

## Contents

11	Introduction	
14	1. The Birth of Heimat Photography in Germany and Austria	
	17 Gustav Kuhfahl and Heimat Photography in 1920s Germany	
	21 Austria and Artistic Heimat Photography	
34	2. The Ständestaat and Its Ideal Heimat Austria	
	40 Origins and Development of the Austrian Heimat as Alpine	
	43 Politics, Exhibitions, and Competitions	
52	3. Modern Alpine Culture and Tourism in the Austrian Heimat	
	53 Alpinists and <i>Der Bergsteiger</i>	
	59 Ski Photography in the Heimat	
	67 Alpine Culture	
	69 Tourism in the Alpine Heimat	
	78 Promoting Austria Abroad	
88	4. Photobooks of the Austrian Heimat	
	90 The Pre-Ständestaat Heimat: Regional Landscapes	
	97 Peasants in the Heimat	
	113 The Austrian Heimat Par Excellence	
133	5. The <i>Anschluss</i> and the War Years: From “God and Soil” to “Blood and Soil”	
	136 Travel, Tourism, and Heimat Education	
	150 Heimat Photography and Race	
	157 Tyrol and the Mountains of the Ostmark	
	163 Heimat Photography during the War	
171	6. A Lasting and a New Heimat: Postwar Austrian Heimat Photography	
	171 Postwar Identity Formation	
	175 Lively Tyrol	
	189 The Austrian Peasant	
	192 Recycled Beauty	
	197 Beautiful Tyrol and Beautiful Austria	
205	Selected Photographers’ Biographies	
212	Bibliography	
231	Index of Names	
236	Picture Credits	
236	Acknowledgments	