Commodifications of the Past?
An IPinCH KnowledgeBase Bibliography

James Herbert
Commodifications of the Past? Working Group RA

October 31, 2010
This document serves as a final report on my work as the Research Assistant for the Commodifications of the Past? Working Group from September to October 2010.

Goals

- Search the Knowledge Base for records applicable to this working group, and complete the descriptions for each.
- Add new records and relate relevant records.

Product

As of September 2010 the IPinCH Knowledge Base contained 208 publications (articles, letters, websites, webpages, government documents, and books) that related to the Commodifications of the Past Working Group. In the last 2 months I have read and analyzed these documents, completing the IPinCH descriptions for each. From this I outlined some organizational themes that I included in my interim report. I then focused on collecting scholarly articles and news reports on themes that had fewer examples in the Knowledge Base. From this research I added 18 articles, and completed their IPinCH descriptions. I have also identified many more objects, accessible through both Google News and Google Scholar searches. Finally, I have included examples of such searches as a starting point for the next Research Assistant.

Current Themes:

In reading and analyzing the Knowledge Base objects I can suggest a few selected themes within the related Commodifications of the Past working group objects. I have provided a list of these, as I understand them, and suggest that these represent interesting areas of focus for future research. In some cases the themes are broad and cover many different examples while others are more narrowly focused- ones that do not easily fall into the broader themes.

1. *The use of the use of Archaeological and/or Indigenous imagery in advertising and branding*

   The use of traditional Indigenous imagery in advertising and branding is a common theme in all types of commercial products. The Knowledge Base contains examples of numerous examples, from small souvenir items to large national brands. This theme encapsulates a large number of subjects, including but not limited to: alcohol and tobacco marketing, government oversight, the use of indigenous imagery in state symbols, and the use of Indigenous and or archaeological heritage in tourism advertisements.

   KB entries: 45, 85, 112, 214, 295, 305, 311, 312, 322, 324, 384, 470, 471, 473, 480, 481, 483, 701, 836, 925, 949, 1286, 1291, 1307, 1474, 1475, 1476, 1477, 1478, 1480, 1485
2. *The commodification of traditional artistic expression:*

Traditional artistic expression refers to dance, art, songs and stories. The Knowledge Base contains fewer examples of these than the outright use of imagery in advertisements and branding. Examples of commodification of traditional dance include the popularity of the Maori moko or the Hawaiian hula. Stories and songs have been recorded and produced in books and audio visual and are sold by private companies, and the increasing demand for Indigenous art of all kinds is widely documented.

KB entries: 71, 87, 91, 81, 100, 120, 122, 185, 209, 301, 365, 369, 395, 413, 463, 674, 693, 854, 876, 916, 977, 1028, 1090, 1203, 1523, 1524, 1588,

Links to useful Google Searches:

http://scholar.google.com/scholar?hl=en&q=Traditional+Dance+and+Commodification

http://scholar.google.com/scholar?hl=en&as_q=Indigenous+or+Aboriginal+%2B+Art+%2B+Commodification%22+%2B+intellectual+Property%22

3. *'For profit' genetic ancestry testing (Recreational Genetics)*

The highly publicized Human Genome Project has resulted in a wide variety of private “for-profit” genetic testing companies. These companies promise genetic testing into both health and heritage. The promise of genetically tracing ancestry should provide an interesting focus for members of this working group. Advertisements tend to greatly overstate the accuracy and ability of the tests; promising to discover links to historic figures or to discover Native American ancestry. There are also reports of individuals attempting to use these tests to claim benefits, scholarships, and other types of financial support.

KB entries: 203, 277, 436, 568, 1572, 1580, 1582, 1583, 1584, 1586, 1587, 1589, 1592, 1593, 1595, 1596
4. The private trade in antiquities

The looting of archaeological sites and the sale of artifacts continues to be a problem. However problems with looting and ownership over archaeological remains are not always cut-and-dry cases of theft. Instead there are numerous different issues at play, and anthropologists and archaeologists are beginning to understand the complex roles that museums and archaeologist have to play in the antiquities trade.
5. The use of Traditional Cultural and Ecological Knowledge in New Products.

