

# THEORIZING THE EXPERIENCE ECONOMY: TOWARDS A FUTURE AGENDA?

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## ABSTRACT

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### Thematic introduction: Experiencing newness in orderly settings: Value making in market places

Does the experience economy approach imply new modes of market relations? Does the experience economy approach suggest a new understanding of innovation? The idea presented here is to look at above all structural and spatial condition as conditions for “experiences”. What does it presuppose? The role of order, of which “spatial order” is central, will be highlighted.