

European Regional Congress of the AISV-IAVS – Semiotics of Space /Spaces of Semiotics

Anfiteatro 3, Fundação Calouste Gulbenkian | Lisbon – 26-28 September 2011

PROGRAMME

Monday, 26th September

09:00–09:30	Reception to the participant [Secretariat Fundação Calouste Gulbenkian]		
PLACE ROOM	F. C. Gulbenkian Anfiteatro 3		
09:30–10:10	Opening Session		
	Vice-President of the Scientific Board of FCSH - Faculdade de Ciências Sociais e Humanas, Universidade Nova de Lisboa, Susana Trovão		
	President of the Instituto de Ciências Sociais da Universidade do Minho, Miguel Bandeira		
	Director of the e-GEO – Centro de Estudos de Geografia e Planeamento Regional da FCSH, Maria Nazaré de Roca		
	President of the Scientific of the European Regional Congress AISV-IAVS 2011, President of SOPCOM, Moisés Lemos Martins		
	President of AISV-IAVS - International Association of Visual Semiotics, Jean-Marie Klinkenberg		
	President of the Organizing Committee of the European Regional Congress AISV-IAVS 2011, Vice-President of AISV-IAVS, Isabel Marcos		
10:10–10:30	COFFEE-BREAK [Bar of the Fundação Calouste Gulbenkian]		
	MAIN SESSION		
PLACE ROOM	F. C. Gulbenkian Anfiteatro 3		
MODERATOR	ISABEL MARCOS		
	MAIN SPEAKERS		
TEMA	THE URBANIZATION OF TIME AND THE DISURBANIZATION OF SPACE		
10:30–11:20	Pierre Pellegrino - <i>Urbanisation du temps et/ou désurbanisation de l'espace ? Espaces-temps sémiotiques</i> - Université de Genève, Suisse		
TEMA	NEW SPACES AND MORPHOLOGIES		
11:20–12:10	Wildgen Wolfgang - <i>Urban morphogenesis, transformation and destruction: the case of classical harbour towns</i> - Universität Bremen, Alemanha		
TEMA	NEW SPACES AND MORPHOLOGIES		
12:10–13:00	Francis Edeline - <i>Morphologie des Espaces Mentaux</i> - Groupe µ, Université de Liège, Bélgica, Belgique		
13:00–14:30	LUNCH BREAK FCSH-UNL SABOR@NOVA (Faculty's main entrance – Bar)		
	PARALLEL SESSIONS		
PLACE ROOM	F. C. Gulbenkian Anfiteatro 3	FCSH-UNL Edif. I&D MULTIUSOS 3 (4th floor)	FCSH-UNL Edif. I&D 1.04 (1st floor)
TEMA SUBTEMA	SEMiotics AND SYSTEMS OF VALUE: NEW SPACES AND NEW VISUAL MODALITIES Passional Semiotics and Spatiality	NEW SPACES AND MORPHOLOGIES Semiotics and Morphologies	SPACES OF ACTUAL EXPERIENCES The space of Fashion
MODERATOR	Moisés Lemos Martins	Wildgen Wolfgang	Ana Claudia Mei Alves de Oliveira
14:30–14:50	Silvana Mota Ribeiro & Zara Pinto Coelho – Gendered spaces: a visual social semiotics approach to compositional and special meanings in advertising images - CECS, Centro de Estudos de Comunicação e Sociedade, Universidade do Minho, Portugal	Horacio Wainhaus & Guadalupe Neves - Hacia la escena presente: el paisaje del sentido según Gastón Breyer - Universidad de Buenos Aires, Argentina	Márlon Uliana Calza – Faces de Vogue: Espaços de Expressão, Sedução e Interação - Universidade Federal do Rio Grande do Sul, Brasil
14:50–15:10	Patrícia M. F. Coelho – The use of erotic images in the creation of advergames for women - Pontifícia Universidade Católica de São Paulo / FAPESP fellowship, Brasil	Esmeralda Itzel Contreras - Reconstructing history - Universidad Iberoamericana, León, México	Ana Patrícia Soares da Silveira – O Rosto da moda na actualidade: Uma abordagem semiótica e o imaginário grotesco na produção artística contemporânea - Universidade do Minho, Portugal
15:10–15:30	Davide Fornari & Valeria Burgo - Seducing from a distance: Fortuny and Comme des Garçons - Supsi University of Applied Sciences and Arts of Southern Switzerland, Lugano e University luav of Venice; Suíça Itália	Manuel António Carneiro Gaspar de Melo Albino – From a representation in the book. "The Origins of Geometry" by Michel Serres - Instituto Politécnico do Cávado e do Ave, CECS, LIPP, Portugal	Lisani Albertini de Souza - O que é que a brasileira tem? A criação da imagem estereotipada da brasileira no trânsito entre espacialidades - Pontifícia Universidade Católica de São Paulo, Brasil
15:30–15:40	Debate	Debate	Debate
PLACE ROOM	FCSH-UNL Edif. I&D 1.05 (1st floor)	FCSH-UNL Edif. I&D 1.06 (1st floor)	FCSH-UNL Ed. I&D 0.07 (ground-floor)
TEMA SUBTEMA	SEMiotics AND CYBERSPACE. NEW SPATIAL PARAMETERS, NEW VISUAL MODALITIES Ciberspace and Identity	SEMiotics AND INTERDISCIPLINARY METHODS Spatial Models	SEMiotics AND STRUCTURATION OF VISUAL PRODUCTIONS Struturation and Space
MODERATOR	Thomas Broden	Göran Sonesson	Pierre Pellegrino
14:30–14:50	Françoise Leflaive – Image de soi en ligne et hors ligne, quelles différences? - CERES, Université de Limoges, France	Anne-Marie Houdebine & Katia Nossenko Herberg - Des indices de l'espace vers une analyse sémiologique - Université Paris Descartes, França	Zenboudji Zahaf Samia - L'architecture, conception et transformations effets sur le sens : exemple d'un immeuble barre sur pilotis à Alger - Ecole polytechnique d'architecture et d'urbanisme d'Alger, EPAU, Argélia
14:50–15:10	Larissa Zanin & Moema Rebouças – Albums Virtuels: l'identité des adolescents dans le cyberspace - Universidade Federal do Espírito Santo, Brasil	Sívio de Santana Junior – Sémiotiques Visuelles et Syncrétiques Glossaire - Universidade Estadual Paulista, ASSIS, São Paulo, Brasil	Rym El asmi Nouira - Configuration et conformation des espaces du Dar traditionnel cas de l'appartement privé 'chambre en T' et de l'espace central 'patio' - Ecole Nationale D'architecture et D'urbanisme de Tunísia
15:10–15:30	Amira Bel Haj Hassine & Jamel Eddine Gharbi - L'effet de la perception visuelle périphérique « non consciente » d'une publicité incidente sur l'achat impulsif sur Internet - Faculté des Sciences Economiques et de Gestion de Tunis e Faculté des Sciences Juridiques, Économiques et de Gestion de Jendouba, Tunísia	Marcus Alexandre Motta – Espaços Semióticos Deslizantes - Universidade do Estado do Rio de Janeiro, Brasil	
15:30–15:40	Debate	Debate	Debate
15:40–16:00	COFFEE-BREAK FCSH-UNL Ed. I&D Bar (1st floor)		
	PARALLEL SESSIONS		

