Cover Images:
„Ruthenin", Postcard from Czernovitz, around 1899, with the note: „Here something
for your collection of Types"

Cover of the journal "d'Orient", 1937, for the annual Pasar Gabir fair in Batavia
(today Jakarta) with hybrid rebuildings of temples from the Dutch East Indies

The
Picturesque
Eye

Framing
Regionalist Art
Forms in Late Empires
(1900–1950)

Conference

3-5 December 2015

Volkskundemuseum Wien &
Österreichische Akademie
der Wissenschaften

The Picturesque Eye.
Regionalistische Kunst und Kultur
in späten Empires (1900 – 1950)

Zeit & Orte: 3.-5. Dezember 2015
Volkskundemuseum Wien &
Österreichische Akademie der Wissenschaften, Wien

Internationale Tagung

War das Engagement für periphere Kultur bzw.
regionalistisch inszenierte Kunst ein Mittel zur
politischen Systemstabilisierung in spätkolonialen bzw.
spätimperialen Regimen? Welche Rolle spielten darin
die Disziplinen von Kunst- und Architekturgeschichte,
der Ethnografie etc., aber auch die Techniken und
Medien von Fotografie, Film, Buchpublikation,
Museum und Ausstellung? Welche Institutionen
standen dahinter, welche konkreten Akteure?

Die englische Tagung nimmt innereuropäische
Randzonen (Fokus Habsburg) und außereuropäische
Kolonien (Fokus Asien) zwischen 1900 und
1950 in einen transkulturellen Blick.

Freier Eintritt, Anmeldung:
falser@asia-europe.uni-heidelberg.de

The Picturesque Eye.
Framing Regional Art Forms
in Late Imperial Period (1900–1950)

Date & Venues: 3-5 December 2015
Austrian Museum of Folk Life and Folk Art &
Austrian Academy of Sciences, Vienna

International Conference

Did late colonial/imperial regimes use engagement
with peripheral cultures and the staging of
regional art forms as a strategy to stabilise central
governments? What role did the academic disciplines
and the techniques and media involved, such as
photography, film, book publications, museums and
exhibitions, play in any such strategy? And, which
institutions and individual actors can be considered
to be the driving forces behind such actions?

This English-language conference applies a
transcultural approach and focuses both on European
peripheries (looking primarily at the territories
and crown lands of the late Austro-Hungarian
Empire) and overseas colonies (looking primarily
at Asia) in the years between 1900 and 1950.

Free entry, registration:
falser@asia-europe.uni-heidelberg.de

The Picturesque Eye
Framing Regionalist Art Forms in Late Empires (1900–1950)

International Conference
Vienna, 3-5 December 2015

International conference jointly organized by the Cluster of Excellence „Asia and Europe in a Global Context", Heidelberg University (Global Art History), the Austrian Museum of Folk Life and Folk Art, and the Institute of Culture Studies and Theatre History of the Austrian Academy of Sciences. In association with the DFG-Research Group "Transcultural Negotiations in the Ambits of Art", Institute of Art History at the FU Berlin

Thursday, 3 December 2015

Venue: Austrian Museum of Folk Life and Folk Art
Österreichisches Museum für Volkskunde
Laudongasse 15-19, 1080 Wien

14.00-15.00 Introduction

Matthias Beitl (Director of the Austrian Museum of Folk Life and Folk Art)
Welcome by the Hosting Institute

Michael Rössner and *Johannes Feichtinger* (Institute of Culture Studies and Theatre History, Austrian Academy of Sciences)
Introduction (I) by Partner Institution

Michael Falser (Global Art History, Heidelberg University)
Introduction (II) by Organizer: Picturesque Eye and Regionalism

Panel I: From Picture to Depiction
Chair: *Friedrich Tietjen* (Vienna)

15.00–16.30 Photography

Franziska Scheuer (Dresden)
Pictorialism in Service of Human Geography. On the Importance of the Picturesque in the Photographic Collection *Les Archives de la planète* (1908–1931)

Herbert Justnik (Vienna)
Territorializing Images. Making Regions in Late-Imperial Habsburg

