



Chinese Cinemas in the 21st Century: Production, Consumption, Imagination

An International Networks Project funded by the Leverhulme Trust

Consuming Chinese Cinemas in the 21st Century

23rd - 24th January 2013

University of Amsterdam
and
International Film Festival Rotterdam

Funded by

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The Leverhulme Trust



Amsterdam Centre for Globalisation Studies



INTERNATIONAL
FILM FESTIVAL
ROTTERDAM

Introduction to the Project

Funded by the Leverhulme Trust's International Networks scheme, the project "Chinese Cinemas in the 21st Century: Production, Consumption, Imagination" aims to promote new ways of thinking about the study of Chinese cinemas by bringing together established scholars into a dynamic network that crosses disciplinary boundaries; drawing expertise from film studies, media and communications, comparative literature, and cultural studies. The Network provides a unique opportunity to forge links not just between individual scholars but also leading research centres and institutions, thereby laying the foundation for world-class collaborative research.

NETWORK PARTNERS:

- Song Hwee Lim (University of Exeter, principal investigator)
- Michelle Bloom (University of California, Riverside)
- Kenneth Chan (University of Northern Colorado)
- Gaik Cheng Khoo (University of Nottingham - Malaysia)
- Jeroen de Kloet (University of Amsterdam)
- Kai Khiun Liew (Nanyang Technological University)
- Kien Ket Lim (National Chiao Tung University)

PAST & PLANNED EVENTS:

- Exeter ("IMAGINATION", July 2012)
- Amsterdam ("CONSUMPTION", January 2013)
- Singapore ("PRODUCTION", July 2013)
- Taiwan (Symposium, December 2013)

More information about the Network can be found at:

<http://chinesecinemas.exeter.ac.uk/>

<http://humanities.exeter.ac.uk/film/research/networks/chinesecinemas/>

The Network is supported by a Facilitator, Ms Christine Boyle, who can be contacted at: chinesecinemas@exeter.ac.uk.

Consuming Chinese Cinemas in the 21st Century

Following the success of the launch conference in Exeter in July 2012, the events in the Netherlands bring the network partners and other interested parties together to examine the ways in which Chinese films are consumed. The events begin with a full-day workshop at the University of Amsterdam to explore questions about and methodologies for researching film consumption, particularly the role of film festivals. Participants then relocate to the International Film Festival Rotterdam and convene with film festival programmers and film directors to discuss how certain Chinese films are distributed, exhibited, received, and consumed in different contexts and locales.

Some preliminary questions framing the investigation include:

- Who consumes Chinese films and why?
- What role do film festivals play in the circulation and consumption of transnational Chinese cinema?
- How has the mode of consumption of films changed with the advent of digital technology and the Internet?
- How can we understand the function of emotion and cognition in the reception of films?

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Programme

DAY 1: Wednesday 23rd January - Workshop

University of Amsterdam

University Library, De Doelenzaal and Belle van Zuylenzaal Rooms

9:30 - 10:00	Arrival and registration Tea & coffee
<u>Session 1</u>	Chair: Jeroen de Kloet (University of Amsterdam)
10:00 - 10:05	<u>Welcome</u> Jeroen de Kloet (University of Amsterdam)
10:05 - 10:15	<u>Introduction to the Project</u> Song Hwee Lim (University of Exeter)
10:15 - 11:00	<u>Keynote address 1</u> Professor Julian Stringer (University of Nottingham) 'The Consumption of Chinese Cinema at International Film Festivals: Three Propositions'
11:00 - 11:30	Q&A
11:30 - 11:45	Tea & coffee
<u>Session 2</u>	Chair: Maghiel van Crevel (Leiden University)
11:45 - 12:00	Kien Ket Lim (National Chiao Tung University) 'The Fraternal Noir'
12:00 - 12:15	Tarja Laine (University of Amsterdam) 'Science and Spirituality in Darren Aronofsky's <i>The Fountain</i> '
12:15 - 12:30	Alexandra Schneider (University of Amsterdam) 'The Global Circulation of Moving Images in the 21st Century: Some Preliminary Thoughts on the China-India Connection'
12:30 - 13:00	Q&A
13:00 - 14:00	Lunch



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Session 3

Chair: **Song Hwee Lim** (University of Exeter)

14:00 - 14:45

Keynote address 2

Professor Patricia Pisters (University of Amsterdam)

'Madness, Miracles, Machines - Living in a delirious world without walls'

14:45 - 15:15

Q&A

15:15 - 15:30

Tea & coffee

Session 4

Chair: **Kenneth Chan** (University of Northern Colorado)

15:30 - 17:00

Roundtable discussion on Film Festival Research

Cindy Wong (City University of New York - Staten Island)

Elena Pollacchi (Ca' Foscari University of Venice & Venice International Film Festival)

Skadi Loist (University of Hamburg)

Ruby Cheung (University of St Andrews, UK & United International College, Beijing Normal University-Hong Kong Baptist University, China)

17:30 - 19:00

Drinks reception

19:00

Dinner (by invitation)

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DAY 2: Thursday 24th January 2013 International Film Festival Rotterdam De Doelen, The Industry Club, 4th floor, Kruisstraat 2

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| 10:00 | Train to Rotterdam (Arrival at hotel, drop off luggage) |
| 12:00 - 14:30 | Network Partners lunch meeting |
| <u>Session 1</u> | Chair: Gaik Cheng Khoo (University of Nottingham - Malaysia) |
| 15:00 - 17:00 | <u>Roundtable discussion on Film Festival Programming</u>
Gerwin Tamsma (International Film Festival Rotterdam)
Paolo Bertolin (Venice International Film Festival)
Shelly Kraicer (Vancouver International Film Festival)
Chai Chunya (Director, <i>Four Ways to Die in my Hometown</i>) |
| 19:30 | Dinner (by invitation) |