

Call for Papers

Online International Conference “Aesthetics of Atmosphere in an Intercultural Perspective”,
September 16-17, 2022

Organizing institutions

College of Media and International Culture at Zhejiang University

College of Liberal Arts, Guangxi University for Nationalities at Guangxi University

Organizers

Prof. Dr. Jie Wang, College of Media and International Culture at Zhejiang University

PD Dr. Zhuofei Wang, Institute for Philosophy at the University of Hildesheim

Since the 1990s, especially in the contemporary context of the revival of aesthetics as a theory of sensibility in a broader sense, the subject “atmosphere” has gone beyond the physiometeorological scope and become a new aesthetic concept. As In-between constructed by the perceiving subject and the perceived object, which is pervaded by specific affective qualities, atmosphere is a ubiquitous phenomenon forming the foundation of our life experience. Here the decisive question is: in what kind of environment are we situated and in what way do we experience and respond to the qualities emitted from this environment and the things in it? The aesthetic discussion goes thereby beyond the conventional approach of aesthetic judgment, which presupposes a critical distance from what is perceived, and turns to phenomena that lie between subject and object, between form and formlessness, between presence and absence, and are perceived more as events and processes in a holistic way. Such a shift would not only evoke a reflection on the scope and limits of Western classic categories like concept, judgment, reflection and insight, which are more connected with substance and entity, but also promote the transformation of aesthetic methodology from an ontological and/or epistemological “what” to a phenomenological and anthropological “how”.

Currently, the aesthetic investigation of atmosphere is being carried out mainly in the Western world, with fruitful results in the design and experience of atmosphere as well as its framing conditions (technical means, media, materials, systems, institutions, economics, politics, etc.). Meanwhile, the complexity of atmosphere and the diversity of sensuous accesses also open up horizons for those concepts from non-Western traditions (Qi, Feng Shui, Wabi Sabi, RASA, NTU...). Here, atmospheric experiences involve those aesthetic practices which are based on the integration of physical perception, emotion and spirit, rooted in different views of space and time, geographical, environmental, historical, ethical and religious conditions, and thus reveal their respective cultural origins and identities.

In the context of globalization, the aesthetic forms of various cultures tend to present themselves as a constantly transforming space of communication characterized by interaction, overlap and interweaving. As Gernot Böhme pointed out - we will continue to

investigate the aesthetic differences between cultures, but this investigation is increasingly relevant to classical fields. Actually, the contemporary aesthetics is largely *intercultural*. In this sense, the aesthetic concept of atmosphere would contribute to the renewal of the principles and methodologies of contemporary intercultural aesthetics. It focuses on the interrelationship of aesthetic object, aesthetic behavior and perception, reveals the family resemblance of aesthetic experiences from different traditions (compatibility, incompatibility, transition, interweaving), and attaches importance to the equal value of these experiences in an open-minded manner. Ultimately, the frontier of aesthetics will be further expanded. In this context, the general question “*What is aesthetics?*” doesn't seem very important. The decisive issue would be rather how aesthetic realities are constructed within their respective cultural atmospheres and how the transcultural atmosphere, with various heterogeneous elements, emerge from the interaction of cultures.

In order to enhance the diversity of the discussion on aesthetics of atmosphere, the College of Media and International Culture at Zhejiang University and the College of Liberal Arts, Guangxi University for Nationalities at Guangxi University will hold the international online conference “Aesthetics of Atmosphere in an Intercultural Perspective” on September 16-17, 2022, which would also be the first academic event on this subject.

Proposals on the following issues (but not limited to these!) are welcome:

- aesthetics of atmosphere and cultural traditions
 - cultural atmosphere, intercultural atmosphere and transcultural atmosphere
 - atmosphere and classic concepts (beauty, sublimity, ugliness, etc.)
 - atmosphere, embodiment and environment
 - atmosphere, emotion and spirit
 - atmosphere, space and time
 - atmosphere and painting of mental image
 - truth and deception of atmosphere
 - in atmosphere and beyond atmosphere
 - atmosphere, arts and everyday life
 - design of atmosphere: case studies and/or practical projects
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- The conference languages will be English and Chinese with simultaneous translation. The time allocated for each presentation is 20 minutes, plus 10 minutes for discussion.
 - For those who wish to participate, please send an abstract with a maximum of 300 words no later than 31 January 2022 to wjie5710@126.com
 - Selection will be based on quality, relevance to the conference theme, and program considerations. Notification of acceptance will be sent in writing by March 15, 2022.
 - Conference papers will be published in an English anthology.