9 April 2021
H. 4 p.m.

The seminar will be held online on Zoom. Please register at https://unive.zoom.us/meeting/register/tZIscOioqD0tGdAgzrunXpwkcc_YPgN240oS

For further information: cristiano.guarneri@unive.it

Guest hosted by the ERC GA n. 865863 ERC-AdriArchCult

ERC AdriArchCult Seminars
Architecture and the Early Modern Books

The ERC EMoBookTrade Project

Angela Nuovo – University of Milan

With the collaboration of Andrea Ottone and Erika Squassina – University of Milan

ERC project EMoBookTrade explores the idea – and gathers 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. It reconstructs the economic and legal framework of the European book market by applying an interdisciplinary approach to the economic study of book history.