

**International conference**  
**“Technological Optimism in 1970s and 1980s Popular Culture: Innovation, Creativity,  
Prosperity, and Freedom”**  
**Mainz, 15-17 April 2026**

**Leibniz Institute of European History (IEG), Mainz**  
**Concept and organisation: John C. Wood, Thorsten Wübbena**

**Day 1, 15.04.2026**

*13:30 Arrival, Registration*

14:00 Johannes Paulmann: Welcoming words

14:15 John C. Wood, Thorsten Wübbena: Technological Optimism in 1970s and 1980s Popular Culture – an Introduction

Session I: Optimistic visions (chair: Constanze Buyken)

14:30 Introduction (chair)

14:40 Gloria Maritza Gómez Revuelta: “Orbital Ambitions. Techno-Optimism meets Public Skepticism in the 1970s U.S. Solar Power Satellite Program”

15:00 Discussion

15:15 Martin Schmitt: “Defying the pessimism: How visions of progress hibernated in digital technology after the boom”

15:35 Discussion

15:50 Sandra Meireis: “The Unprecedented Promises of High Tech Architecture”

16:10 Discussion

*16:25 Coffee break*

16:45 Steven Logan: “Technological Optimism in the life and work of Alvin Toffler”

17:05 Discussion

17:20 Lionel Obadia: “The thrill of technological wonder: Marvelous machines or dangerous robots?”

17:40 Discussion

17:55 Constanze Buyken: Comment and session discussion

18:15 End of day 1

## **Day 2, 16.04.2026**

### Session II: Computers and digitalisation (chair: Cindarella Petz)

09:30 Introduction (chair)

09:40 Michael Piotrowski: "Neither Utopia nor Dystopia – The Everyday Reality of West German Home Computing in the 1980s"

10:00 Discussion

10:15 Margarete Pratschke: "Annie Leibovitz's photographic interpretation of the personal computer revolution between utopia and dystopia"

10:35 Discussion

*10:50 Coffee break*

11:10 Sarah A. Bell: "Just Kids at Play: Exporting Silicon Valley Design as Common Sense through 1980s Toys and Media"

11:30 Discussion

11:45 Johann Meyer: "'Computer Pastors in the Technophobic Church': The West German 'Pastor & PC Association' as an Example of Clerical Enthusiasm for Technology"

12:05 Discussion

12:20 Cindarella Petz: Comment and session discussion

*12:40 - 14:00 Lunch break*

### Session III: Optimism beyond East and West (chair: Bernhard Gißibl)

14:00 Introduction (chair)

14:10 Soumya Ranjan Gahir: "Transistor Zen: Post-Imperial Cosmotronics and the Ethics of Technological Restraint in 1980s Japan"

14:30 Discussion

14:45 Joel Abah: "Postcolonial Futures and Sovereign Machines: Nigeria's Techno-Optimism and the Global Imagination, 1970–1990"

15:05 Discussion

15:20 Bernhard Gißibl: Comment and session discussion

*15:40 Coffee break*

### Keynote lecture

16:15 Welcome and Introduction

16:30 Henry Keazor: "A (real) odyssey in space. The 1970s Italian-British science fiction series 'Space': 1999" [working title]

17:30 Reception

19:00 End of day 2

### **3 Day, 17.04.2026**

#### Session IV: Socialist optimism(s) (chair: Jared Warren)

09:00 Introduction (chair)

09:10 Ivan Sablin: "Explaining Cybercommunism: The Scientific-Technical Revolution in Soviet Popular Science Magazines"

09:30 Discussion

09:45 Vedran Duančić: "Techno-Optimism in Late Socialist Yugoslavia"

10:05 Discussion

*10:20 Coffee break*

10:40 Olha Norba: „Ambivalent Futures: Technological Optimism and its Discontents in Czechoslovak Science Fiction“

11:00 Discussion

11:15 Johann Pibert / Grigorii Golubev: „*The Adventures of Elektronik*: Soviet Techno-Optimism of the Late 1970s“

11:35 Discussion

11:50 Jarred Warren: Comment and session discussion

12:10 John C. Wood, Thorsten Wübbena: Closing remarks

12:30 End of the conference

Speaker	Title	PhD	Country	Female
Joel Abah	Postcolonial Futures and Sovereign Machines: Nigeria's Techno-Optimism and the Global Imagination, 1970–1990	n	Nigeria	n
Johann Pibert	The Adventures of Elektronik: Soviet Techno-Optimism of the Late 1970s	n	Germany	n
Grigorii Golubev	The Adventures of Elektronik: Soviet Techno-Optimism of the Late 1970s	n	Germany	n
Soumya R. Gahir	Transistor Zen: Post-Imperial Cosmotechnics and the Ethics of Technological Restraint in 1980s Japan	n	India	n
Michael Piotrowski	Neither Utopia nor Dystopia – The Everyday Reality of West German Home Computing in the 1980s	y	Switzerland	n
Gloria M. Revuelta	Orbital Ambitions: Techno Optimism meets Public Skepticism in the 1970s U. S. Solar Power Satellite Program	y	Mexico	y
Olha Norba	Ambivalent Futures: Technological Optimism and its Discontents in the Czechoslovak Science Fiction	n	Slovakia	y
Ivan Sablin	Explaining Cybercommunism: The Scientific-Technical Revolution in Soviet Popular Science Magazines	y	Germany / Slovenia	n
Vedran Duančić	Techno-Optimism in Late Socialist Yugoslavia	y	Austria	n
Lionel Obadia	The thrill of technological wonder: Marvelous machines or dangerous robots?	y	France	n
Steven Logan	Technological Optimism in the life and work of Alvin Toffler	y	Canada	n
Johann Meyer	Computer Pastors in the Technophobic Church: The West German "Pastor & PC Association" as an Example of Clerical Enthusiasm for Technology	n	Germany	n
Sarah A. Bell	Just Kids at Play: Exporting Silicon Valley Design as Common Sense through 1980s Toys and Media	y	USA	y
Sandra Meireis	The Unprecedented Promises of High Tech Architecture	y	Germany	y
Martin Schmitt	Defying the pessimism: How visions of progress hibernated in digital technology after the boom	y	Germany	n
Margarete Pratschke	Annie Leibovitz's photographic interpretation of the personal computer revolution between utopia and dystopia	y	Germany	y
Thorsten Wübbena	Introduction/closing remarks	n	Germany	n
John Carter Wood	Introduction/closing remarks	y	Germany	n
Constanze Buyken	Session chair	y	Germany	y
Cindarella Petz	Session chair	y	Germany	y
Bernhard Gißibl	Session chair	y	Germany	n
Henry Keazor	Keynote presentation	y	Germany	n
Jared Warren	Session chair	y	Germany	n
Johannes Paulmann	Welcoming words	y	Germany	n
<b>Total</b>				<b>24</b>
Total with PhD				17
Total with PhD, not from Germany				6
Total with PhD, females				6