THE MEDIATIZATION OF THE ARTIST (AMSTERDAM, 19-20 JUN 14)

Amsterdam, June 19 - 20, 2014

The Mediatization of the Artist

This June, renowned film scholars and art historians will join together for the international conference The Mediatization of the Artist. The aim of this event is to investigate the presence of the visual artist in a variety of (popular) media from the nineteenth century to today. With the rise of notions of artistic autonomy and the simultaneous demise of old systems of patronage, artists increasingly found themselves confronted with the necessity of developing a public image. Simultaneously, new audiences for art discovered their fascination for the life and work of the artist. The rise of new media – the illustrated press, photography and film – meant that the needs of both parties could be easily satisfied with both words and images. This led to a transformation of the artist from a mere producer of works of art into a widely recognized celebrity. The mechanisms of this transformation and its consequences for the both the popular image and self-understanding of the artist will be the focus of the papers, discussions and screenings that will take place over two days at two spectacular locations in Amsterdam.

Program

Thursday, 19 June – EYE Film Institute

9:30 Registration
10:00 Introduction Rachel Esner / Sandra Kisters

(1) The Artist on Film
10:15 Screening: Schaffende Hände: Drahtplastiken. Alexander Calder (Hans Cürlis, 1929)
10:35 Pierre Saurisse, Sotheby’s Institute of Art, London
Creative Process and Magic: Artists on Screen in the 1940s
10:55 Steven Jacobs, Ghent University
Things, Paintings, Artists, and Films: Magritte by Luc de Heusch

11:15 Discussion
11:30 Coffee / tea break

12:00 Screening: De Werkelijkheid van Karel Appel (Jan Vrijman, 1962)
12:20 Angela Dalle Vacche, Georgia Institute of Technology
Alain Resnais’ Life-Like Van Gogh versus Vincente Minnelli’s Vivification
12:40 Marcel Bleuler, University of Bern
In Bed with Marina Abramovic. Mediatizing Women’s Art as a Personal Drama

13:00 Discussion
13:15 Lunch

(2) The Artist in the Popular Media
14:15 Screening: Traum des Bildhauers (c. 1907-1910)
14:30 Joke de Wolf, Groningen University
Laughing with Nadar: Caricatures on Photography and the Arts in the Journal Amusant (1856-65)
14:50 Laura Bravo, University of Puerto Rico
The Myth of the Artist in Children’s Illustrated Literature

15:10 Discussion
15:30 Coffee/ tea break

16:00 Screening: (Fragment) Love is the Devil. Study for a Portrait of Francis Bacon (John Maybury, 1998)
16:15 Marco de Waard, Amsterdam University College
Derek Jarman’s Caravaggio and the Aesthetic Regime of Art
16:35 Niharika Dinkar, Boise State University / Wissenschaftskolleg Berlin
Mythologies of the Artist in Modern India: The Many Lives of Raja Ravi Varma

16:55 Discussion
17:15 drinks

Friday, 20 June – Bethaniënlooster

9:30 Registration
10:00 Introduction Rachel Esner / Sandra Kisters

(3) The Artist in the (Illustrated) Press
10:15 Screening: Ceux de Chez Nous (Sacha Guitry, 1915)
10:35 Alain Bonnet, Université Pierre Mendès France (Grenoble 2) / LAHRA
Art and Artists in the Magasin Pittoresque (1833-1914)
10:55 Lieske Tibbe, Radboud University Nijmegen
Success Stories and Martyrologies: Images of Artists in Elsevier’s
Geïllustreerd Maandschrift around 1900

11:15 Discussion
11:35 Coffee / tea break

12:05 Poppy Sfakianaki, University of Crete
Artists’ Confessions to Tériade in L’intransigeant, 1928-29: The Construction of the Public Image of the Artist through Illustrated Interviews
12:25 Elise Noyez, VU University Amsterdam
With the Artist’s Blessing: Photographs of Artists as Publicity Material

12:45 Discussion
13:00 Lunch

(4) Artists’ Self-Mediatization
14:00 Beatrice von Bismarck, Academy of Visual Arts Leipzig
Be on Show! Publicity’s Imperative and Artistic Self-Representation
14:20 Tutta Palin, University of Turku
Media Strategies of Female Artists in Inter-War Finland

14:40 Discussion
15:00 Coffee / tea break

15:30 Herwig Todts, Royal Museum of Fine Arts, Antwerp
"Les épisodes de la vie d'artiste intéressent beaucoup." Ensor and Artistic Identity
15:50 Stephanie Marchal, Leuphana University of Lüneburg
Gustave Courbet’s Self-Mediatization

16:10 Discussion
16:30 Closing remarks

Practical Information:
Where:
Thursday, 19 June – EYE Film Institute, IJpromenade 1, Amsterdam
Friday, 20 June – Het Bethaniën Klooster, Barndesteeg 6b, Amsterdam

Costs: € 50 regular / € 25 students
The number of places is limited and a pre-paid reservation is required.

Payment method:
All participants are kindly requested to register by sending an e-mail to icg-fgw@uva.nl mentioning Registration Conference Mediatization.
The registration fee includes admission to all sessions, coffee, lunch and afternoon refreshments
Please make your payment to: University of Amsterdam, Faculty of Humanities, Deutsche Bank, De Entree 99, 1101 HE Amsterdam,
REFERENCE: