



**University of Chieti-Pescara**  
Department of Modern Languages, Literatures and Cultures

**Birmingham City University**

Centre for Printing History and Culture

***Cultures of the book:  
Science, technology  
and the spread of knowledge***

International and Interdisciplinary Joint Conference  
Pescara, 6-7 November 2019  
**AURUM, Sala "D'Annunzio"** – Largo Gardone Riviera

**6 November 2019**

**09:30 – Opening**

- STEFANO TRINCHESE, Vice Rector, University of Chieti-Pescara
- MARIARITA PAONI SACCONI, Councillor for Culture of the Municipality of Pescara
- CARLO MARTINEZ, Head of Department of Modern Languages, Literatures and Cultures, University of Chieti-Pescara

**10:00 – Reading and physicality** (chair: Caroline Archer)

- MAJA DUJAKOVIĆ (American University, Washington D.C.), Science, technology and experimentation in the early editions of the *Kalendrier des bergiers*, 1491 – c.1520s
- PERSIDA LAZAREVIĆ (University of Chieti-Pescara), Bošković and Stojković compared: science books and their physicality
- ANNE MARIE HAGEN (The Norwegian Defence University College), "Like giving soldiers rifles with poor and badly-adjusted sights": medical science and schoolbook design in Edwardian Britain
- STAMOS METZIDAKIS (Washington University in St. Louis), Those obscure objects of printed words
- RAFFAELLA SCARCI (University of Chieti-Pescara), The physicality of books in early childhood: reading in electronic times

**11:30 – Coffee break**

**11:45 – ACQUA & SAPONE: Homage to Gabriele d'Annunzio**

**12:00 – Distribution** (chair: Paola Brusasco)

- FLAVIA BRUNI (ICCU, Roma; University of St Andrews), Before the catalogue: accessing knowledge in early modern libraries
- CHERYL KNOTT (University of Arizona), Writing sustainability: Donella Meadows, the 'Limits to Growth', and the first-author effect
- FERNANDO GARCIA NAHARRO (Europe-University Flensburg), Reading scientific and technical literature under Franco

**14:30 – Printing technology: type** (chair: Diana Patterson)

- PATRICK GOOSENS (Independent historian), "This manual is not by any means meant to cover every possible instruction..." but it is the "foundation of our business"
- CAROLINE ARCHER, ANN-MARIE CAREY (Birmingham City University), The Baskerville punches: revelations of craftsmanship
- VAIBHAV SINGH (University of Reading), Technological interventions from the East: the Bhisotype at the dawn of the machine age
- MICHAEL KNIES (University of Scranton), "We hear of experiments being made:" the American impact on periodical printing in the United Kingdom, 1875-90

**15:45 – Coffee break**

**16:00 – Culture of the book in the Arabic countries** (chair: Luca Stirpe)

- ELVIRA DIANA (University of Chieti-Pescara), Cultural revolutions in the Arab-Muslim world: from the manuscripts of the Holy Book to the e.book
- PAOLA VIVIANI (University of Campania), The book as a vehicle of liberation from 'ignorance'
- ANTONELLA STRAFACE (University of Naples, "L'Orientale"), 'Who taught by the Pen': word and writing in the Qur'an

**17:00 – Coffee break**

**17:15 – Linguistics** (chair: Lara Colangelo)

- MARIA CHIARA FERRO (University of Chieti-Pescara), The book of science in Rus': translation, reception and dissemination from eleventh to eighteenth centuries
- MONICA GENESIN (University of Salento), JOACHIM MATZINGER (Austrian Academy of Sciences), Pre-modern writing and printing in Albania: a case sui generis
- PAOLO DE TROIA (University of Rome, "La Sapienza"), Falconry in China: a note about translation strategies and the promotion of Western science in Jincheng Yinglun

**7 November 2019**

**09:30 – Printing technology: woodblock, copper plates** (chair: Ines Vodopivec)

- ANTONIO SORELLA (University of Chieti-Pescara), Mapping the *Inferno*: the woodcuts on the map of *Inferno* printed in Florence and in Venice in the XVI century
- JOOST DEPUYDT (Museum Plantin-Moretus), The woodblocks used for scientific publications of the Plantin Press
- DIANA PATTERSON (Mount Royal University), Euclid made practical
- JULIE MELBY (Princeton University Library), Printing Big: Audubon, Havell, and the Double-Elephant

**10:45 – Coffee break**

**11:00 – Digital technology** (chair: Paola Partenza)

- GULIZAR CEPOGULU (University of Greenwich), The break of the rigid dichotomy between text and image
- MEGHAN O'NEILL (Anglia Ruskin University), BookTube #Readathons: examining permutations of the contemporary readerexperience
- SIMONE REBORA (University of Verona), Exploring social reading: empirical and computational approaches
- KATLEEN ANN O'DONNELL (British School at Athens), Exploring the culture of the book and the spread of knowledge through technology

**12:15 – Coffee break**

**12:30 – Images** (chair: Flavia Bruni)

- ASHLEY GONIK (Harvard University), A printed landscape: Leonard Digges and his Tectonicon
- INES VODOPIVEC (Nova University, Slovenia), Titian in the service of science?
- ROSE ROBERTO (University of Reading), From Pasteur and germ theory to Nightingale and hospitals: the evolving encyclopaedia genre and the depiction of nineteenth-century medical advances

**13:30 – Concluding remarks**

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ORGANISING COMMITTEE: Caroline Archer, Malcolm Dick, Elvira Diana, Persida Lazarević, Paola Partenza, Luca Stirpe.



This event is a collaboration between Centre for Printing History and Culture, University of Birmingham / Birmingham City University and the Department of Modern Languages, Literatures and Cultures, University of Chieti-Pescara. Questo evento è patrocinato dal Comune di Pescara.