Beyond the Image (Urbino, 1 Oct 26)

Università degli Studi di Urbino Carlo Bo at Fondazione Carlo e Marise Bo, Oct 01, 2026

Cristiana Sorrentino, University of Florence

Beyond the Image: Towards a Redefinition of the Photographic Object in Printed Materials in Italy

Organised by Marta Binazzi, Carlotta Castellani, Cristiana Sorrentino, Francesca Strobino

Program

9.30 – 09.45 Introduction

9.45 – 10.45 Round Table: Why Photomechanical Matters: The Photomechanical Challenge

Chair: Jonathan Pierini (University of Urbino)

Carlotta Castellani (University of Urbino), Mary Ikoniadou (Leeds School of Arts), Nicoletta Leonardi (Brera Academy), Carlo Vinti (University of Camerino)

10.45 – 11.15
Coffee Break

11.15 – 12.15
PANEL 1: From Photograph to Print: Contexts of Production

Chair: Francesca Strobino (LABA. Libera Accademia di Belle Arti, Florence)

Veronica Bassini (University of Genoa)
“Photography, Illustration, and Photomechanical Processes in Late Nineteenth-Century Editorial Culture: The Case of Pipein Gamba”

Elena Gipponi (IULM University, Milan)
“Colour Ink: The Emergence of Colour in Italian Illustrated Sunday Supplements (1890-1915)”

12.15 – 13.15
PANEL 2: The Photomechanical Industry

Chair: Marta Binazzi (Institute of Art History, Czech Academy of Sciences, Prague - University of Florence)

Gloria Boero (Brera Academy)
“Beyond the Image: Postcards, Paper Industry and Photomechanical Processes Between Italy and

France (1890-1930)”

Viviana Pozzoli (University of Milan)
“The Imprint of Amilcare Pizzi: Photomechanical Experimentation and the Materiality of Art Reproduction in Post-War Italy”

13.15 – 14.30
Lunch Break

14.30 – 15.30
PANEL 3: Forms of Resemantization

Chair: Cristiana Sorrentino (University of Florence)

Carla Rossetti (Academy of Fine Arts, Naples)
“Graphic Architectures and Regime Rhetorics: The Structures of Political Communication in Il Rubicone (1932-1939)”

Irene Cosentini (Sapienza University of Rome)
“Inside Einaudi: From Photographs to Printed Pages of Giovanni Previtali’s La fortuna dei primitivi. Dal Vasari ai Neoclassici”

15.30 – 16.15
PhotoMatrix Project

Hana Buddeus, Fedora Parkmann (Institute of Art History, Czech Academy of Sciences, Prague)
“Photomechanical Reproduction as Material, Medium and Source for Art History: The PhotoMatrix Project”

16.15 – 16.30
Concluding remarks

Reference:
CONF: Beyond the Image (Urbino, 1 Oct 26). In: ArtHist.net, Sep 18, 2026 (accessed Nov 24, 2026), <https://arthist.net/archive/54324>.