

**LUCIA E. CANTERO**  
 Claremont Graduate University  
 Department of Cultural Studies  
 831 N. Dartmouth Ave. Claremont, CA.  
 lucia.cantero@cgu.edu

## EDUCATION

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- 2015 Ph.D. Yale University, Department of Anthropology and African American Studies  
 Dissertation: "Specters of the Market: Consumer-Citizenship and the Visual Politics of Race and Inequality in Rio de Janeiro"
- 2008 M.A., M. Phil. Yale University, Dept. of Anthropology and African American Studies
- 2007 Columbia University, Department of Anthropology, Scholarly Exchange Program
- 2001 A.M. The University of Chicago, MA Program in Social Sciences - Anthropology
- 2001 A.B. with *Highest Honors*, The University of Chicago, Psychology and Visual Arts

## ACADEMIC APPOINTMENTS

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|--------------|---|
| 2023-present | CLAREMONT GRADUATE UNIVERSITY<br>Assistant Professor of Cultural Studies    |
| 2021 - 2022  | UNIVERSITY OF SAN FRANCISCO<br>Associate Professor of International Studies |
| 2014-2021    | Assistant Professor of International Studies                                |
| 2012-2013    | THE UNIVERSITY OF CHICAGO<br>Lecturer, Division of Social Sciences          |

## PUBLICATIONS

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Junge, Benjamin; Mitchell, Sean T; Jarrin, Alvaro; Cantero, Lucia ed. in *Precarious Democracy: Ethnographies of Hope, Despair and Resistance in Brazil* Rutgers University Press (2021)  
 "Editors Introduction: Ethnographies of a Brazilian Unraveling"

Cantero, Lucia "The Oil is Ours!": Petro-Affect and the Scandalization of Politics" in Junge, Benjamin; Mitchell, Sean T; Jarrin, Alvaro; Cantero, Lucia ed. in *Precarious Democracy: Ethnographies of Hope, Despair and Resistance in Brazil* Rutgers University Press (2021)

Ruback, Livia; Avila, Sandra; Cantero, Lucia. 2021. "Racial Biases in Machine Learning and its Social Implications: The Case of Facial Recognition Software in Brazil" *WICS Society and Computation*

Jobson, Ryan Cecil, Kamari Clarke, Lucia Cantero. "The Case for Letting Anthropology Burn? Race, Racism and its Reckoning in American Anthropology" *American Anthropologist* website, July 20 2020.

"2016 Year in Socio-Cultural Anthropology- In Dark Times: Hauntologies and other Ghosts of Production," *American Anthropologist*, 119: 2 (June 2017): 308-318

"Emerging Art Center: Rio de Janeiro - The Contemporary Carioca Art Landscape" in Zarobell, John. ed. *Art in the Global Economy*, 2017. Berkeley: University of California Press

Book Review. Davila, Arlene. *El Mall: The Spatial and Class Politics of Shopping Malls in Latin America* (Berkeley: University of California Press, 2016) in "NACLA Report on the Americas," (2016) Volume 48, 2, 205-206

Book Review. Schmidt Campbell, Mary., Martin, Randy. ed. *Artistic Citizenship: A Public Voice for the Arts* (New York: Routledge, 2006) in "Women and Performance: A Journal of Feminist Theory" Volume 17 (November 2007), New York: Routledge

### **Monograph in Preparation**

*Olympic Afterlives: Global Spectacles of Design and Dispossession in Rio de Janeiro*

### **Peer-Reviews Research Articles in Preparation**

"The Waste of Accumulation: The *Shock-of-Order* Campaign and the Right to Rio 2016" *Antipode*

"Canned *Latinx*: Goya Food Politics, Globalization and the Branding of Diaspora" *American Quarterly*

"Burning and Dodging Blackness: Kin-aesthetics, Advertising and the Myth of Racial Democracy in Brazil"

