



**NEW DATE/TIME AND LOCATION  
FREE AND OPEN TO THE PUBLIC**

**GUEST LECTURE BY  
IVAN V. SMALL (CCSU)**

**“The Affective, Economic and  
Symbolic Value of Driving  
Motorcycles and Autos  
in Southeast Asia”**

**FRIDAY, APRIL 7 @ 12 NOON  
STERN LOUNGE / AUSTIN 217**

**Examining emergent  
consumption patterns in Vietnam’s  
transportation market, in which  
the meanings and valuations of the  
motorcycle and autos are shifting,  
this talk also explores the affective  
notions of mobility and framing  
the possibility of a broader  
Asian “cultural market”**

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