

# **8<sup>th</sup> International ESPRit Conference, Athens**

## **Periodicals and Visual Culture**

**National Library of Greece,  
Stavros Niarchos Foundation Cultural Center  
12-13 September 2019**

## **Conference Programme**

**Thursday, 12 September**  
**National Library of Greece,**  
**Stavros Niarchos Foundation Cultural Center**

8.30-9.00	Registration	Main Hall
9.00-9.30	Welcome address: Dr Filippos Tsimpoglou (Director General of the National Library of Greece)	
	Welcome addresses	
9.30-10.00	Welcome addresses:  Kristin Ewins (ESPRit & Örebro University, Sweden),  Gioula Koutsopanagou (ETMIET/KENI, Panteion University & Hellenic Open University)  Aled Gruffydd Jones (ETMIET/KENI, Panteion University)  Themis Beredimas (ESPIT)  Chair: Yanis Yanouloupoulos (ETMIET/KENI, Panteion University)	Bookcastle
10.00-11.00	Round Table:  <p style="text-align: center;"><b>Journalism - 'Fake News' - Democracy</b></p> Chair: Nikos Leandros (Panteion University)  Speakers: Maria Antoniadou (Journalists' Union of Athens Daily Newspapers, President)  Themis Beredimas (Journalists' Union of Periodical and Electronic Press, President)  Athanasios N. Samaras (University of Piraeus)  Kostas Zafiroopoulos (Mediterranean Institute for Investigative Reporting (MIIR), newspaper <i>Efimerida ton Syntakton</i> )	Bookcastle
11.00-11.30	Coffee	Main Hall
11.30-12.30	Keynote Session 1  Martin Conboy (University of Sheffield, UK)  <p style="text-align: center;"><b>Aligning the popular and the people: The <i>Daily Mirror</i> and the tabloid trope</b></p> Chair: Aled Gruffydd Jones	
12.30-14.00	Parallel Session 1  <p style="text-align: center;"><b>Gendering the Image</b></p> Alice Morin <sup>[1]</sup> (Université Sorbonne Nouvelle, Paris <sup>[2]</sup> ) '(Photo)Graphic Negotiations: a case study of <i>Vogue U.S</i> and <i>Interview</i> , 1960s-1980s'  Yannis Skarpelos (Panteion University, Athens) 'Reading colours in a women's magazine'  Artemis Alexiou (York St. John University, UK)	Bookcastle

	<p>'In Harmony, and In Conflict (Till Death Do Us Part): Juxtapositions of Design, Image, and Text in <i>The Woman's Herald</i> (1892-1893'</p> <p>Chair: Laurel Brake</p>	
12.30-14.00	<p>Parallel Session 2</p> <p><b>Panel: 'Modern Art on the Printed Page: Illustrated Reviews in Interwar Paris'</b></p> <p>Kate Kangaslahti(KU Leuven) 'Primitive' meets 'Modern' as Visual Trope in <i>L'Esprit Nouveau, Cahiers d'Art, and Documents'</i></p> <p>Malcolm Gee (Northumbria University, Newcastle upon Tyne UK), '<i>Minotaure</i> and the Visual Culture of the Art Press in France between the Wars'</p> <p>Chara Kolokytha (Northumbria University, Newcastle upon Tyne UK) From <i>Cahiers d'Art</i> to <i>Verve</i>: Tériade and his American sponsors (1937-1939)'</p> <p>Chair: Marysa Demoor</p>	Room A2.00.113 (Multifunctional Room 2)
12.30-14.00	<p>Parallel Session 3</p> <p><b>Panel: 'What goes round, comes round: Fashion Plates in Nineteenth-Century Periodicals'</b></p> <p>Marianne Van Remoortel (Ghent University) 'The Dutch Women's Magazine <i>De Gracieuse</i> (1862-64) and the Mystery of the Trilingual Fashion Plates'</p> <p>Maria Alesina (Ghent University) 'Ensuring Competitive Advantage: St. Petersburg Publication <i>Modnyi magazin</i> (1862-83) and Parisian Fashion Plates'</p> <p>Henriette Partzsch (University of Glasgow) 'Bridging the Old and the New: Visual Strategies in the Spanish Fashion Magazine <i>La Violeta</i> (Madrid, 1862-1866)'</p> <p>Chair: Nicolas Pitsos</p>	Room A2.00.127 (Multifunctional Room 1)
14.00-15.00	Lunch	Main Hall
15.00-16.30	<p>Parallel Session 4</p> <p><b>Panel: 'The Periodicals' Gaze: the Italian Press and Visual Culture in the Sixties and Beyond'</b></p> <p>Dario Boemia (IULM University, Milan) 'Book Reviews in Comics Form. A First Survey'</p> <p>Luca Gallarini (University of Milan) 'From graphic novel to graphic review: the Italian cartoonist Zerocalcare'</p> <p>Mara Logaldo (IULM University, Milan) 'Dubbing, subtitling, and other language issues in the Italian film journal <i>Bianco e nero</i> between the 1930s and the 60s'</p>	Bookcastle

