

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			
	<b>A.1. (Inter)media theory</b> Chair: Heike Schaefer	<b>B.1. Intermedia poetics, word and image</b> Chair: Katalin Sándor	<b>C.1. Pictoriality across media: painting, theatre, film</b> Chair: Hajnal Király	<b>D.1. Intermediality in visualizing music, mood, and subjectivity</b> Chair: Adrián Bene
11.00-11.30	<b>Lars Elleström</b> (Växjö, SE): Narration and media modes	<b>Matthijs Engelberts</b> (Amsterdam, NL): Tradition and the mapping of (inter)- mediality: Reconsidering word and image	<b>Jana Gavrilu</b> (Bucharest, RO): Forgetting the pictorial medium: spectrographic medial delimitations in Edgar Degas's paintings	<b>Ana M. López</b> (New Orleans, USA): The radiophonic Imaginary in Latin American transitional cinema and transmedial relations
11.30-12.00	<b>Andreas Stuhlmann</b> (Hamburg, DE): Repeat, remix, remediate! Modes of norms of intermedial translation	<b>Alice Jedličková</b> (Prague, CZ): Multisensoriality and atmosphere: intermedia poetics of perception	<b>Jui-Pi Chien</b> (Taipei, TW): Recurring yet emotionally charged patterns: prospects of staging a hermeneutic history of effects between landscape paintings	<b>Joanna Bailie</b> (London, GB): Using the discrete to discover the transient
12.00-12.30	<b>Bálint Veres</b> (Budapest, HU): Intermedia and intermittency	<b>Tamás Csöngé</b> (Pécs, HU): Moving picture, lying image: The literary concept of unreliability and visual narratives	<b>Armida de la Garza</b> (Suzhou, CN): The transmedial afterlife of Frida Kahlo: adaptations across the media	<b>Kenneth Alewine</b> (Galveston, USA): Digital melancholia: visualizing music and mood via unstable media
12.30-13.00		<b>Liviu Lutas</b> (Lund, Växjö, SE): Using the Bible to highlight materiality: the case of Peter Greenaway's film <i>Goltzius and the Pelican Company</i>	<b>Heidrun Führer</b> (Lund, SE): Performing <i>Anna Karenina</i>	<b>Adrián Bene</b> (Pécs, HU): Rhizomatic narrative and intermediality In <i>TREME</i>
13.00-14.00	Lunch break			
14.00-15.00	<b>MARIE-LAURE RYAN</b> (Colorado, USA): <b>TRANSMEDIA STORYTELLING: MYTH OR REALITY?</b>			
15.00-15.30	Coffee break			

	<b>A.2. The sensual image and the in-between</b> Chair: Hajnal Király	<b>B.2. Literature in-between media</b> Chair: Christophe Collard	<b>C.2. The politics and poetics of performance</b> Chair: Katarzyna Ruchel-Stockmans	<b>D.2. Sound studies and intermediality</b> Chair: Andrew Dubber
15.30-16.00	<b>Hajnal Király</b> (Lisbon, PT): Eccentricities of an old man: film as intermedial and transitional object in Manoel de Oliveira's adaptations	<b>Silvia Baage</b> (Westminster, MD, USA): Revamping traditional travel literature: intermediality and the confined space of the island	<b>Sozita Goudouna</b> (London, UK): Intermedial <i>Breath</i>	<b>Jean-Marc Larrue</b> (Montreal, CA): Sound studies and intermediality: the mediatic resistance and the demediation concepts
16.00-16.30	<b>Ágnes Pethő</b> (Cluj-Napoca, RO): The "sensation of intermediality" and the tableau vivant as a post-cinematic image	<b>Anna Weigel</b> (Giessen, DE): The blurring of boundaries between fiction and reality: new transmedia practices in contemporary <i>Fictions of the Internet</i>	<b>Catherine Makhumula</b> (Zomba, MW): Mediatized performances on the African stage	<b>Anette Vandsø</b> (Aarhus, DK): Listening to listening devices - sound art and digital mediality
