



Designed by
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Fondazione Bruno Kessler - Humanities Hub

Front page image:
C.J. Grant, Penny Trumpeter. G.S. Tregear. London, 1832. Litho.
(Rijksmuseum Amsterdam, The Netherlands).

Fly-22 / 3-2017_ISIG

Conference

This first general EDPOP conference aims to bring together European specialists in the field of popular print. Although popular print culture has been studied intensively since the 1960's, this was done mainly with a regional or national focus, based on the assumption that popular print in the vernacular had a limited geographical reach. Recent research has revealed however, that popular print culture had strong European characteristics and an often transnational infrastructure. In order to answer the question how European popular print culture was in the period 1450-1900, we have to discuss different starting points, approaches and methodologies.

In this conference we will explore comparative and intermedial approaches, long term publication histories of genres and titles, the benefits of databases and digital tools, the accessibility of collections, the reconstruction of production and distribution networks and the transnational dimensions of texts and images.

This conference is one of the activities of the international network 'European Dimensions of Popular Print Culture' (see: <http://edpop.wp.hum.uu.nl/>), financed by NWO (Netherlands Organisation of Scientific Research).

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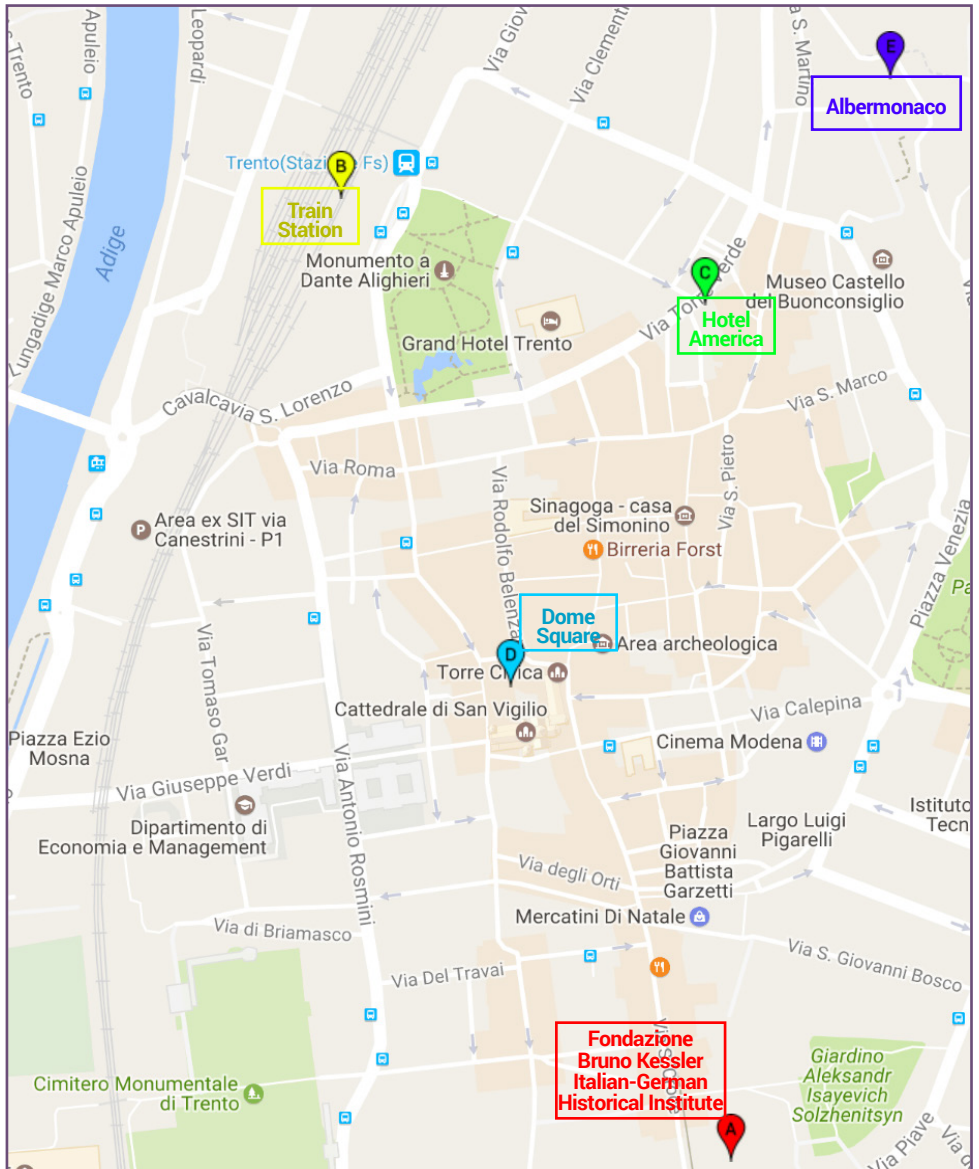
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Financed by



Netherlands Organisation for Scientific Research

Trento city map



Venue



Via Santa Croce 77
I-38122 Trento
T. +39 0461 314 265/215

The conference will take place at Fondazione Bruno Kessler - Italian-German Historical Institute.

