



THE METAREFERENTIAL TURN IN CONTEMPORARY ARTS AND MEDIA: FORMS, FUNCTIONS AND ATTEMPTS AT EXPLANATION

An International Symposium
organized at the Centre for Intermediality Studies in Graz (CIMIG)
Karl-Franzens-Universität Graz/Austria
1–3 October 2009

F I R S T C I R C U L A R

THE SYMPOSIUM

'Metaization' – the movement from a first cognitive or communicative level to a higher one on which first-level phenomena and above all the means and media used for the transmission of such phenomena or messages self-reflexively become objects of reflection and communication in their own right – was for a long time mostly restricted to a relative minority of works or artefacts, and in particular to 'high art'. In the twentieth century, notably in the context of postmodernism, this situation changed drastically: metaization and its product, 'metareference', have not only increased dramatically in quantity but have also spread to areas in which they could rarely, if at all, be found in the past, in particular to popular genres (where they have produced 'metapop'), but also to the new media. In fact, no matter whether we read a new novel or comic, listen to a musical such as *The Phantom of the Opera*, or play a computer game – in all cases we are nowadays likely to encounter metaphenomena.

This 'metareferential turn' has frequently been observed but rarely studied on a broad basis with the aim of providing a comprehensive synopsis of metareference including its effects and motivations in contemporary arts and media. This is what the symposium attempts to do: examining (in broad terms) contemporary metaphenomena (i. e., from the second half of the twentieth century) from a transmedial perspective. The following issues will be considered in particular:

- collecting and interpreting relevant examples of metareference in contemporary arts and media, especially where this has not been done so far to a sufficient degree;
- exploring major functions and effects of metaization in contemporary arts and media;
- embedding the current metareferential turn in the general cultural-historical development of 'metaization', and finding possible reasons for its appearance.

THE PROCEEDINGS OF THE PREVIOUS CONFERENCE

As you probably know, the symposium is a follow-up to a conference held in May 2008 which was dedicated to both a theoretical debate (the discussion of a conceptual toolbox that would be useful for a transmedial description of 'metareference') and to case studies of works from various genres, arts and media past and present. The proceedings of that conference, which form the theoretical basis and framework of the present one, are expected to be published in August/September this year. You can find the bibliographical data and cover text of the volume below and its table of contents in the attachment. We will notify you as soon as the book is available for pre-ordering so that you will have the opportunity of purchasing copies at a reduced price.

Werner Wolf, ed. in collaboration with Katharina Bantleon and Jeff Thoss.
***Metareference across Media: Theory and Case Studies. Dedicated to Walter Bernhart on the Occasion of His Retirement.* Studies in Intermediality 4.**
Amsterdam/New York, NY: Rodopi, 2009. x + 656 pp.

Strange as it may seem, Cervantes's novel *Don Quixote*, Marc Forster's film *Stranger than Fiction*, Shakespeare's play *A Midsummer Night's Dream*, paintings by Magritte, and Mozart's sex-



tet “A Musical Joke” all share one common feature: they include a meta-dimension. Metaization [...] is in fact a common feature not only of human thought and language but of the arts and media in general. However, research into this issue has so far predominantly focussed on literature, where a highly differentiated, albeit strictly monomedial critical toolbox exists.

Metareference across Media remedies this onesidedness and closes the gap between literature and other media by providing a transmedial framework for analysing metaphenomena. The essays transcend the current notion of metafiction, pinpoint examples of metareference in hitherto neglected areas, discuss the capacity for metaization of individual media or genres from a media-comparative perspective, and explore major (historical) forms and functions as well aspects of the development of metaization in cultural history. Stemming from diverse disciplinary and methodological backgrounds, the contributors propose new and refined concepts and models and cover a broad range of media including fiction, drama, poetry, comics, photography, film, classical as well as popular music, painting, and architecture.

This collection of essays, which also contains a detailed theoretically oriented introduction, will be relevant to students and scholars from a wide variety of fields: intermediality studies, semiotics, literary theory and criticism, musicology, art history, and film studies.

GRAZ

Graz (ca. 260,000 inhabitants) is Austria's second-largest city and the capital of Styria. Only some 170 km from Vienna, it is pleasantly located at the foot of the south-eastern promontories of the Alps and about 30 km north of a famous wine-growing region. Graz sports a well-preserved historical city centre and had the honour of being chosen Cultural Capital of Europe in 2003. Its largest university, the Karl-Franzens-Universität, is a renowned institution with over 500 years of history.

