

Democracy's Poster Girls

Beauty Queens and Fashion Models in Cold War Japan

Big business in early Cold War Japan, American-style beauty pageants launched modeling careers, national heroes, and overnight celebrity. The beauty queen's iconic uniforms from swimsuit to tiara shaped her as a cultural figure and a cautionary tale about the allure and dangers of Americanization in 1950s Japan. What do her victories tell us about Japan-U.S. diplomatic and commercial alliances and attitudes toward women's new freedoms in the 1950s? Popular again in Japan, but including a broader range of bodies, what do today's beauty pageants signal about notions of Japanese identity, gender, and labor?

[Coordinator]

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[Speaker]

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* Simultaneous interpretation available (English-Japanese)

冷戦期日本のミスコン女王とファッションモデル

デモクラシーの ポスターガール

[Date] Friday, 2 June, 2017, 18:30-20:30

[Venue] Room 101, Inter-Faculty Building 2, Ochanomizu University

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