

## The UGR holds 2nd International Conference on Transmedia Storytelling

30/11/2017

Research news

- Leading international professionals and researchers will deliver papers, presentations and workshops on the topics of digital storytelling, digital art exhibitions, and interactive documentaries
- The filmmaker and Director of the Columbia University Digital Storytelling Lab, Lance Weiler, will run a conference and practical workshop as part of this year's meeting



The UGR's 2nd International Conference on Transmedia Storytelling: The Monsters between Fiction and Non-fiction was launched on Wednesday 29 November at the Faculty of Communication and Documentation.

Renowned researchers and professionals from the fields of transmedia and digital storytelling will lead this prestigious international meeting, the overarching aim of which is to analyse transmedia stories that represent new forms of creating, producing and consuming culture within the evolutionary framework of the entertainment, cultural and communication industries. These phenomena raise important issues in professional and academic fields such as audiovisual communication, new media, cultural studies, comparative literature, and journalism, among others.

The 2nd International Conference commenced with presentations by the digital artist Eugenio Tiselli, who discussed the relationship between digital activism and transmedia storytelling, and Denis Renó, a photojournalist and researcher at Sao Paulo State University, who discussed current trends in transmedia documentaries.

Arnau Gifreu, an expert in interactive documentaries and Coordinator of InterDocsBarcelona, will also deliver a training workshop during the Conference. Meanwhile, César Peña will present the latest 360-degree works produced by the <http://www.ugr.es/>

RTVE Lab, where he currently works.

Thursday's sessions will open with a round table debate on "Intermediality and Transmediality". Throughout the day, conferences will be delivered by other leading professionals such as Mario de la Torre, Director of the transmedia documentary La Primavera Rosa, and Nieves Rosendo, a UGR Lecturer and Coordinator of the pioneering transmedia expansion of The Trial, by Franz Kafka.

On Friday 1 December, a debate will be held on the relationship between transmedia storytelling and journalism, with the participation of experienced professionals from newspapers such as El País, Ideal and La Vanguardia. Elena Neira, a consultant and Lecturer at the Open University of Catalonia, along with Roger Casas-Alatrisme, founder of the audiovisual production company Cañonazo Transmedia, will also explore the relationship between marketing and transmedia storytelling.

Later in the day, Lance Weiler, Director of the Columbia University Digital Storytelling Lab, will hold a conference entitled "Digital & Transmedia Storytelling", and run a practical workshop on these topics entitled "Frankenstein AI".

Prof. Domingo Sánchez-Mesa, the organiser of this international conference, along with the Vice-Rector for Research and Knowledge Transfer of the University of Granada, Enrique Herrera Viedma, will deliver speeches as part of the closing session.

The 2nd International Conference on Transmedia Storytelling has been organised by the Faculty of Communication and Documentation, the Vice-Rectorate for Research and Knowledge Transfer, the UGR MediaLab, the Department of Information and Communication Sciences, Department of General Linguistics and Literary Theory, and the UGR's Official Doctoral Programmes in Social Sciences, and in Language, Text and Context.

**For further information, please visit:**

<http://www.nar-trans.com/seminarios/5/programacongreso2017>

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