

PHOTOGRAPHY, RESPECTABILITY, *and the* CROIX-DE-FEU



WHO WERE THE CROIX-DE-FEU?

- The LARGEST right-wing 'league' in inter-war France
- A league = an extra-parliamentary & sometime paramilitary group.

THE 'SOCIAL TURN'

- From 1934, the Croix-de-Feu shifted from para-militarism to social action.
- Increased focus on Welfare (e.g. soup kitchens, summer camps, & nurses)

BANNER

Sharper
typography

brighter
tonally

CF = capable of
addressing social
problems that
existing institutions
seem unable
to resolve.



From an article entitled: LE PROBLEME SOCIAL, amid text discussing the ¹ Croix-de-Feu's desired BRASSAGE DES CLASSES and FUSION SPIRITUELLE

DILAPIDATED

pre-existing building = shabby.

smashed windows

loose boarding

current
status quo
NOT
functioning

Until 1960s →
hats = social
signifier

HATS

Big Croix-de-Feu
goal =
BRASSAGE
DES CLASSES

Mix of hats
realising
desired mix
of classes

A NOTE ON VISUAL CULTURES

- Visual cultures are often overlooked as ILLUSTRATIVE ADDITIONS to textual sources & materials
- The visual depiction of a movement ≠ purely illustrative → ALSO a means of CONSTRUCTING, CONTESTING, & COMMUNICATING identity.