16.30-17.00	<b>László Tarnay</b> (Pécs, HU): On skins and textures in films	<b>Heike Schaefer</b> (Karlsruhe, DE): Of books, cameras, and computers: the intermedial practice of poetry in the digital age	<b>Katarzyna Ruchel-Stockmans</b> (Brussels, BE): The revolution will be performed. Citizen journalism and theatricality in the perspective of contemporary art practices	<b>Andrew Dubber</b> (Birmingham, GB): Rethinking radio in the digital age
17.00-17.15	Coffee break			
	<b>A.3. Performativity, performance, and new media</b> Chair: Christophe Collard	<b>B.3. Intermediality in Japan and South Korea</b> Chair: Jina E. Kim	<b>C.3. Relocating the cinematic</b> Chair: Moise Gabriella	<b>D.3. Digital archives, companies and brands</b> Chair: Adriana Mihai
17.15-17.45	<b>Chiel Kattenbelt</b> (Utrecht, NL): The experience of temporality in intermedial performance	<b>Jina E. Kim</b> (Northampton, MA, USA): Intermedial aesthetics: still images, moving words, and written sounds in colonial Korean cinematic novels	<b>Ferenc Boné</b> (Cluj-Napoca, RO): Relocating media. Wim Wenders and the colonized unconscious	<b>Aikaterini Marazi</b> (Thessaloniki, GR): Brand identity: A metaphorical concept for the purposes of adaptation
17.45-18.15	<b>Jean-Marc Larrue, Marcello Vitali Rosati</b> (Montreal, CA): Questioning the in-between: the performative perspective	<b>Beáta Pusztai</b> (Budapest, HU): Adapting the medium: the dynamics of intermedial adaptation in contemporary Japanese popular visual culture	<b>Benjamin Ogradnik</b> (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	<b>Indrek Ibrus</b> (Tallin, EE): Micro-studios meet convergence culture: dialogues, auto-communication and intermedia innovations
18.15-18.45	<b>Christophe Collard</b> (Brussels, BE): On digitalist <i>firefalls</i> : staging intermedial relations as 'happening of the interface'	<b>Xiaoxian Ye</b> (Mainz, DE): Temporal intermediality on movement, motion and montage. A study of Chan-Wook Park's "Trilogy of Vengeance"	<b>Gabriella Moise</b> (Debrecen, HU): Historical meaning-making through performative re-enactment in Hajnal Németh's <i>False Testimony</i>	<b>Adriana Mihai</b> (Bucharest, RO): Inanimate digital archives: a case for reviving source material through interactivity
19.00-21.00	<b>WELCOME RECEPTION (BUFFET)</b>			

## 25 October (Friday)

	<b>A.4 Intermedial folds: literature, photography, film</b> Chair: Susana S. Martins	<b>B.4. Digitalized film</b> Chair: Ana Grgic	<b>C.4. Intermediality in video games (and their adaptations)</b> Chair: Vladimir Cerić	<b>D.4. Theatre and theatricality in the Digital Age</b> Chair: Jean-Marc Larrue
9.15-9.45	<b>Mónika Dánél, Judit Pieldner</b> (Budapest, HU; Miercurea-Ciuc, RO): Austerlitz and Marienbad: intermedial relations among literature, film and photography	<b>Fabio Pezzetti Tonion</b> (Torino, ITA): The ecstasy of perfection? Digital restoration: aesthetics, ethics, and ideological (re)creation	<b>Benjamin Beil, Christian Schmidt</b> (Cologne, DE): Transmedia television and transmedial Intermediality	<b>Moldovan Ioana</b> (Bucharest, RO): Theatre in the Digital Age
