

Contents

Laurel Kendall

Preface and Acknowledgments vii

Laurel Kendall

Introduction:

Material Modernity, Consumable Tradition 1

Part I. Modernity as Spectacle/Spectacular Korea 19

1 Katarzyna J. Cwiertka

Dining Out in the Land of Desire:

Colonial Seoul and the Korean Culture of Consumption 21

2 Timothy R. Tangherlini

Shrinking Culture:

Lotte World and the Logic of Miniaturization 39

Part II. Korea as Itinerary 65

3 Hyung Il Pai

Travel Guides to the Empire:

The Production of Tourist Images in Colonial Korea 67

4 Okpyo Moon

Guests of Lineage Houses:

Tourist Commoditization of Confucian

Cultural Heritage in Korea 88

5 Robert Oppenheim

Crafting the Consumability of Place:

Tapsa and *Paenang Yōhaeng* as Travel Goods 105

Part III. Korean Things 127

6 Laurel Kendall

The *Changsŭng* Defanged:

The Curious Recent History of a Korean Cultural Symbol 129

7 Kyung-Koo Han

The “Kimchi Wars” in Globalizing East Asia:

Consuming Class, Gender, Health, and National Identity 149

Part IV. Korea Performed 167

8 Judy Van Zile

Blurring Tradition and Modernity:

The Impact of Japanese Colonization and Ch’oe Sŭng-hŭi
on Dance in South Korea Today 169

9 Keith Howard

Kugak Fusion and the Politics of Korean
Musical Consumption 195

Bibliography 217

Contributors 245

Index 247