



# COMMERCE AND TRADITIONS

14<sup>th</sup> Conference  
of the SIEF Ritual Year  
Working Group  
1 – 4 June 2022, Riga (Latvia)

## Programme

### Wednesday, June 1

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17.00–19.00: **Conference opening, reception**

The National Library of Latvia, Mūkusalas street 3, floor 11

**Aigars Lielbārdis** (Conference organizing committee)

**Eva Eglāja-Kristšone** (Director of the Institute of Literature, Folklore and Art of the University of Latvia)

**Rīta Grīnvalde** (Head of the Archives of Latvian Folklore, ILFA)

**Irina Sedakova** (Chair, The Ritual Year Working Group, SIEF)

### Thursday, June 2

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The National Library of Latvia, Mūkusalas street 3, Conference centre

#### Room A

##### Session 1

Chair: Irina Stahl

9.30.–10.00.

**Laurent Fournier.** Re-Localizing Cultural Economy through Heritage Building

10.00.–10.30.

**Emily Lyle.** The Festival Year in Relation to the Spatiotemporal Perception of the Cosmos

10.30.–11.00.

Coffee (**Room B**)

##### Session 2

Chair: Evy Johanne Håland

11.00.–11.30.

**Cătălin Alexa.** Commercialization of Căluș Tradition

11.30.–12.00.

**Ksenia Klimova.** The Ritual Easter bread Tsoureki in Greece and Abroad: from a Rural Folk Tradition to the Supermarket Shelf

12.00.–12.30.

**Emmanuel Jayson Bolata.** Against Tradition and Commercialization: Marjun Sosa Moreno's Pugutan Script

12.30.–13.00.

**Ekaterina Anastasova.** The Martenitsa: National Identity, Commercial Dimensions and International Representation

13.00.–14.00.

Dinner (**Room B**)

- Session 3** Chair: Rita Grīnvalde  
14.00.–14.30. **Lina Gergova.** Annual Fairs and Town Holidays  
14.30.–15.00. **Tiziana Soverino.** All the Working Men that Would have the Grass of a Sheep from their master, they Should Sell the Lambs on that Date: Midsummer Fairs in Ireland  
15.00.–15.30. **Gabriela Boangiu.** Authenticity and Silent Narratives within the Craftsmen Fair in Craiova, Romania  
15.30.–16.00. Coffee (**Room B**)

- Session 4** Chair: Lina Gergova  
16.00.–16.30. **Oksana Mykytenko.** Winter Carnival in Vevchani (NR Macedonia): Between a Commerce Holiday and Folklore Tradition  
16.30.–17.00. **Lina Petrošienė.** The Winter Festival at the Lithuanian Open-Air Museum in Rumšiškės in the Late Soviet Period (1981–1990)

### Room C

- Session 2** Chair: Aigars Lielbārdis  
11.00.–11.30. **Alexander Novik.** Silver Filigree in North Macedonia: Commerce and Traditions at the Turn of the 21<sup>st</sup> Century  
11.30.–12.00. **Alena Boganeva, Mare Kõiva.** About Saints in the Russian Collection of the Folklore Archive of the Estonian Literature Museum  
12.00.–12.30. **Skaidre Urboniene.** Ritual Year Attributes and Souvenirs: Street Markets and Fairs in Vilnius  
12.30.–13.00. **Jonas Mardosa.** Transformations of the St. Casimir Festival in Vilnius: from Honouring the Prince to the Craft Fair  
13.00.–14.00. Dinner (**Room B**)

- Session 3** Chair: Arūnas Vaicekauskas  
14.00.–14.30. **Maria Span.** The Commerce and the Transformations of the Elements of Intangible Cultural Heritage and of their Space of Manifestation: an Example of a Village from the Region of Transylvania  
14.30.–15.00. **Mateja Habinc.** Commercialisation of the Traditionality of Events in National Parks: Triglav National Park (Slovenia) and National Parks Kozara and Sutjeska (BiH)  
15.00.–15.30. **Svetla Kazalarska.** Kyustendil Spring Day and the Predicaments of Post-Socialist Transition  
15.30.–16.00. Coffee (**Room B**)

