

What do Pictures Do? (Bordeaux, 1-2 Jun 17)

Bordeaux, France, Jun 1–02, 2017

Mathilde Arrivé, Université Michel de Montaigne Bordeaux 3

What Do Pictures Do? Remediating images / L'image remédiatisée
International Conference

Organized by CLIMAS (EA 4196) and EMMA (EA 741)

Keynote speakers: François Brunet (Université Paris Diderot), Ernst Van Alphen (Leiden University), Jan Baetens (University of Leuven)

The term "remediation" was first introduced in 1999 by Jay David Bolter and David Grusin in their now classic *Remediation: Understanding New Media* (MIT Press) to describe the way new media refashion visual content initially created within "traditional" media such as photography, painting, film and television. According to the authors, central to Western art history and to the very circulation of cultural objects is the project of offering a rival illusion of the real by playing against the differential opacity intrinsic to media: "What is a medium? We offer this simple definition: a medium is that which remediates. It is that which appropriates the techniques, forms, and social significance of other media and attempts to rival or refashion them in the name of the real. A medium in our culture can never operate in isolation, because it must enter into relationships of respect and rivalry with other media." (Bolter and Grusin 65)

Enabling a rethinking of the essentialist Greenbergian legacy of the medium's "purity" and "autonomy" or the technological determinism of Marshall McLuhan, the concept of remediation today pervades a number of debates on the image. Bolter and Grusin's work has also, however, been the object of some criticism – notably with respect to the imprecise definition of the notion itself, to the lack of contextualisation and to the depoliticized nature of the authors' analysis, to their teleological vision of media or to an approach which is excessively technical or exclusively concentrated on new digital media.

Hence this proposal, some 20 years after the book's publication, to relaunch the debate on remediation so as to clarify the contours of the notion, to examine in detail all that is at stake, and perhaps to redefine the issue in terms other than the tension identified by the authors between hypermediacy and immediacy. Already largely autonomous from the book which produced it, the notion can thus be sounded anew for pertinence and potential limits through confrontation with various corpi, in particular those from the English-speaking world.

Program of the conference, abstracts, short biographies and location information:
<http://climas.u-bordeaux3.fr/colloques/329-colloque-international-what-do-pictures-do-1er-et-2-juin>

Conveners: Mathilde Arrivé (Université Paul-Valéry Montpellier 3), Nicolas Labarre, Helena Lamouliatte-Schmitt (Université Bordeaux Montaigne)

PROGRAM

JEUDI 1er JUIN / THURSDAY JUNE 1st

Archives Départementales de la Gironde (72 cours Balguerie-Stuttenberg, Bordeaux)

9:00

Accueil des participants et allocution d'ouverture /Welcome and Opening Address

Jean-Paul Gabilliet et Helena Lamouliatte-Schmitt (Université Bordeaux Montaigne)

PANEL 1 – PHOTOGRAPHIE / PHOTOGRAPHY

Modération/Chair : Mathilde Arrivé (Université Paul Valéry Montpellier 3) – Yves Davo (Université Bordeaux Montaigne)

9:30

Conférence Plénière (1) / Keynote Address (1)

François BRUNET (Université Paris Diderot)

"Reproduction as Remediation: Must We Rethink 19th-century Photography along Digital Categories?"

10:30 Pause café / Coffee Break

10:50

Mark RAWLINSON (University of Nottingham)

"Outmoded Technologically and Displaced Aesthetically": Photography as Historical Media"

11:20

Véronique HA VAN (Université du Havre)

"What Does Sculpture Do? From Photographs to Statues. Remediating Memory and Remediating the Past"

11:50 Discussion

12:15 Déjeuner / Lunch

PANEL 2 – PEINTURE / PAINTING

Modération/Chair : Véronique Béghain (Université Bordeaux Montaigne), Richard Phelan (Université Aix-Marseille)

14:00

Conférence Plénière (2) / Keynote Address (2)

Ernst VAN ALPHEN (Leiden University)

"Immediacy versus Hypermediacy, Straight versus Un-straight: Staged Photography as Remediation"

15:00 Pause café / Coffee Break

15:15

Florian LEITNER (Humboldt-Universität, Berlin)

"Remediating Painting - Absolute Movement in Clouzot's Le mystère Picasso"

15:45

Denis VIVA (University of Trento)

"Conflicting Diagrams: Erle Loran and Roy Lichtenstein Debating at the Rise of Pop Art"

16:15

Ela KRIEGER (Jacobs University, Bremen)

"Remediation as Revival of an 'Old' Medium"

16:45 Discussion et table-ronde

18:30

Vernissage/Opening, Galerie Arrêt sur Image (45, Cours du Médoc, Bordeaux)

Exposition Remediation / Remédiatisation de Laetitia Molenaar

20:30 Dîner en ville / Dinner in town

VENDREDI 2 JUIN / FRIDAY JUNE 2nd

Pôle Judiciaire et Juridique – Université de Bordeaux (35, Place Pey Berland, Bordeaux)

PANEL 3 – ROMAN GRAPHIQUE ET BANDE-DESSINÉE / COMICS AND GRAPHIC NOVELS

Modération / Chair : Nicolas Labarre - Jean-Paul Gabilliet (Université Bordeaux Montaigne)

9:30

Charles JOSEPH (Université d'Angers)

"Superheroes at the Museum: Remediation through Re/collection"

10:00

Benoît CRUCIFIX (University of Liège and UC Louvain)

"What do Comics do to Graphic Novels? Remediating Old Comics"

10:30

Côme MARTIN (Université Paris-Est Créteil)

« L'imprimé comme remédiation du multimédia ? Élasticité du roman multimodal »

11:00 Pause café / Coffee Break

11:15

Conférence Plénière (3) / Keynote Address (3)

Jan BAETENS (University of Leuven)

"Remediation in the Era of Hybridization"

12:30 Déjeuner / Lunch, Le Bistrot du Musée

PANEL 4 – MULTIMODALITE & NOUVEAUX MEDIAS / MULTIMODALITY & NEW MEDIA

Modération / Chair : Pascale Antolin (Université Bordeaux Montaigne)

14:00

Miriam KIENLE (University of Kentucky)

"Remediating Connectivity: Mail Art and the Rise of the Network Society"

14:30

Nicolas LABARRE (Université Bordeaux Montaigne)

« Fable 3, remédier le jeu de rôle sur table : enjeux génériques »

15:00 Pause café / Coffee Break

15:15

Yves DAVO (Université Bordeaux Montaigne)

« De la 'remédiation' des images à leur ultime 'démédiation': le 11 septembre vu par Ronald Sukenick »

15:45

Camille ROUQUET (Université Paris Diderot)

"Fashioning the Notion of Media Influence: The Remediated Images of the Vietnam War"

16:15 Discussion et clôture / Discussion and closing remarks

Reference:

CONF: What do Pictures Do? (Bordeaux, 1-2 Jun 17). In: ArtHist.net, May 23, 2017 (accessed Apr 7, 2026), <<https://arthist.net/archive/15623>>.