

CHINESE CINEMA AT 100

ART, POLITICS & COMMERCE

CONFERENCE ORGANIZER
USC East Asian Studies Center

CO-SPONSORS
USC School of Cinematic Arts
The Pacific Basin Institute at Pomona College

This conference is made possible through a generous grant from the Freeman Foundation.

For information on parking, directions, and conference participants, please visit the conference website:
www.college.usc.edu/easc/chinesefilmconference

Please RSVP to eascsvp@usc.edu. For further assistance, please e-mail easc@usc.edu or call 213.740.2991

Brochure design by Eva Luc.



usc College
OF LETTERS, ARTS & SCIENCES

east asian studies center
university of southern california

davidson conference center
april 24-26, 2008

conference
schedule

THURSDAY, APRIL 24

evening
6:00 - 7:00

RECEPTION
East Asian Studies Center (College House, CLH 101)

7:00 - 9:00

SCREENING: Blind Shaft
Lucas 108

9:00 - 10:00

Q&A with Director LI Yang
Lucas 108 | Moderator: Michael BERRY

FRIDAY, APRIL 25

morning
9:00 - 10:45

PANEL: Film Art and Film Culture
Davidson Conference Center | Chair: Paul PICKOWICZ

>> ZHU Ying
New Year Film as Chinese Blockbuster: From Feng Xiaogang's Contemporary Urban Comedy to Zhang Yimou's Period Drama
>> CUI Shuqin
Boundary Shifting: New-generation Filmmaking and Jia Zhangke's Films
>> Stephen TEO
The Martial Arts Film in Chinese Cinema: Historicism and the National
>> Paul CLARK
The Triumph of Cinema: Chinese Film Culture from the 1960s to the 1980s
>> CHEN Xihe
Red Theories, Blue Theories, and Beyond: The Evolution of Cinema Studies and Theories in Mainland China

10:45 - 11:00

BREAK

11:00 - 12:15

PANEL: Previously Underrepresented and Emerging Topics
USC Davidson Conference Center | Chair: Sheldon LU

>> John LENT and XU Ying
Chinese Animation Film: From Experimentation to Digitalization
>> QIN Liyan
Transmedia Strategies of Appropriation and Visualization: The Case of Zhang Yimou's Adaptation of Novels in His Early Films
>> ZHANG Yingjin
Of Institutional Supervision and Individual Subjectivity: The History and Current State of Chinese Documentary

12:30 - 2:00

LUNCH BREAK

afternoon
2:00 - 3:30

PANEL: Film Industry and its Global Market
USC Davidson Conference Center | Chair: Robert ROSEN

>> Seio NAKAJIMA and ZHU Ying
Chinese Film as an Industry: One Hundred Years of Evolution
>> XIAO Zhiwei
The Reception of American Films in China, 1897-1950
>> Stanley ROSEN
Chinese Cinema's International Market
>> WANG Shujen
Film Piracy and the DVD/VCD Market: Contradictions and Paradoxes

3:30 - 5:00

OPENING RECEPTION
University Club Banquet Room

SATURDAY, APRIL 26, 2008

morning
9:30 - 10:45

PANEL: Film Industry
USC Davidson Conference Center

>> David LEE, Founder, Leeding Media
>> ZHANG Lihui, Vice President, China Government Relations & Business Development, Warner Bros. Entertainment
>> ZHOU Tiedong, President, China Film Promotion International
>> SONG Dai, Chairman and General Manager, Sii-Metropole Organisation, Ltd., Hong Kong

10:45 - 11:00

BREAK

11:00 - 12:30

PANEL: Filmmaker Perspectives
USC Davidson Conference Center

>> FENG Xiaogang, Film Director
>> LI Yang, Film Director
>> Vivian WU, Actress & Film Producer

12:30 - 2:30

LUNCH BREAK

afternoon
3:00 - 5:15

SCREENING: The Banquet
USC Norris Cinema Theater

5:15 - 6:15

RECEPTION
University Religious Center Courtyard

evening
6:30 - 8:30

SCREENING: The Assembly
USC Norris Cinema Theater

8:30 - 9:30

Q&A with Director FENG Xiaogang
Norris Cinema | Moderator: ZHU Ying