

HOW TO REACH THE INSTITUTE AND HOTEL

From Pisa-Airport to Florence railway station Santa Maria Novella (SMN) take the direct train (5 times a day) or the hourly train from Pisa Centrale (5 min by bus or cab from airport to centrale). Or take the Terravision bus service directly to SMN.

From Bologna-Airport take the Aerobus-shuttle to Bologna Centrale. There take a train to Florence SMN (every 30 min).

All trips ca. 70min. (see: www.trenitalia.com | www.terravision.eu)

You can reach the **EUI campus** by taking bus no. 7.

From FlorenceSMN take bus 1a, 1b, 6, 17, 23 to Piazza San Marco. Take bus 7 from Piazza S. Marco and get off at San Domenico.

Bus tickets (biglietti) must be bought before boarding and stamped in the machine on the bus. Tickets are on sale outside the railway station, ATAF ticket kiosks and vending machines, tobacconists, newspaper kiosks, and some bars.

To get to the Villa Schifanoia from the bus stop in San Domenico, cross the road and turn sharp left into via Boccaccio. Villa Schifanoia is about 150 metres down the road after it narrows (after the traffic light).



For the **Hotel** exit the No 7 at Via San Domenico. From here, once having crossed the main road, enter the small street uphill Via Jacopone da Todi.

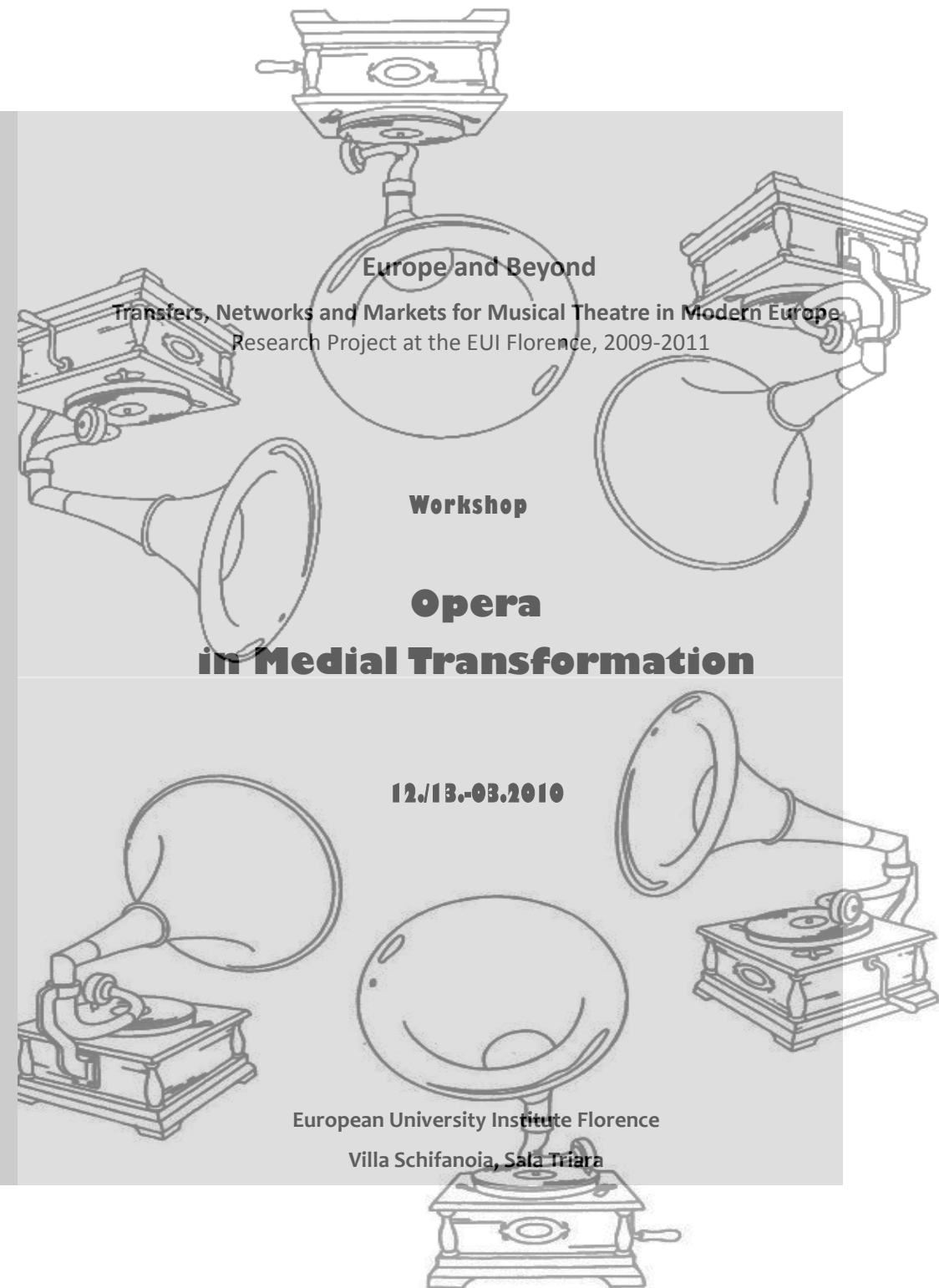
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EUI: Villa Schifanoia - Via Boccaccio 121 (Tel. [+39] 055 4685 550)

