

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

University of Chieti-Pescara
Department of Modern Languages, Literatures and Cultures
Birmingham City University
Centre for Printing History and Culture

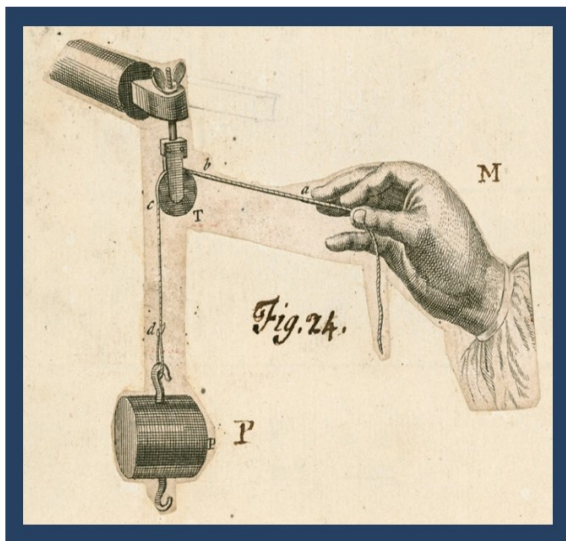
***Cultures of the book:
Science, technology
and the spread of knowledge***

International and Interdisciplinary Joint Conference

Pescara, 6-7 November 2019

AURUM, Sala "D'Annunzio"

Largo Gardone Riviera



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

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

ANE 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