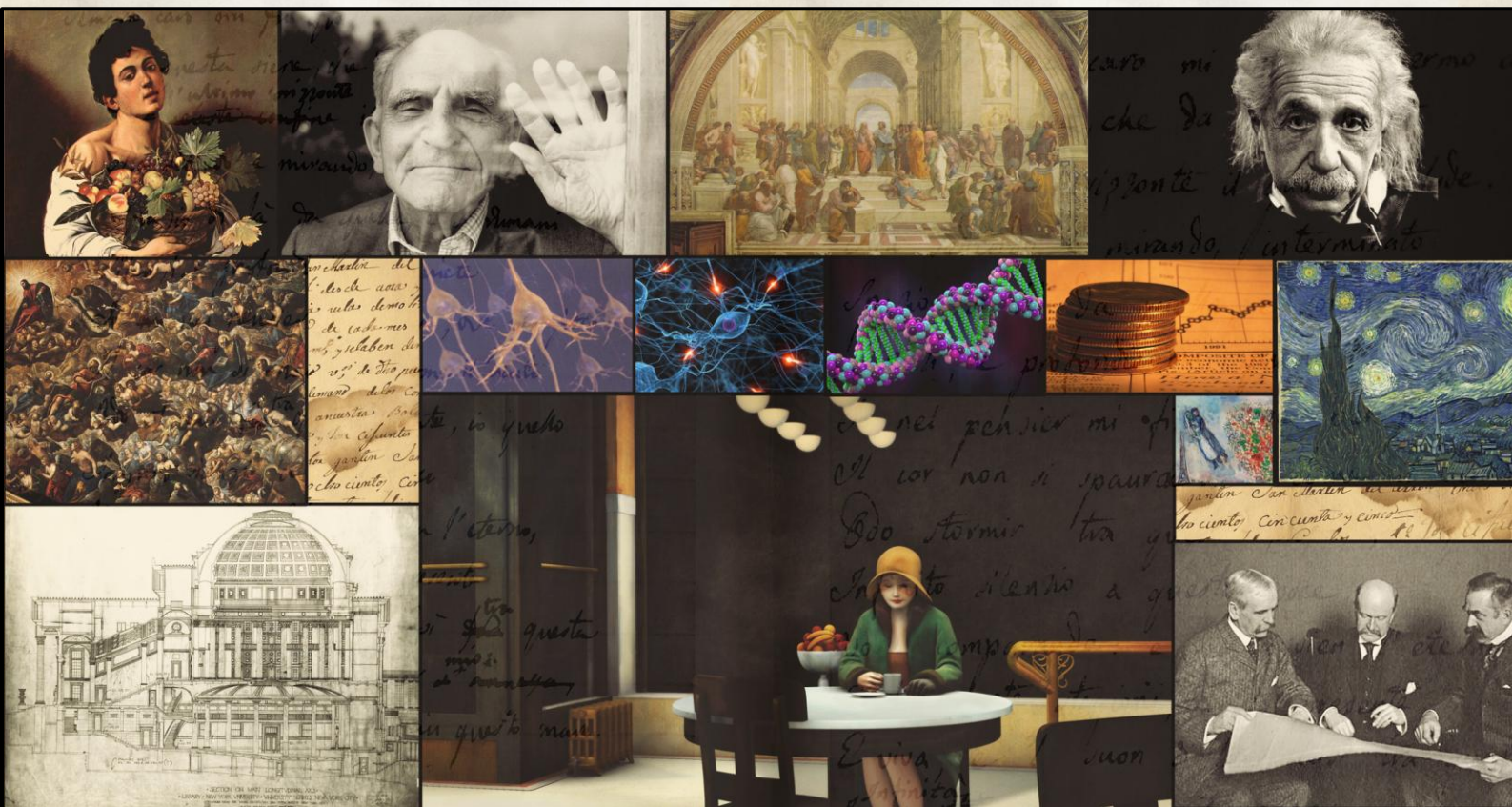


# READERSHIP. LITERATURE, SCIENCE AND ART



A KAMELFILM PRODUCTION



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## THE IDEA

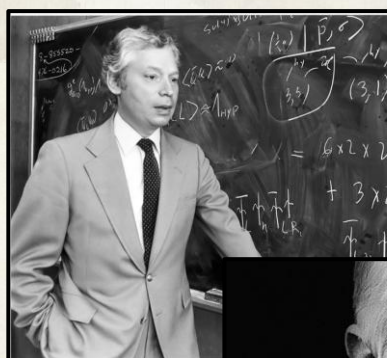
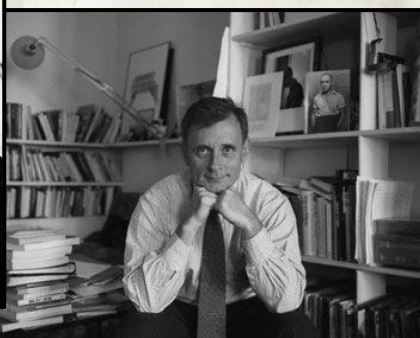
READERSHIP is the first Project of videoliterature realized in the world. KamelFilm presents a series of videoarticles that bear the signature of Nobel Laureates (Paul Krugman, Steve Weinberg and several others), scholars from prestigious American universities and research centers (MIT) and famous writers and philosophers (John Updike, Joyce Carol Oates, John Searle, Tim Parks, and others.)

The articles range into all fields of knowledge: fine arts, architecture, physics, biology, history, literature, anthropology, dealing with extremely heterogeneous topics: from David Foster Wallace to Jonathan Franzen, from Van Gogh to Norman Rockwell, from biology to mirror neurons.

