Designed by
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Fondazione Bruno Kessler - Humanities Hub

Front page image:
(Rijksmuseum Amsterdam, The Netherlands).

Fly-22 / 3-2017_ISIG
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).

**Organising Committee**  
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**Financed by**

NWO  
Netherlands Organisation for Scientific Research
Trento city map
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

*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 Carnelos*, 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

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
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 Albera
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.