

AN-ICON



INTERNATIONAL CONFERENCE

'AN-ICON'

13th - 16th June 2022



Giorgio Andreotta Calò, City of Milan, 2019
Projection in the darkroom. Pirelli skyscraper, Milan, 10 January 2019.
Photo by Nicola Settimo

AN-ICONOLOGY

**History, Theory, and Practices
of Environmental Images**

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ERC Advanced Grant (2019-2024)



UNIVERSITÀ DEGLI STUDI DI MILANO
DIPARTIMENTO DI FILOSOFIA
"PIERO MARTINETTI"



erc
European Research Council
Established by the European Commission

Pirelli HangarBicocca

IMMERSED IN THE WORK

From the environment to virtual reality

organised by the ERC project 'AN-ICON' in
collaboration with Pirelli HangarBicocca

Where and when

13th June 2022, 6 p.m. - 8 p.m.

Pirelli HangarBicocca, via Chiese 2, Milan

14th - 16th June 2022, 9.30 a.m. - 6.30 p.m.

Sala Napoleonica, University of Milan, via Sant'Antonio
12, Milan

Organising committee

Giovanna Amadasi, Giulia Avanza, Arianna Bertolo,
Roberto Paolo Malaspina, Elisabetta Modena,
Andrea Pinotti, Sofia Pirandello, Roberta Tenconi

Contacts

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*The conference will be held in Italian and English.
Simultaneous translation from Italian to English will be provided.

Monday, June 13th 2022
Pirelli HangarBicocca

18.00

Welcome address

18.15 - 20.00

Superfici e profondità. Cinema, scultura e installazione nell'opera di Giorgio Andreotta Calò e Rosa Barba / Surfaces and depths. Cinema, sculpture and installation in the work of Giorgio Andreotta Calò and Rosa Barba
 Conversation between Rosa Barba (visual artist) and Giuliana Bruno (Harvard University)
 Conversation between Giorgio Andreotta Calò (visual artist) and Riccardo Venturi (art historian and critic)

Tuesday, June 14th 2022
Sala Napoleonica, Università Statale di Milano

09.00

Welcome address

Chair:

Andrea Pinotti (Università Statale di Milano)

09.30 - 10.30

Mieke Bal (cultural theorist, critic and video artist)

Con-temporary: Thinking and feeling together

The audience is invited to watch in advance *Don Quijote: Sad Countenances. Episode 6: Narrative Stuttering*. The video is available at this link: <https://bit.ly/3lnaaed>.

10.30 - 11.30

Lara Conte (Università degli Studi Roma Tre)

La modalità curatoriale di Germano Celant, tra esperienza immersiva e pratica dell'Archivio / Germano Celant's curatorial approach, between immersive experience and archive practice

11.30 - 12.00

Coffee break

12.00 - 13.00

Annette Urban (Ruhr-Universität Bochum)

Mutual assimilations: Unstable relations between work and environment in VR art and exhibitions

13.00 - 14.00

Lunch break

Chair:

Giancarlo Grossi (Università Statale di Milano)

14.00 - 15.00

Dive In: Performance in immersive environments

S(ò)fia Braga (visual artist), *I Stalk Myself More than I Should: Online narratives to disrupt and investigate Interveillance and digital bodies politics within centralized social media platforms*

Julia Reich (Ruhr-Universität Bochum), *Encountering absent bodies: The artist's doubled and multiplied self in virtual performances*

Elise Jouhannet (Université Paris III - Sorbonne Nouvelle), *Techniques and poetics of the submarine in film: A pretext for an archeology of immersion*

Chair:

Elisabetta Modena (Università Statale di Milano)

15.00 - 16.00

Cristina Baldacci (Università Ca' Foscari Venezia)

La mostra come 'scripted space'. Le installazioni immersive di Rosa Barba e Philippe Parreno / The exhibition as a 'scripted space': Rosa Barba's and Philippe Parreno's immersive installations

16.00 - 16.30

Coffee break

16.30 - 17.30

Giovanna Amadasi and Roberta Tenconi (Pirelli HangarBicocca)

Costruire esperienze. La mostra come dispositivo immersivo in Pirelli HangarBicocca / Constructing experiences: The exhibition as an immersive device at Pirelli HangarBicocca

17.30 - 18.30

Vincenzo Trione (Università IULM, Milano)
Tra Euripide e Wagner. I concerti rock / Between Euripides and Wagner: Rock concerts