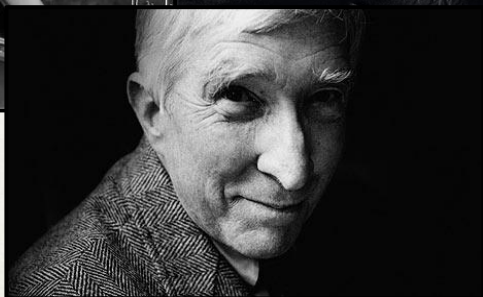
Joyce Carol Oates



Edmund White



Steven Weinberg



John Updike

*Speak about books is good for culture and life. Speak about books does not mean only review what is written. It means confronting the ideas of the authors, put them in discussion, proposing various ideas. It's an interesting exercise and even a challenge.*

Gianfranco Pasquino,  
magazine editor.

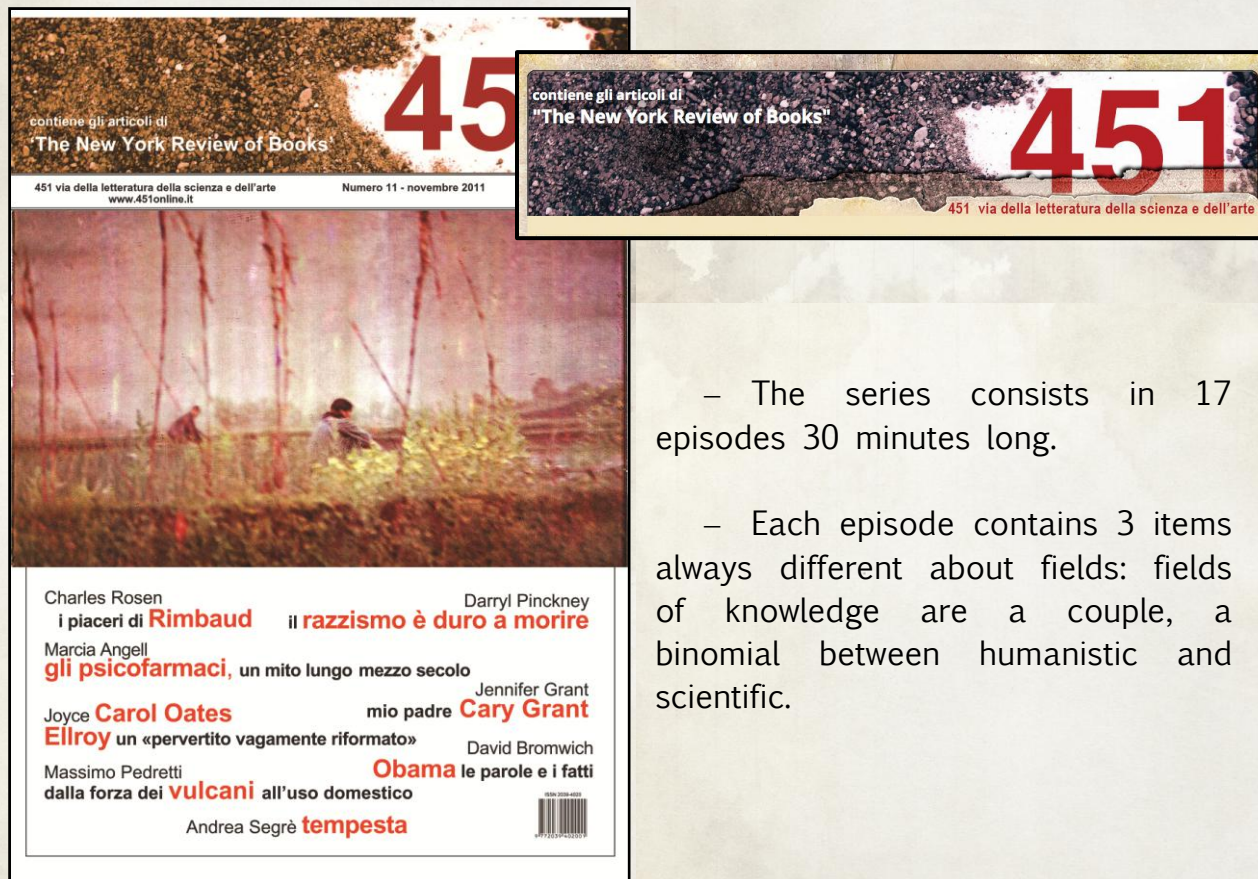
READERSHIP is a case in point in the current panorama of culture and knowledge. Also important in relation to the recent debates about the value of knowledge: it faces contemporary problems with a more interdisciplinary look, covering broad prospects and intensifying reflections on key issues for our society. This is the most interesting challenge: an intersection of horizons and a constant dialogue between disciplines.





