

# 2015 April 23 – 24 Visuality: Intercultural Creative Discourses

**2015 April 23 – 24**  
Vilnius Gediminas Technical University,  
Faculty of Creative Industries  
Trakų St. 1 / Pylimo St. 26 (entrance from Pylimo St.)

**Thu**

9:45 **Plenary Session 1** (Video Conference Hall)

13:30 **Lunch**

15:00 **1. Cinema, Theatre, Music and Audiovisual Arts**      **2. Media and Creative Industries** (AR-I 3.9)

(Video Conference Hall)

**3. Visuality and Communication** (in Russian)  
(AR-I 3.10)

19:00 **Reception** (Creative Industries Labt)

**Fri**

10:00 **Plenary Session 2** (Video Conference Hall)

12:00 **Lunch**

13:20 **4. Phenomenology of Dialogue and Moral Philosophy** (Video Conference Hall)      **5. Urban Studies and Architecture**

17:00 **Closing**

17:30 **Old Town Tour** (Guide: Elena Sakalauskaitė from Medijų Edukacija)

- Contemporary Civilization”
- 16:20 ROBERTAS PUKENIS (Lithuania) “Relation of Roman Law with Other Cultures in Classical Period”
- 16:40 MOACIR P. DE SÁ PEREIRA (Lithuania) “Poking out God’s Eye and Touching the Spatial Turn”
- 17:00 DISCUSSION

## **5 Urban Studies and Architecture (AR-I 3.9)**

*Moderators: Ilja Inishev, Jolanta Zabarskaitė*

- 13:20 NATALIA BABETS, EFIM SHAPIRO (Russia) “Yekaterinburg: Semantic Maps. The City through the Eyes of Foreigners”
- 13:40 KĄŠTYTIS RUDOKAS (Lithuania) “Visuality and Signification: Narrativistic Approach toward Urban Heritage Preservation”
- 14:00 EVIJA ZAČA (Latvia) “Common Dreams of Global Cities in the Images”
- 14:20 DISCUSSION
- 14:40 COFFEE BREAK
- 15:00 FELIPE LOZANO (Taiwan) “The Perception Process within Non-Places. A Transcultural Phenomenon across the Globe”
- 15:20 EDITA RIAUBIENĖ (Lithuania) “The Uniqueness of Images as the Assumption of Architect’s Creativity”
- 15:40 KĘSTUTIS LUPEIKIS (Lithuania) “Intercultural Aspects of the Minimalist Form”
- 16:00 DISCUSSION

**17:00 Conference Closing (Video Conference Hall)**

**17:30 Old Town Tour (Guide: Elena Sakalauskaitė from Medijų Edukacija)**



VILNIUS GEDIMINAS  
TECHNICAL UNIVERSITY  
FACULTY OF CREATIVE INDUSTRIES

Conference organizers: T. Kačerauskas, V. Valatka, A. Juzefovič, J. Saldukaityė, M. P. de Sá Pereira, E. Sakalauskaitė, R. Vyšniauskienė, V. Nedzinskaitė-Mitkė

## THURSDAY, 23 April 2015

### 9:00–9:45 Registration

#### Plenary session 1 (Video Conference Hall)

*Moderators: Tomas Kačerauskas, Bojan Žalec*

- 9:45 CONFERENCE OPENING  
10:00 WOJCIECH GIZICKI (Poland) “European Security and Intercultural Dialogues. Is It Possible?”  
10:30 RUSSELL COOK, J. (USA) “Sound Lets You See”  
11:00 ARŪNAS AUGUSTINAITIS, JOLANTA ZABARSKAITĖ (Lithuania) “The Role of Language Visualization in the Context of Economic Linguistics”  
11:30 COFFEE BREAK  
12:00 ALGIS MICKŪNAS (USA) “The Field of Transparent Visuality” (distant)  
12:30 ARTO MUTANEN (Finland) “Relativity of Visual Communication”  
13:00 DISCUSSION

### 13:30–15:00 Lunch

#### 1 Cinema, Theatre, Music and Audiovisual Arts (Video Conference Hall)

*Moderators: Thomas Frank Meyer, Jolanta Saldukaitytė*

- 15:00 JULIANNA BORBÉLY (Romania) “Bound by Language: Adaptation and/or Fidelity in Translating Animation Films”  
15:20 GIZELA HOVARTH, ROZÁLIA KLÁRA BAKO (Romania) “Online Artistic Activism as Effective Intercultural Communication”  
15:40 SILVIJA ČIZAITĖ-RUDOKIENĖ (Lithuania) “From Local to Global in Lithuanian Theatre: Death of Cynicism and Triumph of Sincerity”  
16:00 DISCUSSION  
16:20 COFFEE BREAK  
16:40 JOHN MURPHY (USA) “Can Communities Be Seen?” (distant)  
17:00 ELENA SAKALAUSKAITĖ (Lithuania) “Augmented Reality Art in Various Cultural Contexts”

