

japanese animation and european contexts

international dynamics, local receptions



a multidisciplinary symposium

CA' FOSCARI UNIVERSITY OF VENICE
DEPARTMENT OF ASIAN AND NORTH AFRICAN STUDIES

15 AND 16 FEBRUARY, 2018 | AUDITORIUM SANTA MARGHERITA | VENICE, ITALY
Campo S. Margherita, Dorsoduro 3689 | map: <http://static.unive.it/mappe/sede/990006>

| PROGRAMME |

..... 15 FEBRUARY | FROM 9:00 TO 17:30

Welcome remarks and introduction

Marco Sgarbi, Vice Provost for Communication and Development;
Marco Ceresa, Head of the Department of Asian and North African
Studies; and Toshio Miyake, Ca' Foscari University of Venice
Marco Pellitteri, Ca' Foscari University of Venice | Kobe University

Keynote speaker

Saya S. Shiraiishi, The University of Tokyo | Okazaki Women's University
*Manga and anime: Japan's "The Day After" Literature
goes abroad and into the 21st century*

Researching Japanese animation: Innovating frameworks

Chair Ian Condry, Massachusetts Institute of Technology

Jaqueline Berndt, Stockholm University

Anime research and the study of Japan: From "area" to "media"

José Andrés Santiago Iglesias, University of Vigo

*A bridge for anime: Form, rhythm, and design
of Euro-Japanese early co-productions*

Dario Lolli, Birkbeck, University of London

*Cultural economy and identity through movement:
Lupin the Third and automobility between Japan and Italy*

Anime as a transnational creative industry

Chair Kristian Feigelson, University of Paris III: Sorbonne Nouvelle

Heung Wah Wong, The University of Hong Kong

Lost in transnational: Introducing a "third zone" in the study of anime

Nissim Otmazgin, The Hebrew University of Jerusalem

The anime boom in the US: Lessons for global creative industries

Ian Condry, Massachusetts Institute of Technology

Anime and the future of work in a post-capitalist world

Anime as narrative, entertainment, art: Modes of reception

Chair Jaqueline Berndt, Stockholm University

Masao Yokota, Nihon University

Japanese hit anime are explained by the "Valley of emotions" theory

Eleonora Benecchi, Usi: University of Italian Switzerland

*Anime fandom in-between: A qualitative study of fan practices
connected to anime- and manga consumption in Italy*

Noriko Hiraishi, University of Tsukuba

*Anime figures and contemporary art: Three's works
in Japanese/European contexts*

..... 16 FEBRUARY | FROM 9:00 TO 13:00

Anime and European distribution: Past, present, and future

Chair Marco Pellitteri, Ca' Foscari University of Venice | Kobe University

Fabrizio Margaria, Media content producer

"The old cartoons were more beautiful" (or, were they?):

Italian national private TV networks' policies on Japanese animation

Massimiliano Morelli, Rai Radiotelevisione italiana

Anime and brand identity in public broadcasting: The Rai4 experience

Manuel Hernández-Pérez, University of Hull

*Anime on demand: Netflix and the future
of Japanese animation in Europe*

Keynote speaker

Fausto Colombo, Unicatt: Università Cattolica del Sacro Cuore

*The Big Wave: A generational study on the reception of Japanese
anime in Italian television during the late 1970's and early 1980's*

Final roundtable and closing remarks

Roundtable chair Toshio Miyake

Closing remarks Marco Pellitteri

Administrative work, logistics Staff of the Dsaw
Project, programme, and organisation Marco Pellitteri

This conference is part of the research project titled *Survey and Analysis
of Former Success and Current Decline of Japanese Television Programs
in Western Europe: Trading Dynamics and Broadcasting Policies,
1975-2015* conducted by Dr Marco Pellitteri with funds from the Hôso
Bunka Foundation and the Toshiba International Foundation.



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