The conference venue is an award-winning new building of the humanities, situated at Heinrichstraße 36 within walking distance (less than 1 km) from the city centre.

CONFERENCE ACTIVITIES AND TIME SCHEDULE

On the evening of Wednesday, September 30th 2009, there will a conference warming in one of the local restaurants. The conference itself will start on Thursday morning at 9:00 a.m. For Thursday evening a reception by the City of Graz is planned, and on Friday afternoon after the conference sessions (which are scheduled from 8:45 to 17:15) there will be an excursion to a typical local winery (‘Buschenschank’) in the wine-growing region, where we will have a delicious cold meal served on a wooden platter (‘Brettljause’) accompanied by tasty local wine (or non-alcoholic beverages). The conference ends on Saturday evening (at about 6:00 p.m.), and you should plan your departure for Sunday, October 4th. Hot and cold beverages and snacks will be provided during the conference. For speakers and their topics see the provisional programme below.

ACCOMMODATION

Several hotels in different price categories are available (from € 40 to € 123 for a single room per night). All of them are within 4 km of the city centre, and the university can be reached either on foot or by public transport. Please consult the city map (<http://www.webs1.icomedias.com/stadtplan/index.php>), make your own choice and contact the hotels as soon as possible (and indicate that you are a conference participant in case we have reserved rooms at reduced rates). Unless otherwise indicated, all rates include breakfast. You are of course free to book any other hotel, but only those below marked “RR” have been contacted for reduced rates. Further information and an online booking service are available through the Graz tourist board (<http://www.graztourism.at>).

Additional useful links:

<http://www.gvb.at/> (public transport in Graz)

<http://www.oebb.at/> (national & international rail transport)

<http://www.flughafen-graz.at/> (airport Graz)

PENSION RÜCKERT **

Rückertgasse 4, 8010 Graz

Tel.: 0043/316/32 30 31

Fax: 0043/316/32 30 31

<http://www.rueckert.at>

pension@rueckert.at

Rates

single:

€ 40.00 (no en suite WC or shower)

€ 43.00 (en suite shower only)

€ 52.00 (en suite WC and shower)

double:

€ 74.00

Within walking distance from the conference venue.

GASTHOF PENSION ZUR STEIRERSTUB'N ***

Lendplatz 8, 8020 Graz

Tel.: 0043/316/71 68 55

Fax: 0043/316/71 68 55

<http://www.pension-graz.at>

office@pension-graz.at

Rates

single:

€ 43.00

double:

€ 78.00

Getting to university involves a short bus ride.

WIRTSHAUS GREINER ***

Grabenstraße 64, 8010 Graz

Tel: 0043/316/685090

Fax: 0043/316/685090-4

<http://www.wirtshaus-greiner.at>

das@wirtshaus-greiner.at

Rates

single:

€ 48.00

double:

€ 78.00

Getting to university involves a short walk and bus ride.

HOTEL IBIS GRAZ * (RR)**

Europaplatz 12, 8020 Graz

Tel: 0043/316/778-0

Fax: 0043/316/778-300

<http://www.ibishotel.com>

h1917-re@accor.com

Rates

single:

€ 73.00

double:

€ 101.00

Mention the keyword "meta".

Located in front of Graz main railway station with a direct bus connection to the university.

DANIEL * (RR)**

Europaplatz 1, 8020 Graz

Tel: 0043/316/711080

Fax : 0043/316/711085

<http://www.hoteldaniel.com>

hello@hoteldaniel.com

Rates

(valid if the Karl-Franzens-University is mentioned)

single:

€ 68.00 to 88.00

double:

add € 9.00 for second-person breakfast

Member of design hotels. Located near Graz main railway station with a direct bus connection to the university.

DER MARIENHOF ****

Waltendorfer Hauptstraße 81, 8010 Graz
 Tel: 0043/316/429842
 Fax: 0043/316/429842-14
<http://www.dermarienhof.at>
hotel@dermarienhof.at

Rates

single:
 € 60.00
 double:
 € 92.00

Not in direct vicinity of the university or the city centre. Conference venue reachable by bus (ca. 20 min).

