The Economic History of the Book in the Early Modern Period

Programme, as of 17 September 2018

Dates: 3, 4 & 5 October 2018, followed by a free, social-cultural programme on Saturday 6 October 2018

Wednesday 3 October 2018, evening programme

For conference participants, the Meet and greet and the Miræus Lecture are free of charge, but we kindly ask you to sign up using the online registration form at www.uantwerpen.be/en/conferences/economic-history-book/registration/

17:00  Meet and greet at Antwerp Heritage Library Hendrik Conscience, Nottebohm Hall
(address: Hendrik Conscienceplein 4, 2000 Antwerp; entrance on the square)

18:00  Miræus Lecture

Prof. Ian Maclean, All Souls College Oxford, and the University of St Andrews, UK
*Andreas Frisius of Amsterdam, and the search for a niche in the international book market (1664–1675)*

Thursday 4 October 2018: Venue Hof van Liere, 2nd floor
(address: Prinsstraat 13, 2000 Antwerp; entrance via the hall connecting the two courtyards)

9:00  Registration, coffee

10:00  Welcome

10:15  Session 1. Keynote.
Chair Prof. Dr. Jeroen Puttevils, Antwerp University, Belgium

1. Prof. Dr. Jan Luiten van Zanden, Utrecht University, Netherlands
*The economic history of the artifact*

11:15  Break, coffee

Chair Prof. Dr. David McKitterick, Trinity College, Cambridge, UK

2. Mark McConnell, independent scholar, Washington, DC, USA
*Toward a model of the cost structure incentives of early printing*

3. Dr. Dirk Imhof, Museum Plantin-Moretus, Belgium
*Determining the cost of books in the seventeenth century: Balthasar Moretus I’s justifications for his prices*

12:45  Lunch break (on own expenses)
Chair Dr. Tom Deneire, Antwerp University, Belgium

4. Dr. **Malcolm Walsby**, Université de Rennes 2, France
   *The stages of development of the French book market, ca. 1470–ca. 1600*

5. Dr. **Catherine Kikuchi**, École Française de Rome, Italy
   *Economic competition and oligopoly in the Venetian and European printing world (c. 1470–c. 1530)*

6. **Montserrat Cachero-Vinuesa & Natalia Maillard-Álvarez**, University Pablo de Olavide, Seville, Spain
   *International networks in the Hispanic book market (Seville, 1501–1598)*

16:00 Break, coffee

16:30 Session 4: EMoBookTrade Session.* Papers 8–10.
Chair Prof. Dr. Pierre Delsaerdt, Antwerp University, Belgium

7. Prof. **Angela Nuovo**, Università di Udine, Italy
   *The know how of a Renaissance bookseller*

8. Dr. **Renaud Milazzo**, Università di Udine, Italy
   *The prices of emblem books in Europe in the 16th century*

9. Dr. **Francesco Ammannati & Dr. Goran Proot**, Università di Udine, Italy
   *Books from the Officina Plantiniana as luxury commodities (1580–1655)*


18:00 Break

19:00 Conference dinner

The conference dinner is not included in the registration fee for the academic part of the conference. Places are limited and will be dealt with on a first come, first serve basis. Reservations are possible until 27 September 2018 or until all places are taken. Please use the online registration form at www.uantwerpen.be/en/conferences/economic-history-book/registration/

**Friday 5 October 2018: Venue Hof van Liere, 2nd floor**
(address: Prinsstraat 13, 2000 Antwerp; entrance via the hall connecting the two courtyards)

9:00 Session 5. Papers 10–12.
Chair Prof. Dr. Ian Maclean, All Souls College Oxford, University of St Andrews, UK

10. Dr. phil. **Urs B. Leu**, Director Rare Book Department, Zentralbibliothek Zürich, Switzerland
   *Habent sua pretia libelli! Unknown sources for the economic history of the book from Basel, Tübingen and Zürich*

11. Dr. **Mona Garloff**, Stuttgart, Germany
   *A long way down the Danube: foreign booksellers and book prices in the Habsburg Monarchy, 1680–1750*

12. **Klaudia Socha** DSc, Jagellonian University, Krakau, Poland
   *The shaping of the editorial repertoire and the prices of books published in the 18th-century Polish printing houses in the light of marketing publications*
10:30  Break, coffee

Chair Dr. Renaud Adam, Université de Liège, Belgium

13. Prof. Dr. J. Christopher Warner, Le Moyne College, Syracuse, NY, USA
_In and out of storage: the value of a thousand books left with Christopher Plantin ‘en garde’_

14. Dr. Xevi Camprubí, independent scholar, Spain
_The importance of ephemera for the printing industry in the Early Modern Period: the case of Barcelona_

15. Nina Geerdink, Utrecht University, Netherlands
_The business model of the literary author. Some methodological reflections_

12:30  Lunch break (on own expenses)

14:00  Session 7. Papers 16–18.
Chair Prof. Dr. Hubert Meeus, Antwerp University, Belgium

16. Rindert Jagersma & Helwi Blom, Radboud University Nijmegen, Netherlands
_Book sales catalogues and the second-hand book market_

17. Idalia García & Ricardo Vargas, UNAM, Mexico
_Prices of cultural legacy: second-hand books in Colonial Mexico_

18. Dr. Alexander Soetaert, KU Leuven, Belgium
_Reprinting Jeremias Drexel S.J. (1581–1638): a competitive market between Munich, Cologne, Antwerp and Douai_

15:30  Break, coffee

Chair Dr. Goran Proot, Università di Udine, Italy

19. Dr. Laurent Guillo, Institut de recherche en musicologie (IreMus), Paris, France
_The price of music books (France vs. Netherlands, c. 1675–1750)_

