

CONTENTS

| | |
|--|-----|
| List of Figures | vii |
| Preface | ix |
| Acknowledgments | xv |
| | |
| Part I. Introductions | |
| Chapter 1. The Auto-Icon: or, What a Secularist Relic Says about Modern Dematerializations | 3 |
| Chapter 2. Toward a Methodology of the Concrete: or, Rematerializing Material Culture Studies | 34 |
| | |
| Part II. Fetish and the Fear of Matter | |
| Introduction | 71 |
| Chapter 3. The Spirit of Matter: On Fetish, Rarity, Fact, and Fancy | 76 |
| Chapter 4. The Modern Fear of Matter: Reflections on the Protestantism of Victorian Science | 102 |
| | |
| Part III. Do Catholics See Things Differently? | |
| Introduction | 123 |
| Chapter 5. Trophy and Wonder: or, Bodies at the Exhibition | 131 |
| Chapter 6. <i>Africa Christo!</i> : The Materiality of Photographs in Dutch Catholic Mission Propaganda, 1946–1960 | 161 |
| Chapter 7. “I Am Black, but Comely”: Mission, Modernity, and the Power of Objects in the Afrika Museum, Berg en Dal | 182 |

| | |
|---|-----|
| Chapter 8. Seeing Things as Different: The Powers of Miming “Africa” | 222 |
| Part IV. The Time of Things | |
| Introduction. Fetishizing the Commodity, in Real Time | 237 |
| Chapter 9. Things in Time: Commodity Fetishism before Advertising | 244 |
| Chapter 10. False Consciousness?: The Rise of Advertising | 261 |
| In Lieu of a Conclusion. The Future of Things | 298 |
| References | 321 |
| Index | 355 |