



Hamburg, March 2006

4/2006

Dear members:

High time that you should hear from us again. Much has happened since you received the last newsletter – and much that can be registered as ‘positive developments’.

*Publications*

Two volumes in our series of proceedings *Word & Image Interactions* 4 and 5 from the triennial conferences have been published in 2005: Claremont 1999 and Hamburg 2002. The Hamburg volume, *Orientations. Space / Time / Image / Word* was published in August of last year and, lo and behold! sold out completely and is now in its second printing. This may be a first in the history of IAWIS/AIERTI publications. The Claremont volume *On Verbal/Visual Representation*, published in November, should also have reached those of you who are members since then, and of course the contributors. New members of IAWIS may purchase copies of any of the past proceedings at a reduced rate. Please refer to our website for more information on our publications:

<http://www.iawis.org/index.html>.

In September, we met in Philadelphia for our Seventh International Conference *Elective Affinities* at the University of Pennsylvania. It was, as always, a wonderful occasion both academically and personally. We are grateful to Catriona McLeod, Julie Schneider and Mary Beth Wetli, our organizers, to Liliane Weissberg and John Dixon Hunt, members of the organizing committee, and our hosting institution, the University of Pennsylvania, who made this impressive conference possible. Many new members joined us after this conference, and we welcome you warmly! Catriona McLeod, our organiser, writes:

*Elective Affinities*, the Seventh International Conference on Word and Image Studies, took place in Philadelphia from 23-27 September, 2005. The conference, hosted by the University of Pennsylvania, featured forty-six panels and over a hundred and thirty speakers from Europe, North America, South America, and the Pacific Rim, on topics as wide-ranging as medical imaging, medieval book production, museum exhibitions, photography and journalism, words and images in computing, teaching word and image, and the contemporary graphic novel (to name only a few). The quality of the presentations and discussions was consistently impressive, and it was gratifying to observe the lively intellectual exchanges that developed throughout the conference. I would like to thank speakers and session organizers for their outstanding contributions to the meeting. Keynote speakers were Peter Stallybrass (University of Pennsylvania) and Yve-Alain Bois (Institute for Advanced Study, Princeton), The conference concluded with Art Spiegelman’s history of the comic book, “Comix 101,” in equal part provocative and entertaining.

The conference could not have taken place without the support of many colleagues and institutions at the University of Pennsylvania, as well as from the city of Philadelphia. Penn’s Arthur Ross Gallery opened an exhibition of historic maps of the Pacific Coast of America, to coincide with the beginning of the conference. The Rare Book Room of Van Pelt Library presented an exhibit curated by John Dixon Hunt

entitled "From Book to Garden and Back: Works of Ian Hamilton Finlay." The largely loan exhibition of concrete poetry, pamphlets, books and garden projects explored the creative world of the Scottish poet Ian Hamilton Finlay, highlighting a series of his recurrent themes and media: concrete poems; emblems; inscriptions; metamorphosis; the sea; the French Revolution; earlier garden makers, their gardens and writings. Conference participants also enjoyed a program by Tempesta di Mare, the Philadelphia Baroque Chamber Orchestra, and featuring the well-known soprano Julianne Baird: "Flaming Rose" presented arias by Händel based on nature poetry by Barthold Hinrich Brockes. The conference also included an event especially for younger IAWIS members. The Penn Humanities Forum, which devoted the whole academic year 2005-06 to Word and Image programming, hosted a talk by Wendy Steiner followed by a reception for younger scholars.

In addition to the four days of scholarly programming, we made a range of cultural activities in and around Philadelphia available on Sunday, September 25<sup>th</sup>. Jane Golden, director of the Philadelphia Mural Arts Project, led conference participants on a guided tour of what has become known as the "city of murals," with a special eye to community projects throughout Philadelphia that address word and image intersections. Another Sunday excursion took participants through historic Fairmont Park, the largest open space parkland in an American city, under the expert guidance of John Dixon Hunt. Finally, many participants enjoyed the opportunity to visit the Barnes Collection, which is slated to move from its custom-designed gallery to a central location in Philadelphia.

**Last but not least, a reminder that the deadline for submitting papers for publication in the conference proceedings is March 31. Please send submissions to Catriona MacLeod (cmacleod@sas.upenn.edu).**

In Philadelphia, we also held our Board and General Meetings. These resulted in a number of changes and initiatives, some of which may be of interest to you:

#### *Executive and Advisory Boards*

Leo Hoek, our treasurer, and Martin Heusser, our editor-in-chief for Word & Image Interactions, left the Executive Board after many years of serving IAWIS/AIERTI. They both have selflessly given the association endless amounts of their time and energy over many years. We all owe them a great deal and are delighted that they both were willing to join our Advisory Board.

