

# The International Circulation of National Cinemas and Audiovisual Content

*The Challenge of Convergence  
and Multiplatform Distribution  
in the European Context*

## Conference organized by

Massimo Scaglioni, Università Cattolica del Sacro Cuore  
Emiliano Morreale, Sapienza Università di Roma  
Paolo Noto, Università di Bologna

## Organizing Committee

Paola Brembilla, Paolo Carelli, Damiano Garofalo, Valentina Moscatelli, Luca Peretti, Anna Sfardini

## Scientific Committee

Luca Barra, Giulia Carluccio, Marco Cucco, Ruggero Eugeni, Michele Fadda, Mariagrazia Fanchi, David Forgacs, Massimo Locatelli, Giacomo Manzoli, Catherine O'Rawe, Marta Perrotta, Dana Renga, Tomaso Subini, Daniela Treveri Gennari



CInCIt: The International Circulation of Italian Cinema  
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## International Conference

Milan, 17-18 September 2019  
Room G.127 Pio XI  
Room G.126 Cardinal Ferrari

Largo A. Gemelli, 1 - Milano



Progetto di Ricerca di Interesse  
Nazionale (Bando PRIN 2015)



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

## Panel #7 - Italian Film Genres

(G.126)

Chair: Marco CUCCO, Università di Bologna

*Mediterraneo, Mediterranea: Italian Visions  
of an International Mediterranean*

Harry KASHDAN, The Ohio State University

*Teen Movie, Italian Style. Local Film and Global  
Genre Between Resilience and Transnational  
Practices*

Stefano GUERINI ROCCO, Università di Bergamo

*"Commedia alla transnazionale"?*

*Transnational film remakes: the case of Italian  
comedies*

Rinaldo VIGNATI, Università di Bologna

*Italian comedy in Spain: the case of Nunziante  
and Zalone*

Armando FUMAGALLI, Università Cattolica del Sacro  
Cuore

H 13.15-14.45 Lunch Break

H 14.45-16.15

## Panel #8 - Seeing Double: Methods for Diasporic Consciousness of Film in the New World After WWII

(G.127)

Chair: Michele FADDA, Università di Bologna

*Movie-going in Stereoscope: Film Advertising  
in "Foreign Language" Newspapers in Urban  
Canada*

Paul MOORE, Ryerson University of Toronto

*Cinemas of Diaspora: Italian-language film  
distributors in Canada*

Jessica Leonora WHITEHEAD, Ryerson University  
of Toronto

## One Step Ahead: Greek and Italian Film Circuits in the Antipodes

Deb VERHOEVEN, University of Alberta

## Panel #9 - Non-Linear Circulation and Re- ception

(G.126)

Chair: Paola BREMBILLA, Università di Bologna

*The Circulation of Italian Film Provided  
By The Cinematheques*

Rossella CATANESE, IMT Lucca

*Italian Cinema and Videographic Criticism:  
Reception and Practice*

Alan O'LEARY, University of Leeds

Dana RENGA, The Ohio State University

*Benvenuti a bordo: the Nation-Branding Devices  
of Inflight Cinema*

Emiliano ROSSI, Università di Bologna

H 16.15-16.30 Coffee Break

H 16.30-18.30

## Final Roundtable & Final Reception

(G.127)

**September 17, 2019**

(Room G.127)

**H 9.00-9.30**

## **Institutional Greetings**

Giovanni GOBBER, Dean of the Faculty of Linguistic Sciences and Foreign Literatures, Università Cattolica del Sacro Cuore

## **Introduction**

Massimo SCAGLIONI, Università Cattolica del Sacro Cuore,  
Emiliano MORREALE, Sapienza Università di Roma

Paolo NOTO, Università di Bologna

**H 9.30-11.00**

## **Keynote speech**

*Data Troubles: Digital Distribution in the Global Media Market*

Jennifer HOLT, University of California Santa Barbara

**Chair:** Massimo SCAGLIONI, Università Cattolica del Sacro Cuore

**H 11.00-11.15 Coffee break**

**H 11.15-13.15**

## **Panel #1 - National Cinemas and Audiovisual Contents in a Global Perspective**

**Chair:** Paolo NOTO, Università di Bologna

*Gatekeeping in the Evolving Business of Independent Film Distribution*

Roderik SMITS, Cardiff University

*Challenges of European Public Film Funds Regarding the Distribution of European Films*

