The Conference, open to scholars from national and international circles, aims to take stock of the historiography on the Mediterranean city during the contemporary age, with reference to its identity, structure and image from the beginning of the industrialization to post-Enlightenment and bourgeois age, up to the themes concerning the evolution/involution of the territory and of the post-industrial landscape, as well as the development of the tourist model between the 19th and 20th centuries.

Scientific Committee

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Alfredo Buccaro, Università di Napoli Federico II - CIRICE
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Filippo De Pieri, Politecnico di Torino
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Elena Svalduz, Università di Padova

Organizing Committee / Scientific Coordination of Sessions

Annunziata Berrino, Università di Napoli Federico II
Giulia Cantabene, Università di Napoli Federico II
Francesca Capano, Università di Napoli Federico II
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Daniela Stroffolino, Consiglio Nazionale delle Ricerche
Massimo Visone, Università di Napoli Federico II
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Organizing Secretariat

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Steps/Deadlines:

Paper proposals submission: July, 31st 2013, max 1.000 blanks
Notification of paper acceptance: September, 15th 2013
Final text entering (max 30.000 blanks (notes incl., max 7 images): January, 31st 2014
Web Publication: March, 10th 2014
Then it will be the proceedings edition

Registration on web: http://www.iconografiacittaeuropea.unina.it
Download the partecipation form and enter to: cirice@unina.it and to session coordinators.

Registration fee: 120 € (structured scholars) / 50 € (free scholars).
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Sessioni/Coordinatori

1. *Urban types and iconographic models: from the urban views to cartography*
(C. de Seta, cedese@tin.it - A. Buccaro, buccaro@unina.it)

During the contemporary age, the city and the Mediterranean landscape are represented in the making: through tools, methods and models clearly recognizable in iconographic and cartographic works.
Evidences are left from the travelers of the *Grand Tour* to landscape-painters during the age of Romanticism; from the representation of natural disasters to the rhetoric either of rebuilding or new foundation programs; from the projects either of new cities or new towns to the spread of the image resulting from the rise of 'mass' tourism and its propaganda. Which has been the evolution of the view's model? And what about the negotiation regarding the parallel, rising, progress of cartography and topography? Furthermore, what the tools - from survey techniques to transport ways and mass media - have offered to the matureness of the idea about the city portrait and the Mediterranean landscape, to spread their image and their identity?

2. *Invention and promotion of the image of the tourist city*
(A. Berrino, annunziata.berrino@unina.it - L. Di Mauro, dimauro@unina.it)

In the late 19th century, with the maturation of service sector and tourism, the competition between tourist destinations becomes an important factor. The need to be visible in the market pushes companies and local authorities to use the advertising and, sometimes, to associate, to meet the ever more expensive techniques of illustration and communication. But what are the content and character of the iconography of the towns for the tourist communication between the late 19th and 20th centuries? Is there a code representation in Western Europe? Is there a correspondence between the textual description and the iconographic representation? Which imaginary resort-town is processed? Furthermore, when and how the iconography of the resort-town changes to the changing imaginary of tourist practices?

3. *The archives and the sources: from the paper iconography to the digital one*
(M. Perone, maria.perone@unina.it - D. Stroffolino, danielastroffolino@libero.it)

The session presents two subject areas: the first one relates to 'non-traditional' types of sources of urban iconography, the second one to the places – real and virtual – where finding these sources.
We are accustomed to associate the urban iconography to an engraved or painted image on traditional medias such as paper, canvas, wall: we are interested to expand the research area with carved, sculpted, modeled images of city, until the last cases of virtual three-dimensional reconstructions of historical cities.
With reference to these less usual urban images, but also to traditional ones, we want to emphasize the importance of the ' hidden treasures ', i.e. of unpublished collections of images, made on public or private engagement and kept in private collections, museums, archives, libraries that today can also be accessed online.

4. *Representation and virtual reconstruction of the urban image*
(M.I. Pascariello, mipascar@unina.it - O. Zerlenga, ornella.zerlenga@unina2.it)

The thematic session focuses on the graphic analysis of iconographic sources with an emphasis on the critical reading of the project of an 'image construction' - of an architectural, urban and landscape setting. In this perspective, topography, cartography and landscape painting are the main fields of study, investigation and application for this thematic session. In particular, the graphic analysis will be studied in the cultural context which generated the image itself, in reference to the scientific foundations of representation, with the resulting critical choice of the representation, geometric and pictorial methods and techniques for the iconography. Current literature on this topic confirm how construction, as well as the resulting analysis of the initial data, is critical occasion to transfer potential communicative differences. Particular interest will be given to the graphical analysis and verification of the places represented with current ones, using innovative digital representation and image techniques of de-construction.

5. *Sea towns: architecture and evolutionary characters in the historic iconography*
(S. Di Liello, sadiliel@unina.it - R. Parisi, roberto.parisi@unimol.it)

In the rich corpus of Urban European Iconography, the cities of the Mediterranean constitute the archetypal image of an ancient classical and Byzantine *koinè*, which has long influenced the identifing character of many sea-scapes, still in the bourgeoisie and post-industrial ages.
Between East and West, from the first 'city portraits' to the latest techniques of visual representation, the historical iconography often returns images that are underlying rhetoric of a 'maestà scenica' framed in the mirror of delightful landscapes, but also regional and urban scenarios marked by deep and, sometimes, tearing evolutionary processes.
The session will compare ideas and researches on the relationship between architecture, urban space and iconography in the history of the Mediterranean cities from the times of the 'Grand Tour' to the second half of the 20th century.

6. *The hinterland: evolution and iconography of the city and of the landscape*
(G. Cantabene, giuliacant@libero.it - M. Visone, massimo.visone@unina.it)

The studies on the major urban centers and on the coastline landscape have essentially relegated to second place researches on the hinterland. The large territorial transformations between 18th and 20th centuries involved the inner areas of Mediterranean basin opened up new perspectives for research on the characters of the historical recognition of the urban centers and of the territory as a whole.
How much was it influenced by the phenomena tied to the great events of contemporary history? To which extent demographic flows, industrialization, tourism investment policies, as well as earthquakes and changes related to the hydrogeological instability and fires, have consolidated, modified or altered the identity of Mediterranean hinterland and its iconographic models?
The session aims to open a space for dialogue to the various studies that analyze a multidisciplinary phenomenon of great relevance in the light of the latest researches.

7. *Transformations of the built environment and of the landscape in photography and cinema*
(F. Capano, f.capano@unina.it - M. Iuliano, marco.iuliano@liverpool.ac.uk)

Photography and cinema developed synchronically with the urban growth of the Mediterranean cities. These astonishing tools recorded the urban metamorphosis, acting as media for the knowledge of centers geographically distant; furthermore, they contributed significantly to build an alternative, often imaginary, reality.

In the second half of 19th century, photographic and cinematographic studios started to open in an intense moment of urban transformation in Europe. Especially after WWII, some of these extreme transformations, generated by an uncontrolled growth, will be crystallized on film and celluloid.

The multidisciplinary session wants to recall scholar's attention on this 'new' documentation for the history of the city and of the landscape, going beyond the traditional compartmental vision on architecture and city, opening up to the recent ways of recording landscape and built environment through video and photography at the end of 20th century. We would like to have a coherent overview of the state of the art with the archival documentation which, correctly analysed, can help us not only to understand our past, but also to build a more conscious future.

- At the end of each session there will be a final note by the Coordinators and by the Referee.

- At the end of the Conference there will be a panel discussion, which will be attended by the members of the Scientific Committee.