Gabriela Reuss, who is based in Paris and a graduate student of the University of Hamburg, has taken over as treasurer from Leo as of last September. We welcome her, and Jeremy Gilbert-Rolfe, whom most of you will know as a member of IAWIS/AIERTI of long standing, as new members of the Executive Board. Jeremy is based in Pasadena, California, where he teaches art and Theory. For a full list of current members of both Boards, please check our website at "about iawis/aierti".

#### *Conferences*

In Philadelphia, we were also able to determine the venue of our next triennial conference in 2008, which will be held in Paris. Needless to say, this is excellent and will provide us with a wonderful opportunity to add on a few days to the conference to enjoy the city. We are fortunate to have found in Béatrice Fraenkel, again a member since many years, an organizer who will bring her enthusiasm and expertise to the task.

Béatrice Fraenkel is Directrice d'études at the École des Hautes Études en Sciences Sociales, where she holds a chair in Anthropologie de l'Écriture. Since 1985 she has been a member of the Centre d'Étude de l'Écriture. She has attended IAWIS conferences since 1990 (Zürich). Among her many publications in the field of Word and Image studies, are *Les écrits de New York. Septembre 2001* (Paris: Textuel 2002) which received critical acclaim and *La signature: Genèse d'un signe* (Paris: Gallimard, 1992). Béatrice brings her experience as organizer of many colloquia and congresses.

There will this time not only be a **call for papers** but also a **call for suggestions for sessions**. News (and dates) from the desk of the organizer will be included (in both French and English) in the Newsletters to follow and posted on our website.

We also agreed to step up and formalise our program to sponsor smaller conferences in addition to the triennial meeting. Conferences under this program will be posted on our website. The following *guidelines* will be posted on our website and will be in effect from now:

### **International Association of Word & Image Studies Focus Conferences and Workshops**

IAWIS/AIERTI wishes to further its members' interests in the field of word & image studies to the best of its abilities. Therefore, IAWIS/AIERTI sponsors up to three focused conferences and workshops between its major, triennial conferences. Members of IAWIS are welcome to apply for funds of up to 500 Euros if they wish to organise a conference or workshop in the field of word & image studies at their home institutions. Applications with a short description of the conference planned may be sent to any member of the Executive Board (see our website). A subcommittee of the Board will review applications twice yearly in July and January. Deadlines for submissions will be December 31 and June 30 of each year. Submissions should be sent at least twelve months prior to the event.

Members who organise a workshop or conference sponsored by IAWIS/AIERTI agree to the following conditions:

- They will publish a call for papers on the associations website and other suitable venues;
- They will acknowledge IAWIS/AIERTI with its full name and logo as co-sponsor on all materials used for the conference (call for papers, poster, program etc);
- The program of the the conference or workshop will be published on the association's website.
- A short report will be sent to the president of the association after the conference or workshop.

For application procedures members are asked to refer to our website [www.iawis.org](http://www.iawis.org) where relevant information will be posted and updated regularly.

Two conferences have been selected for funding under the sponsorship program in the first round of applications. Zsofia Bán will host a conference in Budapest on 10-11 November, 2006 on "Family Pictures in Private and Public Memory". Wolf-Dietrich Löhr and Michael Thimann will hold a workshop on "Experience and Manner. Humanists as Draftsmen in Early Modern Europe," at the Freie Universität, Berlin, on 26-27 October 2006. Details of both will be available on the IAWIS web-site.

#### *New Award*

Finally, we decided to institute an **Award for the Best Article in Word & Image Studies**. The prize of 500 Euros will be financed by an endowment and presented at our triennial conferences. We are currently working on the international complications of this; as soon as these are resolved you will be notified. The following guidelines have been agreed upon by both Boards:

#### **Best Article in Word & Image Studies Award**

1. This prize will be awarded every three years on the occasion of our triennial, longer conferences: it will be awarded for the first time in Paris, 2008. The names of runners-up will be published.
2. It will be endowed with the appropriate sum to yield the said amount every three years.
3. It is open to everybody; membership is not required for the submission of articles. No member of the Executive or Advisory Boards of IAWIS/AIERTI can submit an article. If a student of a member of the Boards submits an article, this member cannot be on the selection committee.
4. Articles submitted must be published. On submission, the date of publication should not be earlier than three years before the submission deadline.

5. Articles submitted can be published in any of the following languages: Dutch, English, French, Spanish, Portuguese, German, Italian. The consideration of articles in other languages is subject to our finding outside readers. IAWIS/AIERTI is under no obligation to provide such readers.
6. The deadline for submissions will be 15 months before the conference at which the prize will be awarded (spring of 2007).

As soon as we will have finalised the paperwork and further organisation for this, we will publicly announce the new prize and also post the announcement on our website. We wished to inform you first, however. And of course we hope for your positive response!

#### *Treasurer's announcement*

As of this year, a new structure for membership fees will be effective. It will first of all no longer be possible to pay membership fees or the 1-year subscription to *Word & Image* by cheque. Furthermore, credit card payment has become the preferred mode of our members. To offer you a secure handling of credit card payment, IAWIS had to accept additional fees for heightened security measures and therefore its membership fees increased slightly in 2006. For students, IAWIS/AIERTI now offers a 1-year membership for free in addition to a 3-year membership.

