

UNO-Innsbruck International Summer School

Monday Lecture Series 2017

July 10 Zoni Weisz, **“The Forgotten Holocaust”**
6:00 pm HS L.EG.200, Center for Chemistry and Biomedicine (CCB), Innrain 80-82

My name is Zoni Weisz. Zoni is my Gipsy name, the name I always use. Officially my name is Johannes Weisz. I am 80 years of age and married with Elly. We are blessed with a son, a daughter a grandson and three granddaughters. I am a Sinto, a Gipsy. There are two groups of Gipsies; Roma and Sinti. I am a survivor of the Holocaust, the sole survivor of my immediate family. My father, mother, two sisters and my little brother were murdered in Nazi extermination camps. Miraculously I managed to escape from the transport from Westerbork concentration camp to Auschwitz- Birkenau. I am very active in keeping the memory of our loved ones and the Holocaust alive. Since many years I am a member of the Dutch Auschwitz committee and the International Auschwitz committee in Berlin.

I have studied floristry, floral art, art history and exhibition design and I have designed exhibits for Dutch museums and horticultural exhibitions in Europe. I represented the Dutch Floral Industry worldwide with lectures and demonstrations for more than 40 years. I have worked for the Dutch Royal family for many years. We have decorated the weddings of the Princes of the Netherlands and our King Alexander and Queen Maxima in 2002. We also designed the floral decorations for the inauguration (coronation) of Queen Beatrix in 1980.

For the opening of the exhibition “The Holocaust against the Roma and Sinti and present-day racism in Europe” in the U.N headquarters in New York in 2007, I was the key-note speaker. I speak at elementary schools, but also for students at universities and many organizations. As the representative of the European Roma and Sinti I had the honor to address the German Parliament on Holocaust Memorial Day, 27 January 2011. In a fifty-minute speech I introduced the term “Forgotten Holocaust.” In 2012 I was chosen to represent the Sinti and Roma at the unveiling of the monument for the murdered Roma and Sinti during the Nazi period. Our monument right in the center of Berlin, next to the “Brandenburg gate,” is the recognition of our sorrow.

Since many years I am member of the jury of the European Human Rights Prize of the Sinti and Roma. On 27th of January 2016, Holocaust Memorial Day, I had the honor of addressing guests from all over the world at the general assembly hall of the United Nations in New York. In January 2016 my book “Zoni, The Forgotten Holocaust” was published in the Netherlands, it was and is still very successful. Next year it will be published in Germany.

This event is presented in cooperation with the American Corner Innsbruck.

July 24 Verena Wieser
2:00 pm, HS 5 **Sport Event Sponsoring as Cultural Branding Tool: Austrian and Int’l Contexts**

Verena Wieser is Assistant Professor of Branding at the Innsbruck University School of Management, Department of Strategic Management, Marketing, and Tourism. She studied International Business Administration at the University of Innsbruck and Carleton University (Canada). After her graduation she worked in the field of international sports event management for several years. She has gained practical experience working with the German Football Association (Frankfurt, Germany), the UEFA Euro 2008 SA (Salzburg, Austria/Nyon, Switzerland), the London Organising Committee of the Olympic and Paralympic Games (London, UK), and the organising committees of the ATP World Tour Tennis Tournament in Kitzbühel and the International WTA Tennis Tournament in Linz (Austria). Verena Wieser joined the brand research group of the University of Innsbruck in October 2011 and studies how moralism plays out in branding contexts, and how brands deliver extra-ordinary experiences to consumers in sports contexts. She has published multiple articles in consumer and business research outlets, and has presented her work in Europe and the U.S.

July 31 Panel Discussion: Wolfgang Dvorák, et al.
6:00 pm, HS 5 **The European Migrant Crisis from a Refugee Perspective**

Wolfgang W. Dvorák works as case manager and team leader for the Tirolean Social Services (TSD), an organization of the government of Tirol. TSD is responsible for the social care of all asylum seekers in the province and offers special support for all social workers involved in the work. Dvorák and his team oversee all social workers who have clients with physical or mental illnesses, physical challenges, or display severe abnormalities in behavior. Dvorák has a medical background as a medic in the army. He has a degree in theology and a degree in counseling from the Institute for Christian Life Counseling.

Jenny Hausberger also works for the TSD and leads and coordinates a refugee center exclusively for refugee women and their children. She studied Sociology at the Jawaharlal Nehru University in New Delhi and Philosophy at the University of Innsbruck in Austria. Besides that, she is a fellow at the doctoral college “Dynamics of Inequality and Difference in the Age of Globalization”. Her main research interests are: human rights and migration studies, as well as gender and LGBTQ studies. In the panel discussion, Ms. Hausberger will provide a perspective on the barriers and difficulties as well as various forms of empowerment which female refugees face when living in Austria.

Several refugees and asylum seekers will be invited to the panel to share their stories.