

MAGDALENA CRĂCIUN

Faculty of Sociology and Social Work/University of Bucharest
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EDUCATION

PhD in Anthropology, University College London (2010)
MA in History, Central European University, Budapest (2003)
MA in Anthropology, National University of Political Studies and Public Administration, Bucharest (2002)
BA in Sociology, University of Bucharest (2000)

ACADEMIC POSITIONS

(Feb. 2018–present)
Lecturer, Department of Sociology, Faculty of Sociology and Social Work, University of Bucharest
(Oct 2016–Jan 2018)
Associate Lecturer, Department of Sociology, Faculty of Sociology and Social Work, University of Bucharest
(April– May 2016)
Visiting Researcher, Berlin Graduate School of Muslim Cultures and Societies, Free University Berlin
(Oct. 2015–Sept 2017)
Principal Investigator, National University of Political Studies and Public Administration, Bucharest
(July 2013–July 2015)
Marie Curie Intra-European Fellow, Department of Anthropology, University College London
(July 2012–May 2013)
Postdoctoral Researcher, Department of Social Anthropology, University of Pardubice, Czech Republic
Postdoctoral Research Fellow, British Institute at Ankara (British Academy), Ankara
(Sept 2011–Aug 2012)

TEACHING EXPERIENCE

Lecturer (graduate and postgraduate level) (Ethnographic Text, Contemporary Anthropology, Anthropology and Material Culture, Economic Anthropology, Sustainable Consumption, Sociology of Consumption and Shopping, Qualitative Methods of Research in Sociology)
Department of Sociology, Faculty of Sociology and Social Work, University of Bucharest

Lecturer (postgraduate level) Material Culture
National University of Political Studies and Public Administration, Bucharest

Lecturer (postgraduate level): Economic Anthropology
Department of Social Anthropology, University of Pardubice

Teaching Assistant (undergraduate level): Introduction to Social Anthropology; Introduction to Material and Visual Culture
Department of Anthropology, University College London

Teaching Assistant (undergraduate level): Economic and Political Anthropology
Department of Anthropology, University College London

Lecturer (postgraduate level): Ethnographic Research

FUNDED RESEARCH PROJECTS

Principal Investigator 'Material projects of class distinction: a material culture perspective on middle classness in postsocialist Romania' (Bucharest, 2015/2017)

Programme 'Young Teams', The Executive Agency for Higher Education, Research, Development and Innovation, Romania [PN-II-RU-TE-2014-4-2650]

Individual projects

'The Islamic fashion industry' (Istanbul, 2012/2014)

[Marie Curie Actions, Grant Agreement no. 327169]

'Fake branded garments: production, distribution, consumption' (Istanbul, Bucharest and Turnu Magurele (Romania), 2005/2007)

[Royal Anthropological Institute; Ratiu Foundation; Marie Curie SocAnth; Central Research Fund; UCL]

PUBLICATIONS

Books:

(2017) Islam, Faith and Fashion: The Islamic Fashion Industry in Turkey. Bloomsbury Academic: London & New York.

(2014) Material Culture and Authenticity: Fake Branded Fashion in Europe. Bloomsbury Academic: London & New York.

Invited Editor:

(2020) Special Section. The Middle Class in Post-socialist Europe: Ethnographies of its 'Good life' (Ştefan Lipan) East European Politics and Societies and Cultures

(2017) Special Issue. 'Anthropological approaches to the relationship between aesthetics and ethics' World Art 7(2).

Articles:

(2020) The Middle Class in Post-socialist Europe: Ethnographies of its 'Good life', East European Politics and Societies and Cultures (with Ştefan Lipan)

(2020) Preparing for a 'good life': extracurriculars and the Romanian middle class', East European Politics and Societies and Cultures (with Alin Savu and Ştefan Lipan)

(2019) 'A seller's sincerity: The fashionably veiled digital entrepreneur in Turkey' (Ethnos: Journal of Anthropology Special Issue 'Anthropology for sale') 84(3): 415-435.

(2017) 'Introduction: Anthropological approaches to the relationship between aesthetics and ethics' World Art 7(2): 98-206.

(2017) 'Aesthetics, ethics and fashionable veiling: a debate in contemporary Turkey' World Art 7(2): 329-352.

(2015) 'Bobbles and values: an ethnography of de-bobbling garments in post-socialist urban Romania' Journal of Material Culture 20(1): 3-20.

