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ΙΝΣΤΙΤΟΥΤΟ ΤΗΣ ΔΑΝΙΑΣ ΣΤΗΝ ΑΘΗΝΑ
THE DANISH INSTITUTE AT ATHENS

The Danish Institute at Athens
is pleased to invite you to a lecture in English

“The Sovereign Consumer and the Marketization of Politics”

by

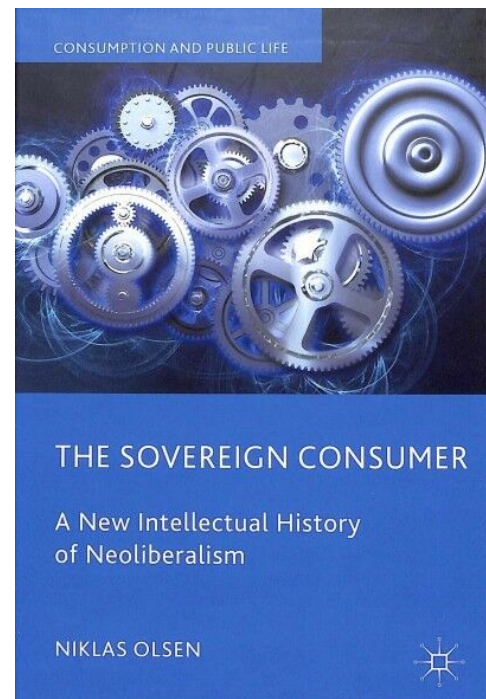
Niklas Olsen, Associate Professor at the Saxo-Institute, and Chair of Centre of Modern European Studies, University of Copenhagen

Discussant: George Pagoulatos (Professor at the Athens University of Economics and Business; Vice-President of ELIAMEP)

Tuesday 24th of September at 19.00
Auditorium, Herefondos 14A, Plaka, Athens

This talk explores the historical roots of neoliberalism. It focuses on the processes in which self-identified liberals, from the interwar period onwards, have attempted to renew liberalism as an ideology that claims to promote societal orders based on free markets and individual freedom. Special attention is given to the neoliberal invention of the figure of the sovereign consumer as an ideal citizen, who supposedly guarantees not only economic efficiency but also democratic institutions by exercising her/his free choice on the market place. This invention, so it will be argued, has served to marketize politics and functioned as a major driver in a wide-ranging transformation in political thinking, subjecting traditional political values to the narrow pursuit of economic growth.

Niklas Olsen is Associate Professor at the Saxo-Institute, and Chair of Centre of Modern European Studies, at the University of Copenhagen. His research interests are related to European intellectual history in the twentieth century. Among his publications are *History in the Plural: An Introduction to the Work of Reinhart Koselleck* (Berghahn Books, 2012) and *The Sovereign Consumer: A New Intellectual History of Neoliberalism* (Palgrave Macmillan, 2018).



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