

The International Circulation of National Cinemas and Audiovisual Content

The Challenge of Convergence and Multiplatform Distribution in the European Context

Conference organized by

Massimo Scaglioni, Università Cattolica del Sacro Cuore
Emiliano Morreale, Sapienza Università di Roma
Paolo Noto, Università di Bologna

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Paola Brembilla, Paolo Carelli, Damiano Garofalo, Valentina Moscatelli, Luca Peretti, Anna Sfardini

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CInCIt: The International Circulation of Italian Cinema
www.italiancinema.it | info@italiancinema.it

International Conference

Milan, 17-18 September 2019
Room G.127 Pio XI
Room G.126 Cardinal Ferrari

Largo A. Gemelli, 1 - Milano



Progetto di Ricerca di Interesse Nazionale (Bando PRIN 2015)



UNIVERSITÀ
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One Step Ahead: Greek and Italian Film Circuits in the Antipodes

Deb VERHOEVEN, University of Alberta

Panel #9 - Non-Linear Circulation and Reception

(G.126)

Chair: Paola BREMBILLA, Università di Bologna

The Circulation of Italian Film Provided By The Cinematheques

Rossella CATANESE, IMT Lucca

Italian Cinema and Videographic Criticism: Reception and Practice

Alan O'LEARY, University of Leeds
Dana RENGA, The Ohio State University

Benvenuti a bordo: the Nation-Branding Devices of Inflight Cinema

Emiliano ROSSI, Università di Bologna

H 16.15-16.30 Coffee Break

H 16.30-18.30

Final Roundtable & Final Reception

(G.127)

Panel #7 - Italian Film Genres

(G.126)

Chair: Marco CUCCO, Università di Bologna

Mediterraneo, Mediterranea: Italian Visions of an International Mediterranean

Harry KASHDAN, The Ohio State University

Teen Movie, Italian Style. Local Film and Global Genre Between Resilience and Transnational Practices

Stefano GUERINI ROCCO, Università di Bergamo

"Commedia alla transnazionale"?

Transnational film remakes: the case of Italian comedies

Rinaldo VIGNATI, Università di Bologna

Italian comedy in Spain: the case of Nunziante and Zalone

Armando FUMAGALLI, Università Cattolica del Sacro Cuore

H 13.15-14.45 Lunch Break

H 14.45-16.15

Panel #8 - Seeing Double: Methods for Diasporic Consciousness of Film in the New World After WWII

(G.127)

Chair: Michele FADDA, Università di Bologna

Movie-going in Stereoscope: Film Advertising in "Foreign Language" Newspapers in Urban Canada

Paul MOORE, Ryerson University of Toronto

Cinemas of Diaspora: Italian-language film distributors in Canada

Jessica Leonora WHITEHEAD, Ryerson University of Toronto

September 17, 2019

(Room G.127)

H 9.00-9.30

Institutional Greetings

Giovanni GOBBER, Dean of the Faculty of Linguistic Sciences and Foreign Literatures, Università Cattolica del Sacro Cuore

Introduction

Massimo SCAGLIONI, Università Cattolica del Sacro Cuore,
Emiliano MORREALE, Sapienza Università di Roma

Paolo NOTO, Università di Bologna

H 9.30-11.00

Keynote speech

Data Troubles: Digital Distribution in the Global Media Market

Jennifer HOLT, University of California Santa Barbara

Chair: Massimo SCAGLIONI, Università Cattolica del Sacro Cuore

H 11.00-11.15 Coffee break

H 11.15-13.15

Panel #1 - National Cinemas and Audiovisual Contents in a Global Perspective

Chair: Paolo NOTO, Università di Bologna

Gatekeeping in the Evolving Business of Independent Film Distribution

Roderik SMITS, Cardiff University

Challenges of European Public Film Funds Regarding the Distribution of European Films

Petar MITRIC, University of Copenhagen

Circulating Cinema. Understanding the Transnational, National and Regional Dynamics of UK Film