(2012) 'Rethinking fakes, authenticating selves' Journal of the Royal Anthropological Institute 18(4): 846-863.

(2008) 'Researching fakes, practicing anthropology out of the corner of the eye' Anthropology Matters 10(2).

Book Chapters:

- (2019) 'Fake brands'. In *The Anthropology of Dress and Fashion. A Reader*, ed. B. Luvaas & J. B. Eicher. Bloomsbury Academic: New York & Oxford.
- (2010) 'The work of an Istanbulite imitasyoncu'. In *Cultures of Commodity Branding*, ed. D. Wengrow. Left Coast Press/Routledge: Walnut Creek, CA/London (Pp. 87-108)
- (2009) 'Trading in fake brands, self-creating as an individual'. In *Anthropology and the Individual. A Material Culture Perspective*, ed. D. Miller. Berg: Oxford (Pp. 25-36)
- (2009) 'Europa, o piață faimoasă în România postsocialistă'. In *Etnografii urbane. Cotidianul vazut de aproape*, ed. V. Mihăilescu. Polirom: Iasi (Pp. 89-134)
- (2002) 'La umbra minei: populatia autohtona din Valea Jiului'. In *Lumea Vaii. Unitatea Minei, Diversitatea Minerilor*. Magdalena Crăciun, Maria Grecu & Răzvan Stan. Paideia: Bucuresti (Pp. 45-64)

Others:

- (forthcoming) Book Review. Y. Jung. 'Balkan Blues: Consumer Politics after State Socialism', *Slavic Review*
- (2020) Book Review. G. Liberatore. 'Somali, Muslim, British. Striving in Securitized Britain' (Bloomsbury Academic, 2017) *Religion & Society*.
- (2019) 'Gust pentru gust. Un dialog antropologic despre hipsteri', C. State & D. Gutu (2019) *Hipsteri, bobos si clase creative*. Cartier: Chișinău. (pp. 302-312). (cu Florin Poenaru)
- (2019) 'Lost battles of de-bobbling'. In *Repair, Brokenness, Breakthrough. Ethnographic Responses*, ed. F. Martínez & P. Laviolette. Berghahn: Oxford.
- (2017) 'Islamic style' Bloomsbury Fashion Photography Archive
(DOI: 10.5040/9781474260428-FPA301)
<https://www.bloomsburyfashioncentral.com/products/fashion-photography-archive/article/islamic-style>
- (2015) Book Review. L. Hume 'The religious life of dress. Global Fashion and Faith' (Bloomsbury Academic, 2013) *Journal of the Royal Anthropological Institute* (2015, 21(4): 955-956)
- (2015) Book Review. H. Geismar 'Treasured possessions: Indigenous Interventions into Cultural and Intellectual Property' (Duke University Press, 2014) *Social Anthropology* (2015, 22 (4): 498-600)
- (2014) Book Review. K. Hart 'And then we work for God. Rural Sunni Islam in Western Turkey' (Stanford University Press, 2012) *New Perspectives on Turkey* 51 (Fall 2014): 151-3.
- (2014) Book Review. D. Miller and S. Woodward 'Blue Jeans: the art of the ordinary' (University of Chicago Press, 2013) *Journal of the Royal Anthropological Institute* (2014, 20 (4): 787-8)
- (2012) 'Research report: Islamic fashion, economy and morality in contemporary Turkey' *Heritage Turkey* (2)
- (2010) 'Fake branded clothing in post-socialist Romania' In *The Berg Encyclopaedia of World Dress and Fashion (East Europe, Russia, Caucasus)* ed. D. Bartlett. Berg: Oxford.
- (2006) 'Pantalonii si scamele: materialitate infidela', *Omagiu: A magazine of contemporary culture* (3: 34-37)

INVITED TALKS

‘The Performance of Virtuous femininities on Social Media’ Visual Representations of Femininities and Masculinities: The Balkans and South Caucasia in the Digital Age, University of Graz (March 2020)

‘Dileme antreprenoriale: Moda islamică în Turcia contemporană’, Conferințele de la Șosea, Muzeul Național al Țăranului Român (May 2019)

‘Headscarf-wearing fashion professionals: new roles and old challenges’, British Institute at Ankara (May 2019)

‘Islamic Fashion in Turkey’, Department of Sociology, the Middle East Technical University, Ankara (May 2019)

