

DAY 1: THURSDAY, AUGUST 22

Time	Foyer/Outside	Room H104 ("Hörsalen")	Room H140	Room H135a
9:00	Registration			
9:45		Conference opening		
10:00-11:15		<i>Plenary:</i> John M. Kennedy: From dots to the sacred: Theory of visual and tactile pictures Moderator: Göran Sonesson		
11:15-11:45	Coffee			
11:45-13:15		Session 1a: Picture theory. Moderator: Göran Sonesson	Session 2: Computer images and games Moderator: Johanna Drucker	Session 3a: Semiotics of art Moderator: Elizabeth Harkot de La Taille
11:45-12:15		Julia Heurling: <i>Reflections on seeing, knowing and visual argumentation.</i>	Maria Giulia Dondero: <i>Genealogy of forms from the standpoint of computational analytical methods</i>	Deli Lara Peña: <i>Une approche sémiotique de l'expérience esthétique des images dans le cadre d'une théorie de la signification perceptive</i>
12:15-12:45		Vered Heruti, Nili Metuki and Rachel Giora: <i>Visible Negation: Images under Negation Markers</i>	Everardo Reyes and Lev Manovich: <i>Experimental categorization and deep visualization</i>	María Luisa Solís Zepeda: <i>Planteamientos y cuestionamientos a partir de los grados de figurativización en las artes plásticas</i>
12:45-13:15		Sara Lenninger: <i>Iconic attitude and how similar is similarity?</i>	Gianmarco Giuliana: <i>How we think through videogames</i>	Marianne Cailloux: <i>Multistrukturalité et multimodalité : la construction sémantique dynamique des images anciennes</i>
13:15-14:45	Lunch			

14:45-16:45		Session 1b: Picture theory. Moderator: Sara Lenninger	Session 4a: Media and publicity Moderator: Charikleia Yoka	Session 3b: Semiotics of art Moderator: Anne Beyaert-Geslin
14:45-15:15		Eric Trudel: <i>L'élaboration du simulacre multimodal lors de l'interprétation des images</i>	Anna Cabak Rédei: <i>The "empowerment" of women in fashion photography, less discriminating? An inquiry into semiotics and psychoanalysis</i>	Makiko Mizuno: <i>An artistic strategy for visual poems: emphasis on the similarity</i>
15:15-15:45		Oscar Miyamoto: <i>The movie inside our heads: a phenomenological approach to Mental Time Travel</i>	Laura Lucatelli & Lorenzo Sola: <i>Light and Music as acting elements in the TV series The Name of the Rose</i>	Davide Messina: <i>Don't Think, Reflect! Parallaxing Narcissus in Baroque Science and Arts.</i>
15:45-16:15		Göran Sonesson: <i>The Uses of Pictures — in the New and the Old World, in the Past and in the Future.</i>	Federico Biggio: <i>The illusion of non-mediation. The paradigm of augmented reality for knowledge production</i>	Elizabeth Harkot de La Taille: <i>Relations between enunciation and the plane of expression in Rubens's The Three Graces and four of Nepomuceno's rereadings</i>
16:15-16:45		Evangelos Kourdis: <i>Mental images in intersemiosis</i>	Madeleine Kassab: <i>Media coverage of the Syrian crisis from 2011 to 2013; a comparison between Al-Jazeera and Al-Manar channels</i>	Andris Teikmanis: <i>Toward Three Models of Visual Cognition in Artistic Research</i>
16:45-17:15	Coffee			
17:15-18:30		Plenary: Anne Beyaert-Geslin: The mediating photograph Moderator: Maria Giulia Dondero		
18:30-21:00	Reception			
DAY 2: FRIDAY, AUGUST 23				
Time	Foyer/Outside	Room H104 ("Hörsalen")	Room H140	Room H135a
9:00	Registration			

