



WORLD'S FAIRS ITALIAN STYLE

THE GREAT EXPOSITIONS IN TURIN
AND THEIR NARRATIVES, 1860–1915

CRISTINA DELLA COLETTA

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It would be a mistake to consider late-nineteenth- and early-twentieth-century Italy as a mere spectator in the shows of national pride and imperial might that the major Western powers staged in the arena of World's Fairs. Without reaching the proportions, both in size and public attendance, of exhibitions in France, England, and the United States, national and international expositions in Italy were among the country's most successful mass-attended phenomena ...

Because of the unprecedented impact of their social, political, economic, and aesthetic investments, World's Fairs are ideal case studies of how nationalistic and imperialistic discourses were produced, disseminated, and contested over time. In their totalizing ambitions, World's Fairs involved all types of human expression: numerous disciplines, such as architecture and the visual arts, science and technology, anthropology and history, journalism, literature, and the performing arts, all deployed their diverse semiotic codes to tell the fabulous tale of modern progress.

From the Introduction

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