- 17:20 AGNIEŠKA JUZEFOVIČ (Lithuania) “Intercultural Influences in the Formation of Tango Music and Dance”  
17:40 EWA WYLĘŻEK (Poland) “The Intercultural Value of the Underground Art”  
18:00 DISCUSSION

#### 2 Media and Creative Industries (AR-I 3.9)

*Moderators: Arto Mutanen, Vytis Valatka*

- 15:00 OMAR LAROUK (France) “Contribution of the Image Information in Economic Innovation, via a Web Multicultural Media Environment”  
15:20 TOMAS MITKUS (Lithuania) “Lithuanian Film Industry in Twenty-first Century: Development Report in National and Regional Context”  
15:40 CANAN EULENBERGER-ÖZDAMAR (Germany) “The Role of Images in German Tourism Campaigns: National Characteristics or Stereotypes in the Name of Business?”  
16:00 DISCUSSION  
16:20 COFFEE BREAK  
16:40 BASIA NIKIFOROVA (Lithuania) “The Reconceptualization of Materiality in the Brothers Quay’s Lost Civilization World”  
17:00 TOMAS KAČERAUSKAS (Lithuania). “Two Incommensurable Discourses: Creative Industries and Culture Industry”  
17:20 RŪTA ŠERMUKŠNYTĖ (Lithuania) “Cultivating Visual Literacy in Teaching of History: The Example of Lithuanian History Didactics”  
17:40 EGLĖ JAŠKŪNIENĖ (Lithuania) “Creative Industries’ Strategies in Soviet Lithuania: Packages of Mass Consumption Goods”  
18:00 DISCUSSION  
3 **Visuality and Communication (in Russian) (AR-I 3.10)**  
*Moderators: Larisa Piskunova, Arūnas Augustinaitis*  
15:00 ŽYGINČAS PEČIULIS (Lithuania) “Visual Rhetoric of TV News”  
15:20 LARISA PISKUNOVA (Russia) “Formation of Cross-cultural Communication Skills by Means of Cinema”  
15:40 ILYA INISHEV (Russia) “Materiality and Visuality: Modes of Iconic Presence in Visual Environments of Contemporary Culture”  
16:00 DISCUSSION  
16:20 COFFEE BREAK

- 16:40 YAROSLAVA SHEKERA (Ukraine) “Image in Poetic Works of Huang T’ing-jian: Hermeneutics of Hieroglyphic Text”  
17:00 LAIMUTĖ MONGINAITĖ (Lithuania) “Peculiarities of the Sensation of the Light and the Colours”  
17:20 DISCUSSION

### 19:00–23:00 Reception (Creative Industries Lab)

## FRIDAY, 24 April 2015

#### Plenary session 2 (Video Conference Hall)

*Moderators: Russel Cook, Moacir P. de Sá Pereira*

- 10:00 BOJAN ŽALEC (Slovenia) “(Inter-cultural) Communication in the Age of Technical Images”  
10:30 THOMAS FRANK MEYER (Germany) “In Brand We Trust: Transcultural Global Branding”  
11:00 PAO-HSIANG WANG (Taiwan) “Regime of Visuality in Lucy Kirkwood’s *Chimerica*”  
11:30 DISCUSSION

### 12:00–13:20 Lunch

#### 4 Phenomenology of Dialogue and Moral Philosophy (Video Conference Hall)

*Moderators: Wojciech Gizicki, Agnieška Juzefovič*

- 13:20 JANEZ JUHANT (Slovenia) “Cultural Dialogue as a Possibility for Human Development”  
13:40 VOJKO STRAHOVNIK (Slovenia) “Moral Perception, Moral Intuition, Disagreement and Dialogue”  
14:00 JOLANTA SALDUKAITYTĖ (Lithuania) “Encountering the Stranger”  
14:20 ROK SVETLIČ (Slovenia) “The Violence as the Symptom of Weak Thinking”  
14:40 DISCUSSION  
15:00 COFFEE BREAK  
15:20 NADJA FURLAN ŠTANTE (Slovenia) “Intercultural Visuality of Women’s Spirituality”  
15:40 BRANKO KLUN (Slovenia) “J.-L. Marion’s Creative Hermeneutics of the Visible: Between the Idol and Icon”  
16:00 VYTIS VALATKA (Lithuania) “Temperance as Remedy: Dialogue Between Ancient Greek Cynicism and