

1. Record Nr.	UNINA9910911288503321
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Titolo	The Invisible Diaspora : Rethinking Photographic Portraiture of 21st Century Italian Migrants on the Arc Lémanique area / / by Francesco Arese Visconti
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2024
ISBN	9783031749254 3031749251
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (224 pages)
Collana	Palgrave Studies in Creativity and Culture, , 2755-4511
Disciplina	331.62450494
Soggetti	Emigration and immigration Culture - Study and teaching Photography Social sciences Human Migration Cultural Studies Visual Culture Society
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. The Recent Italian Migration in Switzerland and the Concept of Italianity -- 2. 1960 – 1970 Photographic Representation of Italian Migrants on the Arc Lémanique -- 3. 2006 – 2019 Photographic Representation of the New Italian Diaspora on the Arc Lémanique -- 4. The Interviews -- 5. Cultural Identity and Photographic Portraiture: Methodological Challenges and the Creative Process -- 6. Conclusions.
Sommario/riassunto	This book reviews photographic portrayals of contemporary Italian migrants living in the area between Lausanne and Geneva in Switzerland (Arc Lémanique). Drawing from the archives of Swiss-French illustrated magazines (L'Illustré and L'Hebdo) and other online publications, the author analyses the distinctive photographic representations of Italian migrants in Switzerland from the 1960s to 2019 and uses them to produce new photographic portraits of the 21st

century Italian migrants on the Arc Lémanique. Challenging the narrative on the brain drain, the book showcases 24 portraits of Italians living in Switzerland with the aim to unveil the unique and complex nature of a new Italian diaspora in the age of globalization. The combination of theories, concepts, and methodologies used reflects the interdisciplinary and creative approach of this research, which brings together culture, identity, photography, and creative process. Based on the lived experience of the author as an Italian migrant in Switzerland, the book offers a profound analysis of the phenomenon of migration and identity through visual communication. The interviews included in chapter 4 were originally conducted and recorded by the author in Italian. The English version is the result of a translation done with the help of artificial intelligence. The author has subsequently corrected and revised the text further in an endeavour to refine the work stylistically. Francesco Arese Visconti is Deputy Academic Director and Head of Media Studies at the Geneva Campus (CH) of Webster University St. Louis, USA. He teaches courses in visual communication. His research focuses on migration processes to and from Italy, with a specific interest in Italian migrations to the Swiss Confederation. He has completed two projects on the Italian-Chinese community in Prato, Italy (Hidden Identity – The Italian-Chinese community in Prato and We, Prato), and is the author of New World: Stories of African Immigration and Integration in Switzerland. Arese Visconti is also a member of Spectrum - Photography in Switzerland.
