



The ERC-funded **EMo BookTrade Project** (G.A. No 694476) explores the idea that the so-called printing revolution does not consist in a change in book-making technology but in the process, prolonged over the course of the early modern age, of the formation

of the printed book market and the creation of readers as purchasers and consumers of books. In order to demonstrate this, the project is reconstructing the economic and legal framework of the European book market by applying an interdisciplinary approach to the economic study of book history.

By using unique and hitherto unexplored documentary evidence, this project addresses four fundamental questions relating to the growth of a fully developed book trade and the rise of a society of book consumers within the social and religious context of early modern Europe:

- the economic issue of book prices;
- the juridical and political issue of the book privilege system (which in turn influenced the process of book pricing);
- the management of the bookselling business (focusing on businesses in two major cities in the European book trade, Venice (Bernardino Giunti) and Antwerp (Christopher Plantin); and,
- the technique of building and managing a transnational network for book distribution and sale (analyzing groundbreaking new evidence, an entire year (1522) of correspondence from a Venetian wholesale bookseller, Giovanni Bartolomeo Gabiano).

These four research areas feed into an overarching project which examines the impact of books and the access of readers to them, together with the development in patterns of cultural consumption which meant that printed books lost the luxury status which they had had throughout the incunabula period to become transformed into 'popoluxe' goods.



Angela Nuovo is Principal Investigator of the EMoBookTrade project and professor at the University of Milan in the Department of Economics, Management and Quantitative Methods.

UCLA Center for Medieval and Renaissance Studies
Royce Hall Room 302
10745 Dickson Plaza, Box 951485
Los Angeles CA 90095-1485

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Merchants, Artisans & Literati: The Book Market in Renaissance Europe

*A Conference at the
UCLA Center for Medieval and Renaissance Studies
March 1-2, 2019*



Merchants, Artisans & Literati: The Book Market in Renaissance Europe

In this conference, organized by Angela Nuovo of the University of Milan and the EMOBookTrade Project, experts of historical bibliography, intellectual history and economic history will investigate the Renaissance book trade as the ideal marketplace where authors, publishers, merchants and readers met.

In the early stage of printing, Erasmus from Rotterdam provided a vivid account of his experience with the renowned humanist and publisher Aldus Manutius. In his 1508 *Adagia*, Erasmus described himself torn between Aldus's rich library and his frantic printing shop where, allegedly, Erasmus was pressured by the publisher and his craftsmen to release the last-minute drafts of his texts moments before having them sent to press. Whether fictitious or real, this stresses an often-overlooked aspect of the early modern print world. Books took shape in a varied environment where intellectuals, merchants and artisans worked side by side in the common effort to produce competitive commodities for a growing market of readers.

Only recently has scholarship followed up on Erasmus's lead to fully recognize the early modern book world as an organic system in which authors, publishers, sellers and readers shared responsibilities in shaping content, form and context of books. From this perspective, material features of books mingle with economic aspects, and they all merge into consideration of social, cultural and political relevance.

Advance registration is requested. Please register online at cmrs.ucla.edu/event/book-market-in-renaissance-europe/
No fee. Limited seating.

Funding for this conference is provided by the Ahmanson Foundation, the Armand Hammer Endowment for the UCLA Center for Medieval and Renaissance Studies, and the EMOBookTrade Project.

Campus parking information is posted at main.transportation.ucla.edu/campus-parking/visitors

cmrs@humnet.ucla.edu | 310-825-1880 | cmrs.ucla.edu

FRIDAY, MARCH 1, 2019 ~ UCLA ROYCE HALL ROOM 314

- 8:30 Coffee, pastries, fruit
- 9:00 Welcoming Remarks
Massimo Ciavolella, CMRS Director (UCLA)
Valeria Rumori, Director, Italian Cultural Institute Los Angeles
Angela Nuovo, Conference Organizer (University of Milan)
- 9:15 Keynote Speaker: **Ann Blair** (Harvard University)
"The Role of Paratexts in Selling Books"
- 10:15 Break
- SESSION I ~ Moderator: **Massimo Ciavolella** (UCLA)
- 10:30 **Angela Nuovo** (University of Milan, EMOBookTrade Project)
"It's madness to waste time in this book business!': Mapping the Gabianos' Network (1522)"
- 11:15 **Kevin Stevens** (University of Nevada, Reno)
"Purchasing Books from Cologne (and the Frankfurt Fairs): A Contract between the Antoni Book Firm from Milan and the Birckmann Publishers in Cologne (1573)"
- 12:00: Lunch Break
- SESSION II ~ Moderator: **Matthew Fisher** (UCLA)
- 2:00 **Flavia Bruni** (Central Institute for the Union Catalogue of Italian Libraries and Bibliographic Information, Rome)
"An Early Modern Business Plan: Facing up the Challenge of Printing in the Sixteenth Century Through Mobility, Ephemera and Official Mandates"
- 2:45 **Caroline Duroselle-Melish** (Folger Shakespeare Library)
"On the Margins of the Book Trade: How to Sell a Book of Secrets in Renaissance Bologna"
- 3:30 Break
- 3:45 **Andrea Ottone** (University of Udine, EMOBookTrade Project)
"A Venetian Bookseller's Craft: the Stockbook of Bernardino Giunti (First Half of the 17th Century)"
- 4:30: Reception

SATURDAY, MARCH 2, 2019 ~ UCLA ROYCE HALL ROOM 314

- 9:30 Coffee, pastries, fruit
- SESSION III ~ Moderator: **Ann Blair** (Harvard University)
- 10:00 **Bronwen Wilson** (UCLA)
"What's in a Name?: Giacomo Franco and the Business of Illustrated Printed Books in Venice, c. 1600"
- 10:45 Break
- 11:00 **Stefania Tutino** (UCLA)
"Saints, Authors, and Printers: Theology, Spirituality, and Propaganda in Early Modern Catholicism"
- 11:45 **Katherine Rose McKenna** (Vanderbilt University)
"More Epic than Actium: Venetian Myth, Spectacular Print, and Female Authorship in the Age of Lepanto"
- 12:30 Lunch break
- SESSION IV ~ Moderator: **Angela Nuovo** (University of Milan)
- 2:00 **Goran Proot** and **Francesco Ammannati** (University of Udine, EMOBookTrade Project)
"Book Prices from the Officina Plantiniana in a Comparative Perspective (1586-1631)"
- 2:45 Break
- 3:00 **Renaud Milazzo** (University of Udine, EMOBookTrade Project)
"In the Mind of a Publisher: Determining the Price of Emblem Books in Antwerp throughout the Sixteenth Century"
- 3:45 **Stijn van Rossem** (John Carter Brown Library)
"Why Books Lie. The Editorial Strategies of Early Modern Printers: The Case of the Verdussen Family (1590-1690)"
- 4:30 Closing Remarks
Angela Nuovo, Conference Organizer (University of Milan)