Tradition ecological knowledge is increasingly used in new commercial products. Examples range from new dietary supplements, alpaca farming in North America, and the popularity of 'traditional foods' in the western market. The use of traditional cultural knowledge is one that has been previously identified by the IPinCH team and as such the Knowledge Base houses numerous examples. Some useful examples that may need further investigation are the use of Hoodia and the compensation to the San of South Africa, 'fair-trade' farming especially in coffee and chocolate, as well as the use of 'Ancient grains' in mass produced products. The use of traditional cultural knowledge in 'New Age' products and practices is another under-explored area of research, and the relatively recent push by Indigenous groups to protect their traditional spiritual practices would be an interesting focus for future research.


Links to useful Google Searches:

http://scholar.google.com/scholar?hl=en&q=New+Age+%2B+Aboriginal+spirituality+%2B+commercialization&btnG=Search&as_sdt=2000&as_ylo=&as_vis=0

http://scholar.google.com/scholar?hl=en&q=Traditional+cultural+knowledge+%2B+modern+use+%2B+profit&btnG=Search&as_sdt=2000&as_ylo=&as_vis=0

Recommendations for future Research Assistants for the Commodifications of the Past? Working Group:

1. Create a series of accurate and repeatable searches, in order to stay up-to-date on current issues in this field. Examples are listed for each of the above themes.

2. Focus object collection on more scholarly and/or well publicized cases, rather than just collecting examples of commodification. Examples tend to be numerous and easily found, instead a focus on substantive cases will provide better cases for analysis.

3. Identify a few selected cases without a robust academic analysis and focus high-level research and analysis on them, using previously studied cases as baselines. Some interesting examples might be the use of Indigenous Stories and Spiritual beliefs in modern ‘shaman' schools and books or the advertisements and future role of for-profit genetic testing in commercial ventures.
Bibliography of Knowledge Base Entries Related to the Commodifications of the Past? Working Group

1102 23andme.  

1474 40.ouncebeer.com.  
No Date Crazy Horse (Old)-Review, 40.ouncebeer.com.  

796 3D Digital Resources.  
No Date Share, Document and Preserve Museum Treasures...in 3D. The Canadian Museum of Nature.  

1476 Albion Monitor Staff  
July, 20.  

911 Adamson, Rebecca.  
March 2.  

1410 Agrawal, Arun.  

1134 Albert B. Scholl, Jr.  

19 Albro, Robert  
June. New York, U.S.A.  

134 Aldred, Lisa.  

959 All About Egypt.  
Asher, Moses
2009  Spiritual Warrior 'cleanses tweets' After Fatal Ceremony. 

Associated Press

Associated Press
2007  Nike designs custom running shoes for American Indians. CBC.ca, September, 26.  

Associated Press

Associated Press.

Author Unknown
No Date  Label. 100% Pure South African Hoodia. Image.

Author Unknown
No Date  Mimis and Hands Postcard. Government of Australia

Author Unknown
No Date  Label. Kamik. Image.

Author Unknown
No Date  Product Imagery. Various Examples Of Cultural Images Used in Product Branding.

Author Unknown.
No Date  Old Style Ceremonial Hat. Objects of Bright Pride Auction. Bill Reid Foundation and Simon Fraser University.

Author Unknown. No Date. Sweat Lodge Advertisement. No Source Information Available.


Author Unknown. No Date. Catalogue for clothing and masks using aboriginal designs. Ketaca Clothing Company


Author Unknown. No Date. Clothing Tag. 100% Egyptian Cotton. Unknown.

Xa:ytem Longhouse Interpretive Centre. No Date. Xa:ytem Longhouse Interpretive Centre. Ashbourne, Co Meath: Meath Tourism.


Tag. The Inukshuk. Unknown.

Label. Land O’Lakes Butter.