## FORMAT

READERSHIP an audiovisual version of the articles from the magazine "451/The New York Review of Books" published by Kamel Film as the Italian version of the "New York Review of Books", considered the most prestigious cultural magazine in the world. Kamel Film provides the translation of articles including articles from Italian intellectual and scholars.



– The series consists in 17 episodes 30 minutes long.

– Each episode contains 3 items always different about fields: fields of knowledge are a couple, a binomial between humanistic and scientific.



## TARGET

Articles cover so many issues that the audience we are addressing is quite heterogeneous:

- READERSHIP informs the **expert** about the last developments of his sector, and involve the **non specialist reader** to learn more about that area.
- **Inquiring** of all fields of culture, science, history and art.
- Age: The most fitting audience for our product it will be the mature sector.
- Gender: We cover male and female sectors, both **equally**.



However, our viewers always have a common denominator: **the curiosity and interest in learning.**

-  
**READERSHIP** several times gained in the channel broadcasting it, RAI5, the best share of the entire day, tripling sometimes the average share of the channel.





## REFERENCIES

Martin Scorsese during Berlinale 2014 presented is new documentary about the history of “  
**The New York Review of Books**”



Martin Scorsese

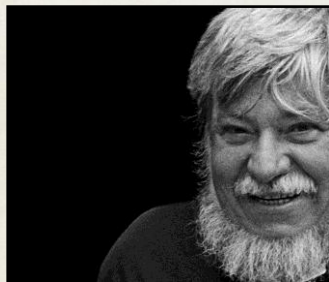
For over 50 years, ‘The New York Review of Books’ has been the most interesting and sophisticated magazine on culture and politics, with content by outstanding writers and thinkers.”

Dieter Kosslick, *director of the Berlin International Film Festival*

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*The new magazine is an important example, if not unique, in the current scenario of knowledge fusion.*

Andrea Segrè, *teacher, essayist, agronomist and economist*



*A magazine not only to read, but that speaks. Images set in motion: the paper fades into virtuality, and becomes more real*

Giorgio Celli, *writer, ethologist and entomologist*



## EPISODES

### EPISODE 0

***Radiant, Angry, Caravaggio*** by Ingrid Rowland.

Ingrid Rowland tells us about the works and character of Caravaggio, entering into the details of his pictorial technique, emotions, and indifference of his models who posed for him, collected among the common people.

***The Beats, Pictures of a Legend*** by Edmund White.

Edmund White, author of the biographies of Proust, Genet and Rimbaud, tells us about the great exponents of the Beat Generation, and the experiences which have made them immortal.

### EPISODE 1:

***Modernity of Campanella*** by Guido Giglioni.

Guido Giglioni reveals the relationship between Machiavelli and the Protestant Reformation through the works of the Italian philosopher.

***The Meaning of Biodiversity*** by Giorgio Celli.

Giorgio Celli tells us about the biodiversity of our planet, and how the man, with his behavior, is rapidly transforming it.

