

anno IV – n. 7 **Il rinascere**

Redesign, ovvero la metempsicosi degli oggetti

Marco Rinaldi

// abstract

Redesign, or the objects' metempsychosis

The article analyzes the meaning and the practice of redesign. If redesign is defined as a technical and formal improvement of an existing product, it can also be said that redesign is an understanding ability in catching a sort of innate disposition of the objects and in some way their hidden essence, or, in one word, their soul.

Several examples from design history suggest an interpretation to read some objects' transformations like a metaphorical history of souls' transmigration; and the designer appears like the creator who recognizes these souls. This history of objects' improvement (but also their worsening) weaves together other themes like the nostalgic gaze to the past, the "memory's design", the vintage collecting, and also the plagiarism issue.

«Una ordenada confusión». Le cerimonie festive a Napoli per il matrimonio di Carlo II e Marianna di Neoburgo

Paola Setaro

// abstract

«Una ordenada confusión»: celebrations in Naples for the wedding of Charles II and Marian of Neuburg

In 1690, Neapolitan celebrations for the wedding of Charles II and Marian of Neuburg were the first joyful moments after the earthquake, occurred two years before, and the recent death of Marie Louise d'Orléans, in 1689. The essay analyzes the impressive sceneries created by Philipp Schor and Luca Antonio Natale, described in contemporary sources such as printed reports and etchings.

Among them, there is an interesting copia de carta held in the Biblioteca Nazionale of Naples, in which the anonymous writer vividly and freely describes some festive moments and decoration details, drawing in particular to the majestic scenery staged in front of the Royal Palace.

Rinascite e Rimediazioni. Il nuovo statuto delle immagini in movimento

Bruno Di Marino

// abstract

Rebirths and Remediations: New theoretical foundations for moving pictures

This essay deals with the various aspects of the concept of “rebirth”, connected to the moving pictures and to the new technologies, starting from Jay David Bolter and Richard Grusin’s theory of “remediation”.

Audiovisuals images are given a new birth and a new existence when they get restored and then again when they are transferred onto new supports (digitization has radically changed moving pictures’ statute). Lastly when they are reworked and used in new contexts (the found footage practice). This critical contribution aims to raise some questions about media archeology from the point of view of visual and media studies, finding strict connections between formats, physical supports and devices on the one hand and the contents they deliver on the other.