

INTERNATIONAL CONFERENCE

Networks and Visual Seriality in Mass-Market Print Culture

29-30 APRIL 2024 KBR & KU LEUVEN

CONTEXT

This conference is a joint event between the Royal Library of Belgium (KBR) & KU Leuven. It is the closing conference for [ARTPRESSE](#), a Brain-be 2.0. research project offering an intermedial study of Belgian art as a networked structure as seen through the lens of the mass media magazines in the interbellum years. The corpus of digitized broad-audience illustrated periodicals (+500,000 pages) is accessible online and fully text-searchable through [BelgicaPeriodicals](#). It is also organized alongside an exhibition on the French film-photo-novel taking place in Spring 2024 at KU Leuven Central Library, showcasing the [large collection](#) hosted by the University Special Collections. The exhibition approaches the film-photo-novel as part of mass-market periodical culture.

PROGRAM

29 APRIL KBR, PANORAMA

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| 9:00 | Welcome |
| 9:15 | Introduction Frédéric Lemmers (KBR/ULB), Benoît Crucifix (KBR/KU Leuven),
Morgane Ott (ULiège/KBR) |
| 9:45 | KEYNOTE moderated by Morgane Ott (ULiège/KBR)

Evanghélia Stead (Université de Versailles-Saint-Quentin)
<i>“A Few Methodological Proposals on Periodical Research”</i> |
| 10:45 | Coffee break |

11:00

UNLOCKING EXHIBITION IMAGERY IN ARCHIVES AND PERIODICALS

moderated by Benoit Crucifix (KBR/KU Leuven)

Anna Gonchar (Technical University of Munich)

“Printing Architecture: Visual Seriality in Exhibition Media and Advertising at the 1928 International Press Exhibition in Cologne”

Morgane Ott (ULiège/KBR)

“Media Coverage of World’s Fairs Antwerpen 1930 & Bruxelles 1935: Representations and Assimilation of Discourses on Belgian Art through Mass-Market Print Culture”

12:30

Lunch

14:00

TRACING SERIAL NETWORKS THROUGH COMPUTATIONAL APPROACHES

moderated by Fred Truyen (KU Leuven)

Erwin Dejasse (KBR/ULB), **Julie Birkholz** (KBR/UGent), **Krishna Kumar Thirukokaranam Chandrasekar** (UGent), **Benoit Crucifix** (KBR/KU Leuven),
Bas Vercruysse (UGent), **Sébastien Hermans** (KBR/KU Leuven)

“Finding a Needle in a Haystack. Comics in Belgian Illustrated Periodicals in the Interwar Period”

Adrien Jeanrenaud (University of Geneva)

“The Globalisation of Movie Posters: Networks, Media and Circulation”

Natalia Kvitkova (KU Leuven)

“Tracing the Human & Non-Human Network of Celebrity: Walter Gropius & Le Corbusier in Printed Media”

15:30

Coffee break

16:00

LEAFING THROUGH THE ARTPRESSE CORPUS

30 APRIL

KU LEUVEN UNIVERSITY LIBRARY, COLLOQUIUM

- 9:00 **KEYNOTE** moderated by Benoît Crucifix (KBR/KU Leuven)

 Vincent Fröhlich (Philipps-Universität Marburg)

 “Coevolving Forces or: ‘Why all this repetition?’ How Visual Seriality of Illustrated Film Magazines and Networks Influence Each Other”
- 10:00 **INTERMEDIALITY IN ILLUSTRATED PERIODICALS**
 moderated by Jan Baetens (KU Leuven)

 Maaheen Ahmed (Ghent University)

 “Intermedial Dreams: Glimpses of Children’s Media Experiences through Periodical”

 Maria Antonella Pelizzari (Hunter College, CUNY)

 “Media convergence in Angelo Rizzoli’s periodicals: La Signora di tutti (1934)”
- 11:00 Coffee break
- 11:30 **DISTRIBUTION NETWORKS AND MEDIA AUDIENCES**
 moderated by Sascha Bru (KU Leuven)

 Max Bonhomme (DFK Paris)

 “Distribution Networks of the Communist Press: Modern avatars of Peddling and Media feedback”

 Marie-Noelle Yazdanpanah (Ludwig Boltzmann Institute for Digital History)

 “For us, BÜHNE is everything that has an audience’ – staging popular culture in the Viennese illustrated magazine Die Bühne in the 1920s and 30s”
- 12:30 Lunch
- 13:30 **KEYNOTE** moderated by Morgane Ott (ULiège/KBR)

 Béatrice Joyeux-Prunel (University of Geneva)

 “Networked Image Streams? Computational Insights into 19th and 20th Century Visual Culture and Periodicals, and Their Constraints”
- 14:30 Coffee break

15:00

POPULARIZATION IN MASS-MARKET MAGAZINES

moderated by Daniel Biltereyst (Ghent University)

Fedora Parkmann (Institute of Art History of the Czech Academy of Sciences), **Viktorie Vítů**
(Academy of Fine Arts, Prague)

“Photomechanical Reproductions of Artworks between Art Magazines and Mass-Audience Periodicals. The Case of the Printer and Publisher V. Neubert & Sons”

Linda Stagni (ETH Zurich)

“Art Historical Inconsistencies: Images and Strategies for the Public at Joseph Gantner’s Das Werk 1923–1927”

Pieter Verstraeten (KU Leuven)

“Images of literary authorship in popular illustrated magazines in Flanders (1918-1940)”

16:30

GUIDED TOUR OF THE FILM-PHOTO-NOVEL EXHIBITION

by Jan Baetens (KU Leuven)