9.45-10.15	<b>Katalin Sándor</b> (Cluj-Napoca, RO): "Own Deaths" – towards a concept of haptic intermediality	<b>Per Bäckström</b> (Karlstad, SE): From <i>Gesamtkunstwerk</i> to digitalized film. The transformations of Åke Hodell's happening <i>Lågsniff</i>	<b>Maria Katsaridou</b> (Thessaloniki, GR): Intermedial transposition: video game adaptations into films	<b>Jeroen Coppens</b> (Ghent, BE): The new media trompe-l'œil as a metapicture. Performing intermediality in Vincent Dunoyers <i>The Princess Project</i>
10.15-10.45	<b>Susana S. Martins</b> (Lisbon, PT) Reading photographs in cinematic books: Chris Marker and the intermedial art of travel	<b>Ana Grgic</b> (St Andrews, GB): Disintegrating image-matter and increasing visibility: Balkan silent cinema shifts online	<b>Michael Fuchs</b> (Graz, AT): Comics aesthetics in video games: intermediality – remediation – transmediality	<b>Elza-Emőke Veress</b> (Cluj-Napoca, RO): Tracing theatricality: <i>Somewhere in Palilula</i>
10.45-11.00	Coffee break			
	<b>A.5. Intermediamorphosis: improvisation, intermediality and human / digital interaction</b> Chair: Rebecca Caines	<b>B.5. From home/amateur film practices to user generated video</b> Chair: Lóránt Stöhr	<b>C.5. Literature in the Digital Age</b> Chair: Judit Pieldner	<b>D.5. The analogue and the digital/the real and the intermedial</b> Chair: Andrea Virginás
11.00-11.30	<b>Rebecca Caines</b> (Regina, CA): Technological intimacy: augmented reality and improvisatory ethics	<b>Benjamin Eugster</b> (Zürich, CH): Random access montage: how online access changed amateur video editing	<b>Joke Beyl</b> (Brussels, BE): Media materiality: studying literary writers' personal weblogs as narrative and intermedial texts	<b>Horea Avram</b> (Cluj-Napoca, RO): Image as localization: connecting people, history and location in the digital mode
11.30-12.00	<b>Frederique Arroyas</b> (Guelph, CA): A digital pianocktail: the reader's role in interactive electronic poetry	<b>Glen Creeber</b> (Aberystwyth, GB): From the 'glance' to the 'graze': understanding the aesthetics of user generated video	<b>Jørgen Bruhn</b> (Växjö, SE): Undigitalizable? Chris Ware's <i>Building Stories</i> (2012)	<b>Hans T. Sternudd</b> (Växjö, SU): Communicating emotions and pain in the Digital Age

12.00-12.30	<b>Nicholas Loess</b> (Guelph, CA): Old utopias of the new: towards the expanded cinema of improvisation	<b>Melinda Bos-Jáni</b> (Cluj-Napoca, RO): 90 years of looking into the lens. The mediality of the direct camera address in home movies/videos	<b>Stefano Calzati</b> (Leeds, GB): Travel writing on the edge: a critique of genre through the lens of transmediality from books to blogs	<b>Jennifer Stob</b> (Colgate, USA) Image invasions: the real and the intermedial in <i>Invisible Adversaries</i>
12.30-13.00	<b>John Campbell</b> (Regina, CA): The improscaper: contradictions of digital intermedia improvisation	<b>Tom Slootweg</b> (Groningen, NL): Home video ecology. exploring intermediality from a media historian's perspective	<b>Viola Hildebrand-Schat</b> (Frankfurt am Main, DE): Intermediality in artist's book – the artist's book in confrontation to new media	<b>Andrea Virginás</b> (Sapientia, RO): Analogue and digital, immediate and hypermediate: examples from contemporary detection and science-fiction
13.00-14.00	Lunch break			
14.00-15.00	<b>HENRY JENKINS</b> (Los Angeles, USA): <b>"ALL OVER THE MAP": WHAT OZ THE GREAT AND POWERFUL CAN TEACH US ABOUT WORLD-MAKING</b>			
15.00-15.30	Coffee break			