‘Moda islamică în Turcia contemporană: o perspectivă antropologică’ Institutul de Antropologie Francisc I. Rainer, Bucharest (May 2017)

‘A sale of fashionable Islamic dress in Istanbul: tense moments, intense debates’, Department of Sociology, Universiy Babes-Bolyai, Cluj Napoca (November 2016)

‘An Ethnography of the Islamic Fashion Industry in Turkey’, Department of Sociology, the Middle East Technical University, Ankara (April 2015)

Book Panel: ‘Material Culture and Authenticity’, Annual Conference of the Romanian Society for Social and Cultural Anthropology, Cluj Napoca (November 2014)

‘Virtue in the Marketplace: Veiled Designer-Entrepreneurs in Istanbul’, Seminars on Turkey, School of Oriental and African Studies, University of London (October 2014)

‘Virtue in the Marketplace: Veiled Designer-Entrepreneurs in Istanbul’, Pitt Rivers Museum Seminars, University of Oxford (October 2014)

Book Presentation: ‘Material Culture and Authenticity’, Department of Sociology, Koç University, Istanbul (May 2014)

‘Scarves as secular and/or religious objects’, Department of Sociology, Bosphorus University, Istanbul (April 2014)

Book Presentation ‘Material Culture and Authenticity’, Department of Sociology, National School of Political and Administrative Sciences, Bucharest (November 2013)

‘The Islamic Fashion Industry in Istanbul: A Research Agenda’, Department of Anthropology, Yeditepe University, Istanbul (February 2013)

‘Islamic Fashion in Turkey’, The Ernest Gellner Talk, the Czech Association of Social Anthropology, Prague (October 2012)

Book Presentation ‘Material Culture and Authenticity’, Department of Social Anthropology, University of Pardubice (October 2012)

‘Fake Brands and Authenticity: Insights from Istanbul’, Seminars on Turkey, School of Oriental and African Studies, University of London (January 2010)

WORKSHOP & CONFERENCE PRESENTATIONS

Co-organiser

[International conference] Ethnographies of class in Central and Eastern Europe, National University of Political Studies and Public Administration, Bucharest (Sept. 2017)

Co-convenor

Panel 'Living in the Plasticene'

European Association of Social Anthropologists Conference, EASA 2020, University of Lisbon (with Adam Drazin, University College London)

Panel 'Middle-class subjectivities and livelihoods in post-socialist Europe'

European Association of Social Anthropologists Conference EASA 2016, University of Milano-Bicocca (with Anca Simionca, Babes Bolyai University)

Co-organiser

Workshop 'Aesthetics and ethics: An inquiry into their relationship' Department of Anthropology, UCL (May 2015) (with Haidy Geismar, University College London)

Presenter

'The Timid Demonisation of Plastic in Romania', EASA 2020, University of Lisbon

,Cute veiling? The contestation of cuteness in conservative dress in contemporary Turkey, International Society for Ethnology and Folklore Conference SIEF, Santiago de Compostela, Spain (April 2019)

"Why I am not leaving the country": middle-class Romanians and their virtuous immobility, European Association of Social Anthropologists EASA 2018, University of Stockholm (Aug. 2018)

'Sartorial manifestoes and class distinction in Bucharest', Conference 'Ethnographies of Class in Central and Eastern Europe', National University of Political Studies and Public Administration, Bucharest (Sept. 2017)

'Class subjectivity', The 4th International RSS Conference, Universitatea Lucian Blaga, Sibiu (Oct. 2016)

'The aesthetic and the ethic in Islamic fashion', Workshop Aesthetics and ethics: An inquiry into their relationship' Department of Anthropology, University College London (May 2015)

'Disseminating fashionable Islamic dress in contemporary Turkey: opportunities and constraints', Conference 'Disseminating Dress', University of York (May 2015)

'We buy fakes': Consumption of counterfeited brands in post-socialist Romania', Workshop 'New consumer practices of the 21st century', New Bulgarian University, Sofia (April 2015)

'Friends, foes and the anthropologist: researching a polarizing topic in a polarized society' Panel 'Hospitality, dependence and mutuality: negotiating positionality and methodologies in the Middle East', ASA, University of Exeter (April 2015)

'Veiled Designer-Entrepreneurs in Istanbul', Workshop 'Anthropology for Sale', Department of Anthropology, University of Edinburgh (September 2014)

