

Kodak And The Lens Of Nostalgia Kodak And The Lens Of Nostalgia

Lynne Warren

Kodak And The Lens Of Nostalgia Kodak And The Lens Of Nostalgia:

Kodak and the Lens of Nostalgia Nancy Martha West, 2000 The advertising campaigns launched by Kodak in the early years of snapshot photography stand at the center of a shift in American domestic life that goes deeper than technological innovations in cameras and film Before the advent of Kodak advertising in 1888 writes Nancy Martha West Americans were much more willing to allow sorrow into the space of the domestic photograph as evidenced by the popularity of postmortem photography in the mid nineteenth century Through the taking of snapshots Kodak taught Americans to see their experiences as objects of nostalgia to arrange their lives in such a way that painful or unpleasant aspects were systematically erased West looks at a wide assortment of Kodak s most popular inventions and marketing strategies including the Kodak Girl the momentous invention of the Brownie camera in 1900 the Story Campaign during World War I and even the Vanity Kodak Ensemble a camera introduced in 1926 that came fully equipped with lipstick At the beginning of its campaign Kodak advertising primarily sold the fun of taking pictures Ads from this period celebrate the sheer pleasure of snapshot photography the delight of handling a diminutive camera of not worrying about developing and printing of capturing subjects in candid moments But after 1900 a crucial shift began to take place in the company's marketing strategy. The preservation of domestic memories became Kodak's most important mission With the introduction of the Brownie camera at the turn of the century the importance of home began to replace leisure activity as the subject of ads and at the end of World War I Americans seemed desperately to need photographs to confirm familial unity By 1932 Kodak had become so intoxicated with the power of its own marketing that it came up with the most bizarre idea of all the Death Campaign Initiated but never published this campaign based on pictures of dead loved ones brought Kodak advertising full circle Having launched one of the most successful campaigns in advertising history the company did not seem to notice that selling a painful subject might be more difficult than selling momentary pleasure or nostalgia Enhanced with over 50 reproductions of the ads themselves 16 of them in color Kodak and the Lens of Nostalgia vividly illustrates the fundamental changes in American culture and the function of memory in the formative years of the twentieth century Kodak and the Lens of Nostalgia Nancy Martha West, 2000 The advertising campaigns launched by Kodak in the early years of snapshot photography stand at the center of a shift in American domestic life that goes deeper than technological innovations in cameras and film Before the advent of Kodak advertising in 1888 writes Nancy Martha West Americans were much more willing to allow sorrow into the space of the domestic photograph as evidenced by the popularity of postmortem photography in the mid nineteenth century Through the taking of snapshots Kodak taught Americans to see their experiences as objects of nostalgia to arrange their lives in such a way that painful or unpleasant aspects were systematically erased West looks at a wide assortment of Kodak's most popular inventions and marketing strategies including the Kodak Girl the momentous invention of the Brownie camera in 1900 the Story Campaign during World War I and even the Vanity Kodak Ensemble a camera introduced in 1926 that came fully

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examining her experiments with poetic and narrative genres in relation to her wider late Victorian and early modernist intellectual milieu The volume draws together literary scholars working across the fields of poetry and poetics decadence modernism ecocriticism and queer theory while illustrating the particular stylistic and thematic complexities of Mew s **Commercial Intimacy** Richard Popp, Brenton Malin, Wendy A. Woloson, 2025-06-03 Explores how marketers have leveraged feelings of personal familiarity in modern consumer capitalism Our wired world connects us with corporations in ways that just a generation ago would have been hard to imagine Marketers track users habits down to the swipe and scroll brand influencers reach out to followers in ever more personal ways Yet however much we may feel individually recognized or targeted by today s marketers the connections they make are in truth fleeting and tactical They are also nothing new Marketplace transactions have long been mediated by interactions that blur the line between the putatively public and rational world of commerce and the supposedly private and emotional realm of personal relations That there is an affective tenor to every sales scenario has never been a secret to talented marketers. How exactly marketers have tried to set those moods by endowing commercial relationships with an aura of personal affinity is the subject of Commercial Intimacy Its chapters explore the broad theme of commercial intimacy that is market based feelings of spatial and emotional closeness in US consumer culture from the mid nineteenth century to the late twentieth century They show how experiences of intimacy have been orchestrated by marketers operating at a variety of distances from the face to face solicitations made by retail clerks and direct sales agents to the long distance appeals made by mail order merchants print and TV advertisers telemarketers and e commerce platforms. The volume pays especially close attention to how these revenue minded acts of ingratiation worked how they were shaped by the technologies behind them and how they capitalized on contemporary dynamics of gender and sexuality At the heart of this volume then is the question of how our understanding of business history changes when we take the emotional sensational and affective dynamics of intimacy to be foundational elements of commercial persuasion Contributors Samuel Backer Jennifer M Black Donna J Drucker Isabelle Marina Held Julie A Johnson Lindsay Mitchell Keiter Stephanie Kolberg Brenton J Malin Cynthia B Meyers Richard K Popp Nicole E Weber Wendy A Woloson Reading Marie al-Khazen's Photographs Yasmine Nachabe Taan, 2020-11-26 The Lebanese photographer Marie al Khazen seized every opportunity to use her camera during the years that she was active between 1920 and 1940 She not only documented her travels around tourist sites in Lebanon but also sought creative experimentation with her camera by staging scenes manipulating shadows and superimposing negatives to produce different effects in her prints Within her photographs bedouins and European friends peasants and landlords men and women comfortably share the same space Her photographs include an intriguing collection portraying her family and friends living their everyday lives in 1920s and 30s Zgharta a village in the north of Lebanon Yasmine Nachabe Taan explores these photographs emphasizing the ways in which notions of gender and class are inscribed within them and revealing how they are charged with symbols of women s

