

# Empires of Vision A READER

Martin Jay and Sumathi Ramaswamy, editors

DUKE UNIVERSITY PRESS *Durham and London* 2014

## CONTENTS

ix	Illustrations
xi	Reprint Acknowledgments
xv	Acknowledgments
1	Introduction: The Work of Vision in the Age of European Empires, <i>Sumathi Ramaswamy</i>

### Section I: The Imperial Optic

Introduction, *Martin Jay and Sumathi Ramaswamy* 25

---

#### PART 1: EMPIRES OF THE PALETTE

47	CHAPTER 1. The Walls of Images, <i>Serge Gruzinski</i>
64	CHAPTER 2. Painting as Exploration: Visualizing Nature in Eighteenth-Century Colonial Science, <i>Daniela Bleichmar</i>
91	CHAPTER 3. Indian Yellow: Making and Breaking the Imperial Palette, <i>Jordanna Bailkin</i>
111	CHAPTER 4. Colonial Panaromania, <i>Roger Benjamin</i>

#### PART 2: THE MASS-PRINTED IMPERIUM

141	CHAPTER 5. Objects of Knowledge: Oceanic Artifacts in European Engravings, <i>Nicholas Thomas</i>
159	CHAPTER 6. Excess in the City? The Consumption of Imported Prints in Colonial Calcutta, c. 1780–c. 1795, <i>Natasha Eaton</i>

- 189 CHAPTER 7. Advertising and the Optics of Colonial Power  
at the Fin de Siècle, *David Ciarlo*

### PART 3: MAPPING, CLAIMING, RECLAIMING

- 211 CHAPTER 8. Mapping Plus Ultra: Cartography, Space,  
and Hispanic Modernity, *Ricardo Padrón*
- 246 CHAPTER 9. Mapping an Exotic World: The Global Project  
of Dutch Cartography, circa 1700, *Benjamin Schmidt*
- 267 CHAPTER 10. Visual Regimes of Colonization: European  
and Aboriginal Seeing in Australia, *Terry Smith*

### PART 4: THE IMPERIAL LENS

- 283 CHAPTER 11. The Photography Complex: Exposing Boxer-Era  
China (1900–1901), Making Civilization, *James L. Hevia*
- 315 CHAPTER 12. Colonial Theaters of Proof: Representation  
and Laughter in 1930s Rockefeller Foundation Hygiene  
Cinema in Java, *Eric A. Stein*
- 346 CHAPTER 13. Colonialism and the Built Space of Cinema,  
*Brian Larkin*

## Section II: Postcolonial Looking

Introduction, *Martin Jay and Sumathi Ramaswamy* 377

---

### PART 5: SUBALTERN SEEING: AN OVERLAP OF COMPLEXITIES

- 395 CHAPTER 14. Speaking Back to Orientalist Discourse,  
*Zeynep Çelik*
- 415 CHAPTER 15. Maps, Mother/Goddesses, and Martyrdom  
in Modern India, *Sumathi Ramaswamy*
- 450 CHAPTER 16. Notes from the Surface of the Image:  
Photography, Postcolonialism, and Vernacular Modernism,  
*Christopher Pinney*
- 471 CHAPTER 17. “I Am Rendered Speechless by Your Idea  
of Beauty”: The Picturesque in History and Art in the  
Postcolony, *Krista A. Thompson*

503	CHAPTER 18. Fanon, Algeria, and the Cinema: The Politics of Identification, <i>Robert Stam</i>
-----	---

## PART 6: REGARDING AND RECONSTITUTING EUROPE

539	CHAPTER 19. Creole Europe: The Reflection of a Reflection, <i>Christopher Pinney</i>
566	CHAPTER 20. Picasso, Africa, and the Schemata of Difference, <i>Simon Gikandi</i>
594	CHAPTER 21. <i>Double Dutch</i> and the Culture Game, <i>Olu Oguibe</i>
609	Conclusion: A Parting Glance: Empire and Visuality, <i>Martin Jay</i>
621	Contributors
629	Index