

# MEDIA MUTATIONS

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With its seventh edition, Media Mutations will explore the impact of digital games on the contemporary media ecosystem. In the last decade, debates over the cultural legitimacy of video games have been slowly waning and a playful tendency seems to have invaded media production at large. From educational games to *gamified* ads, to serialized game franchises, video games have started *doing the work* of other media. At Media Mutations scholars and practitioners will discuss the presence of video games in the midst of media old and new: How do games influence the production and consumption of media content? What is their role in the design, management and exploitation of an intellectual property? Are older media being *gamified* or are games adapting their design and aesthetics to those of other media?

ALMA MATER STUDIORUM  
Università di Bologna

DIPARTIMENTO DELLE ARTI  
La Soffitta  
Centro di promozione teatrale  
info: tel. 051 20 92 400  
[www.dar.unibo.it](http://www.dar.unibo.it)

Logistics and Communication  
Cronopios  
tel. 051 22 44 20  
[info@cronopios.it](mailto:info@cronopios.it)  
[info@laurabpress.com](mailto:info@laurabpress.com)

Editing and Promotion  
tel. 051 20 92 410  
[darvipem.editingepromozione@unibo.it](mailto:darvipem.editingepromozione@unibo.it)

In collaborazione con:



# MEDIA MUTATIONS

## SPACE INVADERS

The impact of digital games in the contemporary media ecosystems

### INTERNATIONAL CONFERENCE

Organized by Riccardo Fassone, Paolo Noto and Claudio Pires Franco

### KEYNOTE SPEAKERS

Tanya Krzywinska and Geoffrey Long

### FINAL REMARKS

Peppino Ortoleva

Free entrance | [www.mediamutations.org](http://www.mediamutations.org)

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Date

26-27/05/15

Venue

DIPARTIMENTO DELLE ARTI  
Salone Marescotti  
via Barberia 4  
Bologna



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**Tuesday, May 26**

**10.00 Greetings and introduction**

**10.30 AESVI4DEV at Media Mutations**

in collaboration with the Italian Association of Game Publishers and Developers

Ivan Venturi (IV Productions)

*Narrativa nei videogiochi in prima e terza persona: l'Inquisitore e gli Occhi dallo Spazio Profondo*

Luca Marchetti and Federico Semeraro (Studio Evil)

*RELIVE, quando video games, università e medici si incontrano*

Pietro Polsinelli (Design A Game)

*Videogiochi salvifici e diabolici*

Alain Bonati (alittleb.it)

*Gamified E-learning & Scenario-Based Learning anche per cambiare i comportamenti*

**12.30 Lunch Break**

**15.00 Keynote address**

Tanya Krzywinska (University of Falmouth)

*Weird Invasions: Games and The Conspiracy Hermeneutic Affect*

**16.30 Interactions between film and games**

Nathan Hunt (University of Derby)

*Persistent Aesthetics and Utilitarian Antagonists: the Pleasures and Uses of the Zombie in Digital Games*

Federico Zecca (Università di Udine)

*The Film Game and the Playful Cinema*

Dom Holdaway (Università di Bologna)

*Generic Convergence: Humour and the Swashbuckler Experience in Pirates of the Caribbean and Monkey Island*

**18.00 Journals and projects presentations**

**Wednesday, May 27**

**9.30 Keynote address**

Geoffrey Long (Annenberg Innovation Lab, University of Southern California)

*21st Century Storytelling: From Transmedia to the New Screens*

**11.00 Playing games in the media ecosystems**

Gabriele Baronio (Università di Bologna)

*TwitchPlays: invasione controllata di spazi digitali*

Andrea Giovannucci (Università di Bologna)

*Il LARP nel mondo digitale: contaminazione nei linguaggi ludici*

Alberto Sebastiani (Università di Bologna)

*Nicolas Eymerich inquisitore*

**12.30 Lunch Break**

**14.30 Studying games in the media ecosystems**

Hartmut Koenitz (University of Georgia) and Gabriele Ferri (Indiana University)

*Mutations of Narrative Structures*

Lisa Patti (Hobart and William Smith Colleges)

*In(ter)activity and Identification: Video Games and Digital Portraiture*

Mattia Thibault (Università di Torino)

*From the Periphery to the Heart of the Semiosphere*

**16.00 Playful marketing**

Stephanie Janes (Royal Holloway)

*Gamification in Film Marketing*

Ed Vollans (University of East Anglia)

*Games on Screen: the Videogame Trailer as Advert then Trailer*

Giacomo Di Foggia (Università di Bologna)

*La gamification di sé*

**17.45 Final remarks**

Peppino Ortoleva (Università di Torino)