emancipation to today s viewers through women s presence as individuals separate from family restrictions of that time Images in which women are depicted smoking cigarettes driving cars riding horses and accompanying men on hunting trips counteract the common ways in which women were portrayed in contemporary Lebanon The Protected Vista Tom Brigden, 2019-05-03 The Protected Vista draws a historical lineage from the eighteenth century picturesque to present day planning policy highlighting how the values embedded within familiar views have developed over time through appropriation by diverse groups for cultural and political purposes The book examines the intellectual construction of the protected vista questioning the values entrenched within the view by whom and how they are observed and disseminated to reveal how these views have been and continue to be part of a changing historical and political narrative With a deeper knowledge and understanding of the shifting values in urban views we will be better equipped to make decisions surrounding their protection in our urban centres The book identifies the origins of current view protection policy in the aesthetic convention of the picturesque drawing on a range of illustrated examples in the UK the US Australia Canada and South Africa to serve as a useful reference for students researchers and academics in architecture architectural conservation landscape and urban American Icons Dennis R. Hall, Susan Grove Hall, 2006-06-30 What do Madonna Ray Charles Mount Rushmore planning suburbia the banjo and the Ford Mustang have in common Whether we adore ignore or deplore them they all influence our culture and color the way America is perceived by the world In this A to Z collection of essays scholars explore more than one hundred people places and phenomena as they seek to discover what it means to be labeled icon From the Alamo to Muhammad Ali from John Wayne to the zipper the American icons covered in this unique three volume set include subjects from culture law art food religion and science By providing numerous ways for the reader to engage in the process of interpreting these images and artifacts the work serves as a unique resource for students of American history and culture Features 100 illustrations What do Madonna Ray Charles Mount Rushmore suburbia the banjo and the Ford Mustang have in common Whether we adore ignore or deplore them they all influence our culture and color the way America is perceived by the world This A to Z collection of essays explores more than one hundred people places and phenomena that have taken on iconic status in American culture The scholars and writers whose thoughts are gathered in this unique three volume set examine these icons through a diverse array of perspectives and fields of expertise Ranging from the Alamo to Muhammad Ali from John Wayne to the zipper this selection of American icons represents essential elements of our culture including law art food religion and science Featuring more than 100 illustrations this work will serve as a unique resource for students of American history and culture The interdisciplinary scholars in this work examine what it means when something is labeled as an icon What common features do the people places and things we deem to be iconic share To begin with an icon generates strong responses in people it often stands for a group of values John Wayne it reflects forces of its time it can be reshaped or extended by imitation and it often breaks down barriers between various segments of American culture such as those that