"Computer Visions of Race: Machine Learning Bias and the Faultlines of Facial Recognition Analysis in Brazil and Beyond"

### **FELLOWSHIPS AND AWARDS**

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2021	Wenner- Gren Foundation for Anthropological Research Symposia Travel
2014-2021	Faculty Development Fund for Research, University of San Francisco
2011-12	FLAS Grant Academic Year Dissertation Research Grant, Yale University
2010	Ford Foundation Dissertation Writing Fellowship (Honorable Mention)
2009	Yale University Dissertation Writing Fellowship

2009	Williams Fund Grant, Department of Anthropology, Yale University
2009	Fulbright IIE Dissertation Research Grant, Brazil (Alternate)
2008	Woodrow Wilson Foundation Travel and Research Grant
2007-8	Dissertation Field Research Grant, Center for Transnational and Cultural Analysis, Yale University
2007	James Scott Predoctoral Fieldwork Prize, Yale University
2007	Social Science Research Council -MMUF Graduate Student Enhancement Prize
2006	Schwartz Family Foundation Conference Fund, Dept. of Anthropology, Yale
2006	Social Science Research Council MMUF- Research and Travel Prize
2004-2008	Yale University Doctoral Fellowship
2000	Richter Grant Summer Travel Prize, The University of Chicago
1999	Mellon Mays Undergraduate Fellowship, The University of Chicago

## INVITED PAPERS AND PRESENTATIONS

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2022 “The Residues of Representation” Keynote Address, Mellon Mays Undergraduate Fellowship Annual Regional Conference, The University of Chicago

2022 “The Cultural Logics of Consumer Culture in Late Capitalism” Danish Institute for Advanced Study, Southern Denmark University, Odense, DA.

2021 “The Oil is Ours!: Petro-Affect and the Scandalization of Politics” in Precarious Democracy Book Panel and launch. Behner Stiefel Center for Brazilian Studies, San Diego State University

2021 *Reconnecting Meta-data: Race, Labor and the (Eastman Kodak) Corporate Body* “Campaigns and Kineasthetics” RAVE Research and Visual Art Evidence Series, The University of Chicago, IL.

2020 Webinar “The Case for Letting Anthropology Burn: Race, Racism and its Reckoning in American Anthropology” Sponsored by the Wenner-Gren Foundation for Anthropological Research and UCLA’s Department of Anthropology

2019 *Kin-aesthetics: Toward Data and Being* “Looking Back at 50 years of Change in the Social Sciences” Distinguished Alumni Panel. Department of African American Studies, 50<sup>th</sup> Anniversary Commemoration, Yale University, New Haven. CT.

2019 “Culture and the (Bio)politics of Surveillance Data.” Google Campus. San Bruno, CA.

2019 “Olympic Afterlives: Global Spectacles of Race and Inequality in Rio de Janeiro” University of California Berkeley Geography Colloquium, Berkeley, CA.

2018 *Body as Event* in “Global Matterrealities of Race and Gender: The Political Economy of Black and Indigenous Bodies in Brazil,” Global Women’s Rights Forum, University of San Francisco.

2018 “Carnival as Commodity in Brazil” in *Beyond Feathers & Glitter: The Beating Heart of Carnival* Symposium at the Museum of African Diaspora- MOAD., San Francisco, CA.

2018 “The Waste of Accumulation: The “Shock-of-Order” Campaign and the Right to Rio 2016” University of California Berkeley Geography Colloquium, Berkeley, CA.

2017 “Advertising, Mega-Events and the Production of Global Consumer Publics” Department of Media and Communication Studies. London School of Economics and Political Science, London, UK.

2017 “Aesthetic Capital as Corruption: Petrobras and Stolen Art” The Forum for Transnational and Artistic Collaboration. University of San Francisco.

2017 “Infrastructure, Nation-Branding and Inequality in Brazil” Series: *Raza y las Infraestructuras de Desigualdad* Series, University of Barcelona, Spain.

