Processes of media transformation are of central concern in the arts, in popular culture, and in the media industry as well as media studies. The Hamburg-based research group Framing and Translating: Practices of Medial Transformations uses an innovative praxeological approach, by conceptualizing perception and appropriation as forms of “framing” and “framing.” The aim is to build on existing theories toward an expanded media studies, combining research on the arts, media and cultural studies, as well as the social sciences. The interdisciplinary group, established in 2015, consists of seven research projects led by scholars of Universität Hamburg and the Hochschule für Bildende Künste Hamburg (HFBK). The second international conference brings together scholars and practitioners working in philosophy, media, and performance and cultural studies whose interventions focus on dynamic processes of cultural transformation in a global context. Taking as our starting point the notion that culture is produced in an ongoing, reciprocal process of framing and translation, we have specifically invited contributions that broaden existing concepts of framing and translating, for instance, by focusing on such diverse phenomena as inter-medial and cross-cultural translations and hybridizations. The spectrum covers a broad range of media including the body and its movement, voice, literature, film, web series, and graphic novels. Pushing beyond traditional notions of media production and reception, we are asking instead in what ways are media not only always already framed and translated expressions of specific, mostly Western cultures, but what other, non-Western and frequently unseen and unheard ways of framing and translating are there?
The second international conference “Practices of Medial Transformations: Framing and Translating” is taking place in Hamburg from May 18 to 20, 2017. The event is open to the public and free of charge, with advance registration required.

The conference is organized by Andreas Veits and Gabriele Klein and is hosted by the Hochschule für bildende Künste Hamburg (HFBK), which is located on Winterhuder Weg 2208. The conference is part of the Kultur, Medien und Gesellschaft (KMG) institute of the Universität Hamburg and the Institut für Bewegungswissenschaft (IBW) of the Universität Hamburg.

The conference aims to build on existing theories and conceptualize a praxeological approach to the study of cultural production and translation. The conference focuses on dynamic processes of cultural transformation in a global context, taking into account the social, cultural, and political dimensions of media and translation.

The conference is divided into three days, each with a different theme:

**Thursday May 18**
- **Welcome Speeches**
- **Keynote William Uricchio**
  - “Re-Framing Identities via Media Practices”
  - Chair: Astrid Böger
- **Coffee Break**
- **Elisabeth El Refaie & Birgit Weyhe**
  - “What Do Sounds and Smells Look Like?”
  - Synesthetic Metaphor in Modernism"
  - Chair: Johannes C. P. Schmid
- **Tobias Ebbecht-Hartmann**
  - “Trans-temporal Resonance: Transforming and Re-Framing (Historical) Images of Violence"
  - Chair: Thomas Weber / Eva Knopf

**Friday May 19**
- **Deniz Göktürk**
  - “Frames without Borders?”
  - On the Predicament of Visibility in Migration"
  - Chair: Claudia Bentheim
- **Jannis Androuthopoulos & Jessica Weidenhöfer**
  - “Tweeting #aotor: Recontextualised Practices and Interpersonal Chains in Networked Audience Engagement”
  - Chair: Markus Kuhn
- **Julia Lajta-Novak**
  - “When Poetry Meets Performance: Kat Francois’ Spoken-Word Show Raising Lazarus as Embodied Auto-/Biography”
  - Chair: Wiebke Vorrath
- **Lunch Break**
- **Encarnación Gutiérrez Rodríguez**
  - “Transcultural Translation: A Decolonial Methodological Perspective"
  - Chair: Gabriele Klein
- **Coffee Break**
- **KEYNOTE Souleymane Bachir Dagne**
  - “Translation and the Universal”
  - Chair: Michaela Ott
- **Coffee Break**
- **Kader Attia**
  - “Translation as Reparation”
  - Chair: Sophie Lembeck

**Saturday May 20**
- **Martin Schäfer**
  - “Staging Cordelia’s Survival. Media and Translation in She She Pop’s Testament”
  - Chair: Andrea Veits
- **Ramsay Burt**
  - “Diasporic Culture and Colonialism: Katherine Dunham and Berto Pasuka’s Dance Translations”
  - Chair: Gabriele Klein
- **Coffee Break**
- **Decolonizing Design Group**
  - “All Design is Situated. Design, Politics and Power”
  - Chair: Frieder von Borries / Mara Recklies

The conference venue is the Hochschule für bildende Künste (HFBK) in Hamburg, located on Winterhuder Weg 2208. For more information, contact the coordination team at hfbk-kontakt-anreise@hfbk-hamburg.de or visit the website at www.hfbk-hamburg.de.

The conference is supported by the Ministry of Culture and the Bundesministerium für Bildung und Forschung (BMBF) and is part of the Kultur, Medien und Gesellschaft (KMG) institute of the Universität Hamburg and the Institut für Bewegungswissenschaft (IBW) of the Universität Hamburg.

**Contact Coordination**
- Telephone: +49 40 42838-960
- Contact Coordination: Schwanenwik Lübecker Straße 38 25724 Mundsburg
- www.hfbk-hamburg.de/de/conference/