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HISTORICAL
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UNION



Universität Hamburg

DER FORSCHUNG | DER LEHRE | DER BILDUNG

Conference

The Audiovisual Heritage of the European Integration Process

12-13 September 2019

European University Institute (EUI)
Historical Archives of the European Union (HAEU)
Villa Salviati, Sala degli Stemmi,
Via Bolognese 156, 50139, Florence

DRAFT PROGRAMME

Thursday 12 September

14:00- 14:30 **Welcome Coffee and Registration**

14:30-14:45 **Welcome Remarks by the Organisers**

Dieter Schlenker | Historical Archives of the European Union (HAEU – EUI)

Gabriele Clemens | University of Hamburg

14:45- 15.15 **Keynote 1:**

Fred Truyen | KU Leuven & Photoconsortium (tbc)

15.15-17.00 **Panel 1: Audiovisual Media as a Research Subject**

Introduction

Gabriele Clemens | University of Hamburg

Advertising Europe – Promoting European Integration through Film

Anastasia Remes | EUI

The European Coal and Steel Community Pavilion at Expo 58 in Brussels

Melissa Stolfi | European Election Monitoring Center (EEMC)

Titel to be confirmed

Luisa Passerini | EUI

Visual Memories of Europe and Its Borders: An Intersubjective Construction



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19.00-21.00 **Aperitivo & Cinema**

Le parole di Ventotene – Ernesto Rossi: il progetto di Europa unita: A documentary by Marco Cavallarin, Marco Mensa and Elisa Mereghetti, followed by discussion

Venue: Cinema downtown (TBD)

Moderator: **Vittorio Iervese**

Friday, 13 September 2019

9.30 – 10.00 **Keynote 2:**

Reijo Kemppinen | Director-General at Council of the European Union

10.00-11:30 **Panel 2: Archives and Audiovisual Collections**

Introduction

Bert Musial | European Commission Audio-visual service, Brussels

The Audiovisual Library of the European Commission: history, tasks and holdings

Paola de Polo | Fratelli Alinari Photo Archives

Title to be confirmed

Juan Alonso Fernandez & Anne Bruch | HAEU – EUI

Presentation of two new Audiovisual Collections of the Historical Archives of the European Union

11.30-11.45 **Coffee break**

11.45-13:30 **Panel 3: Valorisation and Communication Strategies**

Introduction

Jitka Mlsová Chmeliková | House of European History

Title to be confirmed

Heidi Lipsanen | European Investment Bank Communications Service

Title to be confirmed

Steffen Sammler | Georg Eckert Institute for International Textbook Research

School Television Initiatives as a Communication Strategy for Europe in the 1960s and 1970s.

Discussion

13:30 **Closure followed by cocktail lunch**

For registration please contact Ms. Micol Visciano - micol.visciano@eui.eu