**Please also note:** the new IAWIS/AIERTI flyer (with an updated registration form) is now available at the website, 'Downloads' section. Please use this new material for promotion purposes.

#### *News from the Young Scholars' Network*

IAWIS/AIERTI wishes to support those members who are at the beginning of their academic career and are working on Word and Image issues. Therefore, IAWIS/AIERTI decided at the Hamburg conference in 2002 to co-ordinate a *Young Scholars' Network*. Those 'young scholars' will regularly meet at the triennial conferences and discuss their issues. More importantly, IAWIS/AIERTI offers the possibility of a sponsored focused conference or workshop organised by a member of its young scholar network (for the procedure of applying see the above section on "International Association of Word & Image Studies Focus Conferences and Workshops"). Please feel free to contact me with any further inquiries and suggestions: [gabriela-reuss@web.de](mailto:gabriela-reuss@web.de).

#### *Call for Word and Image Studies syllabi and course material*

We would like to extend an invitation to members to send us their syllabi for courses dealing with Word and Image issues for posting on our website.

Could you please send your syllabi along with the following information:

- Title;
- a description stating the intended audience (level and background: general, art majors, lit. majors, film majors, etc.);
- the objectives;
- the approaches and methods used;
- the kind of assignments;
- a list of the textbooks and readings.

Other relevant materials are also welcome.

Please send the syllabi as attachments (preferably in Word format) to Claus Clüver [cluver@indiana.edu](mailto:cluver@indiana.edu) and Véronique Plesch [vbplesch@colby.edu](mailto:vbplesch@colby.edu)

We have to conclude our Newsletter with the sad news of the passing away of our friend and colleague Max Nänny whose obituary follows below.

With my best regards to you all,

*Charlotte Schoell Glass*

## Obituary



Photograph: Martin Heusser

Max Nänny, 1932 - 2006  
One of the founders  
of IAWIS / AIERTI

Max Nänny, Professor Emeritus of English and American Literature at the University of Zurich, lost his battle to cancer and died on Saturday, February 4, 2006 at Zurich University Hospital. As one of the founding fathers of our organization, his commitment to the study of verbal/visual interaction was instrumental in establishing Word & Image Studies as an academic discipline in the early 1990s.

Born in Zurich on September 30, 1932, he attended school in Zurich and studied English at the Universities of Zurich and Aberdeen. He received his doctorate from the University of Zurich in 1958 with a thesis on John Dryden's rhetorical poetics. Like many other academics in Switzerland he began his career as a teacher at Gymnasium – he taught English at Kantonsschule Wetzikon between 1958 and 1970. In 1962/63 he spent a year as a post-doctoral fellow at Silliman College, Yale, doing research for his *Habilitation* (or “second major book”) on Ezra Pound. In 1969 Max Nänny became a *Privatdozent* with his study on Pound entitled *Poetics for an Electric Age*. In 1970 he was appointed Assistant Professor at the University of Zurich and three years later he was offered the chair of Modern English Literature at the University of Fribourg, in the French-speaking part of Switzerland. In 1977 he returned to Zurich as Professor of English and American Literature.

Max Nänny soon made a name for himself as an astute researcher – both nationally as well as internationally – and as an exceptionally talented and respected academic teacher. His broad research interests led to the publication of over one hundred articles on a great variety of topics, ranging from Lawrence Sterne to W. H. Auden and from Orality to Menippean Satire. His main concern, however, was with Modernism (Pound, Eliot, Hemingway, Cummings) and, in recent years, with Verbal/Visual Studies. One of the founding fathers of IAWIS/AIERTI, Max Nänny's research on the visual dimension of literary texts (concrete poetry, iconicity) contributed substantially to the development of Word & Image Studies as an internationally recognized study field. In 1990 he organized the memorable second international IAWIS / AIERTI conference at the University of Zurich. However, Max Nänny was not only very active academically in Zurich but also nation-wide. He was the president of SAUTE (Swiss Association for University Teachers of English) between 1982 and 1984 and the founder in 1984 of SPELL (*Swiss Papers in English Language and Literature*), an important publication for junior academics.

Max Nänny remained active after his retirement in 1997, publishing and attending conferences (among them our conference in Hamburg 2002, until a few months ago. His death is felt deeply and leaves a great void not only in the academic world, particularly in the field of Word & Image Studies, but also among his colleagues, friends and family. The University of Zurich loses not only an internationally respected academic and a charismatic teacher but also an exceptional human being. His wide-ranging knowledge, his devotion to his family, his affectionate, open and un-dogmatic ways, his wry humor and, not least, his proverbial modesty have impressed and shaped an entire generation of students and academics.

*Martin Heusser*