DAS WEITZER ** (RR)**

Grieskai 12-16, 8020 Graz
 Tel: 0043/316/703-0
 Fax: 0043/316/703-88 (guest relations, front desk)
 Fax: 0043/316/703-629 (reservations)
<http://www.hotelweitzer.com>
hotel@weitzer.com

Rates

(valid if the Karl-Franzens-University is mentioned)

single:
 € 78.00 ("casual")
 € 98.00 ("classic")
 double:
 € 87.00 ("casual")
 € 107.00 ("classic")

Located in the city centre near the Kunsthhaus. The university can be reached via tram and a short walk.

HOTEL ZUM DOM ** (RR)**

Bürgergasse 14, 8010 Graz
 Tel.: 0043/316/82 48 00
 Fax: 0043/316/82 48 00-8
<http://www.domhotel.co.at>
domhotel@domhotel.co.at

Rates

(valid if the Karl-Franzens-University is mentioned –
 please book early due to other conferences)

single:
 € 83.00
 double:
 € 115.00 (one person)
 € 157.00

Located in the very centre of Graz. Direct bus connection to the university.

HOTEL GOLLNER ** (RR)**

Schlögelgasse 14, 8010 Graz
 Tel.: 0043/316/822521-0
 Fax: 0043/316/822521-7
<http://www.hotelgollner.at>
office@hotelgollner.at

Rates

(valid if the Karl-Franzens-University is mentioned)

single:
 € 89.50
 double:
 € 138.00

Very central and only a short bus ride from the conference venue. It is also possible to reach the university by foot through the city park in about 20 min.

HOTEL MERCURE GRAZ CITY ****

Lendplatz 36, 8020 Graz
 Tel: 0043/316/751405
 fax: 0043/316/751405-555
<http://mercure.com>
h5742-re@accor.com

Rates

single:
 € 123.00
 € 109.00 (without breakfast)
 double:
 € 163.00
 € 135.00 (without breakfast)

Please book early due to other conferences!

Close to city centre with a direct bus connection to the university.

FEES

There is **no conference fee**, but we kindly ask you to **fill in and return the attached registration form by 17 August 2009**.

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We look forward to hearing from you soon and welcoming you to Graz in October. Please do not hesitate to contact us at metareference@uni-graz.at for any queries you might have.

With best wishes,

Werner Wolf, Walter Bernhart, Katharina Bantleon, Jeff Thoss

PROVISIONAL CONFERENCE PROGRAMME

Wednesday, September 30, 2009

From 19:00 *Conference Warming*

Thursday, October 1, 2009

Venue: HS 11.01

08:30–09:00 Registration
09:00–09:10 Conference Opening (Werner Wolf)
09:10–09:20 Greetings from the Director of the CIMIG, Walter Bernhart
09:20–09:30 Greetings from the Dean of Humanities, Gernot Kocher

Introductory Lecture

09:30–10:15 Werner WOLF (Graz)

Section 1: Literature

Chair: Walter Bernhart

10:15–11:00 John PIER (Tours):
Intermedial Metareference: Theoretical and Functional Aspects and a Case Study
(William Gass: *Willy Master's Lonesome Wife*)

11:00–11:30 *Coffee Break*

11:30–12:15 Andreas MAHLER (Graz):
Writing on the Writer's Block: Metaization and/as Lack of Inspiration

12:15–13:00 Andreas BÖHN (Karlsruhe):
Metareference, Memory and Mediality in German and Austrian Novels of the Last
Decade

13:00–14:30 *Lunch*

Section 1 (continued)

Chair: Andreas Mahler

- 14:30–15:15 Sonja KLIMEK (Neuchâtel):
Metareference in Contemporary Fantasy Fiction
- 15:15–16:00 Christine SCHWANECKE (Heidelberg):
Metareferential Reflections on Photography and Narrative Modes of Representation in
Marianne Wiggins' Photo-Novel *The Shadow Catcher* (2007)
- 16:00–16:30 *Coffee Break*
- 16:30–17:15 Grzegorz MAZIARCZYK (Lublin):
Towards Hypermediacy of Print: Typographic Interventions in Contemporary Fiction
- 17:15–18:00 Wolfgang FUNK (Hannover):
The Quest for Authenticity – Dave Eggers' Novel *A Heartbreaking Work of Staggering
Genius* between Fiction and Reality
- 19:30 *Reception by the Mayor of Graz: Rathaus, Hauptplatz (Town Hall, Main Square)*