2016 “Canned *Latinx*: Goya Products and the Branding of Diaspora” Center for Latino and Chicano Studies. University of San Francisco.

2016 “Of Cannibals and Counterpoints” A Response to Jimmy Klausen’s *A Political Theory of Theory: de Certeau, Levi-Strauss, and Brazil/France* for “*La Perruque:*” *de Certeau and Contemporary Practices of Resistance* Symposium. University of San Francisco

2015 “Operationalizing the Brazilian Public: Campaigns, Aesthetics, Orders.” *Thinking at the Limits-* Faculty Work in Progress Speaker Series. Global and International Studies. Carleton University, Ottawa, Canada.

2015 “The Waste of Accumulation: Mega-Events and the Shock of Order Campaign in Rio de Janeiro.” Urban Studies Forum. University of San Francisco

2015 “A Carbon Commons? Crude Sovereignty and the Visual Politics of Petrobras and SonAngol Advertising” in “Who owns the Oil?” Conference. Department of Afroamerican and African Studies, University of Michigan. Ann Arbor, Michigan.

2015 “Transnational Imaginaries” Faculty Discussant- Introduction to Seminar. Mellon Mays Undergraduate Fellowship -Graduate Summer Conference, Macalester College, St. Paul. MN.

2014 “Specters of the Market: Advertising and the Visual Politics of Difference in Brazil” College of Arts and Sciences Faculty Forum. University of San Francisco.

2012 Invited Discussant. “Geographies of Transnational Change” - Anthropology of the Contemporary Series, “The Political Economy of Yoruba Aesthetics” by Debra Klein, Yale University, New Haven. CT.

2011 “Race and the Cosmopolitics of Affect in Brazilian Advertising” Ethnography and Social Theory Colloquium. Yale University.

2006 “Pan-Africanisms and the US Empire Revisited.” African American Studies Graduate Student Conference. Yale University.

2005 “Canned *Latinidad*: Goya Foods, Globalization and the Branding of Diaspora”

Ethnography and Social Theory Colloquium. Yale University.

## CONFERENCES

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2023 upcoming “Kineasssthetics: *Popozuda*, postionalities, and other emergent forms of femme resistance” BRASA San Diego, CA.

2022 “Specters of Black Death: Marielle Franco and the Circulation of Posthumous Radical Spirits” in *Translating Global Politics*. International Studies Association, Nashville, TN.

2021 “Precarious Democracy and Beyond: Ethnographies of Hope, Despair and Resistance in Brazil” a virtual roundtable. American Anthropological Association Annual Meeting

2021 “Chopping it Up: Chefs Discuss Race, Class and Gender in the Bay Area Food Industry” Discussant for Global Women’s Rights Forum, University of San Francisco

2019 “Specters of Black Death: Marielle Franco and Global Black Lives Matter” in “Embodied Praxis and Radical Spirits: The Power of Femme of Color Aesthetics” National Woman’s Studies Association Annual Conference. San Francisco, CA

2022. Discussant for “Forging Solidarity Across Border: Transnational Feminist Practices in Latin America and the US.” National Woman’s Studies Association Annual Conference. San Francisco, CA.

2019 “Of Markets and Mega-events: Olympic Afterlives and the Cosmopolitics of Exclusion in Rio de Janeiro” American Anthropological Association. Vancouver, BC.

2018 “Cruel Manipulations.” Post neoliberal economies. Roundtable. American Anthropological Association. San Jose, CA.

2018 “O AfroConsumer: Blackness, Class and Market Representation in Brazil” Brazilian Studies Association, Rio de Janeiro, Brazil.

2018 “Madness and Consumer Reason: The Cracks and Fissures of Zé Petrobras” Latin American Studies Association. Barcelona, Spain.

2017 “The Cries of Zé Petrobras: The Poetics of Infra(structural) Madness” American Anthropological Association. Washington, DC.

