



CONVEGNO INTERNAZIONALE

CULTURES OF THE BOOK:

Science, technology and the spread of knowledge

6 November 2019 AURUM, Sala “D’Annunzio” (Largo Gardone Riviera)

09:30 – **Opening**

- STEFANO TRINCHESE, Vice Rector, University of Chieti-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
- ANN 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 (B.V. Del Carmine Institute, Chieti), The physicality of books in early childhood: reading in electronic times

11:45 – **Distribution** (chair: Paola Brusasco)

- FLAVIA BRUNI (ICCU, Roma), 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**

- 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

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 through the Books: from the Manuscripts of the Holy Book to e.book
- PAOLA VIVIANI (University of Campania), The Book as Vehicle of Liberation from “Ignorance”
- ANTONELLA STRAFACE (University of Naples, “L’Orientale”), “Who taught by the Pen”: Word and Writing in the Qur’an

17:15 – **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, AURUM, Sala “D’Annunzio” (Largo Gardone Riviera)

09:30 – **Printing technology: woodblock, copper plates**

- 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

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 reader experience
- 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

12:30 – **Images**

- ASHLEY GONIK (Harvard University), A printed landscape: Leonard Digges and his Tectonicon
- INES VODOPIVEC (Nova University, Slovenia), Titian in the service of science?
- RICHARD BELLIS (University of Leeds), The use of Matthew Baille’s *Morbid Anatomy* (1793) and its accompanying engravings in works of disease at the turn of the eighteenth century
- 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.

ACQUISIZIONE CFU: La partecipazione darà la possibilità di acquisire **0,5 CFU** (AAF “Stages, corsi e tirocini”) **per LA FREQUENZA di TUTTO IL CONVEGNO.**

NON OCCORRE PRENOTAZIONE

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