

THE INFLUENCE OF ST. LOUIS 1904 WORLD'S FAIR ON JAPONISME THAT
APPEARED IN PERIODICALS

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ABSTRACT

This study is about Japonisme that appeared in newspaper and magazine advertisements and articles from 1903 to 1905. The Japanese promoted their culture by showing its traditional arts and crafts in World's fairs from the mid 19th century to the early 20th century. In addition, victories in the Sino-Japanese war and the Russo-Japanese war increased the Japanese position in Asia. As Japan was becoming politically more influential in the world, the biggest Japanese pavilion in the U.S. World's Fairs took place in the 1904 St. Louis World's Fair. Because of the Fair, St. Louis residents were exposed to Japanese arts and cultural objects including Kimono and textiles.

To understand the possible impact of Japan's participation in the St. Louis 1904 World's fair, national and regional data from *Harper's Bazaar*, *The New York Times*, and *St. Louis Post-Dispatch* were collected from 1903 to 1905. Advertisements and articles were researched to see the incidence Japonisme that appeared in print. The data suggest that there was some influence on the incidence of Japonisme in St. Louis because of the World's Fair.