

Cute Imperialism?

Leslie Bow

University of Wisconsin, Madison



Juicer by Stefano Giovannoni for Alessi, Italy



Orientales: Eastern Stories Through Western Eyes, Stefano Giovannoni, Pistoia, Italy: Gli Ori, 2008.



Dinner Style • 風格獨具

Source:
National Palace Museum Store website

pepper grinder from *Oriental*





Harajuku Lovers Perfume by Gwen Stefani, Coty, USA, 2009

“The packaging was a big part of the line’s success — people were buying and collecting them all. Rather than introduce another five scents, we decided to play around with clothes — there is a lot of territory to be mined there.”

Carlos Timiraos, group vice president of global marketing, Coty Prestige

2011, Gwen Stefani for Target, USA



Laundry aids, early 20th-c, U.S.A





Magazine ad, 1916

Jim Crow Museum of Racist Memorabilia
collection, Grand Rapids, MI, Corbus images



Tin sign, reproduction offered on Amazon.com 2014

Amazon review: "THIS SIGN IS A RACIST STEREOTYPE OF BLACK PEOPLE AND ANYONE SAYING OTHERWISE OBVIOUSLY DOES NOT KNOW ANYTHING ABOUT THE HISTORY BEHIND BLACKFACE AND WHAT THIS SIGN IS ACTUALLY DEPICTING! ITS A SHAME THAT WE ARE IN THE YEAR 2014 AND WE STILL HAVE THIS LEVEL OF IGNORANCE AROUND! ABSOLUTELY NOTHING IS HUMOROUS ABOUT THIS SIGN. THIS PRODUCT DESERVES ZERO STARS!"

“Chief Wahoo”

mascot Cleveland Indians baseball team, 1951-present



LEGO Minorities by Chris McVeigh



from “Why did I buy that toy” blogspot,

“I don't really think this guy is all that racist. But then I look at the mustache and I don't know. I just don't know.”

“Action Ranger Timmy”



“Toys Depicting Asians”

“Action Ranger Timmy”

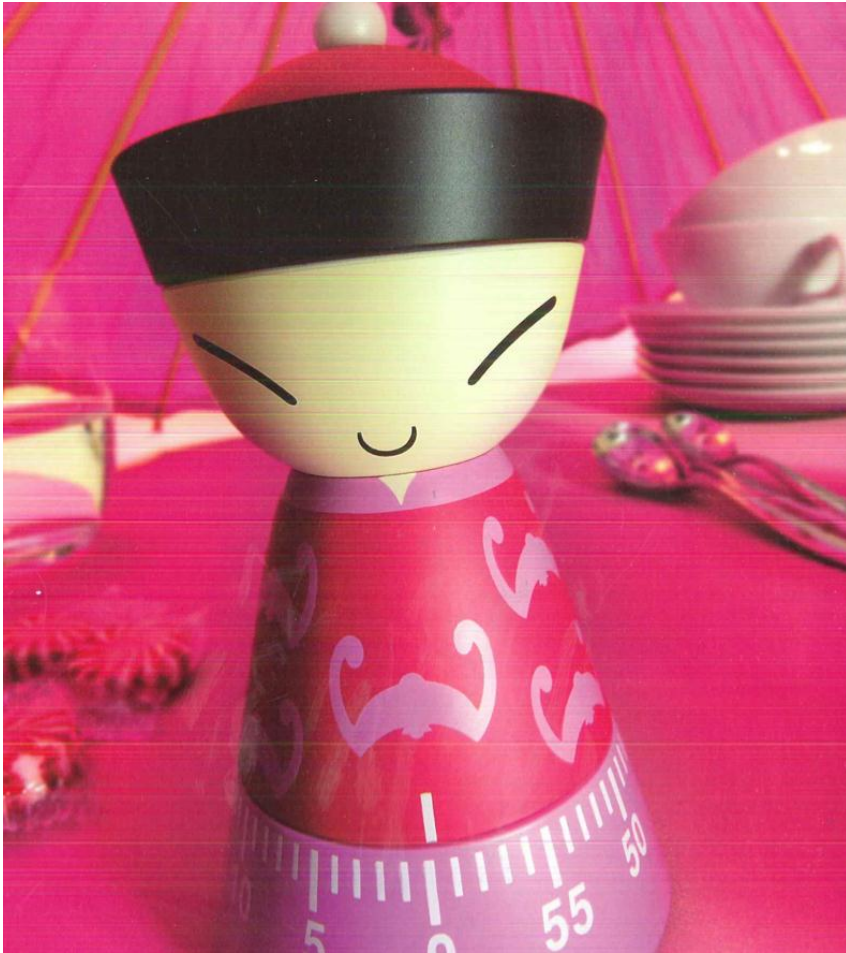
source: “Why did I buy that toy”
blogspot

“This is not a set. It's two figures I recently picked up from the playmobil website. The Samurai has the upturned, **squinty Asian eyes**, **but I can't get mad because of how much I love** the details on the samurai armor.

Meanwhile the Union Officer has a funny mustache. Historical facial hair is always great.”