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MODERATOR	Madalena Oliveira	Isabel Marcos	Ana Claudia Mei Alves de Oliveira
16:00–16:20	Alexandra Ai Quintas - Theatrical, seductive and fictional spaces of the Night - Faculdade de Arquitectura da Universidade Técnica de Lisboa, Portugal	Isabella Pezzini – Nouveaux paysages sémiotiques: entre forme urbaine et marges métropolitaines - Sapienza Università di Roma, Itália	Margarida Anjos Amaro – Les espaces de la mode - Centro de Estudos de Comunicação e Linguagens (CECL), Universidade Nova de Lisboa, Portugal
16:20–16:40	Cristina Peñamarín – Emotional architectures of the virtualized public space - Universidad Complutense de Madrid, España	Tewfik Hammoudi - Du modèle de l'architecture à une architecture du modèle : morphologies des espaces entre mimétisme et singularités - Ecole Nationale Supérieure d'Architecture de Nantes, França	Kathia Castilho & Taísa Vieira Sena - New configurations of spaces for advertising men's underwear - Universidade Anhembi Morumbi, Brasil
16:40–17:00	*Zara Pinto Coelho & Silvana Mota Ribeiro - Heterossexualizando o espaço, espacializando a heterossexualidade: uma crítica dos regimes visuais de género - CECS, Centro de Estudos de Comunicação e Sociedade, Universidade do Minho, Portugal(<i>a Confirmar</i>)	José Duarte Gorjão Jorge – La Construction du sens dans l'architecture - Faculdade de Arquitectura da Universidade Técnica de Lisboa, Portugal	
17:00–17:10	Debate	Debate	Debate
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TEMA SUBTEMA	SEMIOTICS AND CYBERSPACE. NEW SPATIAL PARAMETERS, NEW VISUAL MODALITIES Ciberspace and Identity	SPACES OF ACTUAL EXPERIENCES Landscape Semiotics	SEMIOTICS AND STRUCTURATION OF VISUAL PRODUCTIONS Architectural Struturation
MODERATOR	Thomas Broden	Pascal Sanson	Nícia Ribas D'Ávila
16:00–16:20	Martín Tapia Kwiecien – The construction of space and identity through the narrative hiperficcional Alejandro López - Facultad de Lenguas, Universidad Nacional de Córdoba, Argentina	Catherine Szanto – France La promenade: quête esthétique d'intelligibilité morphologique - Laboratoire "Architectures Milieux Paysages", Ecole d'Architecture de Paris-La Villette, França	W. Belouchrani-Amrouche – La ferronnerie de façade comme patrimoine : analyse sémiotique d'un langage architectonique - Ecole Polytechnique d'Architecture et d'Urbanisme (EPAU), Argélia
16:20–16:40	Paolo Vignola – (Cyber)space of relationships. Power and subjectivity in network society - University of Genoa, Itália	Sandra Rey - "Habiter" le paysage par déplacements - Universidade Federal do Rio Grande do Sul/CNPq, Brasil	Lourdes Gabrielli; José Mauricio Conrado Moreira da Silva; Paulo Cezar Barbosa - The baroque visual rhetoric and some notes on the neo-baroque in the relationship between language and culture: an analysis of advertising persuasion in cyberculture - Universidade Presbiteriana Mackenzie, Brasil
16:40–17:00		Maria Lúcia Bastos Kern – Arte e espaço: as cidades e as paisagens contemporâneas - Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brasil	Eleni Palaiologou - La Ville futile - EHSS, França
17:00–17:10	Debate	Debate	Debate
17:30–20:00	Welcome Drink [REITORIA DA UNL]		