

The International Conference “*Lost in Translation? Japan in Italian Cultural Life*” is organized by the Department of Linguistics and Comparative Cultural Studies in collaboration with the Department of Philosophy and Cultural Heritage at Ca’ Foscari University of Venice, on the occasion of the 150th anniversary of the relations between Italy and Japan.

The Conference will deal with the transmission of Japanese culture (literature, pop culture, art, architecture, design, music, food) in Italy since the Japan boom of the 1980s through a comparative, multidisciplinary and inter sectorial approach. It will be focussed on the idea that, rather than producing a secondary or subservient version of the original source, *translation* is a process which involves the creation of a series of new originalities. Indeed, while *translation* connotes a movement from one context to another, the Conference aims at rethinking the transmission of Japanese culture in Italy as a transcultural process, where *translational transfer* takes place between cultures that are already ‘contaminated’ in themselves; releases itself from the concept of equivalence; domesticates foreign texts, images and cultural forms; and results in the formation of new cultural orientations, practises, ideas and identities.

Panellists will present and discuss relevant aspects and features of the transmission of Japanese culture in Italy, starting from the processes and strategies of translation, interpretation, circulation and reception of Japanese culture in Italy; the re-elaboration, originalization (or aboriginalization) and hybridization of the Made-in-Japan culture; the political dimension of both the cultural transformations and the opening of third spaces where translation products emerge as subjects with their own significations.



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The event is part of the celebrations for the 150th Anniversary of Diplomatic Relations between Japan and Italy.



Ca' Foscari
University
of Venice

Department of Linguistics and
Comparative Cultural Studies
Department of Philosophy and
Cultural Heritage

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International Conference for the 150th
Anniversary of Japanese-Italian relations
**Lost in Translation?
Japan in Italian Cultural Life**

13-15 October 2016
Aula Baratto – Ca' Foscari University
Dorsoduro 3246

Thursday, October 13th

14.00: Opening Ceremony and Institutional Speeches

Michele BUGLIESI (Rector of Ca' Foscari University)

Anna CARDINALETTI (Head of the Department of Linguistics and Comparative Cultural Studies)

Luigi PERISSINOTTO (Head of the Department of Philosophy and Cultural Heritage)

14.30-16.30: Contestualising the Issue

Chair: Hidenobu JINNAI

Kazuyoshi UMEMOTO (Ambassador of Japan in Italy) *Opportunities and Challenges in Cultural Exchanges Between Japan and Italy*

Vincenzo PETRONE (Former Ambassador of Italy in Japan) *Cultural and Political Relationships between Italy and Japan since the 1980s*

Rosa CAROLI (Ca' Foscari University) *'Japan Boom' in Italy. An Historical Background*

Kiyomitsu YUI (Kobe University) *Glocalization by What Means? Lost and Found in Translation in Case of Pop Culture and Visuality*

16.30-17.00 Coffee break

17.00-19.00: Circulating Made-in-Japan Culture: Publishing, Commercial Industries, Media and Events

Chair: Norimasa MORITA

Hiroto KOBAYASHI (Director of Jetro, Milan) *"Cool Japan": Discover the Japanese Culinary Culture*

Kiyofumi NAKAJIMA (Ghibli Museum) *Italy in Studio Ghibli Films*

Laura DIMITRIO (University of Bologna) *The New Japonisme in Italian Fashion*

Annalena DE BORTOLI (Associazione Italiana Ristoratori Giapponesi) *Japanese Restaurants in Italy: Cultural and Fashionable Food Tales*

Friday, October 14th

10.00-12.00: Strategies of Translation

Chair: Masahiko SHIMADA

Francesco VITUCCI (University of Bologna) *Cross-cultural Osmosis in AVT: Diagenetic Variation and Gayspeak Translation in Japanese - Italian Subtitles*

Paola SCROLAVEZZA (University of Bologna) *Localizing Global Desires. The Japanese Light Novel Market in Italy*

Eugenio DE ANGELIS (Ca' Foscari University) *Man-powered Plane Terayama. The Intermedial Voyage of Terayama Shuji in Italy*

Aldo TOLLINI (Ca' Foscari University) *Translating Classic Japanese Texts Today: Limits and Problems*

12.00-13.30 Lunch

13.30-15.30: Made-in-Japan Culture in Italy

Chair: Rosa CAROLI

Naomi TAKASU (Director of The Japan Cultural Institute in Rome) *Japan as an Italian Landscape. The Japan Cultural Institute in Rome in the Context of History, Culture and Topography*

Leone SPITA (Architect, University of Rome 'La Sapienza') *Shrinking City. Shrinking Architecture*

Junko TERAOKA (Asian Editor of *Internazionale*) *Japan in the Italian Media. A History of Fascination and Stereotypes*

Marta BOSCOLO MARCHI (Director of the Oriental Art Museum in Venice) *Japan in Venice. The Influence of the Bourbon Collection on Venetian Culture Before and After the First World War*

15.30-16.00 Coffee break

16.00-18.30: (Ab)originalization in Cultural Flows

Chair: Roberta NOVIELLI

IGORT alias Igor TUVERI (Cartoonist) *Japanese Notebooks*
Shigeru UMEBAYASHI (Composer) *Music Floating Throughout Cultures*

Fusako YUSAKI (Artist and stop-motion animator) *From Earth to Earth*

(to follow: short movies by the authors)

Saturday, October 15th

10-00-12.00: 'Lost in Translation?'

Chair: Kiyomitsu YUI

Roberta NOVIELLI (Ca' Foscari University) *From Kurosawa Akira to Sergio Leone: How Japanese Action Movies Influenced Italian Cinema*

Norimasa MORITA (Waseda University) *Born Translated: World Literature Before Japanese Literature*

Masahiko SHIMADA (Hosei University) *SF Basis Speculation about Japanese and Italian Way of Life After the Technological Singularity*

Hidenobu JINNAI (Hosei University) *Japanese Cultural Impact on Italy After the 80s in the Field of Architecture and Urban Phenomena*

12.00-13.00: Closing Remarks