



University of Zurich, Section for East Asian Art History  
European Association for Asian Art and Archaeology

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Keynote lecture

**Korea through the Foreign Lens:  
Photographs by Burton Holmes and Jack London**  
Prof. Dr. Burglind Jungmann (UCLA)



Time: Friday, 25th August 2017, 19:30 – 20:30  
Address: Rämistrasse 71, 8006 Zürich (Room KOL-F-101)

*This is a keynote lecture on the occasion of The Second Conference of the European Association for Asian Art and Archaeology. It is open to the public. For the rest of the three-day conference, a registration fee will be required. For questions, please contact the organizing committee ([conference@ea-aaa.eu](mailto:conference@ea-aaa.eu)) or go to the conference homepage: <http://www.ea-aaa2017.ch>*



### Keynote abstract

The famous author Jack London (1876-1916) and the Hollywood film pioneer Burton Holmes (1870-1958) visited Korea in the early 1900s on very different missions. Both were enthusiastic photographers and captivating writers, yet their impressions of the country could not differ more. Burton Holmes had made world travel his profession and entertained large audiences with lantern slides lectures, filling famous venues such as Carnegie Hall in New York. He also shot the first documentary film of Seoul, and published his photographs and texts in a book series of 'travelogues' - a word coined by him. London, on the other hand, was employed by William Randolph Hearst for the *San Francisco Examiner* to report on the Russo-Japanese War in 1904 and wrote about his adventures on the way to the front at the Yalu River. By analyzing their photographs together with their texts, this lecture will explore questions such as: What do London and Holmes have in common, and what separates them? What was their intention, who their audiences? How do their personal and social backgrounds influence their perception of Korea? Do texts and images tell the same stories? How much do they tell us about the country, and how does Korea look back at these foreigners?

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