

IASEMS  
Italian Association of Shakespearean and Early Modern Studies



*Shakespeare and Popular Culture, as you like it*

**The Eighth IASEMS Conference**

Università degli Studi di Ferrara, 24-26 May 2017

The eighth IASEMS conference, to be held at the University of Ferrara, is dedicated to the memory of Mariangela Tempera, an internationally distinguished scholar, and the founder of the *Centro shakespeariano*. The Centre aims to promote the study of Shakespeare and his plays in performance at primary and secondary school levels in the town of Ferrara and its territory.

*As you Like it*, which Mariangela had in mind for the 2017 edition, will be at the core of our conference, indicating a mental attitude rather than an exclusive focus on the playtext. The conference intends to explore the relations between Shakespeare and popular culture in his and our times. We also welcome papers addressing the new and challenging ways artists express their own cultural perspectives in the name of Shakespeare.

Topics will include, but not necessarily be limited to:

- Shakespeare and early modern popular culture: lending and borrowing
- Cultural worlds and cultural spaces in Shakespeare's works
- Rewritings/retellings of *As You Like It*
- The appropriation of Shakespeare in the areas of popular media (TV, music, film, gaming, comics, advertisements, blogs, internet sites)
- Shakespeare in Tatters: the presence of references to Shakespeare's works on film and television
- Prison Shakespeare

We welcome proposals for twenty-minute papers. Please send a 500-word abstract and brief curriculum vitae by 31 December 2017 to:

Mariacristina Cavecchi: [cristina.cavecchi@unimi.it](mailto:cristina.cavecchi@unimi.it)  
Alessandra Petrina: [alessandra.petrina@unipd.it](mailto:alessandra.petrina@unipd.it)  
Paola Spinozzi: [paola.spinozzi@unife.it](mailto:paola.spinozzi@unife.it)