

Panel D3

Sala delle Colonne 2

Animation and Movement: Exchange between Media



Chair: **Erwin Feyersinger**

This panel is organized by the animation interest group AG Animation under the umbrella of the German Gesellschaft für Medienwissenschaft (Society for Media Studies). The panel will focus on exchange as movement between various media and animation. It will look at animation in relation to fine arts, art house cinema, media art and technology, and contemporary online communication.

The first paper analyses a form of animation that has gained great significance in recent years, i.e. animated memes. Only a few seconds long, they isolate essential parts of movement and recontextualize them. Thus, animation, in the form of memes, becomes a new form of communication. The second paper also looks at contemporary technology and how it is appropriated for artistic uses in media art. It will examine how computer animation of the last 50 years has exploited technological anomalies. The third paper focuses on animation in art house cinema and will show how animation studies can itself create movement by challenging established perspectives in film studies. The case study of this paper is the wide-spread use of various forms of animation in the New German Cinema movement, a fact neglected by the academic discourse so far. Finally, the fourth paper explores how animation, as a pictorial metalanguage, is rooted in several movements of Italian and Northern European art history. It will specifically take Paduan art into consideration.

Biography

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Erwin Feyersinger is a postdoctoral research associate in the Department of Media Studies at the University of Tübingen. His research focuses mainly on animation, and relies on narratological, semiotic, and cognitive frameworks. He is member of the editorial board of *Animation: An Interdisciplinary Journal*. He is initiator and co-coordinator of the scholarly interest group AG Animation as part of the Gesellschaft für Medienwissenschaft. Together with Franziska Bruckner, Markus Kuhn, and Maike Sarah Reinerth, he has recently published *In Bewegung setzen ... Beiträge zur deutschsprachigen Animationsforschung*, a collection of German articles on animation.