Nostalgia
Nostalgia

- Reading the role of nostalgia, the past, memory, real or imagined in the landscape.
What isn’t here?
Landscape and Memory

• Landscape is an object of cultural memory
  – landscape is symbolic for culture
  – culture creates symbolic features in the landscape

• Cultural memory is constructed, fabricated, invented, suppressed, changes
Simon Schama

- Descendent of Lithuanian Jews
- c. 1991 Investigates his Lithuanian roots with help from the “shoebox” of family memories
- Visits Lithuania/Poland border
Early C20th Lithuania: Land of the Jewish Lumberjack
Jewish cemetery at Punsk
Memorial mound at Giby
• Jews (and memory of Jews) have vanished from the local landscape
  – victims of violence

• Other victims of history being “remembered”
  – Landscape expressions
Remembering the Past

• Memory is selective, even fabricated
• May suffer amnesia
  – as in Lithuania’s Jews
• May indulge in fanciful nostalgia
  – obsession with roots
Lowenthal’s Thesis

• The present era shows widespread disdain for the past

• This leads in two directions:
  – To disdain for tradition, to cultural amnesia
  – To a cult of preservation, a mania for roots, a pervasive nostalgia
Slavoj Žižek

- Superstar Slovenian philosopher of the moment
- In his 2010 book *Living in the End Times*:
  - Argues that an age is ending
  - Conservative nostalgia, longing for the return of a stable, comfortable past, part of our reaction to the ending of the age.
Lowenthal:

• Past becomes a focus for personal identity, and national identity. It becomes a bulwark against massive and distressing change
Lowenthal:

- In the present age we are more systematic than in previous ages in our desire to preserve the past and have contact with it.
Ancestor Worship

• Ancestor-hunters searching the archives for family roots
Heritage Highlights of Cornwall Township

Township of Cornwall
ONT.
Ancestor Hunters: Cornwall ON
The Past brought to life

- Period dramas, historical novels, historical documentaries
- Boardwalk empires
- Vestibules do Shakespeare
The Past Brought to Life

• Creation of nostalgic place
• Millions of visitors to historic houses and pioneer villages
  – *Past as Foreign Country* gets a lot of tourist trade
Places of Nostalgia

• Take an “authentic” historic site and make its history into a commodity
• Create a synthetic “historic site” in which history is simulated
• There is a difference?
• Located at Bouctouche NB
• Theme attraction based on nostalgic novels of Antonine Maillet
• Novels feature a Scrubwoman (*La Sagouine*) in depression-era coastal Acadia
• Features costumed interpreters, singing, dancing, poutine rapé
Historic Acadian Village, NB
English Civil War Re-Enacted: Nottingham Castle
The New Nostalgia

- Middle-class filling homes with genuine and simulated antiques
- Preoccupation with retro and antique styled products
Markville Antiques Fair 1988
Examples of nostalgia

- Manufacturers marketing nostalgic products
Nostalgic Furniture
Old-Tyme Street Lamps
Back to the future
**Pine Armoire**

A perfect freestanding solution for your office needs!
- Features 2 full length enclosed doors with a beaded and reeded design.
- Embossed "leaf" motif on sculpted bottom rail.
- Monitor compartment will accept most 17" monitors.
- Storage area for printer or fax.
- Overall dimensions: 69"H x 34"W x 21"D.
- Monitor compartment measures 21"H x 20"W x 16"D.
- Comes to assemble.
- 5-year manufacturer's warranty (details with product).

**Everyday Low Price**

**279.95**

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<td>Each</td>
<td>279.95</td>
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**Heritage Collection Swing-Out Armoire**

Traditional styling with a concealed work area!
- The Heritage Pine Collection's casual country feel is created through the warm pine finish, raised paneled doors and expert attention to detail.
- Contains compartments for monitor, CPU and G3s (holds 3).
- Monitor compartment measures 23"H x 22"W x 18"D.
- CPU opening measures 21"H x 11"W x 16"D.
- Extra-wide keyboard tray holds both keyboard and mouse.
- Elevated work rest.
- Total dimensions are 64"H x 42"W x 30"D.
- Albany Pine or Hanover Cherry finish.
- Easy to assemble.
- 5-year manufacturer's warranty (details with product).

**Everyday Low Price**

**595.00**

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Call 1-800-668-6888  Fax 1-800-567-2260
Executive Collection
This classic collection complements any professional setting!
- Desk features 2 locking letter/legal file drawers on metal rollers
- Centre drawer can be converted to a sliding keyboard tray
- Also features concealed CPU storage
- 2-drawer locking lateral filing cabinet: accommodates letter or legal files
- Brass-plated handles and an elegant black desktop surface complete the classic look of this collection
- Cherry wood finish
- Easy to assemble
- 5-year manufacturer's limited warranty (details with product)

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<td>Each</td>
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Everyday Low Price
Executive Collection

Call 1-800-668-6888
Decorative cafe rods to add the natural warmth of wood to all your windows.
Sears 1985

SAVE $20-25 on ruffled, quilted bedspreads


Catalogue No. | Flat | Light | King | Queen | Price
---|---|---|---|---|---
936 | 325-B | 325-B | 325-B | 325-B | $49.99
936 | 325-C | 325-C | 325-C | 325-C | $59.99


Catalogue No. | Flat | Light | King | Queen | Price
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936 | 325-B | 325-B | 325-B | 325-B | $49.99
936 | 325-C | 325-C | 325-C | 325-C | $59.99

SEARS CANADA INC. EASTERN REGIONS

your money's worth...and more
Eaton’s 1976
Nostalgia it ain’t what it used to be

- It comes in period styles:
  - C18th to early C19th: Classic Greek
  - early C19th: Egyptian
  - Mid C19th: Medieval gothic
  - Early C20th: Tudor
  - Late C20th: Victorian
Neo-Victorian Toronto

- Real-estate developers commodifying “heritage” or simulating it
  - Inner-city Gentrification
  - Suburban neo-Victorian
Yuppie Gentrifiers

• Want a genuine-looking Victorian façade
  – Gingerbread, Historic plaque

• Want the historic interior gutted
  – upgrade to modern suburban standards

• Want to fill the house with antiques
  – Plus the latest Yuppie gadgets
Dot.Com
Gentrification

• King/Dufferin Area
  – Close to telephone hubs
  – Attraction of vibrant streetlife and loft buildings
Old Buildings

• “restored” by
  – heavy sandblasting
  – removal of previous industrial functions
Dot.Com offices

- Restored & Period buildings
- Office suites
  - devoted to high-tech new economy
  - filled with the latest equipment
Retro Toy

eBusiness Platform

Black Rocket from Genuity

www.genuity.com
Nostalgia is selective

• Things to enjoy in Victorian Ontario
  – Pit latrines in high summer?
  – Old-fashioned gender relations?
  – Hepatitis with old-style cooking?
  – Old fashioned Hotels with bedbugs?
  – Catch tuberculosis in grade seven!
HGTV

• Kitty Bartholomew did a show on the “British Colonial Look”

• Decorate your home with
  – wicker furniture
  – animal prints
  – hunting trophies
  – black servants?