Philip DRAKE, Manchester Metropolitan University

Global Production in the Era of Peak TV

Serra TINIC, University of Alberta

H 13.15-14.45 Lunch Break

H 14.45-16.45

Panel #2 - Netflix And the On-Demand World

Chair: Luca BARRA, Università di Bologna

Keywords for the Study of Audiovisual Circulation on VOD Portals

Ira WAGMAN, Carleton University, Ottawa

Petr SZCZEPANIK, Charles University, Prague

The International Circulation of Turkish Cinema and Series Across Netflix

Ece VITRINEL, Galatasaray University

Streaming Impegno Opportunities and Contradictions of Digital Distribution Through the Case of 'On My Skin'

Gloria DAGNINO, Università della Svizzera Italiana

Netflix goes glocal: transmedia advertising strategy in Italy

Valerio DI PAOLA, Sapienza Università di Roma

H 16.45-17.00 Coffee Break

H 17.00-19.00

Panel #3 - Film Festivals and the Circulation of Audiovisual Content

Chair: Emiliano MORREALE, Sapienza Università di Roma

Circulation of European Films on the International Film Festival Circuits

Skadi LOIST, Zhenya SAMOILOVA, Film University

Babelsberg Konrad Wolf

Linking Film Festivals, Theatrical Distribution and Exhibition

Luca ANTONIAZZI, Università di Bologna

Dario BONAZELLI, I Wonder Pictures

European National Cinemas and The International Film Festivals: The Case of the "New Romanian Cinema"

Pietro MASCIULLO, Sapienza Università di Roma

Italian Cinema in France. A Festival Case: Les Rencontres du cinéma italien à Grenoble et en Isère

Clizia CENTORRINO, Université Grenoble Alpes

H 19.30

(Cortile d'onore)

Reception & Special Event

Matera, European Capital of Culture

Screening of *The Gospel According to St. Matthew* (P. P. Pasolini, 1964), with English subtitles

September 18, 2019

(Rooms G.126, G.127)

H 9.00-11.00

Panel #4 - New (Italian) Cinema History

(G.127)

Chair: Damiano GAROFALO, Sapienza Università di Roma

Before the Italian School of the Liberation: The French Critical Reception of Italian Cinema during the 1930s

Fabio ANDREAZZA, Università di Chieti-Pescara

Patterns of International Distribution and Circulation of Italian Historical Cinema Since the 1990s

Martina LOVASCIO, University of York

The Visibility and Invisibility of Italian Cinema

Dom HOLDAWAY, Università di Milano

Panel #5 - Documentary and Non-Professionals

(G.126)

Chair: Luca PERETTI, The Ohio State University

Alter-economies of digital film distribution in the documentary field from a European comparative perspective

Jacopo RASMI, Université Grenoble Alpes

"Whispers": Cinematic VR Documentary Transnational Distribution

Michał PABIŚ-ORZESZYNA, University of Łódź

Pietro Marcello and Michelangelo Frammartino: From a National Cinema to a New Sense of Belonging

Alma MILETO, Sapienza Università di Roma

The Non-Professional in the Reception of Italian Cinema Abroad

Catherine O'RAWE, University of Bristol

H 11.00-11.15 Coffee Break

H 11.15-13.15

Panel #6 - Italian Television Abroad

(G.127)

Chair: Anna SFARDINI, Università Cattolica del Sacro Cuore

Televisual Italianism? The critical reception of 1992 and Suburra in the US and the UK

Gianluigi ROSSINI, Università de L'Aquila

A local story for a global audience. The "linear" screen adaptation of My Brilliant Friend

Paolo BRAGA, Università Cattolica del Sacro Cuore

'My Brilliant Friend': International Promotion and Cultural Reception of a Successful TV Series

Claudio BISONI, Elisa FARINACCI, Università di Bologna

"Sì, viaggiare". The Role of Popular Music in Transnational Italian TV

Daniela CARDINI, IULM

Gianni SIBILLA, Università Cattolica del Sacro Cuore