"Marble Muscles: Antiquity, Modernity, and Physical Culture"

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Physical fitness and fitness magazines got their start at the end of the 19th century, at the same time as Classical Antiquity was central to the modern imagination. These magazines tackled fitness, health, dress, and supposed moral and cultural decay with a hyperbole worthy of contemporary politics or social media—much of this discussion relied on the interpretation of the supposedly better Classical past.

This talk examines one such magazine—Bernarr Macfadden's *Physical Culture*—and its use, adaptation and transformation of the history, legends, and art of the Classical World.

FRIDAY 1 FEBRUARY at 4pm
QUALIA ROOM, CLASSICAL & MODERN LANGUAGES BUILDING