

24-26 October, 2013

Sapientia Hungarian University of Transylvania ■ ISIS

Rethinking Intermediality in the Digital Age



Conference Programme

24 October (Thursday)

09.00-10.30	Registration			
10.30-10.50	The official opening of the conference			
	A.1. Concepts of intermediality Chair: Heike Schaefer	B.1. Intermedia poetics, word and image Chair:	C.1. Painting and Intermediality Chair:	D.1. Sound studies and intermediality Chair:
11.00-11.30	Lars Elleström (Växjö, SE): Narration and media modes	Matthijs Engelberts (Amsterdam, NL): Tradition and the mapping of (inter)- mediality: Reconsidering word and image	Lelia Packer (New York, NY, USA): Drawing with dots: plays on media in seventeenth-century Dutch drawings	Jean-Marc Larrue (Montreal, CA): Sound studies and intermediality: the mediatic resistance and the demediation concepts
11.30-12.00	Christer Johansson (Stockholm, SE): Concepts of media and intermediality: towards a metatheoretical model	Virginia Pignagnoli (Venice, IT): Intermediality and paratexts 2.0	Jana Gavrilu (Bucharest, RO): Forgetting the pictorial medium: spectrographic medial delimitations in Edgar Degas's paintings	Anette Vandsø (Aarhus, DK): Listening to listening devices - sound art and digital mediality
12.00-12.30	Kim Jasmin Kannler (Amsterdam, NL): Reconsidering the subject in intermedial relations	Alice Jedličková (Prague, CZ): Multisensoriality and atmosphere: intermedia poetics of perception	Jui-Pi Chien (Taipei, TW): Recurring yet emotionally charged patterns: prospects of staging a hermeneutic history of effects between landscape paintings	Andrew Dubber (Birmingham, GB): Rethinking radio in the digital age
12.30-13.00	Andreas Stuhlmann (Hamburg, DE): Repeat, remix, remediate! Modes of norms of intermedial translation	Tamás Csöngé (Pécs, HU): Moving picture, lying image: The literary concept of unreliability and visual narratives	Armida de la Garza (Suzhou, CN) The Transmedial afterlife of Frida Kahlo: adaptations across the media	Ana M. López (New Orleans, USA): The radiophonic Imaginary in Latin American transitional cinema and transmedial relations
13.00-14.00	Lunch break			
14.00-15.00	Keynote speech (Marie-Laure Ryan)			
15.00-15.15	Coffee break			

	A.2. The sensual image and the in-between Chair:	B.2. Literature in-between media Chair:	C.2. Social media and rethinking the self Chair:	D.2. Theatre and theatricality in the Digital Age Chair:
15.15-15.45	Hajnal Király (Lisbon, PT): Eccentricities of an old man: film as intermedial and transitional object in Manoel de Oliveira's adaptations	Silvia Baage (Westminster, MD, USA): Revamping traditional travel literature: intermediality and the confined space of the island	Josephine Rydberg Lidén (Stockholm, SE): The impact of participatory experience on the audience	Moldovan Ioana (Bucharest, RO): Theatre in the Digital Age
15.45-16.15	Ágnes Pethő (Cluj-Napoca, RO): The "sensation of intermediality" and the tableau vivant as a post-cinematic image	Anna Weigel (Giessen, DE): The Blurring of boundaries between fiction and reality: new transmedia practices in contemporary <i>Fictions of the Internet</i>	Mathias Noschis (Stockholm, SE): Using social media monitoring to measure audience engagement: an audience analysis model	Jeroen Coppens (Ghent, BE): The new media trompe-l'œil as a metapicture. Performing intermediality in Vincent Dunoyers <i>The Princess Project</i>
16.15-16.45	Teréz Vincze (Budapest, HU): Off-screen space and the bodily senses in film perception	Heike Schaefer (Karlsruhe, DE): Of books, cameras, and computers: the intermedial practice of poetry in the digital age	Anita Kasabova (Sofia, BG): Rethinking the perceived self: samples from social networks	Sozita Goudouna (London, UK): Intermedial <i>Breath</i>
16.45-17.15	László Tarnay (Pécs, HU): On skins and textures in films	Jina E. Kim (Northampton, MA, USA): Intermedial aesthetics: still images, moving words, and written sounds in colonial Korean cinematic novels	Christina Papagiannouli (London, GB): To be and not to be, that is the answer	Elza-Emőke Veress (Cluj-Napoca, RO): Tracing theatricality: <i>Somewhere in Palilula</i>
17.15-17.30	Coffee break			
	A.3. Performativity, performance, and new media Chair:	B.3. Intermediality in Japan and South Korea Chair: Jina E. Kim	C.3. Relocating the cinematic Chair:	D.3. The politics and poetics of performance Chair:
17.30-18.00	Chiel Kattenbelt (Utrecht, NL): The experience of temporality in intermedial performance	Beáta Pusztai (Budapest, HU): Adapting the medium: the dynamics of intermedial adaptation in contemporary Japanese popular visual culture	Ferenc Boné (Cluj-Napoca, RO): Relocating Media. Wim Wenders and the colonized unconscious	Katia Arfara (Athens, GR): Latent presences. Rethinking intermediality In Lebanon's post-war art scene
18.00-18.30	Jean-Marc Larrue, Marcello Vitali Rosati (Montreal, CA): Questioning the in-between: the performative perspective	Julian Ross (Leeds, GB): In search of alternatives to the screen: intermedia and expanded cinema in Japan	Benjamin Ogradnik (Pittsburgh, USA): Between the "Black Box" and the "White Cube": Locating strategies of the cinematic (neo)avant-garde in the work of M. Haneke and Harun Farocki	Catherine Makhumula (Zomba, MW): Mediatized Performances on the African Stage
18.30-19.00	Christophe Collard (Brussels, BE): On digitalist <i>firefalls</i> : staging intermedial relations as 'happening of the interface'	Ye Xiaoxian (Mainz, DE): Temporal intermediality on movement, motion and montage. A study of Chan-Wook Park's "Trilogy of Vengeance"	Katarzyna Ruchel-Stockmans (Brussels, BE): The revolution will be performed. Citizen journalism and theatricality in the perspective of contemporary art practices	Chrissie Harrington, Aparna Sharma (Ipswich, GB; Los Angeles, USA): A Poetics of <i>Un-disciplining</i> . Notes on interdisciplinary dance and moving image performance and writing
Welcome reception (buffet)				