	<b>A.6. Adaptations in the digital age</b> Chair: Maria Katsaridou	<b>B.6. Archival narratives, cinematic nostalgia</b> Chair: Xiaoxian Ye	<b>C.6. At the borders of narrativity: visual arts, video games and performance</b> Chair: Péter Kristóf Makai	<b>D.6. Social media and rethinking the self</b> Chair: Anita Kasabova
15.30-16.00	<b>Anne Gjelsvik</b> (Trondheim, NO): Tactile transformations. Adapting the title sequence in a digital era	<b>Peter Ole Pedersen</b> (Aarhus, DK): V-v-Vertov Re-re-re-made	<b>Marco Caracciolo</b> (Groningen, NL): Unknowable protagonists and narrative delirium: a case study in character engagement across the media	<b>Josephine Rydberg Lidén</b> (Stockholm, SE): The impact of participatory experience on the audience
16.00-16.30	<b>Jeff Thoss</b> (Berlin, DE): Rethinking the paragone: cross-media adaptations and performative media rivalry	<b>Giorgos Dimitriadis</b> (Thessaloniki, GR): The old, the new and the synthetic: digital cinema as multi-layered storytelling and the birth of the archive narrative	<b>Cécile Guédon</b> (Groningen, NL): Sparse narration and allusive cinema: oblique story-telling and space-making strategies in Michelangelo Antonioni's <i>L'eclisse</i> (1962)	<b>Mathias Noschis</b> (Stockholm, SE): Using social media monitoring to measure audience engagement: an audience analysis model
16.30-17.00	<b>Luiz Roberto Zanotti</b> (Curitiba, BR): <i>Richard III</i> : between the medieval Brazilian backlands and the England 30's	<b>Jihoon Kim</b> (Seoul, KR): When celluloid memory passes through post-filmic media: intermedial essay films in the digital age	<b>Donata Meneghelli</b> (Bologna, IT): Narrativity and temporality: the case of the fixed image	<b>Anita Kasabova</b> (Sofia, BG): Rethinking the perceived self: samples from social networks
17.00-17.30	<b>Germán Gil Curiel</b> (Shanghai, CN): Two accounts of <i>Never Bet the Devil Your Head</i> : Edgar Allan Poe's narrative in film	<b>Michael Carrier</b> (Athens, OH, USA): Cinematic nostalgia in 21st century filmmaking	<b>Thom van Duuren, Bram van Leuven</b> (Groningen, NL): Narratives-in-the-making: towards a gradient understanding of narrativity in contemporary performance	<b>Christina Papagiannouli</b> (London, GB): To be and not to be, that is the answer

17.30-17.45	Coffee break			
	<b>A.7. Antigone's diary – a mobile urban drama</b> Chair: Willmar Sauter	<b>B.7. Old/new narratives and intermediality: from TV to video games</b> Chair: Nevena Dakovic	<b>C.7. Imagetexts, ekphrasis and intermediality</b> Chair: Katalin Sándor	<b>D.7. Exploring the museum, designing space in the Digital Age</b> Chair: Silvia Baage
17.45-18.15	<b>Rebecca Forsberg</b> (Stockholm, SE): Creating and performing an interactive mobile drama	<b>Nevena Dakovic, Aleksandra Milovanovic</b> (Belgrade, RS): From Harry Potter to Potter-more: crossmedia narrative, multimodal text and ergodic literature	<b>Laura Gieser</b> (Paderborn/Berlin, DE): The intermedial works of Jochen Gerz, 1967-2010. A case study	<b>Irida Ntalla</b> (London, GB): Exploring the in-betweenness of interactivity through embodiment, immersion and affective experiences in museum spaces
18.15-18.45	<b>Willmar Sauter</b> (Stockholm, SE): Time-specific non-presence as theoretical challenge to performance studies	<b>Ivana Uspenski</b> (Belgrade, RS): Monetizing fan labor – the curious case of Veronica Mars: from a TV screen to a big screen via crowdsourcing	<b>Carla Cariboni Killander, Liviu Lutas</b> (Lund , Växjö, SE): Questioning ekphrasis by using eye-tracking technique	<b>Irina Georgescu</b> (Bucharest, RO): Co-creation and narrative placemaking in recent architectural practice. The impact of transmedia approaches on performing, experiencing and designing space