	<p>Marida Rizzuti (IULM University, Milan)  'Music Periodicals in Italy after 1950. Theory, Youth Culture, Dissemination'</p> <p>Chair: Andrea Chiurato</p>	
15.00-16.30	<p>Parallel Session 5</p> <p><b>Panel: 'The image of the cultural Other in 20th century European magazines'</b></p> <p>Ismini Koilia (Radboud University Nijmegen, The Netherlands)  'Representations of Greece in the <i>World Wide Magazine</i>'</p> <p>Wouter Marinissen &amp; Maaïke Koffeman (Radboud University Nijmegen, The Netherlands)  'African cultures through an ethnographer's lens. Travel photography in <i>Minotaure</i>'</p> <p>Esther Op de Beek (Leiden University)  'Travel writing in <i>Avenue</i> - between colonialism and cosmopolitanism'</p> <p>Chair: Felix Larkin</p>	Room A2.00.113 (Multifunctional Room 2)
15.00-16.30	<p>Parallel Session 6</p> <p><b>Panel: 'Visuality and Materiality of Contemporary Independent Magazines'</b></p> <p>Oliver Scheiding (University of Mainz)  'A Photoshopped World: <i>Kinfolk</i> and the Politics of the Page'</p> <p>Sabina Fazli (University of Göttingen)  '"Sabat must die": Materiality and the Magazine Object'</p> <p>Natasha Anderson (University of Mainz)  'Strolling the Streets to Discover the Cities: Cosmopolitan Collage in <i>The Flaneur</i>'</p> <p>Chair: Cristopher Shoop-Worrell</p>	Room A2.00.127 (Multifunctional Room 1)
16.30-17.00	Coffee	Main Hall
17.00-18.30	<p>Parallel Session 7</p> <p><b>Panel: 'Word-Photography Relations in Illustrated Periodicals 1880-1930'</b></p> <p>Jens Ruchatz (Philipps University, Marburg)  'Word-Photography Relations inbetween the Book and the Magazine. Part-issue publication around 1900'</p> <p>Vincent Fröhlich (Phillips University, Marburg)  'Photography is the New King<sup>SEP</sup>. Showing and Labelling Photography in Illustrated Journals (<i>Berliner Illustrirte</i> and <i>The King of Illustrated Papers</i>)'</p> <p>Andrés Mario Zervigón (Rutgers, State University of New Jersey)  'Photomontage as Caption: 1918-1933'</p> <p>Chair: Eleni Papargyriou</p>	Bookcastle

