



VISUAL STUDIES RESEARCH INSTITUTE

→ Please **RSVP** to vsri@usc.edu for all events at least three days prior, with event name and date in the subject heading.

SPRING 2020 CALENDAR OF EVENTS

BOOK LAUNCH

SCREENING RACE IN AMERICAN NONTHEATRICAL FILM (DUKE UNIVERSITY PRESS, 2019): A SCREENING AND DISCUSSION

WEDNESDAY, JANUARY 15, 2020
6:00-8:00PM
SCA 110

Co-sponsored by The Hugh M. Hefner Moving Image Archive at the University of Southern California and the Division of Cinema and Media Studies, School of Cinematic Arts

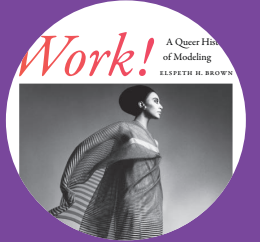


SELLING THE STORY: COMMERCIAL PICTURES AND VISUAL PERSUASION

VISS 599 SEMINAR VISIT: WORK!

WEDNESDAY, JANUARY 29
2:00-3:30PM
SOS 250

ELSPETH H. BROWN (Professor of History, University of Toronto)



USC-LACMA HISTORY OF PHOTOGRAPHY SEMINAR

BOOK TALK: WORK! A QUEER HISTORY OF MODELING

THURSDAY, JANUARY 30
7:00-8:30PM, reception to follow
ONE National Gay & Lesbian Archives at the USC Libraries/909 West Adams Blvd.

ELSPETH H. BROWN (Professor of History, University of Toronto)

Respondent: ALEXIS BARD JOHNSON (Curator, ONE Archives at the USC Libraries)

Introduction: JEANNE VACCARO (Postdoctoral Fellow, ONE Archives at the USC Libraries)



Photo: Ruth Ford, ca. 1937. Portrait by George Platt Lynes.

ONE Archives at the USC Libraries

VSGC

GRADUATE STUDENT RESEARCH ROUND-UP: RESEARCH TIPS AND TECHNIQUES

WEDNESDAY, FEBRUARY 5
12:30-2:00PM
SOS 250



USC-LACMA HISTORY OF PHOTOGRAPHY SEMINAR

GORDON PARKS: THE NEW TIDE, EARLY WORK 1940-1950

TUESDAY, FEBRUARY 25
6:00-7:30PM
Santa Monica, address provided with RSVP

PHILIP BROOKMAN (Consulting Curator, Department of Photographs, National Gallery of Art)



Photo: Gordon Parks, Self-Portrait, 1941, Private collection, courtesy of and copyright The Gordon Parks Foundation

SELLING THE STORY: COMMERCIAL PICTURES AND VISUAL PERSUASION

WORKSHOP: PERSUASION AND AMERICAN IMAGES

WEDNESDAY, MARCH 11
2:00-5:00PM
THH 309K

Organized by ELLEN MACFARLANE (VSRI Mellon Postdoctoral Scholar) with papers by LAUREN KROIZ (History of Art Department, UC Berkeley), CARA FINNEGAN (Department of Communication, University of Illinois at Urbana-Champaign), and SALLY STEIN (Professor Emerita, Department of Art History, UC Irvine)



SELLING THE STORY: COMMERCIAL PICTURES AND VISUAL PERSUASION

VISS 599 SEMINAR VISIT: CONTAINER CORPORATION'S ART DIRECTION

WEDNESDAY, APRIL 1
2:00-3:30PM
SOS 250

ALEX J. TAYLOR (Assistant Professor and Academic Curator, History of Art and Architecture, University of Pittsburgh)



Andy Warhol, Corporate Trade Ad, 1963, screenprint on canvas mounted on paperboard mounted on fiberboard, Smithsonian American Art Museum, Gift of Container Corporation of America, 1984.124.303

SELLING THE STORY: COMMERCIAL PICTURES AND VISUAL PERSUASION

VISS 599 SEMINAR VISIT: BACKGROUND ARTIST: ART AND IMMIGRATION IN THE LIFE AND WORK OF TYRUS WONG

WEDNESDAY, APRIL 8
2:00-3:30PM
SOS 250

KAREN FANG (Professor, Department of English, University of Houston)



Bambi fire sketch, Courtesy of Tyrus Wong Family

VSGC ANNE FRIEDBERG MEMORIAL LECTURE

THE ALTERNATIVE TRANSNATIONAL: MIGRATION, MEDIA AND THE "BRIDGE-WORK" OF MALAYALAM SOFT-PORN

WEDNESDAY, APRIL 15
12:30-2:00PM
SOS 250

DARSHANA S. MINI (PhD Candidate, Cinema and Media Studies, USC)



SELLING THE STORY: COMMERCIAL PICTURES AND VISUAL PERSUASION

VISS 599 SEMINAR VISIT: HOW DO ADVERTISING PICTURES PERSUADE?

WEDNESDAY, APRIL 15
2:00-3:30PM
SOS 250

BARBARA PHILLIPS (Rawlco Editor and Professor of Marketing, University of Saskatchewan)



EMSI VISUAL AND MATERIAL CULTURE: ON PAPER SEMINAR

BIG PAPER: LARGE DESIGNS IN THE RENAISSANCE

FRIDAY, APRIL 17 | 9:00AM-4:00PM
SATURDAY, APRIL 18 | 9:00AM-12:30PM
HUNTINGTON LIBRARY, SMITH BOARD ROOM

Co-sponsors include USC's Department of Art History, the Department of French and Italian, the Visual Studies Research Institute, the California Rare Books School, and with the collaboration of the Istituto Italiano di Cultura Los Angeles.



John Taylor, The Needles Excellency, London: Printed for James Boler, 1634, plate 21 (detail recto, detail verso).

VSRI LECTURE

THE RHYTHM OF HEARTS: TIME IN CITY SYMPHONY FILMS

MONDAY, APRIL 20
12:30-2:00PM
SOS 250

ORI LEVIN (USC VSRI Postdoc)
Respondent: PATRICE PETRO (Dick Wolf Director, Carsey-Wolf Center, UC, Santa Barbara)



Please see dornsife.usc.edu/vsri/upcoming-events/ for updated information, further details and image credits.



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