2017 “Of Public Space and Global Spectacles: The Right to the Rio 2016 Olympics” Latin American Studies Association, Lima, Peru.

2017 “Washing Scandals with Art: Petrobras and Aesthetic Capital” in panel “Art in a Global Economy” College Art Association. New York, NY.

2016 “Eating the Earth: Petrobras, Nation-Branding and Other Tales of Infrastructuralisms” for panel “Infrastructures and/as Ethics Part 1” American Anthropological Association,

Minneapolis, MN.

2016 “Coloring the Public: Visual Quotas, Campaigns and Racial Exclusion in Brazilian Advertising” Latin American Studies Association, New York, NY.

2016 “Mega-Events and the Cosmopolitics of Race in Rio de Janeiro” in panel “Mega Sporting events, City-Staging and Urban Inequalities in Brazil” in CALACS, Calgary, CA.

2015 “Design as Biopolitics: Aesthetic Regimes of Exclusion in Brazil” Latin American Studies Association. Puerto Rico.

2013 “Burning the Photo: Toward a Chromapolitics in Brazilian Advertising” American Anthropological Association. Chicago, IL.

2013 “Looking up to Mount Olympus: Mega-Events and the Waste of Improvement in Rio de Janeiro” Latin American Studies Association. Washington, DC.

2013 “Affective Race and the Cosmopolitics of Blackness in Brazilian Advertising” *Remapping the Black Atlantic* Conference at Depaul University, Chicago. IL.

2011 Chaired and organized panel session: “Infrastructures of Latin American Visibility: Tracing the Technologies of Aesthetic Consumption” Paper title: “The Passion Unites Us: Campaigns, Affect and the Kin-aesthetic Politics of Difference in Brazil” American Anthropological Association Annual Conference. Montreal.

2010 “Specters of the Market: Advertising *Raça* and Constructing Consumer Publics in Brazil.” American Anthropological Association Annual Conference. New Orleans, LA.

2009 Chaired and organized panel: “Spectrality, Semiotics and the Social Body Politic: Towards an Anthropology of Aesthetics and Politics in Brazil.” Paper title: “Commodities, Cannibalism and Marketing the “Public” in Brazil.” Latin American Studies Association Conference, Rio de Janeiro, Brazil.

2007 “Advertising Pleasure and Death: Tobacco Consumption, Global Health Regimes, and the Cultural Politics of Transnational Marketing in Brazil.” American Ethnological Society/CAFSA Conference, Toronto, CA.

## WORKSHOPS

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2022 *Refiguring Humanism: Toward a Radical Praxis in Contemporary Anthropology* Wenner-Gren Foundation for Anthropological Research Symposium, Cape Town, South Africa

2009 “Rethinking the Political Under Late Capitalism,” Johannesburg, South Africa. Participant, Johannesburg Workshop for Critical Theory (lead by Achille Mbembe) at the WISER Institute at the University of the Witwatersrand, Johannesburg, South Africa

## COURSES TAUGHT

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**Assistant Professor of Cultural Studies**  
**Claremont Graduate University**

**2023**

*Culture, Technology and Science*  
*The Art of Ethnography*  
*The Problem of the Fetish*

**Associate Professor of International Studies**  
**Cultural Anthropology Minor**  
**University of San Francisco, College of Arts and Sciences**  
**2013-2022**

*Infrastructure as Ethics* (graduate)  
*Critical Social Theory in Global Perspective* (graduate)  
*Anthropology of Social Media*  
*Postcolonial Migration and the City*  
*Anthropology of Global Cities/Urban Anthropology*  
*Anthropology of Advertising and Global Consumer Culture*  
*Research Methods and Thesis Writing* (graduate)  
*History and Politics of Global Issues* (graduate)  
*Themes, Theories and Perspectives in International Studies* (graduate)  
*Introduction to Cultural Anthropology*

**Lecturer. The University of Chicago, Division of Social Sciences. College of Arts and Sciences.**

*Engaged Scholarship: Critical Social Theory*  
*Engaged Scholarship: History, Culture and the Construction of Race and Ethnicity*

**University Teaching Assistantships/Fellowships.**

**College of Arts and Sciences, Yale University**

2010 *Gender in a Transnational World* (Gender and Women's Studies/Anthropology/American Studies) Taught with **Inderpal Grewal**.