Petar MITRIC, University of Copenhagen

*Circulating Cinema. Understanding the Transnational, National and Regional Dynamics of UK Film*

Philip DRAKE, Manchester Metropolitan University

*Global Production in the Era of Peak TV*

Serra TINIC, University of Alberta

**H 13.15-14.45 Lunch Break**

**H 14.45-16.45**

## **Panel #2 - Netflix And the On-Demand World**

**Chair:** Luca BARRA, Università di Bologna

*Keywords for the Study of Audiovisual Circulation on VOD Portals*

Ira WAGMAN, Carleton University, Ottawa

Petr SZCZEPANIK, Charles University, Prague

*The International Circulation of Turkish Cinema and Series Across Netflix*

Ece VITRINEL, Galatasaray University

*Streaming Impegno Opportunities and Contradictions of Digital Distribution Through the Case of 'On My Skin'*

Gloria DAGNINO, Università della Svizzera Italiana

*Netflix goes glocal: transmedia advertising strategy in Italy*

Valerio DI PAOLA, Sapienza Università di Roma

**H 16.45-17.00 Coffee Break**

**H 17.00-19.00**

## **Panel #3 - Film Festivals and the Circulation of Audiovisual Content**

**Chair:** Emiliano MORREALE, Sapienza Università di Roma

*Circulation of European Films on the International Film Festival Circuits*

Skadi LOIST, Zhenya SAMOILOVA, Film University

Babelsberg Konrad Wolf

*Linking Film Festivals, Theatrical Distribution and Exhibition*

Luca ANTONIAZZI, Università di Bologna

Dario BONAZELLI, I Wonder Pictures

*European National Cinemas and The International Film Festivals: The Case of the "New Romanian Cinema"*

Pietro MASCIULLO, Sapienza Università di Roma

*Italian Cinema in France. A Festival Case: Les Rencontres du cinéma italien à Grenoble et en Isère*

Clizia CENTORRINO, Université Grenoble Alpes

**H 19.30**

(Cortile d'onore)

## **Reception & Special Event**

### **Matera, European Capital of Culture**

**Screening of *The Gospel According to St. Matthew* (P. P. Pasolini, 1964), with English subtitles**

**September 18, 2019**

(Rooms G.126, G.127)

**H 9.00-11.00**

## **Panel #4 - New (Italian) Cinema History**

(G.127)

**Chair:** Damiano GAROFALO, Sapienza Università di Roma

*Before the Italian School of the Liberation: The French Critical Reception of Italian Cinema during the 1930s*

Fabio ANDREAZZA, Università di Chieti-Pescara

*Patterns of International Distribution and Circulation of Italian Historical Cinema Since the 1990s*

Martina LOVASCIO, University of York

*The Visibility and Invisibility of Italian Cinema*

Dom HOLDAWAY, Università di Milano

## **Panel #5 - Documentary and Non-Professionals**

(G.126)

**Chair:** Luca PERETTI, The Ohio State University

*Alter-economies of digital film distribution in the documentary field from a European comparative perspective*

Jacopo RASMI, Université Grenoble Alpes

*"Whispers": Cinematic VR Documentary Transnational Distribution*

Michał PABIŚ-ORZESZYNA, University of Łódź

*Pietro Marcello and Michelangelo Frammartino: From a National Cinema to a New Sense of Belonging*

Alma MILETO, Sapienza Università di Roma

*The Non-Professional in the Reception of Italian Cinema Abroad*

Catherine O'RAWE, University of Bristol

**H 11.00-11.15 Coffee Break**

**H 11.15-13.15**

## **Panel #6 - Italian Television Abroad**

(G.127)

**Chair:** Anna SFARDINI, Università Cattolica del Sacro Cuore

*Televisual Italianism? The critical reception of 1992 and Suburra in the US and the UK*

Gianluigi ROSSINI, Università de L'Aquila

*A local story for a global audience. The "linear" screen adaptation of My Brilliant Friend*

Paolo BRAGA, Università Cattolica del Sacro Cuore

*'My Brilliant Friend': International Promotion and Cultural Reception of a Successful TV Series*

Claudio BISONI, Elisa FARINACCI, Università di Bologna

*"Sì, viaggiare". The Role of Popular Music in Transnational Italian TV*

Daniela CARDINI, IULM

Gianni SIBILLA, Università Cattolica del Sacro Cuore