

Contents

Acknowledgments ix

Introduction The Spectacle of Inventing a Nation: World's Fairs and Their Narratives in Italy, 1860–1915 3

1 Prologues to World's Fairs: National Expositions and Nation Building in Turin 15

- Turin, (Former) Capital of the Nineteenth Century 15
- National Exhibits, Collective Identity, and the Ideology of Progress 19
- Dreaming a Collective Dream: Civilization as Leisure 23
- Of Maps and Towers: A Stroll along the Fairgrounds 33
- Pro Aris et Foci*: The King, the People, and the Nation 44
- All the City's a Stage: The Exposition of Hegemonic Topographies in De Amicis's *Torino 1880* 52
- Exhibition Mania on Stage: The Ballet *Excelsior* 65

2 Turin 1911: The 'Fabulous Exposition' 79

- Ephemeral Architecture and the Invention of a National Style 79
- Building Imperial Consensus: Italy's *Quarta Sponda* on the Po River 89
- Italy and the Imperial Paradigm 102
- Blazoned Pilots, Modern Media, and Vicarious Travels 110
- Polar Explorers, 'Instant Books,' and the Politics of Travel 117

3 Emilio Salgari: Writing Exposition Style	123
Salgari's Novels as Exposition Narratives	123
Salgari and the Adventure-Tale Formula	136
A Life Exposed: The Man, the Myth, and the Nation	150
The Fall of a Crystal Palace: <i>Le meraviglie del Duemila</i>	166
4 Guido Gozzano's Imperial Ambiguities	176
Reclaiming the Context: On Gozzano <i>gazzettiere</i> and the Archaeology of <i>Verso la cuna del mondo</i>	176
The 'Compendium of the World': Gozzano's India as World's Fair Exhibit	184
Of Mazes and Masks: India as Counter-Exposition	192
Beyond the Exotic Surface: Gozzano's <i>Letters</i> as Hermeneutical Objects	202
Historiography as Assemblage: Intertextual Montages in 'L'Olocausto di Cawnepore' and 'Goa: "La Dourada"'	205
Meddling with the Sex of Angels: Gozzano's Readings of Albrecht Dürer's <i>Melancholia I</i>	248
Production for Profit and Creation for Pleasure: Beauty, Truth, and the Role of the Artist in the World of Universal Expositions	259
Conclusion	269
<i>Notes</i>	273
<i>Bibliography</i>	317
<i>Index</i>	339