Monday, October 28th 7:00 PM

**Humanities in the Village**

Rachel Waxman: 
**Sugar and Consumer Action in the French Revolution**

Today, many people turn to their perceived power as consumers to send messages or enact change. From boycotting companies and countries to forgoing entire categories of products, for many of us, connecting purchasing habits with broader goals and beliefs is almost second nature. But have consumers always perceived themselves as wielding power through what they buy or don’t buy? Rachel Waxman will present research-in-progress on sugar rioting and consumer boycotts in Paris during the French Revolution in order to explore how political, economic and cultural factors led to new forms of consumer action during this period.