20. Dr. Caren Reimann, University of Würzburg, Germany
_‘... Great Glory Will Follow and Benefit for the World.’ – Managing the ‘Typographia Medicea’_

17:00  Concluding remarks

17:30  End of scholarly part of the conference

17:30  Reception
Saturday 6 October 2018

Optional, free of charge, social programme; venue: Museum Plantin-Moretus
(address: Vrijdagmarkt 22–23, 2000 Antwerp; meeting point on the square next to the entrance of the museum)

Conference participants and their companion can choose one or more activities, depending on time and availability. Please use the registration form online, www.uantwerpen.be/en/conferences/economic-history-book/registration/

10:00–11:00
  Option 1: show and tell at the new Reading Room about historical business documents related to the booktrade in the 16th and 17th centuries (max. 15 persons)
  Option 2: print demonstration at the Museum Plantin-Moretus (max. 15 persons)

and/or

11:00–12:00
  Option 3: Show and tell at the new Reading Room about historical business documents related to the booktrade in the 16th and 17th centuries (max. 15 persons)
  Option 4: Print demonstration at the Museum Plantin-Moretus (max. 15 persons)

11:00–13:00
  Option 5: Guided tour at the Museum Plantin-Moretus (max. 15 persons)

and/or

14:00–16:00
  Option 6: Guided tour at the Museum Plantin-Moretus (max. 15 persons)
Practical information: Accommodation

The city of Antwerp is abundant with hotels and bed and breakfasts. Conference participants may want to make a reservation in one of the hotels listed below offering special prices.

Please note the following general conditions:

- Check in date: Wednesday 3 October 2018 – or one day earlier if you prefer
- Check out date: Friday 5 October 2018 – or one day later if you prefer
- Conference participants make their reservations directly with the hotel and pay for their accommodation
- The number of rooms in the hotels listed below made available for conference is limited; if all rooms put on hold for conference participants are taken, prices may differ
- The period during which rooms at the conditions listed below are valid, is different for each hotel. After this period, reservations can only be made depending on availability
- When making a reservation, please mention the reservation code specified for the hotel concerned

Quality Hotel 4*

- Address: Molenbergstraat 9–11, 2000 Antwerp
- Distance to main conference venue (Prinsstraat 13, 2000 Antwerp): 600 m, 6 minutes walk
- Website: [www.qualityhotel-antwerp.be](http://www.qualityhotel-antwerp.be)
- Number of rooms on hold for conference participants: 30 rooms
- The conditions mentioned hereafter are valid until 21 August 2018
- Rates: standard room € 109.39 incl. breakfast and citytax for 1 person; a similar room used by 2 persons €129.78 incl. breakfast and citytax
- Reservations: T. +32 3 232 76 75; or via email: reception@qualityhotel-antwerp.be
- Reservation code: History-2018

Ibis Antwerpen Centrum 3*

- Address: Meistraat 39, 2000 Antwerp
- Distance to main conference venue (Prinsstraat 13, 2000 Antwerp): 1.2 km, 15 minutes walk
- Website: [www.ibishotel.com](http://www.ibishotel.com)
- Number of rooms on hold for conference participants: 20 rooms
- The conditions mentioned hereafter are valid until 4 September 2018
- Rates: €79.00 single or double room, incl. breakfast, excl. citytax € 2.39 per person per night
- Reservations: T. +32 3 231 88 30; or via email: H1453-SB@accor.com
- Reservation code: History 2018 - 524792

Century Hotel 3*

- Address: Pelikaanstraat 20-22, 2018 Antwerp
- Distance to main conference venue (Prinsstraat 13, 2000 Antwerp): 1.3 km, 16 minutes walk
- Website: [www.demahotels.be](http://www.demahotels.be)
- Number of rooms on hold for conference participants: 10 rooms
- The conditions mentioned hereafter are valid until 4 September 2018
- Aantal kamers in optie tot 4 september 2018: 10 kamers
- Rates: €74.00 single or double room, incl. breakfast, excl. citytax € 2.39 per person per night
- Reservations: T. +32 3 222 90 62; or via email: groups@demahotels.be or century@demahotels.be
- Reservation code: History-2018
Map indicating conference venues

Partners

– Department of History, University of Antwerp
– University Library, University of Antwerp
– University and Community Department, University of Antwerp
– Ruusbroec Institute, University of Antwerp
– Heritage Library Hendrik Conscience, Antwerp
– Museum Plantin-Moretus, Antwerp
– Research Foundation Flanders
– Flanders Book Historical Society [vzw]

Academic committee

– Dr. Renaud Adam, Université de Liège
– Prof. dr. Pierre Delsarte, Department of History, University of Antwerp
– Prof. dr. Kees Schepens, Ruusbroec Institute, University of Antwerp
– Prof. dr. Johan van Heesch, History Department, KU Leuven/Brussels, Royal Library
– Prof. Angela Nuovo, Università di Udine
– Prof. dr. Jeroen Puttevils, Department of History, University of Antwerp
– Prof. dr. Violet Soen, History Department, KU Leuven, Leuven
– Prof. dr. Bert De Murck, Department of History, University of Antwerp

Organising committee

– Dr. Tom Deneire, Curator Special Collections, Library of the University of Antwerp
– Dr. Goran Proot, Post-doctoral Research Fellow, Università di Udine
– Prof. dr. Jeroen Puttevils, Department of History, University of Antwerp
– Kristof Selleslach, Museum Plantin-Moretus, Antwerp
– Prof. dr. Violet Soen, History Department, KU Leuven, Leuven