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### \_\_\_COMMUNICATION

#### **At the Checkout. The Views of an Unusual Cashier** (ger)

Hedy Flükiger worked at the Coop Breitenrain from 2000 to 2010 and transformed checkout 3 into a location with a human touch where real communication took place. For years customers queued up just to be served by her. On her last working day more than 100 local residents gathered to sing a farewell song, accompanied by Patent Ochsner, one of Switzerland's best-known bands. [Bern]

#### **When You No Longer Understand Your Bank** (ger)

After studying economics Hanspeter Häni worked at the Swiss Bankers Association and a bank. In 1995 he became Swiss Banking ombudsman. Affiliated to this neutral information and arbitration bureau is to the asset inquiry office. [Zurich]

### \_\_\_COMMUNITY

#### **Bitcoin. How an Open Source Currency Works and How to Order a Pizza with it** (ger, eng)

Brigitte Dätwyler is a media and performance artist. The theoretical and political thematic area of her works is the performativity of web-based technologies, their creators and users.

Johnny Nia is a programmer and web developer, working for architects and artists amongst others. He realizes applications in PHP, processing, bash and flash in the areas of new media art and generative design. [Zurich]

#### **The Love of the WIR Bank is based on Good Business. Accelerating Circulation Flows as an Instrument to Fight Currency Shortages** (ger, fr)

Hervé Dubois studied journalism and economics at St Gallen University and subsequently worked for 21 years as a journalist for newspapers, agencies, and radio. Seventeen years ago he joined the WIR Bank, where he is today member of the management board and director of communications. [Basel]

## \_\_\_ CONSULTANCY

### **Invest your money in BLOCH! What you can learn about art and the economy from a tree trunk** (ger)

Johannes M. Hedinger is an artist, filmmaker, author, art historian, and together with Marcus Gossolt forms the artist duo 'Com&Com'. He is currently traveling around the world with BLOCH, an art project that combines contemporary art and folk culture. [Zurich / Amsterdam]

### **Not a cent support more please for no more work please** (ger)

Schorsch Kamerun is an anti-capitalist thinker, musician, and author. He shot to fame with the Hamburg punk and avant-garde rock band 'The Golden Lemons'. He is one of the proprietors of the legendary Golden Poodle Club and works regularly as a director at prominent theaters in German-speaking Europe, including the Schauspielhaus Zürich and the Münchner Kammerspiele. [Hamburg]

### **Are you Broke? Are your Debts Getting Out of Hand?**

#### **Is Bankruptcy the Solution?** (ger)

Marcel Meier began his career in 1966 at the Bern Bankruptcy Office. Since then he has overseen 7,700 proceedings. Today he is director of the Bern Mittelland Office. [Bern]

## \_\_\_ CONSUMPTION

### **If You Always Do What's Considered Right and Proper, You Miss Out On All the Fun** (ger, eng, ro)

Irina Beller is a society lady, trained croupier, and stock speculator. The daughter of a Soviet diplomat, she studied film criticism in Moscow. She married the building developer Walter Beller 12 years ago. The working title of her current book project: "How to seduce a rich Swiss man?" [Pfäffikon]

### **Create is the New Consume! Collective Investment in Culture**

(ger, eng, fr)

Johannes Gees is an installation and performance artist as well as a media producer. Together with the cultural entrepreneur Rea Eggli and the artist and designer Jürg Lehni, in February 2012 he founded 'wemakeit', the first Swiss crowd-funding platform for cultural projects. [Zurich]

### **How to Buy Little with a Lot of Money and Vice Versa** (eng)

Judith Wilske is an economist, director, and shopping expert. As part of her long-term project WHY DO YOU SHOP? she has published a children's book that was indexed in Germany as "liable to corrupt the young". With KINDER ZU UNTERNEHMERN and DIE GUTE BANK she continues her series of interventions for an enlightened and detached approach to economic education. [Hamburg]

## \_\_\_ DEMATERIALIZATION

### **Angst and Circuses – Monetary Dynamics in ‘Hard’ Modernity**

(ger, fr)

Aldo J. Haesler is a sociologist and essayist. He studied economics, law, philosophy, and anthropology at the universities of St Gallen (HSG) and Strasbourg. Since 2001 he is professor of sociology at the University of Caen, France. In 2011 his book *Das letzte Tabu – Ruchlose Gedanken aus der Intimsphäre des Geldes* was published by Huber Verlag, Vienna. [Caen]

