



**UNIVERSITÀ
DEGLI STUDI
DI UDINE**

hic sunt futura

**DIPARTIMENTO
DI STUDI UMANISTICI
E DEL PATRIMONIO CULTURALE**

PROGETTO DI RICERCA DIPARTIMENTALE, DIUM
La Ricostruzione Industriosa. Cinema non-fiction,
circuiti mediatici e cultura postbellica in Italia
(1945-1960)

**24 March 2019
Fondazione CariGO
via Carducci 4, Gorizia**



Visions and Evidences of (Industrial) Reconstruction

Reassessing the role of utility and industry
films as historical players after World War II.

International Symposium

9.00 – 10.30

*The Propaganda of the Marshall Plan:
American Soft Power's Greatest Success?*

David W. Ellwood

(Johns Hopkins School of Advanced
International Studies)

*Visible Evidences and Sneaky
Sponsors: American Sponsored Films
in Italy During the Reconstruction*

Paola Bonifazio

(University of Texas, Austin)

10.45 – 11.45

*The Aesthetics
of the Global Value Chain*

Vinzenz Hediger

(Goethe-Universität, Frankfurt-am-Main)

Break

12.00 – 13.30

*Industrial Film Heritage and National
Perspectives*

*Circulation of Industrial Images
in Post WWII Czechoslovakia*

Lucie Česálková

(National Film Archive, Prague)

*Industrial "Psycho-chromatics":
Functional Colors, Efficiency
and Well-being During
the Italian Boom*

Federico Pierotti

(Università degli Studi di Firenze)

*Materiality of the Margins: Faces
and Bodies of the Ina-Casa Plan*

Lorenzo Marmo

(Università degli Studi Roma Tre)

Lunch Break

15.00 – 18.00

*Houses, Travels and Landscapes.
Visions from Post-war Italy*

*Townscape, Nationscape,
Mediascape. Postwar Italian
Reconstruction and Utility Film*

Francesco Pitassio

(Università degli Studi di Udine)

Photographic Image of INA-Casa

Angelo Desole

(Università degli Studi di Udine)

*Visions of a (Changing) Country.
Landscape, Tradition and
Modernization in the Montecatini
Industrial Films*

Paolo Villa

(Università degli Studi di Udine)

*Travelling Across Italy. Industrial
Reconstruction Through the Lens
of Italian Railway Co. and Breda
Documentary Films (1948-1953)*

Giovanni Grasso

(Università degli Studi di Udine)

Raiding Africa.

*Fiat's Sponsored Films and the
Mapping Impulse of Industrial Cinema*

Simone Dotto

(Università degli Studi di Udine)