Hotel: Villa la Stella - Via Jacopone da Todi 12 (Tel. [+39] 055 5088018)



Friday, 12-03-10

9:30h „Europe and Beyond“–project-meeting:

Discussion of upcoming monographs (Villa Malafrasca)

9:30-10:30h Sarah Zalfen, Sven Oliver Müller

10:30 – 13h Markian Prokopovych, Ostap Sereda, Vjera Katalinic

12-14h Arrival of other participants

Optional: Lunch in the mensa of the Villa Schifanoia

14h Opening

Philipp Ther/Heinz Gerhard Haupt/Sarah Zalfen

14:30-16:45 TERMS, PRECONDITIONS, CONCEPTS (Chair: Jutta Toelle)

Immacolata Amodeo:

Opera and Its Others. Steps towards an Intertwined History and Theory of the Operatic

Bianca Michaels:

Music, Television, Video – On the Mediality of Opera in the Media Age

„Kick-off’ discussion (Jutta Toelle)

16:45-17:15h Coffee break

17:15-18:15h TRANSFORMATIONS I (Chair: Markian Prokopovych)

Matthias Nöther:

Analyzing singing and speaking recordings around 1900. Difficulties and Chances

Vjera Katalinic:

Zagreb Operetta at the Beginning of the 20th Century and its Early Recordings

19:30h Dinner (Ristorante I Riffaioli)

Saturday, 13-03-10

10-12:30h TRANSFORMATIONS II (Chair: Markian Prokopovych)

Oksana Sarkisova:

Tunes into Images: Musical Theatre and Cinema in Dialogue

Peter Stachel:

Amadeus Moviestar. Cultural Branding and Identity Politics in Mozart-Movies

Dimitrios Kiousopoulos

1990: The year that media transformed opera

12:30-14h Lunch

14-16 h TRANSFORMATIONS III (Chair: Markian Prokopovych)

Susanne Vill:

Opera Goes Musical - The Role of Media in Cross-Genre Transformations

Jelena Novak:

Postopera: Prosthesis, Ventriloquism, Travesty Reinventing Singing in the Age of Media

Discussion : Transfer or Transformation? (Sven Oliver Müller)

16-16:30 Coffee-Break

16:30- 19h CONSEQUENCES, CHALLENGES, IMPACTS (Chair: Gunilla Budde)

Sarah Zalfen:

The Biggest Audience Ever? Isolation vs. Extension – the Spectator of Opera in ‚Mass’media

Pavel Jiracek:

Insourcing the Opera Laboratory: Cannibalism and its Prevention in Opera

Aurelie Barbuscia:

Low Cost Operas: A New Marketing Strategy to Save the Italian Opera Houses. A Case Study: The City of Florence

Final Discussion (Gunilla Budde)