exist between white and black America or between high and low art The essays contained in this set examine all these aspects of American icons from a variety of perspectives and through a lively range of rhetoric styles New Perspectives on the History of Gender and Empire Ulrike Lindner, Dörte Lerp, 2018-08-09 New Perspectives on the History of Gender and Empire an open access book extends our understanding of the gendered workings of empires colonialism and imperialism taking up recent impulses from gender history new imperial history and global history. The authors apply new theoretical and methodological approaches to historical case studies around the globe in order to redefine the complex relationship between gender and empire The chapters deal not only with typical colonial empires like the British Empire but also with those less well studied such as the German Russian Italian and U S empires They focus on various imperial formations from colonies in Africa or Asia to settler colonial settings like Australia New Zealand and South Africa to imperial peripheries like the Dodecanese or the Black Sea Steppe The book deals with key themes such as intimacy sexuality and female education as well as exploring new aspects like the complex marriage regimes some empires developed or the so called servant debates It also presents several ways in which imperial formations were structured by gender and other categories like race class caste sexuality religion and citizenship Offering new reflections on the intimate and personal aspects of gender in imperial activities and relationships this is an important volume for students and scholars of gender studies and imperial and colonial history The ebook editions of this book are available open access under a CC BY NC ND 4 0 licence on bloomsburycollection com Open access was funded by Knowledge Unlatched James Joyce and Photography Georgina Binnie-Wright, 2022-05-19 James Joyce and Photography is the first book to explore in depth James Joyce's personal and professional engagement with photography Photographs photographic devices and photographically inspired techniques appear throughout Joyce s work from his narrator's furtive proto photographic framing in Silhouettes c 1897 to the aggressively minded Tulloch Turnbull girl with her coldblood kodak in Finnegans Wake 1939 Through an exploration of Joyce s manuscripts and photographic and newspaper archival material as well as the full range of his major works this book sheds new light on his sustained interest in this visual medium This project takes Joyce's intention in Dubliners 1914 to betray the soul of that hemiplegia or paralysis which many consider a city as key to his interaction with photography which in his literature occupies a dual position between stasis and innovation A Companion to Photography Stephen Bull, 2020-02-03 The study of photography has never been more important A look at today s digital world reveals that a greater number of photographs are being taken each day than at any other moment in history Countless photographs are disseminated instantly online and more and more photographic images are earning prominent positions and garnering record prices in the rarefied realm of top art galleries Reflecting this dramatic increase in all things photographic A Companion to Photography presents a comprehensive collection of original essays that explore a variety of key areas of current debate around the state of photography in the twenty first century Essays are grouped and organized in themed sections including photographic interpretation markets

popular photography documents and fine art and provide comprehensive coverage of the subject Representing a diversity of approaches essays are written by both established and emerging photographers and scholars as well as various experts in their respective areas A Companion to Photography offers scholars and professional photographers alike an essential and up to date resource that brings the study of contemporary photography into clear focus **Encyclopedia of**

Twentieth-Century Photography, 3-Volume Set Lynne Warren, 2005-11-15 The Encyclopedia of Twentieth Century Photography explores the vast international scope of twentieth century photography and explains that history with a wide ranging interdisciplinary manner This unique approach covers the aesthetic history of photography as an evolving art and documentary form while also recognizing it as a developing technology and cultural force This Encyclopedia presents the important developments movements photographers photographic institutions and theoretical aspects of the field along with information about equipment techniques and practical applications of photography To bring this history alive for the reader the set is illustrated in black and white throughout and each volume contains a color plate section A useful glossary of terms **The Qualified Self** Lee Humphreys, 2018-04-13 How sharing the mundane details of daily life did not is also included start with Facebook Twitter and YouTube but with pocket diaries photo albums and baby books Social critiques argue that social media have made us narcissistic that Facebook Twitter Instagram and YouTube are all vehicles for me promotion In The Qualified Self Lee Humphreys offers a different view She shows that sharing the mundane details of our lives what we ate for lunch where we went on vacation who dropped in for a visit didn t begin with mobile devices and social media People have used media to catalog and share their lives for several centuries Pocket diaries photo albums and baby books are the predigital precursors of today s digital and mobile platforms for posting text and images The ability to take selfies has not turned us into needy narcissists it's part of a longer story about how people account for everyday life Humphreys refers to diaries in which eighteenth century daily life is documented with the brevity and precision of a tweet and cites a nineteenth century travel diary in which a young woman complains that her breakfast didn t agree with her Diaries Humphreys explains were often written to be shared with family and friends Pocket diaries were as mobile as smartphones allowing the diarist to record life in real time Humphreys calls this chronicling in both digital and nondigital forms media accounting The sense of self that emerges from media accounting is not the purely statistics driven quantified self but the more well rounded qualified self We come to understand ourselves in a new way through the representations of ourselves that we create to be consumed

New Zealand and the Sea Frances Steel, Atholl Anderson, Tony Ballantyne, Julie Benjamin, Douglas Booth, Chris Brickell, Peter Gilderdale, David Haines, Susan Liebich, Alison MacDiarmid, Ben Maddison, Angela McCarthy, Grace Millar, Damon Salesa, Jonathan Scott, Michael J. Stevens, Jonathan West, 2018 As a group of islands in the far south west Pacific Ocean New Zealand has a history that is steeped in the sea Its people have encountered the sea in many different ways along the coast in port on ships beneath the waves behind a camera and in the realm of the imagination While New Zealanders

