

WHAT MEETS THE EYE: LESSONS IN VISUAL ANTHROPOLOGY

Institute of Ethnology would like to invite you to the lecture course *What Meets the Eye: Lessons in Visual Anthropology* (AET500174) given by the invited anthropologist Tereza Kuldova (University of Oslo/University of Vienna).

The lecture course will be held in winter semester
from **16th October until 27th October 2017**.

VISUAL ANTHROPOLOGY is one of the fastest growing subfields of anthropology, ranging from the anthropological study of visual culture to the production of anthropological and ethnographic visual products, as such being defined both by its subject and its unique methods. Playing on one hand with the analysis and interpretation of different modes of visual culture, while on the other being an indispensable tool in the field as well as a mode of representation, visual anthropology opens up a vast and often contradictory space of possibilities. This course is intended as a lecture series consisting of productive provocations, focusing on different modes of analysis, ways of gaining insight and methods that visual anthropology can offer, while utilizing examples from across the history and present of museums, art, fashion, subcultural aesthetics, advertising, film and last but not least, photography. The course will also feature several screenings of selected movies and documentaries followed by a critical discussion in class.

TEREZA KULDOVA is a social anthropologist and fashion curator; expert on contemporary India, *anthropology* of business and crime, intellectual property rights and subcultures. She is a Researcher based at the University of Oslo, where she also earned her Ph.D. in social anthropology in 2013. She was the student of Thomas Hylland Eriksen and is one of the emerging voices in Scandinavian anthropology. From 2016–2018, she is a Visiting Senior Researcher at the Department of Cultural and Social Anthropology at the University of Vienna. In 2016, her monograph *Luxury Indian Fashion: A Social Critique* was published with Bloomsbury Publishing – Academic. Her book is the first ethnographic study of the Indian luxury fashion industry, and is unique in its ethnographic focus on the Indian elites and the interactions between fashion designers and craftspeople.

COURSE PLAN

- 16. 10. 2017**, 12.30–17.25, Room 138, Celetná 20, *Visual Anthropology: From Objects to Methods + Screening*
- 18. 10. 2017**, 12.30–17.25, Room 307, Celetná 20, *Museums and Visual Anthropology + Screening*
- 20. 10. 2017**, 12.30–15.45, Room 307, Celetná 20, *Visual Anthropology of Fashion and Design*
- 23. 10. 2017**, 12.30–17.25, Room 138, Celetná 20, *Photography, Film and Countercultures + Screening*
- 25. 10. 2017**, 12.30–17.25, Room 307, Celetná 20, *Advertising, Branding and the Anthropologist in the Neoliberal Jungle + Screening*
- 27. 10. 2017**, 12.30–15.45, Room 307, Celetná 20, *Visual Methods in the Field: From Documentation to Representation*