

Before Publication (Zurich, 28–29 Sep 12)

Zürich, Cabaret Voltaire, Sep 28–29, 2012

Martino Stierli

Before Publication: Montage between Privacy and Publicity
Conference

At the moment of their going to press, publications irreversibly reach their definite form. At the same time, they also reach an audience. What is frequently forgotten in this process is that printing is preceded by several, sometimes complex steps towards the construction and montage of (visual) meaning. This conference sees these constructions of meaning as montages, and addresses the materials and processes involved before publication.

Our focus is on concrete artistic and visual artifacts such as scrapbooks, book mock-ups, and press layouts by artists, authors, and graphic designers. In particular, the conference sheds light on the relationship between the spheres of privacy and publicity. This aspect has so far received only sparse attention, whereas questions concerning the historical genealogy of montage and collage as well their theoretical bases have increasingly been addressed in more recent research.

Friday, September 28, 2012

14.30

Nanni Baltzer and Martino Stierli, Universität Zürich
Welcome and Introduction

Section 1: Dada and Beyond

15.00

Adrian Sudhalter, Independent Scholar, New York
Tristan Tzara's Dadaglobe (1920-21), Reconstructed

15.45

Vera Chiquet, Universität Basel
John Heartfield's Photomontage: The Various Steps Between Creation, Preparation, and Reproduction

16.30

Coffee break

17.00

Jason Edward Hill, Institut National d'Histoire de l'Art/École
Normale Supérieure, Paris

Ad Reinhardt Assembles a News Picture

17.45

Doris Berger, Skirball Museum, Los Angeles

The Making of Every Building on the Sunset Strip

18.30

Discussion

Saturday, September 29, 2012

9.30

Coffee

Section 2: Image Sequences and Clusters

10.00

Introduction

10.15

Mandy Gnägi, Independent Scholar, Zürich

Unfertig als Prinzip: Sammelbideralben

11.00

Katia Mazzucco, Independent Scholar, Venice

Unpublished Mnemosyne: Documents on Warburg Montage

11.45

Coffee break

12.15

Antonio Somaini, Université Paris 3 Sorbonne Nouvelle

The Use of Montage to Elaborate a Theory and a History of Montage:

Writing, Drawing, and Found Images in Sergei M. Eisenstein's Texts

Before Their Publication

13.00

Lunch

Section 3: Architecture and Publicity

14.30

Introduction

14.45

Reto Geiser, Rice University, Houston

"Verbi-Voco-Visual": Textual and Visual Montages in the Work of
Sigfried Giedion and Marshall McLuhan

15.30

Craig Buckley, Columbia University, New York

Utopie and the Rhetoric of Disassembly

16.15

Robert Wiesenberger, Columbia University, New York

Mixed Media: Muriel Cooper at MIT

17.00

Discussion

This conference is free of charge and open to the public.

Venue:

Cabaret Voltaire

Spiegelgasse 1 (entrance at Münstergasse 26)

8001 Zürich

Organized by: Nanni Baltzer and Martino Stierli

Institute of Art History, University of Zurich

Reference:

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<<https://arthist.net/archive/3814>>.