2007 *Religion and Social Power* (Anthropology/Religious Studies)

Taught with **Kamari Clarke**.

2006 *Freedom and Identity in Black Culture* (American/African-American Studies)

Taught with **Elizabeth Alexander**.

**Lecturer. Columbia College, Chicago.**

2002 *Introduction to Anthropology*. (Dept. of General Education)

## ADVISING

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**Theses, Master of Arts in International Studies, University of San Francisco**

Primary Advisor:

**2014**

- Elizabeth Zevada *Revisionist Capitalism: A Case Study of Lush Cosmetics, Business Advocates for Social Change* “awarded thesis that most embodies University’s mission”  
 Luis Padilla-Porras *Futebol e Progresso: Modernity and the Consequences of the 2014 FIFA World Cup in Brazil*  
 Yezel Rosales Arias *Mexico’s National Spirit: An Analysis of the Politics of Authenticity of Tequila*  
 Nadia Garcia *Peeling Back the Rhetoric: An Analysis of Capitalist Contradictions in Post-War Guatemala*

**2015**

- Matt Mason *Power, Subjectivity and Life in Spain: A Continuation of Elite Power*  
 Katrin Emmersberger *The Role of Education in Conditional Cash Transfers: Brazil and its CCT Program “Bolsa Familia”* “awarded thesis that most embodies University’s mission” Dec. 2015  
 Charmaine Shuford *Money, Power and Desire: The Complexities of Sex Work within the Sex Tourism Industry in the Dominican Republic* “awarded most creative thesis” Dec. 2015  
 Abraham Mitnik *Colombia: A Closer look at Development, Neoliberalism and CCT’s*

**2016**

- Stephanie Eatherly *Consumption Activism: Disrupting US and GMO Labeling Policies*  
 Guilherme Melo *Mega-Events in Brazil: An Analysis of the Social Effects in Rio de Janeiro*  
 Fabiola Rodriguez *Effects of Biopiracy on Indigenous Peruvian Maca Farmers*  
 Joseph Young *The Politics of Contagion and Risk: Ebola, Zika, Anthrax*  
 Audrey Purnama *Citizenship-Shopping and Modern Olympic Athletes*  
 Marcus Littman *Violence and Homicide in Caracas, Venezuela*

**2018**

- Angela Shams *Media and the Spiral of Silence Theory in the Aftermath of the Arab Spring*  
 Aba Micah *Cultural Imperialism, TV and Youth Spectatorship in Contemporary Ghana*  
 Antonio Rodriguez *Transnational Racial Politics of Afro-Mexicaness*  
 Kataryna Verissimo *Luso-Tropicalismo and the Borders of the Portuguese Nationality Act*

**2019**

- Malanna Wheat *Womanist Autonomy and the Carceral State: Cases from South Africa and the US*

**2020**

- Jag Dagiwal *La Lei Cidade Limpa: Advertising and the Public and Private Divide*  
 Glen Salazar *Technologies of Surveillance, Society of Control and Bolsonaro’s Win in Brazil*

**2021**

- Johana Morales *Gender and Race on the Border: Haitian Immigrants in Tijuana*  
 Cheik Ouedraogo *Black Counterterrorism and Geopolitics*

**2022**

- Paul Wilhite *Meat and Climate Change Consumption in Norway*  
 Yvette Sanchez *Internal Displacement and Blackness in Cali Colombia*  
 Jacob Leichty *Toward Data and Sociotechnocracy*



