Cultural Mediators in the Digital Age Symposium
King's College, London
4 September, 2017

Provisional Programme

9.00 am   **Coffee and registration in the River Room, King's Building**

9.30 am   **Welcome and Introductions in the Council Room, King's Building**

9.45-10.45 am   **Keynote Liz McFall (Open University)**
"The Orchestration of Technique and Sentiment in Digital Marketplaces"

11-12:30 am   **Parallel panel sessions**

Panel 1: Live streaming and digital gaming
Chair: Arturo Arriagada

Wing-Fai Leung, "Sameness and difference: gatekeeping same-sex fiction in digital publishing".

Jamie Woodcock and Mark Johnson, "Live streamers and the public mediation of cultural value".

Jack Webster, "Cultural intermediaries in the digital age: the case of music streaming services".

Panel 2: Mediation of 'lifestyle'
Chair: Joanne Entwistle

Marco Pedroni, "Positioning yourself in a digital and neoliberal labour market: Lessons from two categories of cultural intermediaries in the field of fashion".

Sabrina Faramazi and Lucia Vodanovic, "From coolhunter to curator: how the internet changed the role of the trend forecaster".

Magdalena Peterson-McIntyre, "Mrs Consumer for the digital age: femininity, consumption, and entrepreneurship in lifestyle blogs".

Lunch

12:30-1:30 pm River Room

1:30-2:30 pm   **Keynote Gina Neff (OII University of Oxford) in the Council Room**

        "The New Presentation of Self: Data, Devices and Identities"

2:45-4:15 pm   **Parallel panel sessions**

        Panel 3: Mediating fashion
        Chair: Agnès Rocamora

        Rosa Crepax "Thrill, Shame and Outrage: Digitalisation as an Affective Turn in Fashion Mediation".

        Tommy Tse, "The New Orders of Fashion Consumption in Korea and China".

        Lena Hansson, "Devising fashion: fashion apps' role in consumers practices as cultural mediators".

        Panel 4: New forms of mediation and intermediation
        Chair: Arturo Arriagada

        Felan Parker, Jennifer Whitson and Bart Simon, "Cultural mediators in the digital games industry".

        Sébastien François, "Children's apps and their mediations: substitution or complementarity between new and and traditional cultural mediators".

        Caterina Foa, "Crowdfunding for arts and digital intermediation".

4:15-4:45 pm   **Coffee break**

4:45-5:45 pm   **Panel discussion** with Sean Nixon (University of Essex), Elizabeth Wissinger (CUNY, NYC), Jennifer Smith Maguire (University of Leicester)
                            Chair: Don Slater, LSE

5:45-6 pm   **Closing remarks** from Arturo Arriagada, Joanne Entwistle, Agnès Rocamora