

Völkerschau in Frankfurt Zoo (1891)

Abstract

Völkerschauen (or human zoos) were extremely popular around 1900. They shored up the self-image of colonial rulers by forcibly recasting people from colonized countries into an exotic form that served the colonizer's imagination. This poster advertised a *Völkerschau* at the Frankfurt Zoo in 1891. The venue, a zoo, was well suited for projections of nature and danger but also of German control. The female warriors were marked as deviant and dangerous through their wild eyes and aggressive facial expressions, their forward-leaning stances and their weapons. The headline reads: "The Amazon Corps under the leadership of the chief warrior woman Gumma."

Source



Source: C08071, Adolph Friedländer, poster "The Amazon Corps under the leadership of the Chief Warrior Woman Gumma," ethnology, advertising, Frankfurt am Main, before 1890, print, color lithograph.

This image is included in David Ciarlo, *Advertising Empire. Race and Visual Culture in Imperial Germany*. Cambridge, MA: Harvard University Press, 2011, plate 8, pp. 212ff.

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