25 October (Friday)

	A.4 Intermedial folds: literature, photography, film Chair:	B.4. Digitalized film Chair:	C.4. Intermediality in video games (and their adaptations) Chair: Vladimir Cerić	D.4. Digital archives, companies and brands Chair:
9.00-9.30	Christine Schwanecke (Giessen, DE): Beyond ekphrasis: the 'photographization' of modern and postmodern fiction	Fabio Pezzetti Tonion (Torino, ITA): The ecstasy of perfection? Digital restoration: aesthetics, ethics, and ideological (re)creation	Benjamin Beil, Christian Schmidt (Cologne, DE): Transmedia television and transmedial Intermediality	Aikaterini Marazi (Thessaloniki, GR): Brand identity: A metaphorical concept for the purposes of adaptation
9.30-10.00	Mónika Dánél, Judit Pieldner (Budapest, HU; Miercurea-Ciuc, RO): Austerlitz and Marienbad: intermedial relations among literature, film and photography	Per Bäckström (Karlstad, SE): From <i>Gesamtkunstwerk</i> to digitalized film. The transformations of Åke Hodell's happening <i>Lågsniff</i>	Maria Katsaridou (Thessaloniki, GR): Intermedial transposition: video game adaptations into films	Indrek Ibrus (Tallin, EE): Micro-studios meet convergence culture: dialogues, auto-communication and intermedia innovations
10.00-10.30	Katalin Sándor (Cluj-Napoca, RO): "Own Deaths" – towards a concept of haptic intermediality	Ana Grgic (St Andrews, GB): Disintegrating image-matter and increasing visibility: Balkan silent cinema shifts online	Michael Fuchs (Graz, AT): Comics aesthetics in video games: intermediality – remediation – transmediality	Adriana Mihai (Bucharest, RO): Inanimate digital archives: a case for reviving source material through interactivity
10.30-11.00	Coffee break			
	A.5. Intermediamorphosis: improvisation, intermediality and human / digital interaction Chair: Rebecca Caines	B.5. From home/amateur film practices to user generated video Chair:	C.5. Literature in the Digital Age Chair:	D.5. Exploring the museum, designing space in the Digital Age Chair:
11.00-11.30	Rebecca Caines (Regina, CA): Technological intimacy: augmented reality and improvisatory ethics	Benjamin Eugster (Zürich, CH): Random access montage: how online access changed amateur video editing	Joke Beyl (Brussels, BE): Media materiality: studying literary writers' personal weblogs as narrative and intermedial texts	Irida Ntalla (London, GB): Exploring the in-betweenness of interactivity through embodiment, immersion and affective experiences in museum spaces
11.30-12.00	Frederique Arroyas (Guelph, CA): A Digital Pianocktail: the reader's role in interactive electronic poetry	Glen Creeber (Aberystwyth, GB): From the 'glance' to the 'graze': understanding the aesthetics of user generated video	Sonia Lagerwall (Gothenburg, SE): Literature in the Digital Age according to François Bon	Jenny Kidd (Cardiff, GB): The museum as a transmedia text
12.00-12.30	Nicholas Loess (Guelph, CA): Old utopias of the new: towards the expanded cinema of improvisation	Tom Slootweg (Groningen, NL): Home video ecology. exploring intermediality from a media historian's perspective	Jørgen Bruhn (Växjö, SE): Undigitalizable? Chris Ware's <i>Building Stories</i> (2012)	Irina Georgescu (Bucharest, RO): Co-creation and narrative placemaking in recent architectural practice. The impact of transmedia approaches on performing, experiencing and designing space

