

Practices of World Building

Fans, Industries, Media Fields
International Conference



Concordia University, Montreal June 6-7 2013, EV 1,615 (1515 St-Catherine W.)
Press Release

Two days for understanding the role of audiovisual worlds in contemporary culture

Organized by Martin Lefebvre (Professor and Research Chair in Film Studies at Concordia University, Director of ARTHEMIS) and Marta Boni (Post-doctoral researcher at the Mel Hoppenheim School of Cinema, Concordia University), this conference gathers prominent international scholars working in various disciplines, in order to study how the contemporary media sphere – with its culture, industries, and fans – creates worlds, actual cosmogonies that escape from their original textual domain and spread across multiple media (fictions, games, hype, literature, comic books, television, Internet, etc...). Thus, fiction and make-believe collide with real and concrete practices, or forms of life that define today's audiovisual culture.

In a context that might be defined as the “post-media condition”, we are faced with a proliferation of audiovisual fragments in everyday life, spread through increasingly convergent media forms. These fragments are often the entry point into a complex and coherent ecosystem, created by multiple apparatuses and usages. This is why we can talk of “worlds”. Furthermore, the emergence of big transmedia conglomerates requires that producers rethink their practices (including their marketing strategies). These changes also renews academic interest for the active role of fans that now appear not only as cultural “poachers”, but also as promoters of a given world's expansion, through remix, mash-up, parody and fan fictions practices.

The conference is aimed at students and researchers in film, television and media studies, game studies, communication, literature and sociology, as well as media professionals. It is also intended for everyone who is actively involved in the production and consumption of media content. The conference is free of access and doesn't require registration. All the presentations will be filmed and streamed in real time. Shortly after the conference, they will be archived on the ARTHEMIS research team's website. The public is also encouraged to participate in the discussions that will take place on Twitter before, during and after the event, using the **hashtag #PWBconference**.

Confirmed participants and speakers:

Francesco Casetti (Yale), Florence Goyet (Grenoble), Matt Hills (Aberystwyth), Dru Jeffries (Concordia), Giovanni Macchia (Western Ontario), Viva Paci (UQAM), Marie-Laure Ryan (independent scholar), Marc Steinberg (Concordia), Jim Collins (Notre Dame), Jean-Marc Leveratto (Lorraine), Constance Penley (UCSB), Guglielmo Pescatore (Bologne), Martin Picard (Japan Foundation), Eric Prince (Concordia), Mark J.P. Wolf (Concordia Wisconsin), Alexander Zahlten (Harvard).

The conference is made possible thanks to the generous support of the Social Sciences and Humanities Research Council of Canada, Concordia University Faculty of Fine Arts and the Office of the Vice-President Research & Graduate Studies, and ARTHEMIS.

For more information : boni.marta@yahoo.com ; website : <http://arthemis-cinema.ca/en/news/752>