

Fellows



Katharina Steidl
IFK_Research Fellow

Duration of fellowship
01. March 2019 bis 30. June 2019

Katharina Steidl

PROJECT-TITLE

Schaubilder. Operative Images and Visual Communication

PROJECT-DESCRIPTION

The topic of this research project is the pictorial representation of knowledge and its impact in the time period between 1920 and 1950. Previously overlooked cases from the United States in the areas of image pedagogy, technical drawing, and information design form the core of the study, which employs methods from cultural, visual, and museum studies. My objective is to develop a comprehensive cultural history of the *Schaubild*, thus encompassing image media that offered visual guidance or visualization in the form of diagrams or graphics on display boards. The aforementioned case studies will be analyzed in depth and will be interwoven with the rationalization principles of scientific management. The central thesis is that working methods, such as the flow chart, which were developed in the field of management studies, were adopted in other disciplines, including graphic design, where operational thinking methods resulted in the idea of *visual efficiency*. This concept involves organizing the picture plane according to standardized design principles. When viewed from a praxeological perspective, it is thus a question of more closely defining the specific ways in which pictures have been used in place of text to explain facts.

CV

Katharina Steidl studied art history at the Universities of Vienna, Saragossa, and Berlin. In 2015 she completed her dissertation on the media history of the photogram in the nineteenth century at the Academy of Fine Arts in Vienna, for which she received the DGPh History of Photography Research Award. That book project investigates the “blind spots” of photographic historiography in order to foreground the role of women in the development of the photogram and to question familiar origin narratives. She conducted research at the Center for the Theory and History of the Image – eikones (Basel), at the Center for Literary and Cultural Research (Berlin), and at the Max Planck Institute for Art History (Florence). Since 2017 she has been a postdoctoral fellow of the Austrian Academy of Sciences. Her work focuses on the history and theory of photography, gender studies, history of science, and material studies.

Publications

Am Rande der Fotografie. Eine Medialitätsgeschichte des Fotogramms im 19. Jahrhundert, Berlin 2018; „Impressed by nature’s hand. Zur Funktion der Taktilität im Fotogramm“, in: Uwe Fleckner, Iris Wenderholm, Hendrik Ziegler (Hg.), *Das magische Bild. Techniken der Verzauberung vom Mittelalter bis zur Gegenwart (= Mnemosyne. Schriften des Internationalen Warburg-Kollegs)*, Berlin 2017, S. 183–201; „Le langage du mur. Brassai’s Graffitifotografien zwischen Surrealismus und Ethnographie“, in: *Wiener Jahrbuch für Kunstgeschichte*, 57/2008, S. 207–237.