18.45-19.15	<b>Love Ekenberg</b> (Stockholm, SE): From cultural involvement to public decision making	<b>Biljana Mitrovic</b> (Belgrade, RS): Player as an author and a performer in MMORPG video games	<b>Heidrun Führer</b> (Lund, SE): Relocating the 'in-between': historical and new paradigms of intermedial relations	<b>Lise Skytte Jakobsen</b> (Aarhus, DEN): The aesthetics of 3D printing
20.30-23.00	<b>BANQUET DINNER (CHIOS RESTAURANT)</b>			
<b>26 October (Saturday)</b>				
	<b>A.8. Pre-digital figurations of intermediality and new media</b> Chair: Jennifer Stob	<b>B.8. Documentary, sociography in the Digital Age</b> Chair: Melinda Blos-Jáni	<b>C.8. Performance, live and virtual</b> Chair: Jean-Marc Larrue	<b>D.8. Film, art and media events</b> Chair: Ferenc Boné
10.00-10.30	<b>Kinga Balcsik-Tamás</b> , (Veszprém, HU): Ancient figurations and their alterations in the new media	<b>Lóránt Stóhr</b> (Budapest, HU): Find your own reality! New structures and user experiences in web documentaries	<b>James Burrows</b> (Ormskirk, GB): Time ghost; a memetic application for the creation of virtual & live performance. Towards a postcultural approach to narrative	<b>John Sundholm</b> (Karlstad, DE): From Nivea to paper landscape: an archaeology of expanded cinema as transmedial becomings

10.30-11.00	<b>Angela Breidbach</b> (Hamburg, DE): Hans-Peter Feldmann's <i>Shadowplay</i> . Digital mimicry and inverted evidence	<b>Codruta Alina Pohrib</b> (Bucharest, RO): Romanian online socio-biographies, rewriting communist childhoods	<b>Mathias Peter Bremgartner</b> (Berne, CH): Performing <i>The Dark Knight</i> – the arena show Batman live as a stage for transmedia storytelling	<b>Bodil Marie Stavning Thomsen</b> (Aarhus, DK): Signal distortion, interface foldings and dividual affect in fluxus video
11.00-11.30	<b>Kim Jasmin Kannler</b> (Amsterdam, NL): Reconsidering the subject in intermedial relations	<b>Abbie Reese</b> (Chicago, USA): Chosen: suspension of belief in the Jesus Cage	<b>Sebastian Domsch</b> (Greifswald, DE): Staging icons, performing storyworlds – from Mystery Play to Cosplay	<b>Ulla Angkjær Jørgensen</b> (Trondheim, NO): FLUX film – moments of the body – the ephemeral
11.30-11.45	Coffee break			
	<b>A.9. Opera and intermediality</b> Chair: Alan E. Williams	<b>B.9. Online/offline and transmedial identity narratives</b> Chair: Andrea Virginás	<b>C.9. Rethinking the TV series in the Digital Age</b> Chair: Vladimir Cerić	<b>D.9. Conceptualizing new media and hybridity</b> Chair: Anita Kasabova
11.45-12.15	<b>Dániel Nagy</b> (Budapest, HU): Intermediality as storytelling and representation. Leitmotiv as a device for integrating media in Wagnerian Gesamtkunstwerk	<b>Elena-Alis Costescu</b> (Cluj-Napoca, RO): (Re)Constructing Identities in Romanian Online Communities	<b>Gábor Zoltán Kiss</b> (Pécs, HU): A hell of a place to make you read: <i>Deadwood</i> and its philological pleasures	<b>Tom Estes</b> (London, GB): The conquest of potentiality