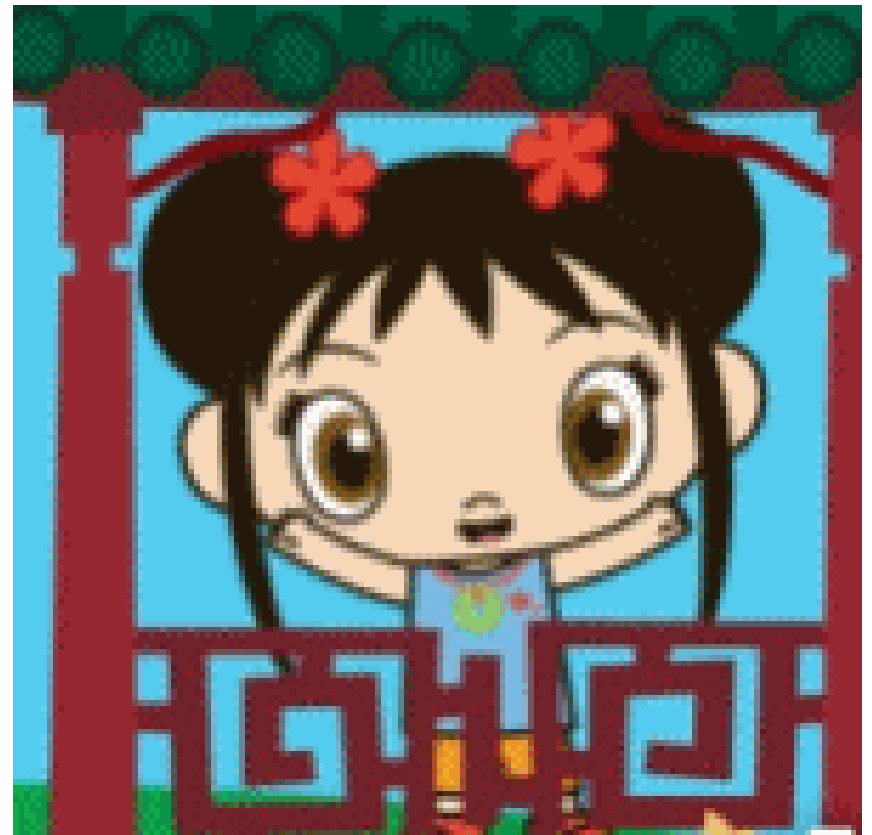
timer design inspiration:
Emperor Ch'ien-lung portrait, National Palace Museum



