

Prof. **Orvar Löfgren** (University of Lund)

Orvar Löfgren (PhD) is a Professor of European Ethnology at the University of Lund, Sweden.

His main research interest is the cultural analysis of everyday life as an arena of consumption and media use. He has a special interest in mundane activities that are often overlooked, as routines, waiting and daydreaming.

Other central fields of Orvar Löfgren's studies are the formations of national identity and transnational processes. Currently he is involved in an interdisciplinary project looking at how people and institutions cope with overflow – of information, consumption, and choices. His focus here is on domestic overflows, analyzing strategies for coping with an accelerating inflow of commodities, media products, activities, i.e. routinization, multitasking, storing, ignoring and ridding.

Orvar Löfgren is currently working on a book on the importance of “messy” methodologies, looking at how researchers actually do research and write, quite differently from the orderly and disciplined world of handbooks.

Selected publications:

- “Managing overflow in affluent societies” (co-editors with B. Czarniawska), Routledge, 2012.
- “The Secret World of Doing Nothing” (with B. Ehn), University of California Press, 2010.
- “Kulturanalyser” (with B. Ehn), Klim, 2006.
- “Magic, Culture and the New Economy” (with R. Willim; T. O’Dell; L. Åkesson; K. Salamon; M. Christerdotter; P. Ristilammi; H. Jönsson; K. Salomonsson; N. Thrift), Berg Publishers, 2005.

More information: <http://www.ht.lu.se/o.o.i.s?id=23921&p=OrvarLofgren>