



University of  
Zurich <sup>UZH</sup>

Section for East Asian Art  
ISEK Department of Social  
Anthropology and Cultural Studies

SCHWEIZERISCHES NATIONAL  
MUSEUM. MUSÉE NATIONAL  
SUISSE. MUSEO NAZIONALE  
SVIZZERO. MUSEUM NAZIONALE  
SVIZZER. Landesmuseum Zürich.

## INTERNATIONAL SYMPOSIUM



### HEIDI FROM JAPAN: ANIME, NARRATIVES, AND SWISS RECEPTIONS

UNIVERSITY OF ZURICH  
&  
LANDESMUSEUM ZURICH

29-31 AUGUST 2019



European Association for  
Asian  
Art and  
Archaeology

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Schweizerisch-Japanische Gesellschaft  
Swiss-Japanese Society スイス・日本協会

*August 29, 2019*

*University of Zurich*

Lecture Hall HAH-E-11  
Händeliweg 2, 8044 Zürich

- 9:00 -9:30 **Registration for speakers and panel chairs**
- 9:30-10:00 **Welcome speeches**  
Prof. Dr. Hans Bjarne Thomsen  
Prof. Dr. Alfred Messerli  
Alina Martimyanova, PhD Candidate
- 10:00-12:00 **Panel 1: Beginnings**  
Moderation: Prof. Dr. Takashi Kawashima
- Prof. Dr. Hans-Heino Ewers  
(Goethe University Frankfurt)  
*Zwischen Mignon und Momo. Facetten der Heidi-Figur – Sozialfall, Naturallegorie und Heilsmythos / Between Mignon and Momo: Facets of Heidi – Hardship Case, Nature Allegory, and Healing Myth*  
Presentation in German
- Prof. Dr. Alfred Messerli  
(University of Zurich)  
*Lektüre von Heidi / Lessons from Heidi*  
Presentation in German
- Dr. Yūta Daigi 大喜祐太  
(Mie University 三重大学)  
*Is the German Language of Heidi Swiss? Aspects of Dialects that Express Intimacy / Ist das Deutsch von Heidi schweizerisch? Dialektale Aspekte, die Intimität ausdrücken / 「『ハイジ』のドイツ語はスイス的なのかー親密さを示す方言的要素」*  
Presentation in Japanese
- 12:00-13:30 **Lunch**
- 13:30-16:00 **Panel 2: Translation Process**  
Moderation: Prof. Dr. Hans Bjarne Thomsen
- Prof. Dr. Aki Nishioka 西岡亜紀  
(Ritsumeikan University 立命館大学)  
*Animation and Education: From Heidi to the World Masterpiece Theater and Ghibli / Animation und Erziehung: Von Heidi zum weltweiten Meisterwerk in*

*Theater und Ghibli/ 「アニメーションと教育ー『アルプスの少女ハイジ』から世界名作劇場シリーズ、ジブリまで」*

Presentation in Japanese

Prof. Dr. Hiroaki Sekiguchi 関口裕昭

(Meiji University 明治大学)

*The Descendants of Heidi in Japanese Novels and Manga / Die Nachfolger Heidis in japanischen Romanen und Manga / 「日本の小説と漫画におけるハイジの後裔たち」*

Presentation in Japanese

Prof. Dr. Takayoshi Yamamura 山村高淑

(Hokkaido University 北海道大学)

*The Creation, Consumption, and Restructuring of a Narrative World and Tourism: Seen from the Boundary-Crossing Consumption of the Heidi Narrative through Contents Tourism / Schaffung, Konsum und Rekonstruktion einer narrative Welt und Tourismus: Die grenzübergreifende Konsumierung der Heidi-Erzählung im Contents Tourism/ 「物語世界の創造・消費・再構築とツーリズム～コンテンツ・ツーリズム (contents tourism) としての物語『ハイジ』の越境消費から」*

Presentation in Japanese

Dr. Jean-Michel Wissmer

(Independent scholar)

*The Saga of Heidi's Avatars: Would Johanna Spyri Still Recognize Her Child? / Die Saga von Heidis Avataren: Würde Johanna Spyri ihr Kind noch wiedererkennen?*

Presentation in English

16:00-16:30 **Coffee break**

16:30-19:00 **Panel 3: Lokehan**

Moderation: Sabine Bradel, PhD Candidate

Prof. Dr. Hans Bjarne Thomsen

(University of Zurich)

*Role of the Lokehan in the Creation of the Anime Heidi/Die Rolle der Lokehan in der Kreation des Anime Heidi*

Presentation in English

Ms. Kaori Chiba ちばかおり

(Heidi Research Group for the Study of Children's Literature)

*Heidi that became Animation in Japan: 19th Century Switzerland as Captured by a Japanese Production Team and Its Expressions/Wie Heidi in Japan eine Animation wurde: Die Schweiz des 19. Jh. durch die Sichtweise eines japanischen Produktionsteams und seine Ausdrucksformen/ 「日本でアニメーションにな*

った『ハイジ』～日本の制作陣が捉えた19世紀スイスとその表現」  
Presentation in Japanese

Dr. Anna Lehninger  
(Art Historian, Zurich)