## \_\_\_ EXCHANGE & DEBT RELATIONS

### **Debt as Survival Strategy** (es, ger)

Manuel García lectures on economics in Havana and is active in the opposition movement. Recognized as a refugee, in Switzerland he works for a cleaning firm. He got into debt through a consumer credit and turned to the lawyer and director of Bern's Credit Counseling Office, Mario Roncoroni, an expert in claims, redevelopment, and consumer credit law. [Bern]

### **You Can't Even Buy a Windsock, Let Alone a Whiff of Freedom**

(ger, eng)

Bubi "Ono" Rufener is a trained bookseller and all-round musician: singer and guitarist with 'Boob' and rapper with the 'Allschwil Posse'. He has also worked for the last 16 years in Fixierstübli (contact and drop-in center for drug addicts) on the Hodlerstrasse. [Bern]

## \_\_\_ FIGURES & ACTORS

### **Stories of Copying, Printing, and Collecting Masterly Counterfeits**(ger, fr)

Roger Décaillet is a former director of the Swiss Central Office for Combating Forgery and founder of the Counterfeiting Museum in Saillon, the only one of its kind worldwide. During his career he was twice involved in the arrest of the typesetter, painter, and legendary Swiss counterfeiter Hansjörg Mühlematter. Today they are good friends and tell stories about their shared adventure. [Bern?/?Kölliken]

### **And Love Never Ceases. The Fall into a Moneyless Existence in**

**Horváth** (ger)

Ueli Jäggi first studied German, Romance languages, and history, before turning to acting in Zurich. Since the 1990s he is part of group around Christoph Marthaler which in various productions has focused on 'fall figures' in the work of Horváth (most recently in *Faith, Hope, and Charity*). He is also active as a director and has featured in films and numerous radio plays. [Basel]

## \_\_\_ FUTURE SCENARIOS

### **On Deals with Friends of Friends. On the New Rules of the Game in the Relationship between Assets and Work** (ger)

Ralph Heidenreich works as a programmer and surveyor.

Stefan Heidenreich teaches architecture & art in Zurich and system design and design theory in Kassel. Following Mehr Geld! (Merve 2008) they are currently working on their second collaborative book, examining issues surrounding the current economic predicament. One vital aspect is to identify utopian economic systems beyond money. [Biberach an der Riss?/?Berlin]

### **Polyeconomy: Another Dimension to our Freedom of Choice**

(eng, pl)

elf Pavlik was a successful programmer in sunny San Francisco before deciding to embark on something radically different: for more than three years he has lived without money and documents. He devotes his time to a wide array of projects, is still an ICT specialist, and develops tools which help people to organize and share their time and abilities in an alternative way. [Europe]

## \_\_\_ GOLD

### **The Human Body as the New 'Gold Standard'** (ger)

Christina von Braun is professor for the theory of culture at the Humboldt University, author, and filmmaker. Her research focuses on a variety of fields, including media and gender, religion and Modernity. In her book Der Preis des Geldes she presents a cultural history of money in terms of its origin in symbolic human sacrifice – a form of 'coverage' reactivated in modern financial capitalism. [Berlin]

### **Gold Reserves are the Most Important Prerequisite for Political Stability** (ger, eng)

Ulrich Schlüer completed his doctorate in history and German Literature at the University of Zurich and was a member (Swiss People's Party) of the National Assembly from 1995 to 2011. He is editor of the Schweizerzeit and president of the popular initiative "Save our Swiss Gold". [Flaach]

## \_\_\_ HUBRIS

### **Avarice: from a Deadly Sin to Economic Virtue. On the Transvaluation of Values at the Beginning of Modernity** (ger)

Christoph Fleischmann is a theologian, journalist, and presenter, working for the West German Broadcasting Corporation amongst others. His book Gewinn in alle Ewigkeit. Kapitalismus als Religion was published 2010 by Rotpunkt Verlag Zurich. [Cologne]

### **The Male World of Banks – the Darwinism of Prestige in the Shark Pool** (ger, eng, fr, it)

Claudia Honegger is emeritus professor of Sociology at the University of Bern.

She was written a host of key essays on the sociology of gender and culture. Together with a group of sociologists from Switzerland, Vienna, and Frankfurt, she has responded to the finance crisis by combining biographical case studies and thematic analysis on the practices and ways of thinking of bankers from both genders. [Bern]

### --- LOVE

#### **L'eclisse (Michelangelo Antonioni, 1962): on the Volatility of Money, Images, and Emotions** (ger)

Cornelia Bohn is professor of sociology at the University of Lucerne. Her research focuses on media and image theory, inclusion and exclusion, theories of money, and the sociology of economics. Her current research project, "visible and invisible money", explores the visual dimension in the semantics and relationship between money and image theory [Lucerne]

