

Sanctuaries and Catholic kitsch: hypertrophy of devotional production

Fiorella Giacalone

Corresponding Author: Department of Political Sciences, University of Perugia-Italy,

fiorella.giacalone@unipg.it

For the pilgrim has always been important to establish a link with places of worship, notably by buying religious souvenirs, prayer cards, postcards. The devotional objects, the Catholic kitsch have become a sort hypertrophy of bad taste. The purchase of household objects, statues of the saint, become central components of the trip and remember the same pilgrimage. The paper deals with the dynamics of the religious Kitsch in Cascia and Assisi in Umbria, Italy.

The methodology used is ethnography and observation in the cities of Assisi and Cascia. I have collected many Christian kitsch objects and pictures of the saints of these cities over the years, to see the typologies, differences of materials and use in everyday life. The aim is to demonstrate the hypertrophy of Catholic kitsch. Material analysis is anthropological and not aesthetic.

Key Words : Catholic kitsch, religious souvenirs, marketplace, anthropology of bad taste, devotional production,

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