

## **KRISTIAN HANDBERG**

### *Retro Ostalgia: the Memory Culture around an Other Modernity*

The paper will present the various cultural practices in Germany known as Ostalgie (east-nostalgia) and discuss the popularizing of products, symbols and everyday culture of the GDR as a cultural memory process very related to the themes of the seminar: interpersonal and intergenerational Remembering of conflict and transition.

Based on recent research in Berlin, Wittenberg and Eisenhüttenstadt, I will focus on the uses of the everyday and popular culture from the GDR in official museums, amateur collections, the tourist industry and the retro culture. This illustrates the parallel processes of historicizing and aestheticizing around a recent past and how material culture and the personal memories around it is used to create a common past. The case of Ostalgia will show the wide range of uses of the past in contemporary culture with agendas ranging from documentation to creating experiences and entertainment, forming both official memory cultures and alternative memory cultures.

Finally, I will present a reading of the Ostalgie as a retro culture around an "Other" modernity to the Western culture.

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