The Early Modern Book Trade: An Evidence-based Reconstruction of the Economic and Juridical Framework of the European Book Market

Fact Sheet

Project Information

EMoBookTrade
Grant agreement ID: 694476

Funded under
EXCELLENT SCIENCE - European Research Council (ERC)

Total cost
€ 1 434 375

EU contribution
€ 1 434 375

Hosted by
UNIVERSITA DEGLI STUDI DI MILANO
Italy

DOl
10.3030/694476

Closed project

Start date
1 September 2016

End date
31 August 2022

Objective

This project will explore the idea – and gather the evidence to prove it – that the so-called printing revolution does not consist in a change in book-making technology but in the process, prolonged over the entire 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 will reconstruct 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)); 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 will feed into an overarching project which will examine 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.

**Fields of science**

- humanities › history and archaeology › history
- social sciences › political sciences › political transitions › revolutions
- humanities › arts › modern and contemporary art › cinematography

**Programme(s)**

H2020-EU.1.1. - EXCELLENT SCIENCE - European Research Council (ERC)  

**Topic(s)**

ERC-ADG-2015 - ERC Advanced Grant

**Call for proposal**

ERC-2015-AdG

See other projects for this call

**Funding Scheme**

ERC-ADG - Advanced Grant
Host institution

UNIVERSITA DEGLI STUDI DI MILANO
Net EU contribution
€ 728 498,99

Address
Via Festa Del Perdono 7
20122 Milano
Italy

Region
Nord-Ovest > Lombardia > Milano

Activity type
Higher or Secondary Education Establishments

Links
Contact the organisation
Website
Participation in EU R&I programmes
HORIZON collaboration network

Other funding
€ 0,00

Beneficiaries (2)

UNIVERSITA DEGLI STUDI DI MILANO
Italy
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Via Festa Del Perdono 7
20122 Milano

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Nord-Ovest > Lombardia > Milano

Activity type
Higher or Secondary Education Establishments

Links
Contact the organisation
Website
UNIVERSITA DEGLI STUDI DI UDINE

Italy

Net EU contribution

€ 705 876,01

Address

Via Palladio 8
33100 Udine

Region

Nord-Est > Friuli-Venezia Giulia > Udine

Activity type

Higher or Secondary Education Establishments

Links

Contact the organisation  Website  Participation in EU R&I programmes  HORIZON collaboration network

Other funding

€ 0,00

EC signature date: 23 June 2016
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