***Epistle to be left in the earth*** by Archibald MacLeish.

Giorgio Celli plays 'Epistle to be left in the earth.' A memory and a moral testament of the great ethologist.

### EPISODE 2:

***Determined Spirit*** by John Updike.

The great American writer John Updike, takes us into the vivid and despaired world of the Vincent Van Gogh's drawings.

***South Africa: The Truth Teller*** by Joseph Lelyveld.

Joseph Lelyveld illustrates the photographs of the South African reporter David Goldblatt. Fervent testimony of the 'Afrikaner' society in the years of racial segregation.

***Hunger and Satiety, a Divide World*** by Andrea Segrè

Andrea Segrè, analyzes the distribution of food of our planet, where most of the population does not have enough daily food, while the other half it produces more than it can consume.



Man, drawing or writing. Van Gogh





## EPISODE 3:

***Waking Beauty*** by Robert Gottlieb.

Robert Gottlieb analyzes the birth and the milestones of classical dance.

***Science at bar*** by Marco Ciardi.

Mark Ciardi, starting from the essay by Professor Babini 'Murri's Case', reconstructs the case that shocked the life and the family of one of the greatest Italian scientists: Augusto Murri.

***The Prophet***

A video interpretation from 'The Prophet' by Gibran Khalil Gibran.

## EPISODE 4:

***Joyce in Bloom*** by John Banville.

The writer John Banville, tells us about the influence of the life spent in Trieste on the work of James Joyce.

***The Illusion of the End*** by Jean Baudrillard.

A video interpretation of the philosophical text by Baudrillard.

***Water*** by Andrea Segrè.

Is water really a common good, accessible to everybody? And how is possible to avoid the waste of this vital resource? Andrea Segrè answers to these and many other questions.

## EPISODE 5:

***The Heights of Pleasure*** by Andrew Butterfield.

Andrew Butterfield draw us into a journey through the life and work of Giambologna.

***Mad at Medicis*** by Tim Parks.

The writer Tim Parks takes us through the Florence of Lorenzo the Magnificent, reconstructing the bloody conspiracy against the Pazzi family to the detriment the Medici family.

***The Prophet***

A video interpretation from 'The Prophet' by Gibran Khalil Gibran.



Miracle of San Marco. Tintoretto

## EPISODE 6:

***Venice: The Masters in Boston*** by A. Butterfield.

A. Butterfield compares the works of Tiziano, Tintoretto and Veronese, competitors in Venice during the 5<sup>th</sup> Century

***The Missions of Astronomy***

The Nobel Prize Winner in Physics Steven Weinberg, analyzes the birth and the milestones of the history of astronomy.





## EPISODE 7:

### **Horror Tour** by Keith Gessen

One of the most interesting contemporaneous American writers: Jonathan Safran Foer.

### **The Miracle at Chauvet** by E.H. Gombrich

The art of prehistory, representations of surprising naturalism.

## EPISODE 8:

### **What's Not In Your Genes** by Matt Ridley

What is the role of genes and of the environment in determining human nature?

### **Petrarca's Places** by Ugo Dotti

Ugo Dotti tells us about the residence of Petrarch in Provence during the 14th Century.

## EPISODE 9:

### **Our Grand & Randy Great Architects** by Martin Filler

Martin Filler, reports lights and shadows of the trio of American architects who gave a face to some of the most important buildings of American architecture: McKim, Mead & White.

### **Where will find the jobs?** by Andrew Hacker

Andrew Hacker analyzes the relationship between the American school system and the development of the professions in the next decade.

## EPISODE 10:

### **The Magic of Leopardi** by Robert Pogue Harrison.

Robert Pogue Harrison, analyzes the greatness in the use of the language, so typical for Leopardi and the difficulties of translating it into English.

### **The primacy of Action** by Luciano Mecacci.

Luciano Mecacci analyzes the fundamental role of the team of Professor Rizzolatti on the research on the mirror neurons.

Sempre caro mi fu quest'ermo colle,  
E questa siepe, che da tanta parte  
Di l'ultimo orizzonte il guardo esclude.  
Ma sedendo e mirando, interminati  
Spazio di là da quella, e sovrumani  
Silenzii, e profondissima quiete  
Io nel pensier mi fingo, ove per poco  
M'or non si spaura... E come il vento  
Odo stormir tra queste piante, io quello  
Infinito silenzio a questa voce  
Vo comparando: e mi sovvien l'eterno,  
E la morte stagioni, e la presente  
E viva, e il suon di lei. Così tra questa  
Immensità s'annega il pensier mio:  
E il naufragar m'è dolce in questo mare.