Wednesday, June 15th 2022**Sala Napoleonica, Università Statale di Milano**

Chair:

Federica Cavaletti (Università Statale di Milano)

09.30 - 10.30

Elisabetta Modena (University of Milan)
Immersive stories in contemporary art

10.30 - 11.30

Francesco Tedeschi (Università Cattolica del Sacro Cuore di Milano)
Dall'interno all'esterno (e viceversa) / From inside to outside (and vice versa)

11.30 - 12.00

Coffee break

12.00 - 13.00

Giuliana Bruno (Harvard University)
The environmentality of immersive projection: The nature of scale

13.00 - 14.00

Lunch break

Chair:

Sofia Pirandello (Università Statale di Milano)

14.00 - 15.00

Dive In: Performance in immersive environments

Emilio Vavarella (Harvard University), *Other points of view: THE ITALIAN JOB n.3, Lazy Sunday*

Dialogue on Laure Prouvost, *I wish we could grab your image and touch you:*

Valentina Bartalesi (Università IULM, Milano),
"Metafisica poetica": un approccio sensoriale alla

performance filmica nell'opera di Laure Prouvost / "Metafisica poetica": A sensory approach to film performance in Laure Prouvost's work

Stefano Mudu (Università IUAV di Venezia), *Deep See Blue Surrounding You: un ambiente immersivo composto di oggetti / Deep See Blue Surrounding You: An immersive environment made of objects*

Chair:

Pietro Conte (Università Statale di Milano)

15.00 - 16.00

Dario Gamboni (Université de Genève)
Mobilis in mobili: The house museum as a self-immersion device

16.00 - 16.30

Coffee break

16.30 - 18.30

Roundtable with Lucia Corrain (Università di Bologna), Filippo Fimiani (Università degli Studi di Salerno) and Stefano Velotti (Sapienza. Università di Roma)
Ieri e oggi: limiti e promesse dell'esperienza immersiva / Yesterday and today: Limits and promises of the immersive experience

Thursday, June 16th 2022**Sala Napoleonica, Università Statale di Milano**

Chair:

Anna Caterina Dalmaso (Università Statale di Milano)

09.30 - 10.30

Giorgio Zanchetti (Università Statale di Milano)
"Looking glass". Qualche riflessione sulla trasparenza come dispositivo di presentazione e rappresentazione spaziale / "Looking glass": Reflections on transparency as a device for the presentation and representation of space

10.30 - 11.30

Roberto Pinto (Università di Bologna)
La storia e le storie attraverso le performance di Jeremy Deller / The history and the tales through the performances of Jeremy Deller

11.30 - 12.00

Coffee break

12.00 - 13.00

micha cárdenas (University of California Santa Cruz)
Algorithmic performance from FLUXUS to Augmented Reality

13.00 - 14.00

Lunch break

Chair:

Roberto Paolo Malaspina (Università Statale di Milano)

14.00 - 15.00

Dive In: Performance in immersive environments

Anna Calise (Università IULM, Milano), *Inhabiting the museum: A history of physical presence from analog to digital exhibition spaces*

Margherita Fontana (Università IULM, Milano), *Digital heterotopias in the metaverse: The (g)Ender Gallery by Cat Heines*

Alice Volpi (The Bartlett School of Architecture - UCL),
...Or we will do without the theatre: Challenging the urban space, how to draft a new city map through performance

Chair:

Barbara Grespi (Università Statale di Milano)

15.00 - 16.00

Alessandra Acocella and Cristina Casero (Università degli Studi di Parma)

Spazi di stimolazione percettiva. Il contributo dell'arte cinetico-programmata negli anni Sessanta / Spaces of perceptive stimulation: The contribution of kinetic-programmed art in the 1960s

16.00 - 16.30

Coffee break

16.30 - 17.30

Lucia Aspesi (Pirelli HangarBicocca) and Iolanda Ratti (Museo del Novecento di Milano)

Marinella Pirelli. Alle origini dell'immersività / Marinella Pirelli: At the origins of immersiveness

17.30 - 18.30

Alessandra Donati (Università degli Studi di Milano Bicocca)

Ambienti immersivi e tutela dell'intenzione dell'artista. Le utilità del diritto / Immersive environments and protection of the artist's intention: The benefits of law