

Lectures and Activities Schedule
Summer School “Mediating Italy in Global Culture”

	Monday 18	Tuesday 19	Wednesday 20	Thursday 21	Friday 22	Saturday 23
Morning (9.30-11.00)	Giacomo Manzoli, Luca Barra, <i>Course presentation. How to Study the Mediations of Italy</i> <u>Welcome, meet & greet, introduction</u>	* <u>Keynote speech at the conference</u> Stephen Gundle, <i>Historical Stereotypes and Marketing Clichés in the Foreign Consumption of Italian Cinema</i>	* <u>Keynote speech at the conference</u> Andrew Higson, <i>From National Cinema to Nation-Branding in the Era of Globalisation</i> + <i>Discussant: Vito Zagarrìo</i>	Claudio Bisoni, <i>Mediating Italian Film Today. The Case of Paolo Sorrentino</i> + Paolo Noto, <i>Mediating Italian Film Today. The Diplomatic Promotion of Italian Cinema</i>	Michele Fadda, <i>Mediating Italian Film Today. Theatrical Circulation: Models and Contexts</i> + Dom Holdaway, <i>Mediating Italian Film Today. Theatrical Distribution Abroad</i>	Luca Barra, <i>Mediating Italian Television. Premium Fiction Circulating Abroad</i>
Morning (11.15-12.45)	Nicoletta Marini Maio, Ellen Nerenberg, <i>Theories, Methods, and Choices. Framing Research Questions</i>	Massimo Riva, <i>Mediating Italian History. Virtual Reality and Heritage</i>	Paola Bonifazio, <i>Mediating Italy in American Film Culture. The Case of Selznick</i>	* <u>Guest lecture</u> Chuck Tryon, <i>Digital Distribution and the Global Circulation of Film and Television</i>	* <u>Special activity</u> Conversation with screenwriter Stefano Bises (<i>Gomorra, La mafia uccide solo d'estate, Il miracolo</i>)	Nicoletta Marini Maio, Ellen Nerenberg, <i>Mediating Italian Animation. The Case of Winx Club</i>
Afternoon (14.00-15.30)	Giancarlo Lombardi, <i>Mediating Italian Content on Digital Platforms. Streaming Services and Audiovisual Circulation</i>	* <u>Student presentations and discussion</u>	Dana Renga, <i>Mediating Italian Content on Digital Platforms. The Case of Suburra</i>	* <u>Special activity</u> Guided tour of Fashion Research Italy, Bologna	Alessandro Carpin, <i>Mediating Italian Television. How to Write an Italian “Global” Fiction</i>	* <u>Farewell lunch</u> (at DAMSLab) * <u>Special activity</u>
Afternoon (15.45-17.15)	Veronica Innocenti, <i>Mediating Italian Television. Mainstream Fiction Circulating Abroad</i>	Giovanna De Luca, <i>Mediating Italian Film Today. Building an Italian Film Festival abroad</i>	* <u>Student presentations and discussion</u>	Federica Muzzarelli, <i>Mediating Italian Photography/Fashion. Ferdinando Scianna and Dolce e Gabbana</i>	* <u>Student presentations and discussion</u>	Visit to the Cineteca of Bologna and participation to the Il Cinema Ritrovato Festival + Lecture by Martin Scorsese
Evening	* <u>Aperitivo and screening</u> of Lina Fruzzetti, <i>In My Mother’s House</i> (at DAMSLab)	* <u>Film screenings</u> (Sotto le stelle del cinema, Cinema Ritrovato) in Piazza Maggiore				