

TEXTURE MATTERS

The Haptical and Optical in Media

Texture Matters erkundet das Verhältnis von optischer und haptischer Wahrnehmung, das Alois Riegl schon zu Beginn des vergangenen Jahrhunderts in diesem Begriffspaar fasste. Ausgehend von seiner Überlegung, dass das Auge beim Sehen bestimmte Funktionen eines Tastorgans übernimmt, und Kunstwerke in Beziehung zu dieser Dynamik entstehen und wahrgenommen werden, untersucht diese Konferenz die Bedeutung des Tastsinns in der Theorie visueller Medien und seine Konjunkturen in der ästhetischen Praxis.

Texture Matters assesses the history and consequences of a theoretical paradigm that has been with us for over a century, the twinning of the ideas of the haptical and the optical. This line of reasoning, most prominently introduced in the scholarship of Alois Riegl, proposes that, in seeing, the eye deploys the organ of touch as well as vision, and that works of art are constructed and perceived in relation to this dynamic. This conference explores the importance of the tactile sense, and its corollary, texture, in the history and theory of visual media.



texturematters.univie.ac.at/conference-mak

2./3. Juni 2014 im MAK

Österreichisches Museum für angewandte Kunst / Gegenwartskunst

Vortragssaal / Teppichsammlung / MAK-Forum
10–19 Uhr, Weiskirchnerstraße 3, 1010 Wien

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**Internationale Konferenz in Zusammenarbeit
von tfm der Universität Wien, The Tisch School
of the Arts at New York University und MAK Wien**

FWF
Der Wissenschaftsfonds.

bmwfi

 universität
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Philologisch-Kulturwissen-
schaftliche Fakultät

 **NYU | TISCH**

tfm
INSTITUT FÜR THEATER-, FILM-
UND MEDIENWISSENSCHAFT
UNIVERSITÄT WIEN

Grafik: Flora Klonner

JUNE 2

10:15–10:45 **OPENING**

Christoph Thun-Hohenstein (MAK)
Klemens Gruber (Vienna University)
Antonia Lant (New York University)

10:45–12:00 **PANEL 1: TAXONOMIES OF TOUCH**

Mădălina Diaconu (Vienna University)
Archi-textures

Bernhard Siegert (IKKM, Bauhaus-Universität Weimar)
Topologies of Textile Transitions: Self-reflections of the
Illuminated Book Page of the 15th and 16th Centuries

14:00–16:00 **PANEL 2: POLITICS OF TEXTURE**

Alexandra Seibel (Texture Matters, FWF)
Textural Transfers: Joseph Urban and Hapsburg Kitsch
in Modernist America

Emma Widdis (Cambridge University)
Socialist Sensations: Texture and the Soviet Avant-garde

Tobias Wilke (Columbia University)
Tactile/Tactical: Benjamin's "Regrouping of Apperception"
between Psychotechnics and the Avant-garde

16:00 **Kaffeepause**

16:30–17:30 **PATTERNS UNDERFOOT**

Perspectives on ornament and Riegl's carpets from
Barbara Karl (MAK) and **Rainald Franz** (MAK): a guided tour
in the newly-installed CARPET ROOM

JUNE 3

10:00–12:00 **PANEL 3: MEDIA TOUCH**

Bruna Petreca (Royal College of Art)
Towards Experiencing Digital Textiles: Design Research,
Embodied Experience, and a Glimpse of Future Technologies

Jana Herwig (Texture Matters, FWF)
Mediations of Touch: Gloves, Sticks, and Switches

David Parisi (University of Charleston)
A Technics of Media Touch: Kinesthetic Displays and
the Quest to Engineer Computer Haptics

14:00–14:45 **DER TASTSINN IM KINO**

Revisiting "HAPTICAL CINEMA" on the occasion of its
translation into German

Joachim Schätz in conversation with **Antonia Lant** (NYU)

14:45–15:45 **PLASTIC UTOPIAS: SEATS FROM THE SIXTIES**

Sebastian Hackenschmidt (MAK),
followed by a guided tour of the FURNITURE COLLECTIONS

16:00 **Kaffeepause**

16:30–17:30 **ROUNDTABLE: TIDES OF TOUCH**

with the participants, moderated by **Klemens Gruber**
and **Jana Herwig**

17:30–18:00 **Brod und Wein**

18:00–19:00 **ALOIS RIEGL IN VIENNA. 1875–1905:**

author **Diana Reynolds Cordileone** (PLNU San Diego)
in discussion with **Georg Vasold** (FU Berlin)