12.15-12.45	<b>Maarten Nellestijn</b> (Utrecht, NL): Musicalisation in <i>Einstein on the Beach</i>	<b>Anne Kustritz</b> (Amsterdam, NL): Transmediating difference: race and sexuality on the second screen	<b>Natália Fábics</b> (Budapest, HU): Where good old Sherlock and new media collide	<b>Matthew McGinity</b> (Sydney, AU): Light fields, images and immersion
12.45-13.15	<b>Alan E. Williams</b> (Salford, GB): Stefan and Lotte in paradise: opera in the digital performance space	<b>Ro Lawrence</b> (Tampa, USA): Pieces & bits: emerging hybrid arts combining physical and internet components to examine emerging post-internet modes of identity	<b>Vladimir Cerić</b> (Belgrade, RS): The importance of DVE and digital storytelling on epic fantasy narratives	<b>Viktória Szabó</b> (Pécs, HU) Maya Brush the digital beauty
13.15-14.30	Lunch break			
14.30-15.30	<b>JOACHIM PAECH</b> (Konstanz, DE): <b>INTERMEDIATE IMAGES (ZWISCHEN-BILDER)</b>			
15.30-16.00	Coffee break			

	<b>A.10. Reflections on old and new media in the digital age</b> Chair: Christina Stojanova	<b>B.10. The corporeal and the digital</b> Chair: Jennifer Stob	<b>C.10. Author-player, interactive and transmedial storytelling</b> Chair: Maria Katsaridou	<b>D.10. New spaces for displaying images and creating narrative worlds</b> Chair: Ferenc Boné	<b>E. 1. Fleshing out characters in manga, anime, animation, and beyond</b> Chair: Zoltán Varga
16.00-16.30	<b>Gwenneth Miller</b> (Pretoria, ZA): Mediamatic processes in the hybrid artworks of Frederik Eksteen	<b>Michael Andrew Morgan</b> (Ebeltoft, DK) "Naked cinema": aesthetics of intimacy in Sally Potter's <i>Rage</i>	<b>Michalis Kokonis</b> (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	<b>Péter Kristóf Makai</b> (Szeged, HU): Room for story: creating narrative worlds in theme parks and MMORPGs	<b>Paulette Marsh</b> (Sippy Downs, AU): Phenomenology and transmedial Shakespeare
16.30-17.00	<b>Christina Stojanova</b> (Regina, CA): Beyond text and image: Péter Forgács and his <i>Wittgenstein Tractatus</i>	<b>Glenda Hobdell</b> (Brisbane, AU): A new methodological framework for practice: authentic hybridity between actual and virtual art	<b>Lois (Maria) Spangler</b> (Brisbane, AU): Polyphony and interactive storytelling: insights on player characters and ideological agency	<b>Jenna Ng</b> (York, GB): Moving Immovables: Relocating the digital mediation of historical spaces	<b>Réka Kassay</b> (Cluj-Napoca, RO): Cartoon heroes in children's everyday lives
17.00-17.30	<b>Sorin Alexandrescu</b> (Bucharest, RO): <i>The autobiography of Nicolae Ceausescu</i> , by Andrei Ujica: a theoretical puzzle	<b>Árpád Bak</b> (Debrecen, HU): Subverting hegemonic visual practices through performativity: reconfiguring images of the black female body from Sarah Baartman to Miss Canadiana	<b>Matteo Ciastellardi</b> (Barcelona, SP): Transmedia storytelling. From amniotic network to distributed authorship	<b>Anna Keszeg</b> (Cluj-Napoca, RO): "I went to the window-movies." Nick Knight and Daphne Guinness in the fashion windows of Paris's Le Printemps department store in 2012	<b>Zoltán Varga</b> (Szeged, HU): Baby steps? Some notes on the tendencies of the Hungarian CGI animation
17.30-18.00	<b>CONCLUDING ROUND TABLE: INTERMEDIALITY, TRANSMEDIALITY, MEDIA CONVERGENCE TODAY</b> Participants: Marie-Laure Ryan, Henry Jenkins, Joachim Paech, Lars Elleström, etc.				
18.00-18.15	<b>The General Assembly of the ISIS – discussions of future plans</b>				
18.15-20.00	<b>Farewell reception (buffet)</b>				