have continually altered their marine environments the ocean too has influenced their lives A multi disciplinary work encompassing history marine science archaeology and visual culture New Zealand and the Sea explores New Zealand s varied relationship with the sea challenging the conventional view that history unfolds on land Leading and emerging scholars highlight the dynamic ocean centred history of these islands and their inhabitants offering fascinating new perspectives on New Zealand's pasts The ocean has profoundly shaped culture across this narrow archipelago. The meeting of land and sea is central in historical accounts of Polynesian discovery and colonisation European exploratory voyaging sealing whaling and the littoral communities that supported these plural occupations and the mass migrant passage from Britain Frances Steel Capitalism and the Camera Kevin Coleman, Daniel James, 2021-05-11 Photography was invented between the publication of Adam Smith s The Wealth of Nations and Karl Marx and Frederick Engels s The Communist Manifesto Taking the intertwined development of capitalism and the camera as their starting point the essays in Capitalism and the Camera investigate the relationship between capitalist accumulation and the photographic image and ask whether photography might allow us to refuse capitalism s violence and if so how Drawn together in productive disagreement the essays in this collection explore the relationship of photography to resource extraction and capital accumulation from 1492 to the postcolonial the camera's potential to make visible critical understandings of capitalist production and society especially economies of class and desire and propose ways that the camera and the image can be used to build cultural and political counterpublics from which a democratic struggle against capitalism might emerge With essays by Ariella Asha Azoulay Siobhan Angus Kajri Jain Walter Benn Michaels T J Clark John Paul Ricco Blake Stimson Chris Stolarski Tong Lam and Jacob Emerv SpaceTime of the Imperial Holt Meyer, Susanne Rau, Katharina Waldner, 2016-11-07 This volume works through spatio temporal concepts to be found in imperial practices and their representations in a wide range of media The individual cases investigated in the volume cover a broad spectrum of historical periods from ancient times up to the present Well known international scholars treat special cases of the topic using cutting edge theory and approaches stemming from historical cartographic religious literary media studies as well as ethnography Anthropology of Tourism in Central and Eastern Europe Sabina Owsianowska, Magdalena Banaszkiewicz, 2018-04-11 In Anthropology of Tourism in Central and Eastern Europe Bridging Worlds Sabina Owsianowska and Magdalena Banaszkiewicz examine the limitations of the anthropological study of tourism which stem from both the domination of researchers representing the Anglophone circle as well as the current state of tourism studies in Central and Eastern Europe This edited collection contributes to the wider discussion of the geopolitics of knowledge through its focus on the anthropological background of tourism studies and its inclusion of contributors from Austria Bulgaria Estonia and Poland **Untimely Ruins** Nick Yablon, 2010-06-15 American ruins have become increasingly prominent whether in discussions of urban blight and home foreclosures in commemorations of 9 11 or in postapocalyptic movies In this highly original book Nick Yablon argues that the association between American

cities and ruins dates back to a much earlier period in the nation s history Recovering numerous scenes of urban desolation from failed banks abandoned towns and dilapidated tenements to the crumbling skyscrapers and bridges envisioned in science fiction and cartoons Untimely Ruins challenges the myth that ruins were absent or insignificant objects in nineteenth century America The first book to document an American cult of the ruin Untimely Ruins traces its deviations as well as derivations from European conventions Unlike classical and Gothic ruins which decayed gracefully over centuries and inspired philosophical meditations about the fate of civilizations America's ruins were often untimely appearing unpredictably and disappearing before they could accrue an aura of age As modern ruins of steel and iron they stimulated critical reflections about contemporary cities and the unfamiliar kinds of experience they enabled Unearthing evocative sources everywhere from the archives of amateur photographers to the contents of time capsules Untimely Ruins exposes crucial debates about the economic technological and cultural transformations known as urban modernity. The result is a fascinating cultural history that uncovers fresh perspectives on the American city **Tracing Henry James** Melanie H. Ross, Greg W. Zacharias, 2020-11-09 Range and diversity are aims of Tracing Henry James which brings together 28 essays by established and newer Henry James scholars from eight countries in North America Europe and Asia The essays are organized into an introductory section a group of essays on Henry James s shorter fiction one on James s longer fiction one on The American Scene and James s travel essays one on James and criticism and one on Henry James s letters **Snapshot Stories** Erika Hanna, 2020-02-06 During the twentieth century men and women across Ireland picked up cameras photographing days out at the beach composing views of Ireland's cities and countryside and recording political events as they witnessed them Indeed while foreign photographers often still focused on the image of Ireland as bucolic rural landscape Irish photographers snapshotter and professional alike were creating and curating photographs which revealed more complex and diverse images of Ireland Snapshot Stories explores these stories Erika Hanna examines a diverse array of photographic sources including family photograph albums studio portraits the work of photography clubs and community photography initiatives alongside the output of those who took their cameras into the streets to record violence and poverty The volume shows how Irish men and women used photography in order to explore their sense of self and society and examines how we can use these images to fill in the details of Ireland's social history By exploring this rich array of sources Snapshot Stories asks what it means to see to look to gaze to glance in modern Ireland and explores how conflicts regarding vision and visuality have repeatedly been at the centre of Irish life

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