

Cultural Mobility

Cultural Mobility is a blueprint and a model for understanding the patterns of meaning that human societies create. Drawn from a wide range of disciplines, the essays collected here under the distinguished editorial guidance of Stephen Greenblatt share the conviction that cultures, even traditional cultures, are rarely stable or fixed. Radical mobility is not a phenomenon of the twenty-first century alone, but is a key constituent element of human life in virtually all periods. Yet academic accounts of culture tend to operate on exactly the opposite assumption and to celebrate what they imagine to be rooted or whole or undamaged. To grasp the shaping power of colonization, exile, emigration, wandering, contamination, and unexpected, random events, along with the fierce compulsions of greed, longing, and restlessness, cultural analysis needs to operate with a new set of principles. An international group of authors spells out these principles and puts them into practice. Cultural Mobility sets out a powerful intellectual agenda with which scholars across the humanities and social sciences will need to engage.

STEPHEN GREENBLATT is Cogan University Professor of the Humanities at Harvard University. The author most recently of Will in the World (2004), Professor Greenblatt is one of the most distinguished and influential literary and cultural critics at work today, as well as the general editor of The Norton Anthology of English Literature. His team of collaborators on Cultural Mobility all worked together at the Wissenschaftskolleg in Berlin under Professor Greenblatt's overall direction, and represent a suggestive and unique range of voices and approaches.



CULTURAL MOBILITY: A MANIFESTO

Stephen Greenblatt, with Ines G. Županov, Reinhard Meyer-Kalkus, Heike Paul, Pál Nyíri, and Friederike Pannewick





CAMBRIDGE UNIVERSITY PRESS

Cambridge, New York, Melbourne, Madrid, Cape Town, Singapore, São Paulo, Delhi

Cambridge University Press
The Edinburgh Building, Cambridge CB2 8RU, UK

Published in the United States of America by Cambridge University Press, New York

www.cambridge.org
Information on this title: www.cambridge.org/9780521682206

© Stephen Greenblatt, Ines Županov, Reinhard Meyer-Kalkus, Heike Paul, Pál Nyíri, Friederike Pannewick 2010

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2010

Printed in the United Kingdom at the University Press, Cambridge

A catalogue record for this publication is available from the British Library

Library of Congress Cataloguing in Publication data
Cultural mobility: a manifesto / Stephen Greenblatt ... [et al.].

р. ст.
ISBN 978-0-521-86356-8 (hardback)
1. Culture. 2. Social change. I. Greenblatt, Stephen, 1943— II. Title НМ621.с85344 2009
306.01-dc22

2009035491

ISBN 978-0-521-86356-8 hardback ISBN 978-0-521-68220-6 paperback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party Internet websites referred to in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.



CONTENTS

List of authors page [vii]
List of illustrations [viii]
Acknowledgments [ix]

- 1 Cultural mobility: an introduction STEPHEN GREENBLATT [1]
- 2 "The Wheel of Torments": mobility and redemption in Portuguese colonial India (sixteenth century) INES G. ŽUPANOV [24]
- 3 Theatrical mobility
 STEPHEN GREENBLATT [75]
- 4 World literature beyond Goethe REINHARD MEYER-KALKUS [96]
- 5 Cultural mobility between Boston and Berlin: how Germans have read and reread narratives of American slavery HEIKE PAUL [122]
- 6 Struggling for mobility: migration, tourism, and cultural authority in contemporary China PÁL NYÍRI [172]

v



CONTENTS

Index [254]

- 7 Performativity and mobility: Middle Eastern traditions on the move FRIEDERIKE PANNEWICK [215]
- 8 A mobility studies manifesto STEPHEN GREENBLATT [250]

vi



AUTHORS

STEPHEN GREENBLATT

Harvard University

INES G. ŽUPANOV

Centre national de la recherche scientifique, Paris

REINHARD MEYER-KALKUS

Wissenschaftskolleg zu Berlin

HEIKE PAUL

Friedrich-Alexander-Universität Erlangen-Nürnberg

PÁL NYÍRI

Macquarie University

FRIEDERIKE PANNEWICK

University of Oslo



ILLUSTRATIONS

- 1 São Pedro, Church in Ribandar (Goa). Pulpit decorated with the wooden statues of *nages* or *naginis* or *nagayakshis* (seventeenth century). *page* [55]
- 2 Santa Monica, the church of the first monastery for women in Asia, Old Goa. A detail of the decorated pulpit of the church. [58]
- 3 Front page of the German daily Die Tageszeitung. [123]
- 4 Excerpt from a map of Berlin (with kind permission of Falk Verlag Ostfildern). [137]
- 5 Postcard of a Berlin beer garden. [138]
- 6 Collector's card of Liebig's Meat Extract. [139]
- 7 Frontispiece of the GDR edition of *The White Slave*. [155]
- 8 A phone card from East Broadway. [174]
- 9 & 10 The first pages of the Sichuan Tourism Administration's brochure *Travel Sichuan China*. [179]
 - 11 A Chinese tourist drapes a hada around a Tibetan performer's shoulders. [181]
- 12 & 13 Two magazines, from Budapest and London. [184]
- 14 & 15 Songpan's North Gate before and after the makeover. [188]
 - 16 A languid maiden set against a Budapest landmark: the cover of a novel about Chinese in Hungary. [194]
 - 17 The cover of a Shanghai-based magazine. [204]

viii



ACKNOWLEDGMENTS

The authors are deeply indebted to the Institute of Advanced Study in Berlin (Wissenschaftskolleg zu Berlin), where the seeds of this project were sown and nurtured. We are grateful both for the generous fellowship support that the Institute provided and for the unflaggingly energetic, attentive, and resourceful help of the justly celebrated administration and staff. The executive secretary of the Kolleg, Joachim Nettelbeck, was particularly instrumental in forming the focus group on cultural mobility. Many of those who were in residence with us as fellows for the year, along with others who visited for shorter periods of time or were in fruitful long-distance contact with us, contributed to our thinking: among them, we would like to mention Homi Bhabha, Horst Bredekamp, Giovanni Carreri, Charlotte de Castelnau-de l'Estoile, Stefan Epstein, Pierre-Antoine Fabre, Egon Flaig, Marie Fourcade, Rossitza Guentcheva, Peter Hall, Ulrich Herbert, Carla Hesse, Christoph Horn, Ronnie Po-Chia Hsia, Susan James, Bernhard Jussen, Ousmane Kane, Joseph Koerner, Thomas Laqueur, Wolf Lepenies, Stefan Litwin, Klaus Lösch, Peter Mason, Kenneth Mills, Ashis Nandy, Dominique Pestre, Robert Pippin, Christof Rapp, Amnon Raz-Krakozkin, Beate Roessler, Carlo Severi, Quentin Skinner, Ramie Targoff, Rosemary Taylor, Denise Vidal, Rudolf Wagner, Stefan Wild, and Ângela Barreto Xavier. This is a dauntingly long list, but it is by no means complete: at a bare minimum

ix



ACKNOWLEDGMENTS

it should also include our families and many others. For help in pulling together our manuscript, with its contributors spread across vast distances of space, we owe special thanks to Emily Peterson and to the editorial staff of Cambridge University Press.