

IMAGE AND ACTIVISM: Amazonian Civic Engagement between South America and Germany

4:15 p.m. **Silvia Romio** (Pontificia Universidad Católica del Perú): **The Conquest of Visuality: The Collaboration of Peruvian Amazonian Leaders with German Activists during the “Herzog Case”**

Indigenous leadership in Peruvian Amazonia currently relies on the cultural-specific uses of audiovisual technology such as photography, film, television and the Internet to co-define the imagery of indigenous peoples circulating in the public sphere and reimagine them as key actors for socio-environmental issues of national and international concern. Amazonian indigenous leaders, in particular Awajún, began using mass media in the late 1970s. Evaristo Nugkuag, who later established the first national indigenous organization in Peru, AIDSESP (Interethnic Organization of Development of the Peruvian Rainforest), closely collaborated with German activists, photographers and filmmakers to disseminate images of a conflict: Awajún resistance to German cinematographer Werner Herzog’s shooting of *Fitzcarraldo*. Indigenous leadership was thus redefined as relying on transnational media activism.