#### **Pay Together or Separately? Liabilities in Partner Relationships**

(ger, eng)

Heinzpeter Znoj is a professor at the University of Bern's Institute of Social Anthropology. His research projects include a study of money practices and corruption in Indonesia and he has written important essays on economic anthropology. [Bern]

### --- MARKET

#### **Kiosk (Temporary Idealism)** (ger, eng)

San Keller is a concept and reaction artist. His working material is the dialogue, his work is that of relationships, and humans are his medium. [Zurich]

#### **"Slimy" or "CyberClean": How are Prices Set?** (ger, eng)

Klaus Miller is a pricing researcher. He studied economics and completed a doctorate on the subject of "Measuring Consumers' Willingness to Pay Accurately". He carries out research at the Institute for Marketing and Business Management at the University of Bern and works in the Business Development & Strategic Analysis division at Ringier AG. [Zurich]

### --- NUMISMATICS

#### **From the Celts to Ferdinand Hodler with Reference to Coins, Medals, and Notes. A Virtual Museum Tour** (ger)

Daniel Schmutz studied history, ancillary sciences of history, and Church history at the University of Zurich. Holding a historical coin in his hand during a lecture ignited his interest in money and its history. Today he is director of the Historical Dept at the Bern Historical Museum and numismatics curator. Bring along your own historical coins with you! [Bern]

## \_\_\_ PENSIONS

### **Our Largest Assets are in the Pension Funds. Unfortunately No-One is Particularly Interested** (ger)

Marianne Fassbind is probably the most popular Swiss expert on economic issues. Before becoming an economics journalist for Swiss television, in her capacity as councilor (FDP) in Rapperswil she was responsible for the finance department and worked as a journalist and presenter at Cash TV. [Zurich]

### **Is Switzerland Threatened by an End of the Currency Union? Challenges Arising from the Crisis** (ger, eng)

Michael Manz completed his doctorate at Bern University's Institute of Political Economy. For eight years he worked at the Swiss National Bank and is today head of the currency and financial stability department at the State Secretariat for International Finance. [Bern]

### **How to Make Purchasing Power Sustainable** (ger)

Remy Reichmuth studied business economics at the University of Zurich and was active for various banks in Switzerland and China before he joined Reichmuth & Co Private Bankers as client relationship manager in 2008. [Lucerne]

## \_\_\_ QUANTIFICATION

### **The Cost of Angst. Maximum Loss for Minimal Stake** (ger, eng)

Sita Mazumder is lecturer and project director at the Institute for Financial Services Zug IFZ, Lucerne, and proprietor of the consultancy firm 'purple'. Her book *Das Geschäft mit dem Terror* was published in 2010. [Zurich]

### **The Invention of Gross National Product and Other Achievements of the Quantification Mania** (ger, eng)

Daniel Speich Chassé is a cultural historian and SNSF professor at the University of Lucerne. Under the title of "Macroeconomic expertise and international organization" his current research project reconstructs the entangled history of Europe and Africa in the age of decolonization. [Lucerne]

## \_\_\_ RELIGION

### **On the Transformations of Social and Religious Concepts on the Way to Financial Products** (ger, eng)

Stefan Leins studied ethnology, economic and social history, and Arab language and literature. For his current dissertation project on the integration of social and religious values into the finance market, he spent two years conducting participatory observations from a socio-anthropological perspective in an internationally active large bank located in Zurich. [Zurich]

**Exchange Relations, Affinities, and Incompatibilities between a Monetary Economy and Religion** (ger, eng)

Georg Pfleiderer is professor of systematic theology and ethics. His research focuses on political theology and cultural perspectives on theology. He is director of the Research College for Religion, Economics, and Politics, which undertakes transdisciplinary studies of religion and its growing interaction with economics and politics in the present. [Basel]

\_\_\_ RE-NARRATION

**Cosmopolis (Don DeLillo, 2003): How the Cyber-Capitalist Eric Packer squanders his Multibillion Fortune and Finally his Life**(ger)

Hannah Hurtzig is a curator, dramaturge, and copyist. With the production office Mobile Akademie Berlin she develops formats for mediating knowledge, models for sound and film archives, and performative installations enacting and representing memory, space, and rhetoric. [Berlin]

**Atlas Shrugged (Ayn Rand, 1952): the Poetic Manifesto of Capitalism and Probably the Second Most Important Book in the USA after the Bible** (ger)

Karla Mäder is a dramaturge at the Konzert Theater Bern. Born in the GDR, after the fall of the Berlin Wall at the age of 17 she discovered an author in the USA who turned her world view upside down. [Bern]

