

Pictoplasma Conference (Berlin, 19–21 Mar 09)

Anna Paterok

Haus der Kulturen der Welt Berlin

Pictoplasma Conference

1st Symposium on Reduced Figuration

Free Admission, Eintritt frei

19 - 21 March 2009, 17-19h

For the first time, a symposium discusses the cultural implications of the phenomenon from an academic perspective. With contributions by Christoph Bartneck (information design, Technische Universiteit Eindhoven/NL), Cindy Lisica (art theory, University of the Arts in London/UK), Geoffrey Long (media theory, Massachusetts Institute of Technology, Cambridge/USA), Ken Belson (New York Times / USA), Klaus-Peter Köpping (ethnology, Universität Heidelberg/DE), Ragnhild Tronstad (theory of performance, theatre and media, Universität Oslo/NOR) and Verena Kuni (art and media theory, Johann-Wolfgang-Goethe Universität Frankfurt/DE).

Programme:

Thursday, 19 March

Close Encounters - Character Perception

Characters are visiotypes which build immediate emotional ties to their viewers: they look back - in what is at once a promise and a threat of negated distance. The focus of the panel discussion is the desire awakened by these figures and the often ambivalent emotions they aim to provoke - whether these figures take the form of reduced icons, in a play with the aesthetics of cuteness or grotesquerie, in art pieces or as robots. What perceptual patterns are triggered when we set eyes on them for the first time? What basic aesthetical schemata do these characters employ, and to what end?

Michael Liebe and Stefanie Diekmann (DE), Universität Postdam
'Little Black Dots. Minimal Characters in Comics, Animé, and Computer Games'

Cindy Lisica (USA/UK), University of the Arts London

'Survival of the Cutest: The Rise of the Superflat'

Christoph Bartneck (NL), Technische Universiteit Eindhoven

'Too Real is Unreal'

Hosted by Donya Ravasani

Friday, 20 March

Shaping Global Media - Character Creation

Characters have a presence that seems to work independently of narrative and refuses clear contextualisation. Which is why characters function equally well as brand logos in the field of global marketing strategies, as pop-cultural obsessions and as protagonists of subversive interventions in the system which created them. The panel will examine a wide spectrum of production and reception sites for these figures, asking how their lives in the new media look like and how they are marketed as objects of desire, and looking at the conditions of their existence in the global flow of images.

Geoffrey Long (USA), Massachusetts Institute of Technology

'From Plot to Character to World: Some Aesthetics of Transmedia Storytelling'

Ken Belson (USA), New York Times

'Hello Kitty: How a Two-Dimensional Cat became Japan's Answer to Mickey Mouse'

Frenchy Lunning (USA), Minneapolis College of Art and Design

'Under the Ruffles: Cosplay and the Shoyo Character'

Hosted by Philipp Albers

Saturday, 21 March

Rituals and Masquerades - Get into Character

In their reduced figuration the formal language of these characters often draws on a wide range of folk and pop cultures. The play with mask, costume and fetish begins when the figures leave two dimensionality, when image incarnate meets human being or when man and character become one. The panel will examine the different strategies of interacting with and embodying characters - interpreting these interactions with theories of performance and ritual to pinpoint the positions and functions which these characters proclaim as their own.

Mario Bührmann (DE), Freie Universität Berlin

'Embodied Characters: Rituals and Masquerades'

Ragnhild Tronstad (NOR), Universitetet i Oslo

'Performing a Character Identity'

Verena Kuni (DE), Goethe Universität Frankfurt

'Get A Life? Get Alive! Or: I Walked With a Character'

Hosted by Mark Butler

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www.hkw.de

www.pictoplasma.com

Reference:

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