
Reimagining One's Own
Ethnographic Photography
in Nineteenth- and Early-Twentieth-Century Europe

A conference of Volkskundemuseum Wien
and Photoinstitut Bonartes
1. – 3. December 2021
Vienna / Online

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Julia Schulte-Werning
Graphic Design: Matthias Klos
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Object Handling: Astrid Hammer
Sujet: Volodymyr Šuchevyč, "Verheiratete Huzulinnen, alltäg. u.
Sonntagskopfputz.", Galicia (now Ukraine), 1890s, Inv.Nr. pos/774

With the acceptance of invitations and the participation in events at
the Volkskundemuseum Wien and the Photoinstitut Bonartes you
agree that photos and films of the event may be made, in which
you can be seen and which can be used for documentation and
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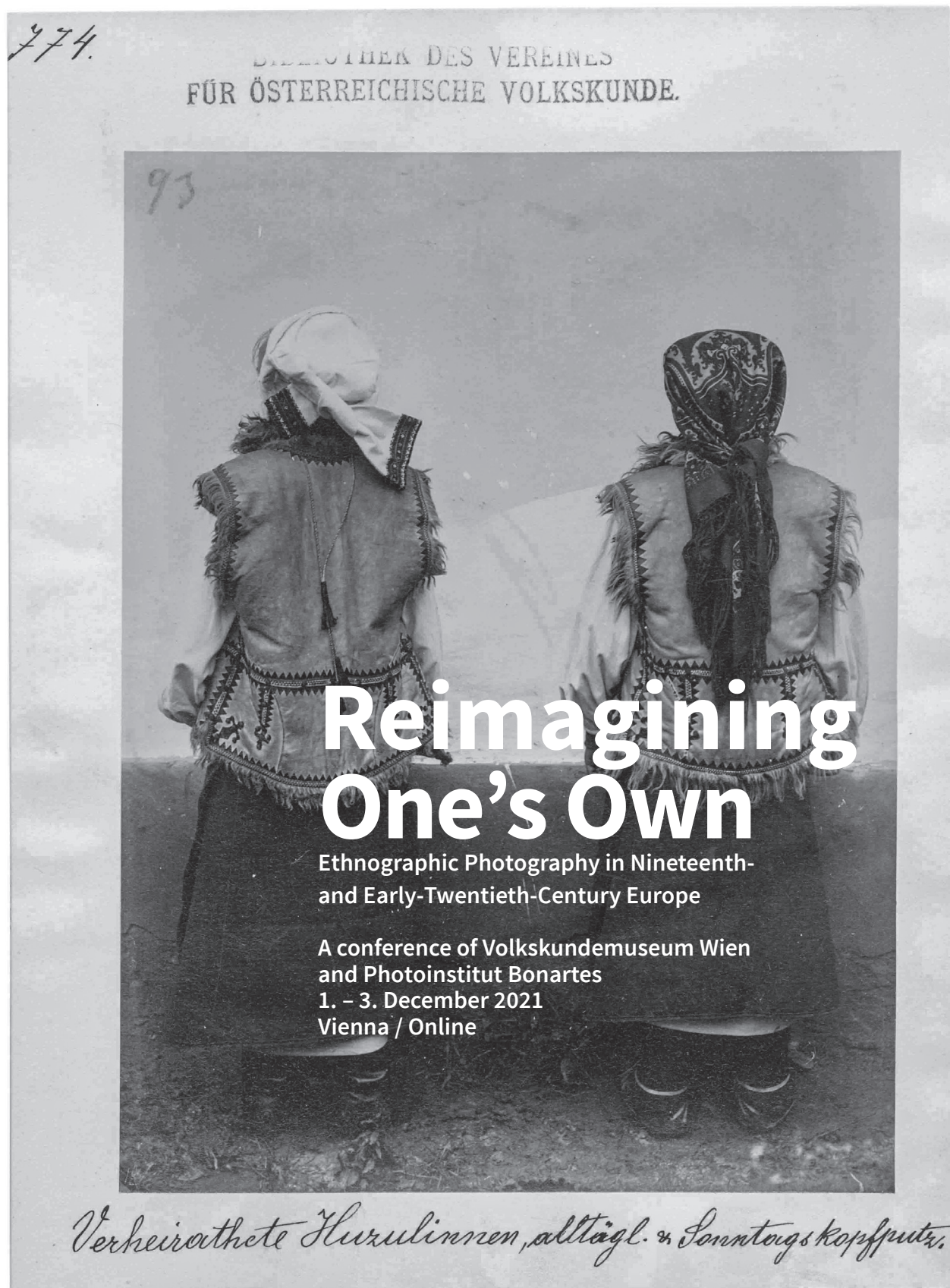
The conference will take place as a hybrid event:
on-site at the Volkskundemuseum Wien
and online via Zoom.

The conference language is English.
Free admission.

Online pre-registration for on-site participation required.
No registration required for online participation via live stream.