**Debit and Credit (Gustav Freytag, 1855): Bourgeois Entrepreneurship versus Money-Grubbing Speculators. And Between them the Gracious Aristocrat lives beyond his Means**

(fr, ger)

Myriam Prongué studied Slavic languages in Bern, Lublin, and Prague. Together with Maïke Lex she runs the Schlachthaus Theater Bern and is president of the Belluard Bollwerk International. [Bern]

**A Short History of Money (Michael North, 2009): from the Medieval Penny to the Euro** (ger)

Philip Siegrist studied political economy in St Gallen and psychology in Zurich and Basel. Before becoming a psychotherapist he worked as an analyst and portfolio manager, including for the National Bank and a Swiss private bank. [Bern]

\_\_\_ RESPONSIBILITY

**Can Money Produce Justice as well?** (ger, fr, eng)

Rolf Bloch guided the family enterprise Chocolats Camille Bloch for 35 years and from 1992 to 2000 was president of the Schweizerischer Israelitische Gemeindebund. He played a pivotal role in establishing a Swiss fund for needy Holocaust/Shoa victims, which he presided over until its disbandment. On its behalf he visited Holocaust victims around the world to personally hand over 1000 Swiss francs. [Muri]

**Why Johann Buddenbrook Would Never Have Invested in Financial Derivates. On Doing Business with Risks and its Responsibilities** (ger, eng, fr, es)

Marc Chesney is a professor at the Institute for Banking and Finance at Zurich University. He studied mathematics, econometrics, and economics in Paris and Geneva, and is currently researching the themes of option pricing, environmental economics, and insider trader activities. He is a signatory of the memorandum "Towards a Renewal of Economics as a Social Science". [Zurich]

**Assuming Responsibility: Sustainable Investment to Enhance the Quality of Life** (ger, eng)

Antoinette Hunziker-Ebnetter is a founding partner and CEO of the Zurich asset management firm 'Forma Futura'. She had previously worked in the management of the bank Julius Bär and was head of the Swiss Stock Exchange. In her managing of assets generating returns is not the priority, but investment in firms which contribute to a sustainable quality of life. [Zurich]

--- **SPECULATION**

**You're Only Allowed to Bet on the Stock Exchange** (ger, ro)

Marina Belobrovaja is an artist. Her action performances explore political and social phenomena in a way that is at once provocative and playful. For her action 'kunstwette' she was sued by the Swiss Federal Lottery and Gambling Commission because "the acquisition or the amount of the winnings depends essentially on chance". [Zurich]

**Trading is Not a Glitzy and Glamorous role** (eng)

Barbara Lynn Davis studied music and economics and worked for five years as a trader for various investment banks in the London City. Her insider column Confessions of a Citygirl was published as a book in 2009. She is currently working as a journalist and for her second book is interviewing internationally influential women of the finance world. She is currently holder of the Guinness Book of Records for "marathon world's fastest female in an animal costume". [Zollikon/London]

**L'uso dei futuri incerti** (it, ger)

Elena Esposito is professor of communications sociology at the University Modena-Reggio Emilia. She studies philosophy under Umberto Eco and completed her dissertation in sociology with Niklas Luhmann. Her research focuses on media and fashion theory, memory and remembrance, and the construction of economic theory. Her book The Future of Futures seeks to determine the time of money in the economy. [Bologna]

**In the Clutches of the Control Illusion. On Gamblers and Brokers** (ger, eng)

Hansjörg Znoj is extraordinary professor in the Dept of Clinical Psychology and Psychotherapy at the University of Bern as well as a member of the Swiss

Federal Casio Commission. He is interested in gambling, addiction to gambling, emotion regulation, therapy process, and grief therapy. [Bern]

### \_\_\_ STRATEGY & TACTICS

#### **Without Emotions and Morality, but for that Uncompromisingly Calculated** (ger, eng, fr)

Stéphanie Lan-Anh Berger is a trained journalist and works as PR editor at SUVA insurance. She is president of 'XENIA', an organization that runs a counseling center for sex workers. [Bern]

### \_\_\_ TIME

#### **Socially Caring is Whatever Gets Rid of Work, or: What Would You Do If Your Income was Assured?** (ger)

Daniel Häni is an entrepreneur and with the 'unternehmen mitte' transformed the former headquarters of the Swiss People's Bank in Basel into a venue for bringing people together, a collection point for work, culture, and above all else: good coffee. He is a member of the initiative committee "Eidgenössische Volksinitiative für ein bedingungsloses Grundeinkommen". [Basel]