By foot

It takes less than 15 minutes to walk from the train station. Ask for via Santa Croce. Or ask for Centro Santa Chiara, a well known structure hosting an auditorium for cultural events.

By car

You can't park at our offices without special permission. Consider parking in the underground car park at Piazza Fiera. From the motorway, exit at TRENTO SUD or TRENTO NORD and head toward the center.

By bus

Trento has a very good transport system, with 17 city routes. All routes pass close to the train station, leaving every 15 to 30 minutes from about 5 a.m. to about 10 p.m. There are lots of buses that go to our head offices (President's office, Religious Sciences, Italian-German Historical Institute, and FBK's humanities libraries). The most frequent are the 3 and 8, but any bus that stops at Piazza Fiera works. When you get off, walk in the opposite direction of the old city wall. All routes pass close to the train station, leaving every 15 to 30 minutes from about 5 a.m. to about 10 p.m.

Programme

Thursday 15th June

- 9.00 **Welcoming remarks**
Christoph Cornelißen, Italian-German Historical Institute, FBK, Trento
- 9.10 **Introduction on EDPOP**
Jeroen Salman, University of Utrecht
- 9.20 **Keynote**
Too Small to Count? Reconstructing the Lost Ephemera of Early Modern Europe
Andrew Pettegree, University of St. Andrews

Session 1
STATE OF THE ART / HISTORIOGRAPHIES
Chair *Jeroen Salman*, University of Utrecht

- 10.20 **'Popular and/or Cheap Print in the Atlantic Archipelago: What's Going on?'**
Joad Raymond, Queen Mary University, London
- 10.40 **French Popular Print: A State of the Art**
Malcom Walsby, Université Rennes 2
- 11.00 **Pause**

Session 2
STATE OF THE ART / HISTORIOGRAPHIES
Chair *Alessandro Arcangeli*, University of Verona

- 11.30 ***Stampe 'popolari': An Ephemeral Field of Research?***
Massimo Rospocher, Italian-German Historical Institute, FBK, Trento
- 11.50 **'Popular' Print in German: Problems and Projects**
Andreas Würgler, University of Geneva

12.10 Studying Popular Print (*Populair Drukwerk*) in the Low Countries: a State of the Art
Jeroen Salman, University of Utrecht

12.30 *Literatura de Cordel* as a Field of Study: A Global Approach
Juan Gomis, Catholic University of Valencia

Session 3

SESSION TRANSNATIONAL APPROACHES AND TRANSLATIONS

Chair *Katell Lavéant*, University of Utrecht

14.30 (Pseudo)Translation of Street Literature: a look into the Nineteenth-century Italian Repertoire
Alice Colombo, National University of Ireland, Galway

15.00 The Printed Popularization of Chivalric Literature across Sixteenth-Century Europe: Trends and Processes
Jordi Sanchez, University of Alicante

15.30 The Afterlife of Italian Secrets: Translating Medical Recipes in Early Modern Europe
Julia Martins, The Warburg Institute, University of London

16.00 Livres sans Frontiers? Mapping Transnational Flows of Early Children's Books
Matthew Grenby, Newcastle University

16.30 Pause

Session 4

COLLECTIONS AND SOURCES

Chair *Julianne Simpson*, John Rylands Library, University of Manchester

17.00 Italian Chivalric Popular Editions outside Italy
Matteo Fadini, University of Trento - Biblioteca comunale di Trento

17.30 *Sacre rappresentazioni* in the British Library: the History of a Collection
Laura Cernelos, Consortium of European Research Libraries (CERL)

18.00 From Popular to Rare: Cheap Imprints Beyond National Collections
Flavia Bruni, University of Udine

Friday 16th June

Session 5

GENRES AND EUROPEAN BESTSELLERS

Chair *Rita Schlusemann*, University of Utrecht - University of Berlin

- 9.00 **The Spanish Romances of Chivalry: a Editorial Phenomenon on which “the sun never sets” during the Renaissance**
Claudia Dematté, University of Trento

- 9.30 **Popular Print in Unofficial Languages: Songbooks and other Genres in the Celtic Languages**
Niall Ó Cíosáin, National University of Ireland, Galway

- 10.00 **Crossing Genres. A Newcomer in the Transnational History of Almanacs**
Elisa Marazzi, University of Milan

- 10.30 **News, Pamphlets and Popularity: some Reflexions based on late 16th Century Events**
Andrè Belo, University of Rennes 2

- 11.00 **Pause**

Session 6

DIGITAL HUMANITIES

Chair *Joad Raymond*, Queen Mary University, London

- 11.30 **Popular Print Culture and Text Reuse Detection: a Digital Humanities Approach to the Study of Print Circulation**
Hannu Salmi, University of Turku

