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
1985
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
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
Examples of nostalgia

- Manufacturers marketing nostalgic products
Nostalgic Furniture
Back to the future
Pine Armoire
A perfect hideaway solution for your office needs!
- Features 2 full length enclosed doors with a bead and reed design
- Embossed "leaf" motif on sculpted button rail
- Monitor compartment will accept most 17" monitors
- Storage area for printer or fax
- Overall dimensions: 60"H x 34"W x 23"D
- Monitor compartment measures 21"H x 11"W x 19"D
- Extra wide keyboard tray holds both keyboard and mouse
- Elevated foot rest
- Overall dimensions are 69"H x 41"W x 23"D
- 6-year manufacturer's warranty (details with product)

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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 panel doors and expert attention to detail
- Contains compartments for monitor, CPU and CDS (holds 36)
- CPU opening measures 21"H x 11"W x 19"D
- Extra-wide keyboard tray holds both keyboard and mouse
- Elevated foot rest
- Overall dimensions are 69"H x 41"W x 23"D
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- Easy to assemble
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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)

Item# Description Qty. Our Price
A. 394646 Desk, 30"H x 62"W x 30"D Each 369.75
B. 38936 Bookcase, 72"H x 30"W x 13"D (not shown) Each 125.00
C. 40437 Bookcase with Doors, 72"H x 30"W x 13"D Each 145.00
D. 38936 Lateral File Cabinet, 24"H x 31"W x 20"D Each 186.00

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369.75 Desk

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Decorative café rods to add the natural warmth of wood to all your windows.
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!
Kitty Bartholomew did a show on the “British Colonial Look”

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