



“Winning their Trust and Affection” Royal Heirs and the Uses of Soft Power in 19th-Century Europe

Conference at the University of St Andrews, 28 – 29 August 2015

Friday, 28 August 2015

9.00 Welcome / Introduction (Frank Lorenz Müller and Heidi Mehrkens)

9.30-10.30 Keynote Lecture I

Monika Wienfort, Wuppertal: Dynastic Heritage and Bourgeois Morals. Monarchy and Family in the 19th Century

Coffee and Tea

11.00-12.30 Panel 1 Emotional Appeals

- **Richard Meyer Forsting, St Andrews:** The importance of looking the part: Heirs and male aesthetics in nineteenth century Spain
- **Imke Polland, Giessen:** Alexandra and the Attractions of Attire: How to fashion the popularity of the British Monarchy
- **Edward Owens, Manchester:** ‘A Real Princess, Really in Love with a Real Prince’: The 1947 wedding of Princess Elizabeth and Prince Philip of Greece

Lunch

14.00-15.30 Panel 2 Persuading Sceptical Audiences

- **Trond Norén Isaksen, Oslo:** The Power of Presence: Crafting a Norwegian Identity for the Bernadotte Heirs
- **Alma Hannig, Bonn/Vienna:** ‘He was no greeter’. Archduke Franz Ferdinand – an uncharming prince?
- **Jane Ridley, Buckingham:** Bertie Prince of Wales: Prince Hal or Welfare royal?

Coffee and Tea

16.00-17.30 Panel 3 Conduits of Communication

- **Kristina Widestedt, Stockholm:** Royal family events and media access during the reign of Oscar II of Sweden
- **Maria-Christina Marchi, St Andrews:** Selling the Monarchy: Building a Royal Market in Post-Risorgimento Italy
- **Milinda Banerjee, Kolkata/Heidelberg:** Imperial Communication and Nationalist Discourses: Visits of Princes of Wales to Bengal

17.45-18.45 Keynote Lecture II

Erik Goldstein, Boston: Royal Ambassadors – Monarchical Public Diplomacy and the United States

Conference Dinner

[Saturday, 29 August 2015](#)

9.15-11.15 Panel 4 Dynastic Values and Collective Identity

- **Miriam Schneider, St Andrews:** A 'sporting Hermes' – Crown Prince Constantine and the ancient heritage of Modern Greece
- **Jeroen Koch, Utrecht:** The Uses of a Hero. King William I of the Netherlands and the Prince of Orange, 1815-1840
- **Bernard Rulof, Maastricht:** The *bon Roi* Henri V: Constructing/Expecting a Charismatic Monarch
- **Frank Sterkenburgh, Warwick:** Embodying Prussia: Prince Wilhelm and the medial representation of military virtues

Coffee and Tea

11.30-12.15 Round Table / Final discussion

*Lunch
(end of conference ca. 1.30)*

For further information please contact
www.heirstothethrone-project.net

