Table of Contents

Introduction		
	The Point of Departure The State of Research Yokohama shashin Terminology The Research Background The Precarious Issue of Attribution Plan of the Book	14 19 20 20
1	Contextualising the "Kimbei" Brand	23
	The Introduction of Photographic Media in Japan The Rise and Falls of the Souvenir Photography Industry in Yokohama The Kimbei Photography Studio Shopping at the Kimbei Studio: Modalities of Selection Image Authorship Transforming Images: Kimbei Studio's Costume Image The Phenomenology of Viewing	26 37 52 56 58
2	Acting Before the Camera: Inquiring Photo Models	65
	Contemporary Discourses on Geisha	81
3	Between Commercialism and Ideology	93
	Gender (Im)balances and Multivalent GenealogiesThe Marketing of "Japaneseness"1Crossing Paradigms: Orientalism and Commercialism1Performing Female Virtues1The Domain of Femininity, The Feminised Self1	101 109 120



4	Female Visibility in the Age of Photography	132	
	The Meiji Concept of Photographic Mediality The "Photography-Fad" in Japan Coming to Terms with Photographic Media The Visual Display of Women in Meiji Japan Kurōto Women The Legacy on Female Exhibitionism Geisha on Display	135 136 139 141 144	
	Gersna on Dispray	147	
5	Which Femininity? Whose Desire?	153	
Appe	endices		
1 2	Export volume of photographs (shashin-ga 写真画)	157	
Z	in Yokohama as of 1889	158	
3	List of offices of foreign operations located in Honchō-dōri Street	150	
4	in Yokohama as of 1891		
4	Overview of meta subject categories in Kimbei sales catalogue	160 161	
5	A short listing of number of images found in Kimbei stamped albums Distribution of images in Kimbei stamped albums	162	
6 7	List of replaced images in Kimbei's portfolio	164	
8	Distribution of subjects listed in Kimbei's sales catalogue	165	
9	Number of Kimbei costume photographs: divided according	103	
9	to whether showing male or female models	166	
10	Percentage of images featuring female models in Kimbei	100	
10	photographs according to subject categories	167	
Works Cited			
Ackn	owledgements	199	
Illustration Credits		201	
Colour Plates			