12.30-13.00	John Campbell (Regina, CA): The improscaper: contradictions of digital intermedia improvisation	Melinda Blos-Jáni (Cluj-Napoca, RO): 90 years of looking into the lens. The mediality of the direct camera address in home movies/videos	Viola Hildebrand-Schat (Frankfurt am Main, DE): Intermediality in artist's book – the artist's book in confrontation to new media	Lise Skytte Jakobsen (Aarhus, DEN): The aesthetics of 3D printing	
13.00-14.00	Lunch break				
14.00-15.00	Keynote speech (Henry Jenkins)				
15.00-15.15	Coffee break				
	A.6. Adaptations in the Digital Age Chair:	B.6. Archival narratives, cinematic nostalgia Chair:	C.6. At the borders of narrativity: visual arts, video games and performance Chair: Péter Kristóf Makai	D.6. Visualizing music Chair:	E.1. Antigone's diary – a mobile urban drama Chair: Willmar Sauter
15.15-15.45	Anne Gjelsvik (Trondheim,NO): Tactile Transformations. Adapting the Title Sequence in a Digital Era	Peter Ole Pedersen (Aarhus, DK): V-v-Vertov Re-re-re-made	Marco Caracciolo (Groningen, NL): Do-it-yourself characters in multilinear narrative: a phenomenological account of audience engagement	Joanna Bailie (London, GB): Using the discrete to discover the transient	Rebecca Forsberg (Stockholm, SE): Creating and performing an interactive mobile drama
15.45-16.15	Jeff Thoss (Berlin, DE): Rethinking the Paragone: Cross-Media Adaptations and Performative Media Rivalry	Giorgos Dimitriadis (Thessaloniki, GR): The old, the new and the synthetic: digital cinema as multi-layered storytelling and the birth of the archive narrative	Cécile Guédon (Groningen, NL): Sparse narration and allusive cinema: oblique story-telling and space-making strategies in Michelangelo Antonioni's <i>L'eclisse</i> (1962)	Bálint Veres (Budapest, HU): Intermedia and intermittency	Theo Kanter (Stockholm, SE): Mobile immersive participation
16.15-16.45	Luiz Roberto Zanotti (Curitiba, BR): <i>Richard III</i> . Between the medieval Brazilian backlands and the England 30's	Jihoon Kim (Seoul, KR): When Celluloid memory passes through post-filmic media: intermedial essay films in the digital age	Donata Meneghelli (Bologna, IT): Narrativity and temporality: the case of the fixed image	Kenneth Alewine (Galveston, USA): Digital melancholia: visualizing music and mood via unstable media	Willmar Sauter (Stockholm, SE): Time-specific non-presence as theoretical challenge to performance studies
16.45-17.15	Germán Gil Curiel (Shanghai, CN): Two accounts of <i>Never Bet the Devil Your Head</i> . Edgar Allan Poe's narrative in film	Michael Carrier (Athens, OH, USA): Cinematic nostalgia in 21st century filmmaking	Thom van Duuren, Bram van Leuveren (Groningen, NL): Narratives-in-the-making: towards a gradient understanding of narrativity in contemporary performance	Adrián Bene (Pécs, HU): Rhizomatic narrative and intermediality In <i>TREME</i>	Love Ekenberg (Stockholm, SE): From cultural involvement to public decision making
17.15-17.30	Coffee break				

