



ASSOCIATE  
PROFESSOR  
LORNA  
PIATTI-FARNELL

## The Spectral Faces of Hallowe'en: Tracing the (Haunted) History of the Carved Pumpkin as a Cultural Icon

As a spectral presence in the pages of history, the carved pumpkin operates as a site of transformation and exchange, where Old World folklore and New World re-imaginings collide, clash, mingle, and merge. This lecture traces the history, tradition, and folklore of the connection between the carved pumpkin – in its incarnation as the famous jack-o'-lantern – and Hallowe'en. The meaning, implications, and legacies of the 'spectral pumpkin' extend the reach of the Gothic horror narrative into the formation and re-elaboration of cultural artefacts, and the uniqueness of a whole cultural group.

Associate Professor Lorna Piatti-Farnell is Director of the Popular Culture Research Centre at AUT. Her research interests investigate forms of popular media and entertainment, and lie at the intersection of Gothic studies, food studies, fandom studies, and cultural history. Lorna is the President and Founder of the Gothic Association of New Zealand and Australia. She is currently writing a new monograph, entitled *Consuming Gothic: Food and Horror in Film*, to be published by Palgrave in 2017.

MONDAY  
18 JULY

5.30–6.30pm

WG 404, WG Building  
AUT City Campus

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Light refreshments will be  
served after the address.

