



U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy

Andrew James Wulf

Download now

[Click here](#) if your download doesn't start automatically

U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy

Andrew James Wulf

U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy Andrew James Wulf

Although cultural diplomacy has become an increasingly fashionable term embraced by academics, foreign-service personnel, and private sector commercial and cultural interests, the very practice of this idea remains conspicuously challenging to define. This book takes on this problem, advancing a new understanding of cultural diplomacy that results from a historical investigation of a single area of government and private sector partnership, and what became in the mid-twentieth century the most prominent manifestation of this alliance—the cultural exhibitions sent abroad to “tell America’s story” with the goal of “winning hearts and minds.”

To illustrate this point, selected exhibitions and the intentions of the policymakers who proposed them are interrogated for the first time beside archival documentation, writings from the history of design, advertising, science, as well as art historical and museum studies theories that address various aspects of the history of collecting and display, all of which explore the reality of how these exhibitions were conceived and prepared for foreign audiences. Most importantly, personal interviews with the designers and government representatives responsible for the ultimate appearance of these events upturn preconceived notions of how these events came to be. Seventy-five photographs from the exhibits make this history come alive.

Through this discussion these questions are answered: What was America showing of itself through these exhibitions? And, more urgently, what do these exhibitions tell us about U.S. interest in verisimilitude?

This investigation spans the crucial years of American exhibitions abroad (1955-1975), beginning with the formation of an official system of exhibiting American commercial wares and political ideas at trade fairs, through official exchanges with the U.S.S.R., to pavilions at world's fairs, and finally to museum exhibitions that signaled a return to the display of founding American values. They are thus complex ideological symbols in which concepts of national identity, globalization, technology, consumerism, design, and image management both coincided and clashed. The investigation of these exhibitions enhances the understanding of a significant chapter of U.S. cultural diplomacy at the height of the Cold War and how America constantly reimagined itself.

 [Download U.S. International Exhibitions during the Cold War ...pdf](#)

 [Read Online U.S. International Exhibitions during the Cold W ...pdf](#)

Download and Read Free Online U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy Andrew James Wulf

From reader reviews:

Angela Powers:

Don't be worry should you be afraid that this book can filled the space in your house, you might have it in e-book way, more simple and reachable. This specific U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy can give you a lot of good friends because by you taking a look at this one book you have thing that they don't and make a person more like an interesting person. This specific book can be one of a step for you to get success. This publication offer you information that maybe your friend doesn't understand, by knowing more than various other make you to be great individuals. So , why hesitate? Let me have U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy.

Lou Marshall:

As we know that book is significant thing to add our know-how for everything. By a reserve we can know everything we wish. A book is a set of written, printed, illustrated or even blank sheet. Every year was exactly added. This book U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy was filled regarding science. Spend your time to add your knowledge about your scientific disciplines competence. Some people has distinct feel when they reading a new book. If you know how big good thing about a book, you can really feel enjoy to read a e-book. In the modern era like now, many ways to get book you wanted.

Travis Pope:

That guide can make you to feel relax. This specific book U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy was bright colored and of course has pictures on the website. As we know that book U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy has many kinds or genre. Start from kids until young adults. For example Naruto or Private investigator Conan you can read and think you are the character on there. Therefore not at all of book are generally make you bored, any it can make you feel happy, fun and chill out. Try to choose the best book for you personally and try to like reading in which.

Elizabeth Acker:

Reading a book make you to get more knowledge from this. You can take knowledge and information from a book. Book is written or printed or illustrated from each source that will filled update of news. In this particular modern era like at this point, many ways to get information are available for anyone. From media social similar to newspaper, magazines, science e-book, encyclopedia, reference book, story and comic. You can add your knowledge by that book. Do you want to spend your spare time to open your book? Or just looking for the U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy when you necessary it?

Download and Read Online U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy Andrew James Wulf #E8W13LS4FMO

Read U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy by Andrew James Wulf for online ebook

U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy by Andrew James Wulf Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy by Andrew James Wulf books to read online.

Online U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy by Andrew James Wulf ebook PDF download

U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy by Andrew James Wulf Doc

U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy by Andrew James Wulf MobiPocket

U.S. International Exhibitions during the Cold War: Winning Hearts and Minds through Cultural Diplomacy by Andrew James Wulf EPub