

Physical and digital tattoos

Field of Study : Anthropology, Arts and Culture, Communication Sciences

SUPERVISORS

| | First name | LAST NAME | University | Research Unit |
|----------------------|------------|--------------|------------|-------------------------|
| Supervisor | Jacques | IBANEZ BUENO | USMB | LLSETI |
| Co-Supervisor | Renata | FERRAZ | UBI | Lab Comunicação e Artes |

KEYWORDS

Tattooing; Body; Multi-screen; Multimodal methodology

ABSTRACT

This project, at the crossroads of several disciplines (anthropology; visual and digital arts; information and communication sciences; computer science), is based on the production of a research documentary in holographic or multi-screen form that interacts with an audience. This audiovisual and interactive document, which is the result of a shared creative approach to research questions concerning social communication, also serves as a pretext for questioning the unstable aesthetics of holographic communication and narrative forms. The authors, the documentary's protagonists, and the audience engage in public reception and communication modes. Finally, we need to scrutinize the approach from an epistemological and methodological standpoint, considering it a methodological advancement that addresses research challenges in the humanities and social sciences.

The main research question concerns the body and digital tattoos in relation to individual and social identity

Reference: La peau. Enjeu de société (B. Andrieu, G. Boëtsch, A Le Breton, N. Pomarède, G. Vigarello), Paris, CNRS édition, 2008.



Research aims and methodology

In the humanities and social sciences, there is a recourse to alternative forms of writing that primarily rely on the written word, as determined by survey data.

In the tradition of audiovisual anthropology and filmic sociology, participatory and multimodal methods are used in the production of audiovisual and interactive devices.

Reference: Doing Visual Ethnography (S. Pink), New York, Sage Editions, 2021.

Relevance and added-value of the proposed research in relation to the current state of knowledge

Epistemological enrichment through innovative methods borrowing from the visual, interactive, and scenic arts to grasp the complex transformations of a social group in dialogue with the human and social sciences.

Knowledge of physical and digital tattooing has increased.

Publishing research documents in visual and interactive form.

Interdisciplinary nature of the research together with the alignment with the CHORAL programme and complementarity expertise of the teams

The main theme of Choral is: Intangible CH and identity narratives (rituals, travels, cultural identity).

The aim is to create spaces for dialogue between artists and researchers from the Langages, Littératures, Sociétés, Etudes Transfrontalières et Internationales Laboratory at the Université Savoie Mont Blanc and the Shared Creation Lab (one of the Labcom/iA* lines of research) at the Universidade da Beira Interior (Portugal). We plan synergies with other member universities of the UNITA consortium and external partners, with a focus on cinema, media arts, and social sciences. The Shared Creation Lab is a space for participants to discuss and produce artistic works and scientific texts. It is not only a support network for individual projects, but also a space for the gestation of collective projects around the idea of shared creation and other non-canonical ways of creating and researching in the arts and social sciences. By its transdisciplinary nature, the project is part of a practice that challenges power dynamics, privileges inclusion and diversity of thought and its creative processes. We will make the final production available to the community, thereby facilitating communication of processes and results through conferences and events with the community.

Output plan including publication and dissemination activities

The project will lead to the following outputs:

- International conferences and events: At least one conference and one symposiumo workshop related to the project's topic will be organized during the project. These events will benefit the doctoral students in terms of networking activities and presentations opportunities.
- PhD thesis
- Academic publications: At least one publication (e.g. journal article, book chapter) will be planned for



submission during the project's timeline. Moreover, publications emerging from the doctoral thesis (e.g. monograph, journal articles) will be planned as a medium-term output.

- Exhibitions of a few versions of an interactive prototype. Analysis of public reception

Estimated schedule

Semester 1: Université Savoie Mont-Blanc

Semester 2: Université Savoie Mont-Blanc

Semester 3: Universidade da Beira Interior

Semester 4: Universidade da Beira Interior

Semester 5: Savoie Mont-Blanc University 3-month international mobility in a non-European Research Group

Semester 6: Savoie Mont-Blanc University