Pre-registration and Zoom-link:
www.volkskundemuseum.at/conference_ethnographicphotography

Conference location:
Volkskundemuseum Wien,
Laudongasse 15–19, 1080 Vienna



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Just as colonial ethnography created an image of the “others,” ethnographers and folklorists in Europe approached their “own” populations within the continent. The work here is always asymmetrical; it was the ethnographers and photographers who determined what the image of those studied by them looked like. Ethnography at the time conceived “people” with a respective essence in mind. It designed primitivizing and exoticizing typologies, such as in the form of so-called type photography—a genre of images that circulated far beyond the narrow scientific context and could serve the most diverse purposes.

In these photographs, scientific, political, and commercial interests interwove to form imaginary spaces that unfolded their effect in nationalist, imperial, but also tourist discourses. They were used to “preserve” what was about to disappear and to support a wide variety of arguments. They predetermined who was to be seen in which role and who remained invisible, and distinguished between “one’s own” and the “other”. Ethnographic photography depicted its object but also constructed it in doing so. It contributed to the constitution of the scientific subject of “one’s own people”.

The conference is less concerned with motifs than with the genesis and the use of these photographs. How did the construction, production, and commercialization as well as multifariously intersecting interests entwine? How did these images contribute to defining the institutions, networks, and infrastructures in which they and other media circulated? How were the respective typologies used as common space to negotiate culture and politics? And how do museums and archives deal with these records today? How can they be shown and exhibited at all?

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Day 1

1. December 2021, 17.30 – 20.00

17.30 Welcome

Herbert Justnik and Martin Keckeis, Conference Organizers
Monika Faber, Director Photoinstitut Bonartes, Vienna
Matthias Beitzl, Director Volkskundemuseum Wien, Vienna

17.45 Key Note and Discussion

*The Kaiser’s Favorite. Mapping the German Empire with Three-Color
Photography ca. 1900*
Hanin Hannouch, Ethnologisches Museum, Staatliche Museen
zu Berlin / Max-Planck, Kunsthistorisches Institut in Florenz, Berlin /
Florence
In Discussion with
Diana M. Natermann, University of Hamburg
Monika Faber, Director Photoinstitut Bonartes, Vienna

19.00 Get together

Day 2

2. December 2021, 9.00 – 19.00

9.00 Key Note

*Looking Home. Ethnography, Photography and the Display
of Italian Cultures*
Agnese Ghezzi, IMT School for Advanced Studies Lucca

10.30 Coffee Break

**11.00 Panel I
Ethnographic Photography in Europe as Epistemic Object**

Input I
*Making Knowledge in the Field. Ethnographic Practices in the Hutsul
Region*
Martin Rohde, Martin-Luther-University, Halle-Wittenberg

Input II
*Between Realism, Kitsch and Faireality. Imagining Hutsuls in Art and
Culture*
Bohdan Shumylovych, Center for Urban History, Lviv

Input III
*Women as Pioneers of Visual Ethnography. With Camera and Pen to a
New Method of Scientific Documentation*
Ulrich Hägele, Eberhard-Karls-University, Tübingen

Discussion
Moderation: Magdalena Puchberger, Volkskundemuseum Wien, Vienna

13.00 Lunch Break

**14.00 Panel II
Infrastructure and the Circulation of Images**

Input I
*Searching for Russia’s Own Orient. Public Debates on Ethnographic
Photography in Tsarist Russia and Early Soviet Union*
Helena Holzberger, Ludwigs-Maximilians-University, Munich

Input II
*One Image, Many Images. The Biography of a Habsburgian Type
Photograph*
Herbert Justnik, Volkskundemuseum Wien, Vienna

Input III
*Europe in Pictures at the Musée de l’Homme. Circulating Photographs,
Collecting Types*
Anaïs Mauuarin, CNRS-Centre Alexandre Koyré, Paris

Discussion
Moderation: Friedrich Tietjen, freelance historian and curator

16.00 Coffee Break and Change of Location

17.30 Exhibition Tour

*Überleben im Bild. Wege aus der Anonymität anthropologischer
“Typenfotografien” in der Sammlung Emma und Felix von Luschan*
Katarina Matiassek, Photoinstitut Bonartes, Vienna
Location: Photoinstitut Bonartes, Seilerstätte 22, 1010 Vienna

18.00 Get together

Day 3

3. December 2021, 10.00 – 17.00

**10.00 Panel III
Working with Photographic Records in Museums and Archives**

Input I
Unboxing Photographs. Photo-Objects on Display
Stefanie Klamm, Freie Universität, Berlin

Input II
*Outliving the Image. Beyond the Anonymous in Anthropological
“Type” Photographs from the Emma & Felix v. Luschan Collection*
Katarina Matiassek, Photoinstitut Bonartes, Vienna

Input III
*On Similarities. Trying to Grasp a Shared History Beyond Narratives of
Ethnic Difference in Lower Styria. The Exhibition ŠTAJER-MARK*
Eva Tropper, Museumsakademie Joanneum, Graz

Discussion
Moderation: Herbert Justnik

12.00 Lunch Break

13.00 Workshop Session

In three parallel workshops, we will elaborate on the aspects and
questions raised at the key notes and panels.

Workshop I
Moderation: Magdalena Puchberger

Workshop II
Moderation: Friedrich Tietjen

Workshop III
Moderation: Herbert Justnik

15.00 Coffee Break

15.30 Concluding Discussion

Moderation: Herbert Justnik and Julia Schulte-Werning,
Conference Organizers