‘A peculiar collaborative project: the making of the fashionable Muslim woman in Turkey’, ‘Collaboratively Assembling Persons’ Invited Panel, EASA 2014, University of Tallinn (July 2014)

‘Veiled designer-entrepreneurs, virtues and markets’, ‘Virtue in the marketplace’ Panel, ASA Edinburgh (June 2014)

‘The truth in the fake’, ‘Brands, Counterfeiting, Authenticity, and Ontology’ Panel, AAA New Orleans (November 2010)

‘Researching Fakes, Practicing Anthropology Out of the Corner of the Eye’, ‘Local Encounters with the Global: Diversity of Anthropological Fieldwork Approaches in Globalisation Studies’, EASA 2008, University of Ljubljana (August 2008)

‘I am an *imitasyoncu*’: reflecting on the paradoxes of multiplying brands in Istanbul’, Cultures of Commodity Branding Conference, Institute of Archaeology, UCL (May 2008)

‘Fake brands in Istanbul: A research report’, Marie Curie SocAnth Conference, Max Planck Institute of Social Anthropology, Halle/Salle, Germany (April 2007)

‘Clothing consumption in provincial Romania’, Marie Curie SocAnth Conference, Babes Bolyai University, Cluj Napoca, Romania (October 2006)

‘An ethnographic approach to fake brands on a European periphery’ (poster presentation), UCL Graduate School (November 2004)

AWARDS

Postdoctoral Research Fellowship, British Institute at Ankara (2011/2012)

Postdoctoral Research Fellowship, The Executive Agency for Higher Education, Research, Development and Innovation, Romania (2011/2013) (declined)

AAA Commission of World Anthropologies International Scholarship (2010)

Firth Award, the Royal Anthropological Institute, UK (2009)

Ratiu Foundation Award, the Ratiu Foundation, UK (2009)

Marie Curie Inter-Laboratory Visit Fellowship, Marie Curie SocAnth (2006)

Central Research Fund, University of London (2005)

Global Supplementary Grant, Open Society Institute (2005/2006)

Graduate School Research Projects Fund, University College London (2005)

Graduate Research Bursary in Anthropology, University College London (2004/2005)

Overseas Research Studentship Award, ORSA UK (2004/2005)

Full Annual CEU Fellowship, Central European University, Budapest (2002/2003)

AFFILIATED RESEARCHER

Department of Sociology, Bosphorus University, Istanbul (Sept. 2013/Sept. 2014)

Faculty of Arts and Social Sciences, Sabancı University, Istanbul (Oct. 2012/Feb 2013)

Faculty of Business Management, Bilkent University, Ankara (July/Dec. 2010)

Faculty of Arts and Social Sciences, Sabancı University, Istanbul (Oct.2006/May 2007)

ADDITIONAL A TRAINING

‘Leadership in Action’ Workshop, Vitae/UCL (2014)
(training stage in research team leadership)

Inter-Laboratory Visit Fellowship, SocAnth, Marie Curie Network Training Programme
(2006) (training stage at Central European University, Budapest, and Max Planck Institute of
Social Anthropology, Halle/Salle, Germany)

‘Teaching Anthropology: Means and Meanings’, Higher Education Special Programmes, Open
Society Institute (2003/2006)
(training stages at Babes Bolyai University, Cluj Napoca, Romania; training lecture at the
Jagiellonian University, Kraków, Poland)

Terrain Croisé, Société des Européanistes, Univ. of Bucharest (Valea Jiului, Romania, 1999)
(training stage in ethnographic research)

LANGUAGES

Romanian (mother tongue)

English (proficiency: speaking, understanding, reading, writing)

Turkish (upper intermediate: speaking, understanding, reading, writing)

French (lower intermediate: understanding, reading)

PROFESSIONAL MEMBERSHIP

European Association of Social Anthropologists

Association of Social Anthropologists of the UK and Commonwealth

Contemporary Southeastern Europe, University of Graz

Member of LabUK’s Fashioning Material Britain research cluster

Honorary Research Associate, Department of Anthropology, University College London

PEER REVIEWER

Articles: Journal of Material Culture, HAU Journal of Ethnographic Theory, Eastern European Politics &
Societies, Gender, Place and Culture

Book manuscripts: Bloomsbury Academic.