

# THEORIZING THE EXPERIENCE ECONOMY: TOWARDS A FUTURE AGENDA?

NOVEMBER 3-4 | 2011 | HAFENCITY UNIVERSITÄT | HAMBURG

## ABSTRACT

*Philip Crang, Royal Holloway, University of London*

### Thematic introduction: Placing the experience economy

This talk argues that the 'experience economy' can be theorized in spatial terms. To that end, it considers a number of spatial figures foregrounded in accounts of the experience economy, including: the theatre; the event; the interface; the collection. The talk will conclude by reflecting on the relations between culture and economy that are suggested by these figures and by the wider 'experiential turn' in economic discourse.