939  Author Unknown
      No Date  Cowichan Sweater Tag. "Sign of the Genuine". Hill's Indian
      Crafts.

1483  Author Unknown.
      April, 27.

1484  Author Unknown.
       1993  Court Upholds the Crazy Horse Beer Label. The New York
      Times. April, 14.

1136  Author Unknown.
      No Date  Lascaux Cave Design for T-Shirt Print Screen.

1074  Author Unknown.
      No Date  Red Bull Painted Image.

1075  Author Unknown.
      No Date  Red Bull Painted Image (second half of record 1074).

1135  Author Unknown.
      No Date  Hawaiian Keychain.

118   BBC News.
       2007  France Stops Maori Mummy's Return. BBC News. October, 25,
      http://news.bbc.co.uk/2/hi/europe/7061724.stm, accessed on
      17/06/2008.

1475  Balcones Distilling.
       2009  Baby Blue Whiskey, Balcones Distilling. 
      http://www.balconesdistilling.com/babyblue Accessed on 
      12/10/2010.

66    Baris, Altintas.
      2006  Museum offers Archeology fun. Turkish Daily News. September 24,
      accessed on 17/12/2007.

70    Barnett, Ross.

436   The Bay and Best Buy.
      Vancouver: Xa:ytem Longhouse Interpretive Centre.
1216  Big Chief Products.
No Date   Big Chief Food Smoker. Big Chief.

1217  Big Chief Products.
No Date   Mini Chief Food Smoker. Big Chief.

752  Blackfoot Crossing Historical Park.

1477  Blumsky, Corinne.
2010   Trademark Issues when using Maori Elements in Branding.
   International Law Office Newsletter. July, 10
   www.internationallawoffice.com, accessed on 12/10/2010

637  Bolnick, Deborah A., Duana Fullwiley, Troy Duster, Richard S. Cooper, Joan H.
Fujimura, Jonathan Kahn, Jay S. Kaufman, Jonathan Marks, Ann Morning,
Alondra Nelson, Pilar Ossorio, Jenny Reardon, Susan M. Reverby, Kimberly
Tallbear.
2007   The Science and Business of Genetic Ancestry Tracing. Science,
318:399-400.

1308  Bradford Exchange
Exchange.

177  Britz, Johannes J. and Tomas A. Lipinski,
Concepts of Intellectual Property. Libri. 51:234-246

279  Brown, Alice

673  Brown, Michael F.

625  Brown, Michael F.
1998   Can Culture Be Copyrighted? Current Anthropology, 39(2): 193-
222.

585  Brown, Michael F.
2003   Who Owns Native Culture? Department of Anthropology and
Accessed on 12/10/2010
<table>
<thead>
<tr>
<th>Page</th>
<th>Author/Creator</th>
<th>Year</th>
<th>Title/Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>277</td>
<td>Boyle, James</td>
<td>2003</td>
<td><em>Enclosing the Genome: What the Squabbles over Genetic Patents Could Teach Us.</em> DRAFT.</td>
</tr>
<tr>
<td>809</td>
<td>Café Press</td>
<td></td>
<td><em>The Iceman Cometh!</em> T-shirts, mugs, bumper stickers GeekCulture ala CaféPress.</td>
</tr>
<tr>
<td>782</td>
<td>DVD series</td>
<td></td>
<td><em>Children of the Stone.</em> Acorn Media.</td>
</tr>
</tbody>
</table>
367  Elfshot Gallery  

365  Elfshot Gallery  

1256  Elfshot Galleries  
No Date  Catalog of Reproduction Weapons, Tools and Jewellery. Elfshot

811  Elliot, Carl and Paul Brodwin.  

482  English Heritage  

1592  EthnoAncestry.  

1593  EthnoAncestry  
No Date  Oppenheimer Clan DNA Testing, EthnoAncestry. EthnoAncestry.  

1524  Fairfax Media.  
2007  Cheeky French steal moko. stuff.co.nz, September 13,  
http://www.stuff.co.nz/life-style/fashion/44467, accessed on 09/02/2010