Friday, October 2, 2009

Venue: HS 11.01

Section 2: Television

Chair: Roy Sommer

- 08:45–09:30 Irina RAJEWSKY (Berlin):
'Metatelevision': The Popularization of Metareferential Strategies in the Context of Italian
Television
- 09:30–10:15 Henry KEAZOR (Saarbrücken):
"The Stuff You May Have Missed": Art, Film and Metareference in *The Simpsons*
- 10:15–10:45 *Coffee Break*
- 10:45–11:30 Katharina RENNHAK (Munich):
Reflecting on TV's Laws; Or, Metaization and the Politics of *Ally McBeal* and *Boston Legal*
- 11:30–12:15 Alexander STARRE (Göttingen):
The Materiality of Books and TV: Metamedial Narratives in a World of Media
Competition and Amateur Narratologists
- 12:15–13:00 Elena BAEVA (Bonn):
Metareferences in *Doctor Who's* New Series and their Possible Functions in Popular
Television Programmes in General
- 13:00–14:30 *Lunch*

Section 3: Visual Arts

Chair: Henry Keazor

- 14:30–15:15 Claus CLÜVER (Bloomington):
On Graffiti and Murals: Metareferential Aspects of Writing and Paintings on Walls
- 15:15–16:00 Pamela SCORZIN (Dortmund):
Forms and Functions of Meta-Scenography in the Visual Arts
- 16:00–16:30 *Coffee Break*
- 16:30–17:15 Katharina BANTLEON (Graz):
Meta² – When Meta-Art Appropriates Meta-Art
- 17:30 *Departure for the excursion to the wine-growing region in front of the university's main building*

Saturday, October 3, 2009

Section 4: CinemaVenue: SR 11.13
Chair: Klaus Rieser

- 08:45–9:30 Nicholas DE VILLIERS (North Florida):
Metahorror: Sequels, “The Rules”, and
the Metareferential Turn in
Contemporary Horror Cinema
- 9:30–10:15 Dagmar BRUNOW
(Hamburg/Halmstad):
Deconstructing Essentialism:
Metareference as Aesthetic Strategy in
Black British Filmmaking
- 10:15–10:45 *Coffee Break*
- 10:45–11:30 David EMBREE (Saas Fe/Kent State):
“Big, Tough, and True”: Metareference
in *Synecdoche, New York*
- 11:30–12:15 Christian QUENDLER (Innsbruck):
Continuous Discontinuities in Guy
Maddin’s Meta-Cinematic Mythology
The Heart of the World (2001)
- 12:15–13:45 *Lunch*

Section 4 (continued)

Chair: Irina Rajewsky

- 13:45–14:30 Sarah FEKADU (Munich):
Representing versus Interpreting:
Metareference and Intermediality in Peter
Greenaway’s *The Draughtman’s Contract*
- 14:30–15:15 Erwin FEYERSINGER (Innsbruck):
Animation as Meta-History of the
Moving Image: Representations of
Prototechnology in Animated Film
- 15:15–16:00 Michael FUCHS (Graz):
Starring Porn: Metareferentiality in
Straight Pornographic Feature Film
- 16:00–16:30 *Coffee Break*

Section 5: MusicVenue: SR 11.11
Chair: Werner Wolf

- Walter BERNHART (Graz):
Metareference in Operatic Performance: The
Case of Katharina Wagner’s *Die Meistersinger
von Nürnberg*
- Tobias JANZ (Hamburg):
Postmodern Metareference and the Crisis of
Avantgardism: Considerations about John
Cage, Morton Feldman and Others
- Martin BUTLER (Duisburg-Essen):
“It’s All About the Music, Baby!”: Making
Sense of the Metareferential Impetus in
Contemporary Pop Songs

Section 6: Comics & Graphic Novels

Chair: John Pier

- 13:45–14:30 Gabriele RIPPL (Berne):
Metareference in Graphic Novels
- 14:30–15:15 Sandra HEINEN (Wuppertal):
Meta-Mediation in Sarnath Banerjee’s
Graphic Novels *Corridor* (2004) and
The Barn Owl’s Wondrous Capers (2007)
- 15:15–16:00 Jeff THOSS (Graz):
“This Strip Doesn’t Have a Fourth Wall”:
Metareference and Webcomics

Closing Plenary Lecture

Venue: SR 11.01

- 16:30–17:15 Roy SOMMER (Wuppertal):
Meta-Reference and Digital Media: Recent Technological Developments in Photography,
Film, and Music Production and the Emergence of a Narrative of Nostalgia
- 17:15 Final Discussion, Closing of the Conference