- 12.00 **New Digital Initiatives: Reconstructing Popular Print through Auction and Sale Catalogues**
Graeme Kemp, University of St. Andrews

- 12.30 **Being Popular in Print: Long-standing and Widespread Health Advices through the 15cBOOKTRADE Tools**
Sabrina Minuzzi, Oxford University

Session 7
MARKETS AND PRICES
Chair *Angela Nuovo*, University of Udine

- 14.30 How Cheap Were Cheap Books in Sixteenth-Century Antwerp? Questions, Methodology and Answers**
Goran Proot, University of Udine
- 15.00 The Railway Library, les *Bibliothèques de gares* and other “Literary Rubbish that Travels by Rails”**
Francesca Tancini, University of Bologna
- 15.30 Were Cheap Books Popular Books in the Venice of the Printing Revolution?**
Cristina Dondi, Oxford University
- 16.00 Pause**

Session 8
MEDIA, INTERMEDIALITY, AND MATERIALITY
Chair *Rosa Salzberg*, Warwick University - European University Institute, Florence

- 16.30 The Dynamic of Communication and Media Recycling in Early Modern Europe: Popular Prints as Echoes and Feedback Loops**
Daniel Bellingradt
Institute for the study of the book, University of Erlangen-Nuremberg
- 17.00 Iconography and Material Culture in Cheap Print Illustration, with a Case Study from Post-Tridentine Bologna**
Rebecca Carnevali, Warwick University
- 17.30 Eurovision 17th Century Style: Mapping Popular Political Geographies through 17th Century Broadside Ballads**
Angela McShane, Victoria and Albert Museum
- 18.00 German romances (*Prosaromane*): From “joyous and profitable” High-brow Literature in the late Middle Ages to Trivial Chapbooks Forbidden by Censor Intervention**
Ursula Rautenberg, Institute for the Study of the Book, University of Erlangen-Nuremberg
Rita Schlusemann, University of Utrecht - University of Berlin

Keynote speaker



Andrew Pettegree
University of St. Andrews

Andrew Pettegree is Professor of Modern History at the University of St Andrews and Director of the Universal Short Title Catalogue. He is the author of over a dozen books in the fields of Reformation history and the history of communication including: *Reformation and the Culture of Persuasion* (Cambridge University Press, 2005); *The Book in the Renaissance* (Yale University Press, 2010), was a New York Times notable book of the year and won the Phyllis Goodhart Gordan Prize of the Renaissance Society of America; and *The Invention of News* (Yale University Press, 2014), winner of the Harvard University's Goldsmith Prize, awarded annually by the Shorenstein Center for Media, Politics and Public Policy at the Kennedy School of Government. His most recent book, *Brand Luther: 1517, Print and the Making of the Reformation* (Penguin USA) was published in October 2015. His new projects include a study of Newspaper Advertising in the Low Countries and 'Preserving the World's Rarest Books', a collaborative project with libraries funded by the Andrew W. Mellon Foundation.

Abstract

Too small to count? Reconstructing the lost ephemera of Early Modern Europe

In recent years a great deal of attention has been directed to the small change of the book market; pamphlets, brochures and pocket books that sold for small sums, and from the second generation of print established an ever more important presence both in the economics of the industry and the lives of the reading public. These small books were accompanied by an increasing range of reading matter printed on single sheets. Some of this was sold, much more posted up or distributed for free. Works of this sort are especially poorly represented in major bibliographical projects; broadsheets are often excluded altogether. This paper presents new work being undertaken in St Andrews that attempts to reconstruct this total population of ephemeral print by combining more comprehensive searches of library and archival collections with techniques developed for the reconstitution of lost titles.

About Trento

Lying at the heart of the Dolomite Mountains, near Lake Garda, Trento offers a delightful sample of Italy's best: magnificent nature, rich cultural heritage, fantastic food and wine.

Trento is also a cosmopolitan city, at the crossroads of the contrasting cultures of Italy and Northern Europe. Capital of Trentino, not far from the Dolomites and the numerous lakes that can be found nearby, Trento is a city of art that has a strong Renaissance mark, which characterises it for its colours, its buildings and make it unique in the entire Alpine arc.

Known as the “painted city”, Trento offers many beautiful buildings within its compact historical center. Some of these were built to accommodate delegates to the Council of Trent (1545–1563). Most of the historical center has little or no traffic. Even brief walks during breaks from the conference are enjoyable.

What to visit



Buonconsiglio Castle

This castle is a “must visit” attraction as it represents the main monument of the city.



Duomo

The Duomo of Trento, also known as Saint Vigilius Cathedral, is located in the main square of Trento.



Museo diocesano tridentino

Next to the Duomo, Palazzo Pretorio host a permanent permanent collection and temporary exhibitions.

Palazzo delle Albere

A very suggestive villa, built in Renaissance style.

Roman underground ruins

In Piazza Battisti you will find the access to the ruins of the underground ancient Trento built by the Romans. This is actually another city under Trento.

MUSE

The Science Museum designed by Renzo Piano.