	A.7. Navigation in virtual space Chair: Anita Kasabova	B.7. (Filmic) traces of the analogue and the digital Chair:	C.7. Old/new narratives and intermediality: from TV to video games Chair: Nevena Dakovic	D.7. Narrative and cyberspace Chair:	E.2. Imagetexts, ekphrasis and intermediality Chair:
17.30-18.00	Nanna Verhoeff (Utrecht, NL) Navigation of layers: mobile media technologies and the archaeology of time and space	Hans-Joachim Backe (Bochum, DE): Towards a typology of analogue-digital relations	Nevena Dakovic, Aleksandra Milovanovic (Belgrade, RS): From Harry Potter to Pottermore: crossmedia narrative, multimodal text and ergodic literature	Svetlana Bozrikova (Balashov, RU): Narrative journalism in cyberspace	Laura Gieser (Paderborn/Berlin, DE): The intermedial works of Jochen Gerz, 1967-2010. A case study
18.00-18.30	Horea Avram (Cluj-Napoca, RO): Image as localization: connecting people, history and location in the digital mode	Andrea Virginás (Sapientia, RO): Analogue and digital, immediate and hypermediate: examples from contemporary detection and science-fiction	Ivana Uspenski (Belgrade, RS): Monetizing fan labor – the curious case of Veronica Mars: from a TV screen to a big screen via crowdsourcing	Stefano Calzati (Leeds, GB): Travel writing on the edge: a critique of genre through the lens of transmediality from books to blogs	Carla Cariboni Killander, Liviu Lutas (Lund , Växjö, SE): Questioning ekphrasis by using eye-tracking technique
18.30-19.00	Jenna Ng (York, GB): Moving Immovables: Relocating the digital mediation of historical spaces	Jennifer Stob (Colgate, USA): Image invasions: the real and the intermedial in <i>Invisible Adversaries</i>	Biljana Mitrovic (Belgrade, RS): Player as an author and a performer in MMORPG video games	Vladimir Cerić (Belgrade, RS): The importance of DVE and digital storytelling on epic fantasy narratives	Heidrun Führer (Lund, SE): Relocating the ‘in-between’: historical and new paradigms of intermedial relations
20.00-23.00	Banquet dinner (Chios Restaurant)				
26 October (Saturday)					
	A.8. Digital re-design and transmedial storytelling Chair:	B.8. Pre-digital figurations of intermediality Chair:	C.8. Documentary, sociography in the Digital Age Chair:	D.8. Performance, live and virtual Chair:	E.3. Film, art and media events Chair:
10.00-10.30	Camila Figueiredo, Thaïs Flores Nogueira Diniz (Belo Horizonte, BR): The use of multiple DVDS and transmedia storytelling for a complete cinematic experience in <i>Watchmen</i>	Kinga Balcsik-Tamás, (Veszprém, HU): Ancient figurations and their alterations in the new media	Lóránt Stóhr (Budapest, HU): Find your own reality! New structures and user experiences in web documentaries	James Burrows (Ormskirk, GB): Time ghost; a memetic application for the creation of virtual & live performance. Towards a postcultural approach to narrative	John Sundholm (Karlstad, DE): From Nivea to paper landscape: an archaeology of expanded cinema as transmedial becomings

