolé published Une heure pour l’éternité with Parisian publisher Sabine Wespieser. Having been a teacher as well as an art critic, Jean-Claude Fignolé is also the mayor of Les Abricots, a small village in southwestern Haiti.

The reception following is generously sponsored by the Franklin College Alumni Council.
Architecture as a Public Voice for Women in Renaissance Rome

CAROLYN VALONE
Emeritus Professor of Art History, Trinity University, USA

The commissioning of architecture has long been understood as a legitimate means for patrons to make public statements. Patronage is an outward expression of ideas, motives, taste and wealth, and women have long been as adept as men in using architecture as their public voice in a tradition of matron as patron, which can be documented from the Hellenistic era to Early Modern Europe. Nowhere can this tradition be seen more clearly than in sixteenth-century Rome, where women used their own money to adorn the city with buildings that spoke about issues which concerned them.

In this lecture three questions will be addressed: who were the women who helped build Renaissance Rome, what was the source of their wealth, and what did they wish to express through their architectural patronage?

Carolyn Valone, Professor Emerita and former Chairman of the Department of Art History at Trinity University in San Antonio, Texas, has published extensively on art patronage in Renaissance Italy. Her seminal archival research on women as patrons of sixteenth-century architecture in Rome has opened a new area of Renaissance and women’s studies.