- Session 4** Chair: Skaidre Urboniene  
16.00.–16.30. **Kira Sadoja.** Changes in Rural Wedding Traditions  
in the Carpathian Mountains of Ukraine in the 20<sup>th</sup> Century  
16.30.–17.00. **Ieva Piņozne.** The Marketing and Ideology of Wearing a Crown with Latvian Folk Dress

## Friday, June 3

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The National Library of Latvia, Mūkusalas street 3, Conference centre

### Room A

- Session 1** Chair: Maria Bernadette Abrera  
9.00.–9.30. **Žilvytis Šaknys.** Historical Memory, Cultural Heritage and Commercialization:  
Ritual Year in Three Settlements of Southeast Lithuania  
9.30.–10.00. **Vivek Raj.** Moral Economy of Gayāwāl Panda and the Pandemic  
10.00.–10.30. **Ruchi Rana.** Aipan: Tracing its Journey from Ritual Folk Painting to Cultural Commodification  
10.30.–11.00. Coffee (**Room B**)

### Session 2

- Chair: James Deutsch  
11.00.–11.30. **Irina Stahl.** Commerce and Religion: An Icon for All Means  
11.30.–12.00. **Maria Bernadette Abrera.** Pilgrimage and Economic Activity in a Philippine Marian Shrine  
12.00.–12.30. **Mare Kõiva, Andres Kuperjanov.** Transborder Routes and Rituals:  
Between Global, Local and Niche  
12.30.–13.00. **Rasa Račiūnaitė-Paužolienė.** Digital Representation of the Funeral Celebrations  
in Lithuania under the Conditions of the Pandemic  
13.00.–14.00. Dinner (**Room B**)

### Session 3

- Chair: Mare Kõiva  
14.00.–14.30. **Irina Sedakova.** A Name of a Holiday as a Problem: Poetic Translating and the Ritual Year  
14.30.–15.00. **Mariyanka Borisova Zhekova.** A Village for a Day:  
Annual Meetings of Relocated/Flooded Villages in Bulgaria  
15.00.–15.30. **Tobias Boos.** The Spatio-Temporal Rhythm of the Palio di Siena.  
15.30.–16.00. Coffee (**Room B**)

### 16.00.–17.00. Room A

The Ritual Year Working group meeting. Chair: Irina Stahl

18.30. Conference dinner.

## Room C

### Session 1

Chair: Dace Bula

9.00.–9.30.

**Evy Johanne Håland.** Festival and Communication in Modern and Ancient Greece: a Comparison of Values

9.30.–10.00.

**Rasa Paukštytė-Šaknienė.** Gifts for Children throughout the Ritual Year in East Lithuania and West Belarus

10.00.–10.30.

**James Deutsch.** Candy is Dandy, but Not Victuals for Rituals: The Rise and Fall of “Candy Day” in the United States

10.30.–11.00.

Coffee (**Room B**)

### Session 2

Chair: Sandis Laime

11.00.–11.30.

**Arūnas Vaicekauskas.** The Commercialization of Public Events and the Carnival

11.30.–12.00.

**Dalia Senvaityte.** Commemoration of Spring and Autumn Equinoxes in Contemporary Lithuania: the Spread of Tradition

12.00.–12.30.

**Kristina Blockytė-Naujokė.** Midsummer’s Eve in Lithuania Minor: Changes and Continuity in Tradition

12.30.–13.00.

**Maria Vasekha, Elena Fursova.** Ivan Kupala Day (John the Baptist Day) in Novosibirsk: Between Deviation and Commercial Potential

13.00.–14.00.

Dinner (**Room B**)

### Session 3

Chair: Oksana Mykytenko

14.00.–14.30.

**Frances Wilkins.** Adaptation in Contemporary Performances of Scottish Gaelic Psalmody

14.30.–15.00.

**Victoria Legkikh.** Italo-Croatian Folk Tradition as a Special Tourist Attraction: the Italian Community in Rovinj

15.00.–15.30.

**Aušra Žičkienė.** Cultural Intertextuality: Songs as Emotional Resources for Commerce

## Saturday, June 4

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10.00.–14.00.

Excursion and visit to the annual craft fair at the Latvian Ethnographic Open-Air Museum.