10.30-11.00	Matteo Ciastellardi, Fernández Castrillo (Barcelona and Madrid SP): Transmedia storytelling. From amniotic network to distributed authorship	Angela Breidbach , (Hamburg, DE): Hans-Peter Feldmann's <i>Shadowplay</i> . Digital mimicry and inverted evidence	Codruta Alina Pohrib (Bucharest, RO): Romanian online socio-biographies, rewriting communist childhoods	Mathias Peter Bremgartner (Berne, CH): Performing The Dark Knight – the arena show Batman live as a stage for transmedia storytelling	Bodil Marie Stavning Thomsen (Aarhus, DK): Signal distortion, interface foldings and dividual affect in fluxus video
11.00-11.30	Nicola Dusi (Reggio Emilia, IT) Cinema and design. The digital "re-design" of the movies	Philippe Despoix (Montreal, CA): Aby Warburg, media migration and photography: 'translatio' and 're-medium'	Abbie Reese (Chicago, USA): Chosen: Suspension of belief in the Jesus Cage	Sebastian Domsch, Ernst Moritz Arndt (Greifswald, DE): Staging icons, performing storyworlds – from Mystery Play to Cosplay	Ulla Angkjær Jørgensen (Trondheim, NO): FLUX film – moments of the body – the ephemeral
11.30-11.45	Coffee break				
	A.9. Photography in the Digital Age Chair:	B.9. Opera and intermediality Chair:	C.9. Online/offline and transmedial identity narratives Chair:	D.9. Rethinking the TV series in the Digital Age Chair: Vladimir Cerić	E.4. Conceptualizing new media and hybridity Chair:
11.45-12.15	Susana S. Martins (Lisbon, PT) Reading photographs in cinematic books: Chris Marker and the intermedial art of travel	Dániel Nagy (Budapest, HU): Intermediality as storytelling and representation. Leitmotiv as a device for integrating media in Wagnerian Gesamtkunstwerk	Elena-Alis Costescu (Cluj-Napoca, RO): (Re)Constructing Identities in Romanian Online Communities	Raluca Iacob (St. Andrews, GB): Fictional characters and spectatorship across media: <i>Game of Thrones</i> and intermediality of emotions	Tom Estes (London, GB): The Conquest of potentiality
12.15-12.45	Helen Jackson (Coleraine, GB): Photography and augmented reality: understanding the aesthetics, materiality and computational logic	Maarten Nellestijn (Utrecht, NL): Musicalisation in <i>Einstein on the Beach</i>	Anne Kustritz (Amsterdam, NL): Transmediating difference: race and sexuality on the second screen	Gábor Zoltán Kiss (Pécs, HU): A hell of a place to make you read: <i>Deadwood</i> and its philological pleasures	Matthew McGinity (Sydney, AU): Light fields, images and immersion
12.45-13.15	Hans T. Sternudd (Växjö, SU): Communicating emotions and pain in the Digital Age	Alan E. Williams (Salford, GB): Stefan and Lotte in paradise: opera in the digital performance space	Ro Lawrence (Tampa, USA): Pieces & bits: emerging hybrid arts combining physical and internet components to examine emerging post-internet modes of identity	Natália Fábics (Budapest, HU): Where good old Sherlock and new media collide	Viktória Szabó (Pécs, HU) Maya Brush the Digital Beauty
13.15-14.15	Lunch break				
14.15-15.15	Keynote speech (Joachim Paech)				
15.15-15.30	Coffee break				

	A.10. Mixing the corporeal with the digital Chair:	B.10. Reflections on old and new media in the Digital Age Chair:	C.10. Interactivity, game structure, ideology Chair:	D.10. Theme parks, arcades, and window shopping Chair:	E. 5. Fleshing out characters in manga, anime, animation, and beyond Chair:
15.30-16.00	Marlène Monteiro (London, UK): The artist's body as element of intermediality	Gwenneth Miller (Pretoria, ZA): Mediamatic processes in the hybrid artworks of Frederick Eksteen	Jeffrey Rusch (Cape Town, ZA): Games, interactivity and learning film	Péter Kristóf Makai (Szeged, HU): Room for story: creating narrative worlds in theme parks and MMORPGs	Paulette Marsh (Sippy Downs, AU): Phenomenology and transmedial Shakespeare
16.00-16.30	Glenda Hobdell (Brisbane, AU): A new methodological framework for practice: authentic hybridity between actual and virtual art	Andrew Utterson (Ithaca, USA): Zombie Cinema?: Intermediality and the (Post-) Cinematic Experience	Michalis Kokonis (Thessaloniki, GR): The reader as author (?), interactivity and the ontological divide in "god-games": the case of <i>Rome Total War</i> as a semiotic process and activity	Mariève K. Desjardins (Montreal, CA): The experience of passage: From the 19 th century's arcades of Paris to contemporary urban interactive art installations	Réka Kassay (Cluj-Napoca, RO): Cartoon heroes in children's everyday lives
16.30-17.00	Michael Andrew Morgan (Ebeltoft, DK) "Naked cinema": aesthetics of intimacy in Sally Potter's <i>Rage</i>	Gabrielle Trépanier-Jobin (Montreal, CA): Intermedia parody: the comical mixing of "old" and "new" media	Lois (Maria) Spangler (Brisbane, AU): Polyphony and interactive storytelling: insights on player characters and ideological agency	Anna Keszeg (Cluj-Napoca, RO): "I went to the window-movies." Nick Night and Daphne Guinness in the fashion windows of Paris's Le Printemps departement store in 2012	Zoltán Varga (Szeged, HU): Baby steps? Some notes on the tendencies of the Hungarian CGI animation
17.00-17.45	Concluding round table: Intermediality today. Chair: Lars Elleström (Participants: Marie-Laure Ryan, Henry Jenkins, Joachim Paech, & t.b.a.)				
17.45-18.00	The General Assembly of the ISIS – discussions of future plans				
18.00-19.00	Farewell wine reception				