354  Free Press.  
No Date  Advertisement for: The Goddess and the Bull by Michael Balter.

481  GTI Travel Group.  
London: International Friends, part of the GTI Travel Group.

592  Geismar, Haidy.  

65  Gerszberg, Caren Osten.  
<table>
<thead>
<tr>
<th>ID</th>
<th>Author</th>
<th>Year</th>
<th>Title</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>480</td>
<td>Golden Tours</td>
<td>No Date</td>
<td>Visit Stonehenge. London: Grey Line.</td>
<td></td>
</tr>
<tr>
<td>280</td>
<td>Heritage Auction Gallery Catalogue.</td>
<td>No Date</td>
<td>Heritage for the Holidays. Heritage Auction Galleries.</td>
<td></td>
</tr>
</tbody>
</table>


Hillcrest Plumbing and Heating. 2009 Travel Calendar. Hillcrest Plumbing.

Holm, Rebecca. 2007 Apache Medicine man will Teach about Shamantic Traditions. Victoria Advocate, May 3.


Institute of Shamanic Medicine. No date ISM. http://www.shamanicmedicine.ca.


John, Smith and Clyde. No Date Facsimile petroglyphs - labels. Hawaiian Native Treasures. The Islander Group.
Johnson, Vivien


Johnson, Vivian.
No Date The Case of Deaf Adder Creek. DRAFT


Kahn, Tamar

Kalahari Thirstland Liqueur.
No Date Kalahari Thirstland Liqueur.

Kansa, Eric.

Kansa, Eric.

Kassem, Mia

Katz, Solomon H. and Fritz Maytag.
1991 Brewing an Ancient Beer. Archaeology, July/August
Kava King coffee.
No Date  *Kava Kava, The 3000 Year Tradition Continues*. Kava King.

Kawartha Lakes.

Kehoe, Alice B.
2007  *Archaeology Within Marketing Capitalism*. DRAFT

Kennedy, Peter, and Grant Kerr.

Kimmelman, Michael.

Lakru

Layton, Robert and Gillian Wallace.
2006  *Is Culture a Commodity?* DRAFT

Lee, Ellen.

Lekson, Stephen H.

Lim, Timothy H., Hector L. McQueen, and Calum M. Carmicheal, ed(s).

Loblaws Foods and Guayaki
No Date  Cereal. President's Choice Ancient Grains Cereal. President's Choice.

Lovata, Troy.
<table>
<thead>
<tr>
<th>No.</th>
<th>Author(s)</th>
<th>Date</th>
<th>Title</th>
<th>Journal/Source</th>
<th>Page(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>314</td>
<td>Lukas, Paul</td>
<td>No Date</td>
<td>Core77, Inconspicuous Consumption.</td>
<td><a href="http://www.core77.com/inconspicuous/beerframe/ancient.html">http://www.core77.com/inconspicuous/beerframe/ancient.html</a>.</td>
<td>683</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Accessed on 12/10/2010</td>
<td></td>
</tr>
<tr>
<td>685</td>
<td>Matte, Kathleen.</td>
<td>2006</td>
<td>Intellectual Property Rights and Traditional Knowledge: A Quest to Protect First Nation Cultural Heritage. DRAFT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>883</td>
<td>McCulloch, Sandra and Lindsay Kines.</td>
<td>2009</td>
<td>Olympic Cowichan Sweater Won't be Knit by First Natons. Times Colonist, October 8.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>470</td>
<td>Medieval Times</td>
<td>No Date</td>
<td>Medieval Times Dinner and Tournament. Georgia: Medieval Times.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1515</td>
<td>The Metropolitan Tea Company.</td>
<td>2010</td>
<td>The Great Canadian Gift Company, An Authentic Canadian</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Experience. The great Canadian Gift Basket. 

