The Picturesque Eye.
Framing Regional Art Forms in Late Empires (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:
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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 Beil (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 Maillot (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 Kaiserstreu National Patriotism – Establishment of Arts and Crafts Movement in Croatian Lands of the Habsburg Monarchy until WWI
Nadine André-Pallais (Paris)
Regionalist Arts. The Ecoles des Beaux-Arts in Indochina and France

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 Lunch Buffet

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