#### **Can Time Be Traded? On Economic Activity with Unquantifiable Resources** (ger, it)

Elena Ramelli co-founded the time barter project 'bazore' in Murifeld in 2006, which was awarded the City of Bern integration prize in 2009. Meanwhile bazore has extended its activities throughout Bern and has ten contact points. [Bern]

#### **Commercialized Hearts. On the Impossibility of Rationalizing Care** (ger)

Sarah Schilliger is a sociologist and works as a research associate and lecturer at the University of Basel. Her research focuses on the care economy, sans-papiers, and the situation of Eastern European shuttle migrants in private Swiss households. [Basel]

#### **The Luxury of the Non-Commercial** (ger)

Alexander Wild has been an antiquarian and bookseller for almost 50 years. He takes the luxury – both professionally and privately – to do what he deems right. [Bern]

### \_\_\_ TRANSFORMATION

#### **We Make a Junkie out of Everybody** (ger, eng)

Reverend Beat Man is a total work of art. As a musician with a love of minimalist, original rock 'n' roll, he has toured the globe. As a globally

operating one-man enterprise he runs the cult Bern label 'Voodoo Rhythm Records'. [Bern]

### **An Introduction to the Alchemistic Origins of Economic Activity**

(ger, eng, fr)

Wolfgang Somary studied economics and political science in Dublin before becoming a partner in a private bank in Zurich. He has written a 'cosmology of money', is a poet in three languages, and a board member of the Astrological Society in Zurich. [Meilen]

## **\_\_\_TRANSNATIONAL INTERRELATIONS**

### **Rent, Mercedes & School Fees. Prostitution as a Family Business**

(ger, eng, hu)

Sascha Finger is a doctoral candidate at the University of Bern's Geographical Institute and works at the World Trade Institute (UniBE). As part of his dissertation he interviewed sex workers in Hungary and Zurich's Sihl quay in 2010/11. [Zollikofen]

### **Tax Havens. The Blind Spot of Globalization Utopists** (ger, eng)

Bruno Gurtner is an economist and since 2007 president of the global board of directors for the international 'Tax Justice Network'. Up until 2008 he was responsible for the 'International Finance Issues' at AllianceSüd. He also writes as a journalist and is a board member at Solidar Suisse. [Bern]

### **On Politically Prominent Bank Customers, Due Diligence, and Self-Regulation. The History of Potentate Money** (ger)

Renate Schwob has a PhD in law and was active in a managerial capacity at the Credit Suisse in the Investment and Trading division until 2004 when she became head of the Swiss Financial Market and member of the management board of the Swiss Bankers Association. [Basel]

### **"Foreign Money is of the Devil, it Corrupts Switzerland"** (ger, fr)

Simona Slanicka is an immigrant, commuter between East and West, and SNSF professor at the Historical Institute of Bern University. Her research focuses on corruption, bastards in Renaissance Italy, hybridity, masculinity, and historical image studies. [Bern]

## **\_\_\_UNFREEDOM**

### **Europe's Heart of Darkness: Why Banking Secrecy holds Political Switzerland Hostage** (ger, eng)

Gian Trepp is an economics journalist and author. He studied political economy and the question of which system has racked his brain since 1968. He has published numerous books and articles on finance, the money economy, and the world economy. He anticipated the scenario of the 2008 derivatives crash in an article published in the Wochenzeitung in 1994. [Zurich]

### **Fiat Money: The Most Perfidious and Efficient Enslavement Instrument as the Cause of Today's Finance Crisis (ger)**

Johannes Müller has been active in trading coins, medals, banknotes, and gold for over 25 years. He has contributed regularly to specialist journals and is proprietor of a specialist publisher for the money economy. He also runs a branch of the Echtgeld AG, a company specializing in the trading of physical precious metals. [Bern]

### **\_\_\_WORK**

#### **An Unconditional Basic Income is Unsocial. The Last Socio-Philosophical Reasons for Work (ger)**

Sophie-Thérèse Krempf is a sociologist, expert in German and theatre studies, and artistic director for cooperative and special projects at the Konzert Theater Bern.

Her dissertation topic was "Paradoxes of Work". [Bern]

#### **Whoever Works has No Time to Earn Money (ger)**

Ueli Mäder is a professor of sociology at Basel University and the College for Social Work. Besides studies on poverty and social conflict, he has spent over ten years researching how the rich 'think and dispose'. [Basel]

### **\_\_\_WORKING CONDITIONS**

#### **Wage (in-) Equality - Figures, Instruments, Implementation**

(ger, fr, eng)

Sajeela R. Schmid is an economist, coach, and hobby farmer. She works as project leader for wage equality and public procurement at the Swiss Federal Office for Gender Equality and monitors that work of the same value is paid accordingly. [Höfen]