

The Tourism Management Group, part of the School of Management, invites you to attend the following seminar:

From Wellington to Hobbiton: Tourism and The Imaginary Geography of Peter Jackson's Film Landscapes

Presenter: Dr Alfio Leotta

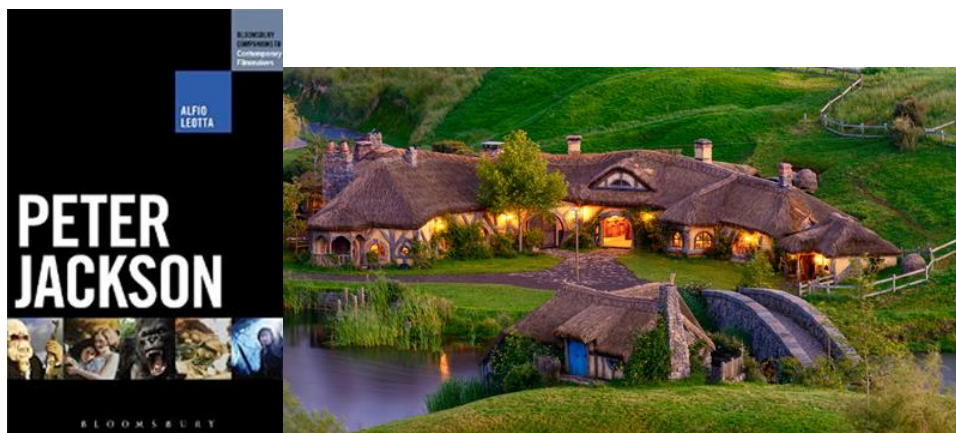
Senior Lecturer in Film at Victoria University of Wellington

Wednesday 10th May, 12.30 – 1.30pm

Boardroom, Level 12, Rutherford House, Pipitea Campus, Wellington

The analysis of Jackson's oeuvre reveals a certain fascination with the exploration of fantastical yet photorealistic film spaces. In the LOTR (2001-2003) and The Hobbit (2012-2014) trilogies, Jackson makes extensive use of digital technologies to recreate the fantastic geography of Middle Earth as a consistent cultural and physical space which film viewers are invited to (virtually) traverse. In turn, the conflation between the physical space of Aotearoa/New Zealand and Middle Earth has led to significant tourism spin-offs, providing both Jackson and local tourism stakeholders with lucrative co-marketing opportunities. In this paper, I will examine the representation of landscape in a number of films directed by Peter Jackson with a particular focus on the Middle Earth franchises. More specifically, I will identify and analyse the stylistic devices deployed by Jackson to inscribe a 'tourist gaze' over the representation of the imaginary geography of Aotearoa/New Zealand as Middle Earth.

Presenter: Dr Alfio Leotta is a Senior Lecturer in Film Studies at Victoria University of Wellington. His primary research interests focus on the relation between film and tourism, New Zealand cinema, and the globalization of film production. His first book *Touring the Screen: Tourism and New Zealand Film Geographies* (Intellect, 2011) examines the phenomenon of film-induced tourism in New Zealand. Dr Leotta is also the author of *The Bloomsbury Companion to Peter Jackson* (2016).



ALL WELCOME

Any queries please email: tourism@vuw.ac.nz