460 Michael C. Carlos Museum. 
No Date Mummies and More! Atlanta: Emory University.

1482 Modern Drunkard Magazine. 
No Date 40 Ounces of fury. Modern Drunkard Magazine. Modern Drunkard Magazine. 
http://www.moderndrunkardmagazine.com/issues/03_03/03-03_forty_fury.htm Accessed on 10/12/2010

1011 Nankivell, Simon and David Wyse. 
2003 Exploring BC's Pictographs. New Westminster, BC.

127 Nativetimes.com. 

876 Navajo Nation 
No Date Navajo Arts and Crafts Enterprise. Custom Craft Ltd.

1581 Nelson, Alondra. 

1597 Netter, Sarah, and Kate McCarthy. 

922 Newfoundland and Labrador Tourism. 

1485 Newton, Nell Jessup. 

197 Nicholas, George and Alison Wylie. 


Nk’Mip RV Park  No Date  Nk’Mip RV Park, Nk’Mip Resort, Osoyoos, BC.

Nk’Mip Winery  No Date  Nk’Mip Cellars, Nk’Mip Resort, Osoyoos, BC.


Obikwa Wine  No Date  Obikwa wine Label.


Pacific Science Center. 2006 *Game On!* Seattle: Pacific Science Center.


Patterson, James, Martin Dugard. 2009 *The Murder of King Tut: The Plot to Kill the Child King - A Non-Fiction Thriller.* Little, Brown and Company


President’s Choice, Guayaki Foods. No Date *Ancient Harvest Grains, Ancient Grains Quinoa, and Yerba Mate.* Loblaw Foods.


Pullman, Daryl, and Laura Arbour. No Date. *"Cultural Appropriation" of Human Genetic Materials: So What's the Question?* DRAFT.

Raeside, Adrian. No Date *Raeside Cartoons.* VANOC Trademark. *Victoria Times-Colonist.*

Rain Dance. No Date *Rain Dance Shiraz Wine Label.* Westcorp.


Reykene Wine. No Date *Reykene Wine Label.* Reykene Wineries.

949 Rockartbrewery.  
   2009 Rockartbrewery-Welcome.  

1307 Rock Art Brewery.  
   No Date Rock Art Brewery Logo.

1595 Rose, Nicholas.  

75 Ryan, Caroline.  

463 Schrab, Geri.  
   No Date Rock Art in Watercolors. DeForest, WI: ArtGlyphs.com.

1488 Sinnya Wine.  
   No Date Sinnya Wine Label. Sinnya Winery.

1300 Slota, Bianca.  

295 Southwest Airlines Media Relations.  

912 Spirit Works.  
   No Date Spirit Works Gallery Limited.

821 Staheli, Julie West,  

86 Statt, Graham R., Michael Solowan, and Catherine Bell.  

46 Steinbacher, Michele.  
Stonington Gallery.
2009 Joan Tenenbaum, Stonington Gallery.

stuffucanuse.com.

Summerhill Pyramid Winery.
No Date Summerhill Pyramid Winery.

Talalay, Lauren E.

Tallbear, Kim, and Deborah A. Bolnick.

Tenenbaum, Joan.
No Date Mask. Yupik Mask Brooch. Joan Tenenbaum.
http://www.joantenenbaum.com/

Torf Spa.
No Date Spa quality moor mud. What is Moor Mud? European Moor Mud From Torf - Czech Moor. Torf Spa.

Tutton, Richard.

Upano, Alicia.

Upton, Reed.

Wagner, Jennifer K.  

Weiss, Kenneth M. and Jeffrey C. Long.  

Werker, Kim P.  

Wikipedia Entry (No Source Listed).  

Whittaker, Elvi.  

World Intellectual Property Organization.  

Wynberg, Rachel.  

Wynberg, Rachel.  
2003 Sharing the Crumbs with the San. *Biowatch South Africa*.  

Yellowtail Wines.  
No Date Wines. Yellowtail Chardonnay label.

YellowTail Wines.  
No Date Label. YellowTail Wines.
ZIA Products.  

Zimmer, Julie.  