17.00-18.30	<p>Parallel Session 8</p> <p><b>Panel: 'Greek literary journals and visual culture: present and future'</b></p> <p>Katerina Kostiou (University of Patras) 'From glossy paper to craftsmanship: an attempt at a visual reading of the journal <i>Planodion</i>'</p> <p>Anna Katsigianni (University of Patras) 'The "Beautiful colibris of Writing" and Bonsai stories, a "blog for the small short story"'</p> <p>Anna-Maria Sichani (University of Sussex &amp; Sussex Humanities Lab) 'Electronic literary journals, web visual design and literary culture'</p> <p>Chair: Despina Provata (University of Athens)</p>	Room A2.00.113 (Multifunctional Room 2)
17.00-18.30	<p>Parallel Session 9</p> <p><b>The Industrial/Urban Aesthetic</b></p> <p>Eirini Mergoupi-Savaidou (Hellenic Open University &amp; Academy of Athens), and Spyros Tzokas (Hellenic Open University &amp; Institute for Mediterranean Studies/FO.R.T.H.) 'Visual representations of Science and Technology in the early 20<sup>th</sup> century Greek daily press'</p> <p>Christopher Shoop-Worrall (UCFB Etihad Campus, Manchester) 'Leaps and Light Shows: Visual Politics in the Edwardian Mass Press'</p> <p>Pedro Castelo<sup>SEP</sup> (Birkbeck College, University of London), 'Modernising <i>ARQUITECTURA</i>, the magazine and society'</p> <p>Chair: Evangelhia Stead</p>	Room A2.00.127 (Multifunctional Room 1)
20.00	Conference dinner	

**Friday, 13 September**  
**National Library of Greece,**  
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9.00-10.00	<p>Keynote Session 2</p> <p>Laurel Brake (Birkbeck College, University of London)</p> <p>Marysa Demoor (Ghent University)</p> <p style="text-align: center;"><b>'A little bit of what you fancy? Illustration and the Victorian Press'</b></p> <p style="text-align: center;">Chair: Kristin Ewins</p>	Bookcastle
10.00-11.30	<p>Parallel Session 10</p> <p style="text-align: center;"><b>The Commercialised Image</b></p> <p>Nicolas Pitsos (Institut Catholique d'Études Supérieures)          'The Belle-Epoque of tonics: Periodical Press advertisements about the illnesses of modernity at the turning of the 20<sup>th</sup> century'</p> <p>Lies Lanckman (the University of Kent's School of Art and Culture, Paris)          "' B. O.' Gone – Romance Budding!":          Comic Strip Advertising as Conduct Literature'</p> <p>Cristina Trincherio (University of Turin)          'French theatre reviews and bulletins in the inter-war period: texts, images and graphics for a renewal of taste and the discussion of poetics within the <i>théâtre d'art</i></p> <p style="text-align: center;">Chair: Yannis Skarpelos</p>	Bookcastle
10.00-11.30	<p>Parallel Session 11</p> <p><b>Panel: 'Power and its Representation: Public and Private Iconography of the Establishment in Post-WWII Periodicals in Italy and Germany'</b></p> <p>Irene Piazzoni (University of Milan)          'Representing the Establishment: Iconographic Choices in the Italian Post-War Weeklies (1945-1950)'</p> <p>Raffaele De Berti (University of Milan)          'The Photographic Representation of the Establishment's Home Life in the Italian Post-war Weeklies (1945-1950)'</p> <p>Fabio Guidali (University of Milan)          'Allies &amp; Nazis, Mass &amp; Individuals in Germany's Hall of Mirrors: <i>Der Spiegel</i> 1947-1950'</p> <p style="text-align: center;">Chair: Mara Logaldo</p>	Room A2.00.113 (Multifunctional Room 2)
10.00-11.30	<p>Parallel Session 12</p> <p style="text-align: center;"><b>Photographic Imagery and the Art of the Cover in Greek periodicals</b></p>	Room A2.00.127 (Multifunctional Room 1)

