



BOOK FORUM

The Substance of Style: How the Rise of Aesthetic Values Is Remaking Commerce, Culture, and Consciousness

Tuesday, September 9, 2003, 5:00–6:30 p.m.
Wohlstetter Conference Center, Twelfth Floor, AEI

From teenage boys with bleached blond hair to toilet brushes in designer cases, conscious style is spreading to places we never expected. Aesthetics—the look and feel of people, places, and things—is becoming an increasingly important source of economic and cultural value. In her new book, Virginia Postrel examines the reasons behind this trend. Arguing against those who see style as merely commercial manipulation or social status seeking, she contends that the economic value of aesthetics arises from the deeper, more personal pursuit of pleasure and meaning. Drawing from fields as diverse as fashion, real estate, politics, design, and economics, The Substance of Style deftly chronicles our culture’s aesthetic imperative and argues persuasively that it is a vital component of a healthy, forward-looking society.

4:45 p.m. Registration

5:00 Introduction: CHRISTOPHER DEMUTH, AEI

Presenter: VIRGINIA POSTREL, author

6:00 Reception

6:30 Adjournment

I will attend the book forum on Tuesday, September 9.

Name: _____

Title: _____

Affiliation: _____

Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

Please check if this is a new address.

You may register online at www.aei.org/events, or fax this form to 202.862.7171, or mail this form to: Conferences, American Enterprise Institute, 1150 Seventeenth Street, N.W., Washington, D.C. 20036.

For additional information, please contact Ryan Stowers at rstowers@aei.org.
For media inquiries, please contact Veronique Rodman at 202.862.4871 or vrodman@aei.org.