## EPISODE 11:

### **Divine Drudgery** by Jonathan Raban

A review of 'The Pale King', the posthumous book of one of the most acclaimed contemporaneous American writers: David Foster Wallace.

### **A Passion for Evolution (1° PART)** by Allen Orr

The biologist Allen Orr, tells us about the research areas of an unconventional scientist: Richard Dawkins.



## EPISODE 12:

### ***A Passion for Evolution (II° PART)*** by Allen Orr

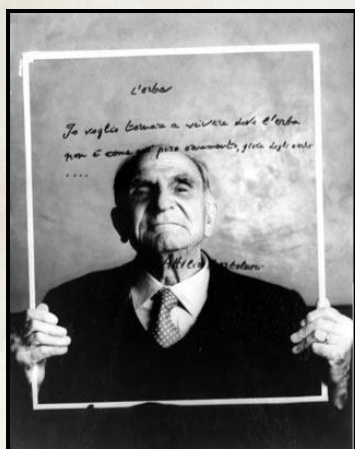
The second part of 'A Passion for Evolution'. In the first part, we analyzed the Dawkins's defense of the concept of the egoistic gene in the field of biological evolution, and his introduction of the egoistic meme in the field of cultural evolution. In this second part, we will analyze the Dawkins' highly critical position between science and religion.

### ***The Busts Keep Getting Bigger: Why?*** by Paul Krugman

Which are the roots of the current economic crisis in the West? The Nobel Prize for economics Paul Krugman will answer at this question.

### ***A Poetry*** by Attilio Bertolucci

A video interpretation of a poem by Attilio Bertolucci read by the great Italian poet himself.



Attilio Bertolucci

## EPISODE 13:

### ***Hopper's Theater*** by Bryan Robertson

The artist who most influenced photography in American cinema: Edward Hopper

### ***The moment of the Truth*** by Sue Halpern

Sue Halpern talks about how the experience compensates the lack of information and makes it faster to choice, even in advanced age.

### ***Poetry by Attilio Bertolucci***

A video interpretation of a poem by Attilio Bertolucci read by the great Italian poet himself

## EPISODE 14:

### ***O Beautiful for Spacious Skies*** by John Updike

A journey through the works of nineteenth-century painters who tried to capture the majesty of the American landscape.

### ***The Long Shadow of the Poetic*** by Franco Ferrucci

The enormous influence of the work of Aristotle on Western culture.

## EPISODE 15:

### ***The Philadelphia Story*** by Sanford Schwartz.

Schwartz tells us about a great artist who could have been the greatest: Thomas Eakins.

### ***Soldier***

Milena Gabanelli reads out extracts from the texts by Emanuele Severino and others philosophers about the shape of the man of action.

### ***The Prophet***

A video interpretation from 'The Prophet' by Gibran Khalil Gibran.

## EPISODE 16:

### ***Scenes from the American Dream*** by Henri Zerner & Charles Rosen

The artist who illustrated the American happiness in an incomparable way.

### ***What Babies Know and We Don't*** by Michael Greenberg

The most recent discoveries of cognitive science on children's mind.





## CREW

### Director: ROBERTO QUAGLIANO

Director, producer, writer and founder of Cine/TV production company KamelFilm.

His experience covers all areas of television and film. He has shot all over the world and has worked for major brands like Philips, BMW and Citroen, including Italian television, which has achieved percentages of unusual audience.

His films have won awards at international festivals such as, **Montpellier, Annecy and Salerno**, in which won for two consecutive years with his works **Soldier** and **Operation IBIS**.



### Production Manager: MANUEL STEFANOLO

Director and producer.

Director of documentaries, production manager and cameraman. He worked for RAI, Mediaset and SKY..

### Cinematography: MATTEO QUAGLIANO

Director, producer, cinematographer.

Matteo Quagliano has obtained a degree in Film Direction at New York University - School of Continuing and Professional Studies. He has directed and realized several television programs for RAI, Mediaset, Sky and Nautical Channel. Cinematographer in Kamel Film productions, he has also realized several commercials for brands such as Citroen and BMW.

### Editorial Staff: GIOVANNI CALIÒ

Editorial staff production manager.

Production manager of Kamel Film projects and editor of magazine "451 Via della letteratura, della Scienza e dell'arte".



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