«*Ein Prachtsbuch für Kinder und solche, die Kinder lieb haben*»: Martha Pfannenschmid's Illustrations for the *Silva Heidi* Editions in the 1940s/  
«*Ein Prachtsbuch für Kinder und solche, die Kinder lieb haben*»: Martha Pfannenschmid's Illustrationen für die *Silva Heidi*-Editionen der 1940er  
Presentation in English

Pio Steiner  
(University of Zurich)

*Sounding Swiss - The Family Schwartz Contributing to Heidi's Music/Schweizer Klang - Der Beitrag der Familie Schwarz an Heidis Musik*  
Presentation in English

19:00-19:20 **Musical Interlude**  
Performance by the "Schwarz family"  
Maya Rymann and Fritz Fuchs

19:20-20:30 **Reception**

*August 30, 2019 (Part 1)*

**Swiss National Museum**  
**Auditorium Willy G.S. Hirzel**  
**Museumstrasse 2, 8001 Zürich**

9:00-9:15 **Words of Welcome**  
Dr. Andreas Spillmann, Director  
Swiss National Museum

9:15-10:30 **Panel 4: Anime Production**  
Interview with *lokehan* members  
Junzō Nakajima (producer of the 1974 *Heidi*)  
Yōichi Kotabe (character designer, animation director of the 1974 *Heidi*)  
Narrated by Kaori Chiba and Hans Bjarne Thomsen  
In Japanese and English

10:30-11:00 **Coffee Break**

11:00-13:30 **Panel 5: Global Receptions**

Moderation: Prof Dr. Alfred Messerli

Dr. Peter Büttner

(University of Zurich)

*Ein Streifzug durch die Übersetzungsgeschichte von Johanna Spyris "Heidi" unter besonderer Berücksichtigung der hebräischen Ausgaben von 1946 bis heute!*

*A Journey through the Translation History of Johanna Spyri's "Heidi" with Special References to the Hebrew Editions from 1946 to the Present Day*

Presentation in German

Prof. Dr. Takashi Kawashima 川島隆

(Kyoto University 京都大学)

*Übersetzungsgeschichte von Heidi in Japan – Eine Geschichte für Mädchen?*

*/Traslation History of Heidi in Japan – A Story for Girls?*

Presentation in German

Dr. Sunghwa Kim 金聖華

(Hankuk University of Foreign Studies 韓國外國語大學)

*Heidi in Korea*

Presentation in German

Prof. Dr. Hiroko Nishiguchi 西口拓子

(Waseda University 早稲田大学)

*Differenzen zwischen der literarischen Vorlage von Johanna Spyri und dem*

*Anime Heidi/ Differences between the Original Text by Johanna Spyri and the*

*Anime Heidi / 「ハイジ」の変容——シュピリの原作から日本のアニメへ*

Presentation in German

13:30-15:00 **Lunch**

15:00-16:30 **Panel 6: Analysis of "Heidi"**

Moderation: Prof. Dr. Hans-Heino Ewers

Prof. Dr. Ingrid Tomkowiak

(University of Zurich)

*Generationenbeziehungen. Altersbilder in Johanna Spyris Roman Heidi und*

*seinen Verfilmungen / Relations between Generations: Images of Old Age in*

*Johanna Spyri's Heidi and Its Film Versions*

Presentation in German

Dr. Patricia Jäggi

(Lucerne University of Applied Sciences and Arts)

*«Can you yodel, my child? » – Heidi in Arabic/ «Kannst du jodeln, mein Kind? »*

*– Heidi auf Arabisch*

Presentation in English

***August 30, 2019 (Part 2)***

***University of Zurich***

**Aula (RAA-G-01)**

**Rämistrasse 59, 8001 Zürich**

**18:30-18:45 Words of Welcome**

Prof. Dr. Christian Schwarzenegger, Vice President Faculty Affairs and Scientific Information (University of Zurich)

**18:45-19:45 Keynote speech**

Dr. Christine Lötscher

*Assembling Girls, Plants, Rocks and Animals. New Readings of Heidi in Today's Children's Literature Heidi-Natur-Assemblagen: Neue Lesearten von Johanna Spyris Romanen in der Kinderliteratur der Gegenwart*

Presentation in English

**20:00 - Dinner for speakers and invited guests**

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**Other related events:**

Symposium speakers and invited guests will take part in an excursion to Heidi-related sites in Switzerland on August 31.

Concurrent to the symposium, the exhibition *Heidi in Japan* is shown at the Swiss National Museum (Landesmuseum Zürich) from July 18 to September 29, 2019.

Prof. Dr. Aki Nishioka (Ritsumeikan University) will present on *One Hundred Years of Japanese Kamishibai: Development and Popularity of the Paper Theater* at the Swiss National Museum on September 1, 2019 at 14:00.

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This symposium is organized by the Section for East Asian Art at the University of Zurich in collaboration with the Swiss National Museum and the Department of Popular Culture Studies at the Institute of Social Anthropology and Cultural Studies (ISEK) at the University of Zurich. Assistance was given by the Department for German Language and Literature at the Kyoto University, Ritsumeikan University, European Association for Asian Art and Archaeology, and numerous private individuals. The symposium is supported by the Japan Foundation, Swiss-Japanese Society, Swiss National Museum, JSPS KAKENHI: Grant-in-Aid for Scientific Research (B) 19H01251, and other institutions.

☞ **Please visit our symposium homepage for further details: <http://tiny.uzh.ch/VA>**