	<p>Eleni Papargyriou (University of Patras) 'Photography in Greek Journals at the turn of the 20th century'</p> <p>Giorgos Zevelakis (independent researcher, writer, collector) 'Interwar Greek periodicals' covers and titles'</p> <p>George Kyparissiadis (American College of Greece) "Cooking Men" The New Male PinUps on the covers of magazines'</p> <p>Chair: Katerina Kostiou</p>	
11.30-12.00	Coffee	Main Hall
12.00-13.00	<p><b>3<sup>rd</sup> Annual ESPRit Business Meeting</b></p> <p>For ESPRit members</p> <ul style="list-style-type: none"> <li>• ESPRit executive board and committee</li> <li>• Future conferences</li> <li>• <i>Journal of European Periodical Studies</i> (JEPS)</li> </ul> <p>Chair: Kristin Ewins (ESPRit, &amp; Örebro University, Sweden)</p>	Room A2.00.113 (Multifunctional Room 2)
12.00-13.00	<p><b>Digital Conference Exhibition</b></p> <p>ERT Archives and the George Zevelakis Private Print Collection</p> <p>Guest exhibition: 'Women's Press – Women of the Press'</p>	Bookcastle
13.00-14.00	Lunch	
14.00-15.30	<p>Parallel Session 13</p> <p><b>Depicting the Political</b></p> <p>Nicole Immig (Boğaziçi University, Istanbul) "What about pictures?" <sup>[1]</sup><sub>SEP</sub> Images, Photographs and Illustrations in Greek Illustrated Journals (1912-1922)'</p> <p>Felix M. Larkin (Newspaper and Periodical History Forum of Ireland, Dublin), '<i>Dublin Opinion</i>, 1922-1968'</p> <p>Hogara Matsumoto (Sophia University, Tokyo, Japan) The Canadian Middlebrow?: <i>Chatelaine</i> and the Changing Image of Alice Munro</p> <p>Chair: Peter Buse</p>	Bookcastle
14.00-15.45	<p>Parallel Session 14</p> <p><b>Imagery and Power</b></p> <p>Enrico Landoni (eCampus University, Novedrate (CO), Italy) 'Propaganda and information serving the Italian sports movement: the particular case of the periodical <i>Lo Sport Fascista</i>'</p> <p>Ahmet Ersoy (Boğaziçi University, Istanbul) 'Late Ottoman New Media: Reading, Visuality and Historical Experience During the Hamidian Era (1876-1909)'</p> <p>Katerina Dalakoura (University of Crete) 'Women's Journals in the Ottoman Space (1880-1923): Illustrations and Publishing Strategies'</p>	Room A2.00.113 (Multifunctional Room 2)

	Chair: Gioula Koutsopanagou	
14.00-15.30	<p>Parallel Session 15</p> <p style="text-align: center;"><b>Modernity and identities</b></p> <p>Sarah Timme (Goethe University, Frankfurt) 'The 'Magazine Page as Exhibition Space: The Neo-Avant-Garde in Swedish Periodicals during the 1960s'</p> <p>Jakub Machek (Metropolitan University, Prague) 'Wives, actresses, victims and 'shameless' mistresses. The visual representation of women in the Czech illustrated sensational periodicals before the WWI'</p> <p>Mary Ikoniadou (University of Central Lancashire) 'The interrelation of images and texts in the production of national cultural identities in the context of the Cold War'</p> <p style="text-align: center;">Chair: Martin Conboy</p>	Room A2.00.127 (Multifunctional Room 1)
15.30-16.00	Coffee	Main Hall
16.00-17.30	<p style="text-align: center;"><b>Closing Plenary</b></p> <p style="text-align: center;">The State of the Discipline and its Future Development - some concluding observations</p> <p style="text-align: center;">Chair: Aled Gruffydd Jones</p> <p style="text-align: center;">Speakers:</p> <p style="text-align: center;">Martin Conboy Katerina Kostiou Oliver Scheiding Evangelhia Stead</p> <p>Interventions by</p> <p>Nicolas Pitsos 'Transfopress: a transnational network for the study of allophone Periodical Press'</p> <p>Katerina Dalakoura, 'Ottoman Women's Press: Research project and activities at the University of Crete</p>	Bookcastle
	<b>CONFERENCE ENDS</b>	



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Thanasis ALATAS, General Secretary

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