

ASK
Art, Science and Knowledge

The Magazine (Past, Present, Future)

A Design Question

10 February 2014 12:00pm
Room N35 piazza Sraffa 13

Bocconi



Università Commerciale
Luigi Bocconi

Welcome Address

Paola Dubini

ASK Università Bocconi

Guest Speaker

Jeffrey Schnapp

metaLAB Harvard University

One of the many consequences of digitalization in content industries is the transformation of product configuration. The fragmentation associated with digitalization involves also the forms in which content is “packaged” into products, hybrids, services.

The seminar will look at journals as intermediate products between books and newspapers, and will explore their evolution in a historical perspective.

Jeffrey Schnapp is a history professor at Harvard University, where he is the director of metaLAB and a pioneer of digital humanities. metaLAB is a research and teaching unit at Harvard University dedicated to exploring and expanding the frontiers of networked culture in the arts and humanities.

For information:

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Registration required at

www.unibocconi.eu/events