

SPECIAL EVENTS

NOVEMBER 23 - LABORATORI DELLE ARTI, PIAZZETTA PASOLINI 5/B

20:30 *Giffing Miss Cinema: From Archival Preservation to Reuse*

Screening of archival GIFS, curated by Lucia Tralli and Erika Vecchietti (Home Movies), with the students of the Film Lab course, DAMS

NOVEMBER 24 - LABORATORI DELLE ARTI, PIAZZETTA PASOLINI 5/B

20:00 *Making GIFFerences*

Digital art exhibition curated by Pasquale Fameli, featuring works by Nicolas Boillot, Paolo Ceric (Patakk), Vince McKelvie, Drew Tyndell, Dave Whyte e Hayden Zezula (Zolloc).

+ *Screening the GIFs*

Video selection curated by Monica Dall'Asta, featuring works by Matthias Brown (Traceloops), A. L. Crego, Austin Dickson, Wheeler Winston Dixon, Bill Domonkos, Emilio Gomariz, Erdal Inci, Tine Isachsen e Sara Tanderø, Kim Laughton, Henning Lederer, Lorna Mills, Milos Rajkovic (Sholim), Stas Santinov

21:00 *Instant GIF*

Live animation performance by Basmati Film

DIPARTIMENTO DELLE ARTI

Alma Mater Studiorum - Università di Bologna

CENTRO LA SOFFITTA

via Barberia 4, Bologna | info: tel. 051 2092000/400 | www.dar.unibo.it

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Screening programs and laboratories

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<http://viralart.wixsite.com/gifconference2016/program>



VIRAL ART THE NEW IMAGERIES OF GIF CULTURE

International Conference

Organized by Monica Dall'Asta, Alessandra Chiarini

In collaboration with Home Movies

23-25 november 2016

Salone Marescotti, via Barberia 4 - Bologna

Laboratori delle Arti, piazzetta P. P. Pasolini 5/b - Bologna

Free entrance | www.dar.unibo.it

HomeMovies
ARCHIVIO NAZIONALE DEL FILM DI FAMIGLIA



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
DIPARTIMENTO DELLE ARTI
VISIVE PERFORMATIVE MEDIALI
LA SOFFITTA
CENTRO DI PROMOZIONE TEATRALE

CONFERENCE PROGRAM
NOVEMBER 24 - SALONE MARESCOTTI, VIA BARBERIA 4

9:15 Registration

9:45 Greetings

10:00 Keynote address

WANDA STRAUVEN (Goethe University, Frankfurt), *The GIF as Screenic Image*

11:00 Coffee break

11:15 *The Loop Experience*

GUIDO BARTORELLI (University of Padua), *Vibrazioni di immagini in loop: tra usi artistici e sociali*

RODERICK MILLS (University of Brighton), *Absurdity, Memory and the Portrarily of Time*

TOMMASO ISABELLA (University of Bergamo), *Oddly Satisfying: le GIF animate tra gesto e meccanismo*

SOFYA GLEBOVNA (Artist and independent researcher, Berlin), *The Perfect GIF*

12:40 Discussion

13:00 Lunch

14:15 Keynote address

ARILD FETVEIT (University of Copenhagen), *The Uncanny Mediality of the Photographic GIF*

15:15 *Genealogies I*

CRISTINA JANDELLI (University of Florence), *Recitazione e divismo, attori e star nella GIF culture*

LORENZO MARMO (University of Naples, L'Orientale), *Il frammento, il gesto e la reazione: la storia del cinema attraverso le GIF*

MARISA C. HAYES (La Sorbonne Nouvelle – Paris III), *Expanded Choreographies: The Aesthetics of Movement in Animated GIFs*

16:15 Discussion

16:30 Coffee break

16:45 *Post-cinematic Scenarios*

ELISA BIANCHI (University of Florence), *From GIFs to Augmented Reality*

JEREMY RADVAN (University of Brighton), *The Infinite GIF Landscape: A Digital Myriorama*

GIUSEPPE PREVITALI (University of Bergamo), *Do It Again. Appunti per una prospettiva sulle GIF pornografiche*

17:45 Discussion

CONFERENCE PROGRAM
NOVEMBER 25 - SALONE MARESCOTTI, VIA BARBERIA 4

9:30 Keynote address

OLIA LIALINA (Merz Academy, Stuttgart), *Telling GIFs and Animated JPEGs Apart*

10:30 *Genealogies II*

PASQUALE FAMELI (University of Bologna), *Combattimento per un'immagine in movimento*

MATTEO CREMONESI (Brera Academy, Milan), *GIF, dinamismo e arte cinetica*

PAOLA DONATIELLO (University of Bologna), *Riscrivere la storia dell'arte: il caso Scorpion Dagger*

11:30 Discussion

11:45 Coffee break

12:00 *Postmedia Art*

ALESSANDRA CHIARINI (University of Bologna), *(Inter)Net Art and the Archaeology of GIFs*

MATTHEW DE KERSAINT GIRAudeau (Field Broadcast, London), *I Can't Stop Watching: Why Do Artists Use GIFs?*

ALESSANDRO SCALI (Okkult Motion Pictures, Turin), *GIFmaking as an Artistic Practice*

13:00 Discussion

13:15 Lunch

14:30 *Know Your Meme*

LUCIA TRALLI (University of Bologna), *Where GIF Culture and Fandom Culture Collide*

SARA CASOLI (University of Bologna), GABRIELE PROSPERI (University of Ferrara), *How to Steal an Emotion: Memetic GIF as (Re)Mediation of Emotional Contents*

ELENA SEMENZATO (Independent researcher), *GIF ed evoluzione dello smiley*

15:30 Discussion

15:45 Coffee break

16:00 *Platforms*

RAFFAELE PAVONI (University of Florence), *Graphics Interchange Firms. Il ruolo delle GIF nella competizione tra colossi informatici*

JOE MILUTIS (University of Washington, Bothell), *From Intermittence to Exploitable: The Aesthetics of GIFs on Dump.fm*

SAL VIRAL (Art Collective, Valencia), *Preserving the Gifs? On the Destiny of the Cultural Heritage of the Digital Age*

17:00 Discussion

17:15 *Exhibition/Exposition*

VALENTINA TANNI, SAVERIO VERINI (Critics and curators), *Stop and Go. L'arte delle GIF animate*