10:00-11:15		<i>Plenary:</i> Jennifer Green: Polysemiotic dimensions of Central Australian sand stories Moderator: Anna Cabak Rédei		
11:15-11:45	Coffee			
11:45-13:15		Session 5: Visual rhetoric. Moderator: Jean-Marie Klinkenberg	Session 6a: Cityscape and landscape. Moderator: Anna Cabak Rédei	Session 7a: Diagrams and graphics. Moderator: Jennifer Green
11:45-12:15		Juan Alberto Conde: <i>Cognitive Visual Rhetoric: From Taxonomies to Protocols</i>	Luigi Virgolin: <i>L'image entre stéréotypie et identité dans le discours touristique : le cas de Rome</i>	Konstantinos Michos: <i>Visualizing the invisible: Visual and verbal representations of nanotechnology</i>
12:15-12:45		Fred Andersson: <i>Comparability of verbal and visual rhetorics, and the danger of statistical shorthands</i>	Rima Harfouche: <i>Le graffiti porteur de sens et de mémoire</i>	Sylvie Périneau-Lorenzo and Xavier Lorenzo: <i>Visualisations interprétatives</i>
12:45-13:15		Andréa Alexander: <i>Anaphora in press infographics: how visual rhetoric changes the story angle structure.</i>	Lars-Henrik Ståhl, Marit Lindberg, Henrik Lund Jørgensen and Anna Petersson: <i>Entanglements of history: narratives, memories and visual communication.</i>	Samuel Szoniecky, Everardo Reyes and Imad Saleh: <i>Potentialités sémiotiques des diagrammes dans les thèses</i>
13:15-14:45	Lunch			
14:45-16:00		<i>Plenary:</i> Jean-Marie Klinkenberg: Visual experience and semiogenesis Moderator: Sara Lenninger		
16:00-17:00		Session 8: Past pictures Moderator: Antonis Iliopoulos	Session 6b: Cityscape and landscape. Moderator: Anna Petersson	Session 7b: Diagrams and graphics. Moderator: Everardo Reyes
16:00-16:30		Peter Skoglund, Tomas Persson and Anna Cabak: Rédei: <i>A Multimodal Approach to Rock Art</i>	Gunnar Sandin: <i>Reflections of Future in Big Science Architecture. An agency-based visual semiotics of large-scale research facilities</i>	Eduardo Vásquez: <i>El estilo gráfico en la ilustración desde la semiótica cognitiva</i>

16:30-17:00		Aaron Jonas Stutz and Emiliano Bruner: <i>Cognitive Archaeology, Semiotics, and the Evolution of the Parietal Cortex</i>	Hyeong-Yeon Jeon, Kyung Jin Choi and Jiseon Chae: <i>A Semiotic Study on the Sensory Experience of Korean Bakery Cafés</i>	Eric Thivant: <i>Analyse sémiotique des graphiques des revues financières</i>
17:00-17:30	Coffee			
17:30-19:30		General Assembly		
20:00	Conference Dinner			
DAY 3: SATURDAY, AUGUST 24				
Time	Foyer/Outside	Room H104 ("Hörsalen")	Room H140	Room H135a
9:00	Registration			
10:00-11:15		<i>Plenary:</i> Douglas Niño: Time, Attention, and Visuality in Meaning-Making Moderator: Isabel Marcos		
11:15-11:45	Coffee			
11:45-13:00		Session 9a: Experimental approaches Moderator: Alexandra Mouratidou	Session 10: Design and environment. Moderator: Douglas Niño	Session 4b: Media and publicity. Moderator: Anna Cabak Rédei
11:45-12:15		Sergii Kulishov: <i>Visual semiotics as cognitive basis for mathematical modeling of personal psychological characteristics</i>	Juan Carlos Mendoza-Collazos: <i>From toolmaking to pictures: a design semiotics approach</i>	Charikleia Yoka: <i>The semiotics of 'life' in biotech-themed art</i>
12:15-12:45		Alexandra Mouratidou, Jordan Zlatev and Joost van de Weijer: <i>Choice Awareness and Manipulation Blindness: A cognitive semiotic exploration of choice-making and memory</i>	Kelly Schoina: <i>From habit to discipline by way of visual signs</i>	Vanesa Varga: <i>Semiotic Analysis of "Instagram Wanderers": Self Reflecting Conquerors</i>

12:45-13:15		Jana Holsanova, Roger Johansson and Viveka Lyberg Åhlander: <i>How the blind audience receive and experience audio descriptions of visual events – a project presentation</i>	Isabel Marcos & Ana Ferreira: <i>Territorial Branding: The example of Jean Nouvel’s “Louisiana Manifesto”</i>	Nicholas Qyll: <i>Designing brands – Conceptual combination as a creative basis for (pictorial) meaning construction</i>
13:15-14:45	Lunch			
14:45-16:00		<i>Plenary:</i> Johanna Drucker: How We Can’t Think: Lifelines and Timelines Moderator: Everardo Reyes		
16:00-16:30	Coffee			
16:30-17:45		<i>Round table:</i> The (visual) extensions of man and the theory of agency. Discussants: Douglas Niño, Antonis Iliopoulos, Ingar Brinck, Gunnar Sandin, Juan Carlos Mendoza-Collazos Moderator: Göran Sonesson		
17:45-19:00		<i>Plenary:</i> Antonis Iliopoulos: Cognitive Archaeology meets Visual Semiotics: Tracing the co-evolution of symbolism and selfhood through early body ornamentation Moderator: Juan Carlos Mendoza-Collazos		