Pucca—South Korea

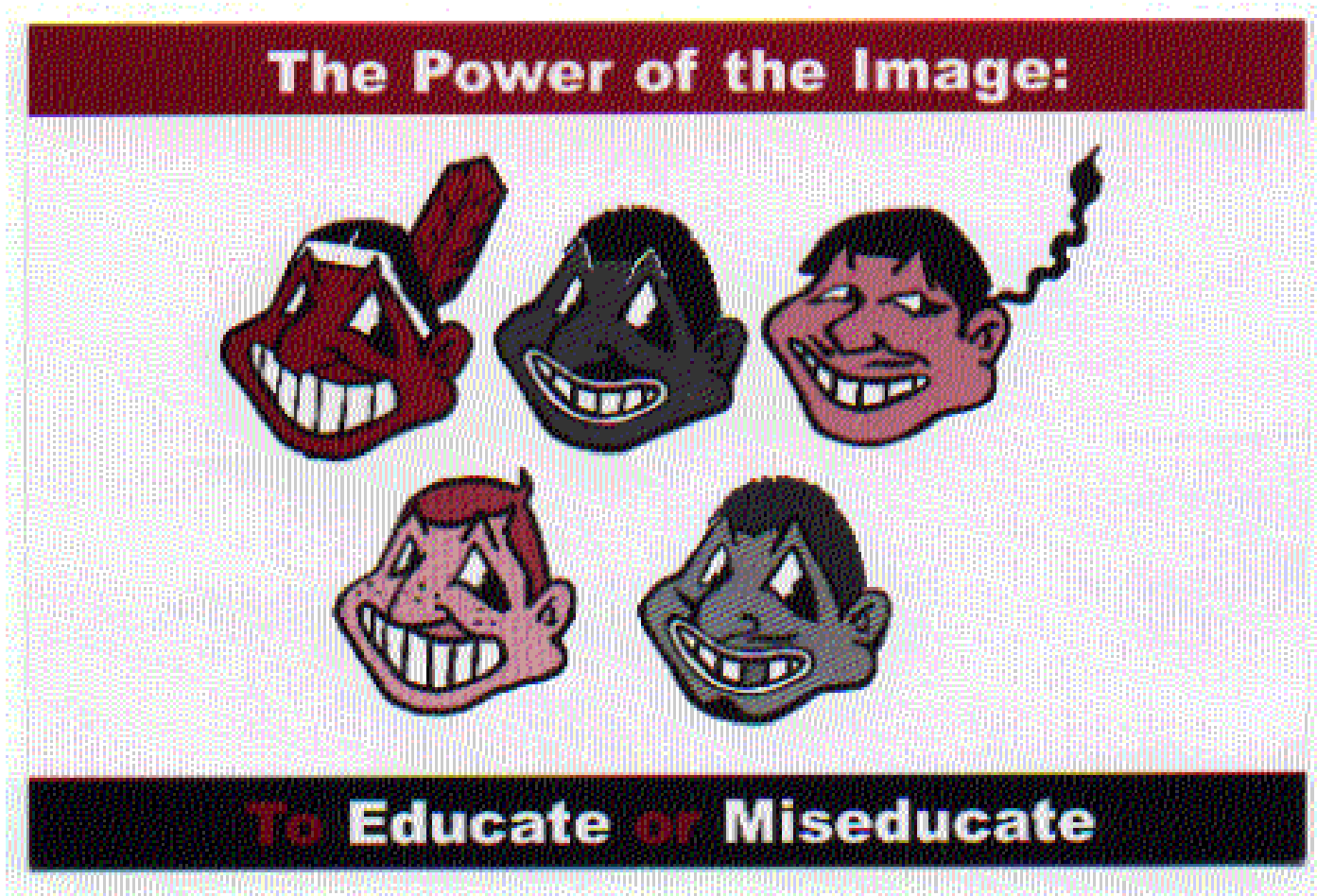


“Ni Hao, Kai-lan”—U.S.A.



Charlene Teters, USA, 2012

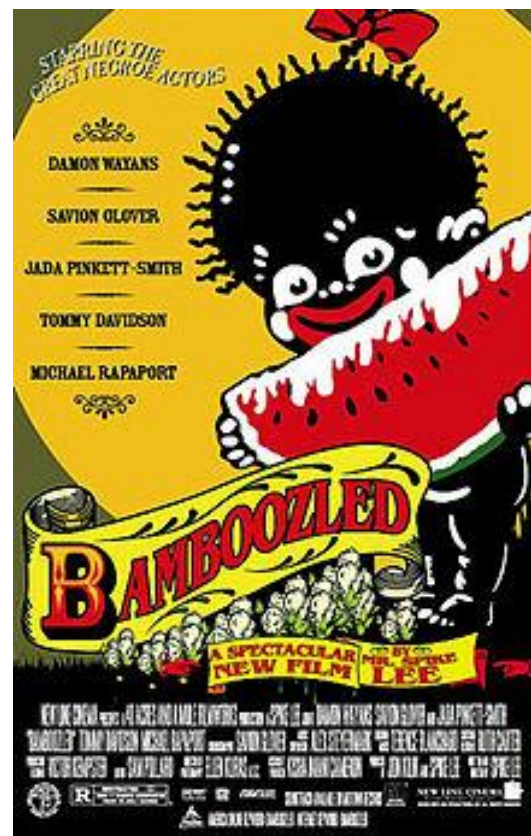
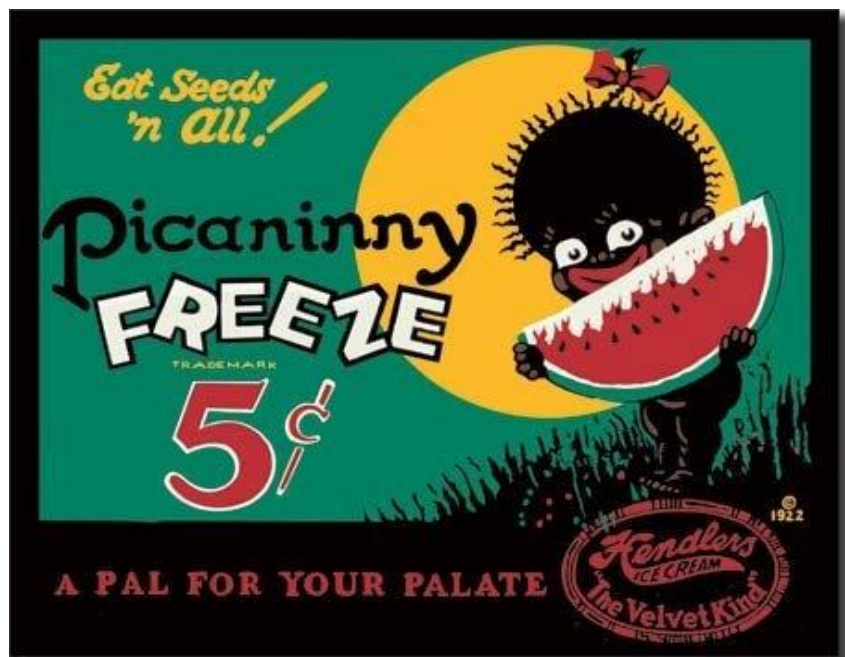
<http://nativeartinrussia.webs.com/charleneteters.htm>



Cyprien Gaillard, France









Kara Walker

"A Subtlety or the Marvelous Sugar Baby an Homage to the unpaid and overworked Artisans who have refined our Sweet tastes from the cane fields to the Kitchens of the New World on the Occasion of the demolition of the Domino Sugar Refining Plant." Brooklyn, NY 2014