16.30–17.00 Coffee Break

17.00–18.30 Representations

Cora Bender (Siegen)
Crossing Thresholds, Making Borders: Regionalism and Aesthetics in Post-Frontier America

Oksana Sarkisova (Budapest)
Across the Sixth Part of the World: Ethnographic Gaze and Early Soviet Expedition Cinema

19.00 Keynote (I)

Arnaud Maillet (Paris)
From Claude Glass to Camera Lucida: Optical Instruments to Frame the World as Picturesque

Discussant: *Michael Falser* (Heidelberg)

20.00 Open House: Volkskundemuseum Wien and its Exhibition Highlights

Friday, 4 December 2015

Venue: Austrian Museum of Folk Life and Folk Art
Österreichisches Museum für Volkskunde
Laudongasse 15-19, 1080 Wien

Panel II: From Politics to Art
Chair: *Monica Juneja* (Heidelberg)

9.00–10.30 Education Politics

Werner Telesko (Vienna)
The State as a Work of Art? – Regionalism and Imperial Politics in the Late Habsburg Empire

Nélia Dias (Lisbon)
A Tale of Two Museums in the 1930s: Ethnographic Politics in Paris and Hanoi

10.30–11.00 Coffee Break

11.00–12.30 Fine Arts Programmes

Igor Vranic (Florence)
Monarchic and Kaisertreu National Patriotism – Establishment of Arts and Crafts Movement in Croatian Lands of the Habsburg Monarchy until WWI

Nadine André-Pallois (Paris)
Regionalist Arts. The *Ecoles des Beaux-Arts* in Indochina and France

12.30–14.00 Lunch Buffet
Optional Visit to the Archive of the Museum of Folk Life and Folk Art

Panel III: From Mapping to Display
Chair: *Christian Kravagna* (Vienna)

14.00–15.30 Historiographies

Martin Hofmann (Heidelberg)
Integrating Chinese Traditions of Building and Construction into Global Contexts – An Outline of 1930

Pathmini Ukwattage (Basel)
Architecture Indigenous to the Soil – Ideology, Imagery and Architectural Historiography in British India and Great Britain in the (Late) Colonial Period

15.30–16.00 Coffee Break

16.00–17.30 Museums

Olga Osadtschy (Basel)
Nationality in a Showcase – The Jewish Museum in St. Petersburg

Nabila Oulebsir (Poitiers)
Regionalist Displays in the *Musée des arts populaires*, Algiers – Paris

18.30 Keynote (II)

Matthew Rampley (Birmingham)
Empowering the Regions: The Cultural Policies of Austria-Hungary and Imperial Britain

Discussant: *Georg Vasold* (Berlin)

20.00 Optional Dinner

Saturday, 5 December 2015

Venue: Austrian Academy of Sciences
Österreichische Akademie der Wissenschaften
Theatersaal, Sonnenfelsgasse 19, 1010 Wien

Panel IV: From Performance to Spectacle
Chair: *Noit Banai* (Vienna)

9.00–10.30 Performative Arts

Katharina Wessely (Vienna)
Staging the Regional in Vienna's Theatre Cultures

Sophie Roche (Heidelberg)
Moscow's Cultural Empire: Ethnographic Traditions and Theatre Culture in Tadzhikistan

10.30–11.00 Coffee Break

11.00–12.30 Fairs

Marta Filipova (Birmingham)
Staging the Peasant. Regional Exhibitions from Prague 1891 to Brno 1928

Michael Falser (Heidelberg)
Pasar Gambir in Batavia (1921–1939): Vernacular Spectacles for the Capital of the Dutch East Indies

12.30–14.00 Lunch

14.00–15.30 Leisure

Georg Vasold (Berlin)
Tourism, Art History, and the War: the Adria-Exhibition 1913 in Vienna

Tomoko Mamine (Berlin)
Exhibe et Impera: Japanese Colonial Exhibitions on Korea in the 1920s and the Politics of Tourism

15.30–16.00 Coffee Break

16.00 Final Discussion – Round Table

End of Conference

Optional Programme: Picturesque Christmas Fair Spittelberg / Dinner