## SERVICE AND RELATED EMPLOYMENT

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	<b>To Profession</b>
2021-2022	Reviewer Feminist Anthropology
2019-21	Reviewer Cultural Anthropology
	Reviewer Journal of Latin American and Caribbean Anthropology
2017-18	Reviewer – “Women and Performance: A Journal of Feminist Theory”
	Reviewer – “Contexto Internacional” <i>Jornal do Ciências Políticas Internacionais no PUC- Rio de Janeiro</i>
	<b>To Institution</b>
2019-21	<b>Faculty Advisor</b> , Caribbean Students Association (CSA) at USF
2020-22	<b>Member</b> , Graduate Curriculum Committee, Undergraduate Awards Committee
2015-2022	<b>Member</b> , Faculty Advisory Board, International Studies Department Graduate Admission Committee, Graduate Curriculum Committee, Departmental advisor for undergraduate Latin American Studies minor
2016- 20	<b>Member</b> , Faculty Advisory Board, Latin American Studies
2016- 21	<b>Member</b> , Faculty Advisory Board, African American Studies
2016-19	<b>Programming Committee</b> , Global Women Rights Forum
2015-16	<b>Director</b> , Masters of Arts in International Studies, The University of San Francisco
2014	<b>Dean’s Task Force on International Studies Program Review</b> , College of Arts and Sciences, The University of San Francisco
	<b>To Broader Public and Community</b>
2022	“The Residues of Representation” Keynote Address, Mellon Mays Undergraduate Fellowship Annual Midwest Regional Conference, The University of Chicago
2011	<b>Research Workshop Facilitator</b> : Social Science Research Council, Mellon Mays Undergraduate Fellowship Midwestern Conference, University of Chicago and Northwestern University
2007-2009	<b>Research Editorial Assistant</b> : Yale University “Justice in the Mirror: Law, Culture, and the Making of History.” Symposium and edited volume
2002-2004	<b>Director of Latino Recruitment, Assistant Director of College Admissions</b> The University of Chicago
2004	<b>Member, Committee</b> . Best Practices for University Diversity, led by Provost and President. The University of Chicago
2000-2001	<b>Graduate Residential Advisor</b> : Summer Research Opportunities Program - SROP McNair Minority Program. The University of Chicago.
2000	<b>Project Assistant</b> : Center for Latin American Studies, The University of Chicago.

## FIELDWORK

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2021                      Rio de Janeiro, Brazil

2018	Rio de Janeiro, Brazil
2016	Rio de Janeiro, Brazil
2009-II	Rio de Janeiro, Brazil
2000	Havana, Cuba

## **PROFESSIONAL MEMBERSHIPS**

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American Anthropological Association  
 International Studies Association  
 Society for Latin American and Caribbean Anthropology  
 Latin American Studies Association  
 Society for Urban National Transnational/Global Anthropology  
 National Women's Studies Association

## **LANGUAGES**

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English native fluency  
 Spanish native fluency  
 Advanced reading and writing and speaking fluency in Portuguese

## **REFERENCES**

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Kamari M. Clarke, Distinguished Professor, [kamariclarke1@gmail.com](mailto:kamariclarke1@gmail.com)  
 Department Criminal and Socio-legal Studies and Center for Diaspora and Transnational  
 Analysis, The University of Toronto  
 (previously advisor at Yale University)

P. Sean Brotherton, Associate Professor, [sbrotherton@uchicago.edu](mailto:sbrotherton@uchicago.edu)  
 Department of Anthropology, The University of Chicago  
 (chaired dissertation committee)

John Collins, Professor, [john.collins@qc.cuny.edu](mailto:john.collins@qc.cuny.edu)  
 Department of Anthropology, Queens College, CUNY  
 (colleague and collaborator)

Christopher A. Loperena, Assistant Professor, [cloperena@gc.cuny.edu](mailto:cloperena@gc.cuny.edu)  
 Department of Anthropology, CUNY Graduate Center  
 (previously departmental colleague)