

S06	EARLY MODERN CITY BRANDING: CITY GUIDES IN ITALY AND THE LOW COUNTRIES (1500-1700)
Organisers:	Harald Hendrix (Utrecht University) Enrico Parlato (Università della Tuscia, Viterbo, Italy) Eddy Verbaan (University of Nottingham, United Kingdom)
Period:	Early Modern
Date:	Friday, 31 August, 2012
Time:	11:00-12:30
Room:	215

Description

As of the early 16th century, city guides have become a major instrument in the process of forging urban identities in Western Europe. While offering precious documentary information, particularly appreciated and traditionally studied almost exclusively by art historians, these guides usually are grounded in a desire – fostered by interest groups or civic authorities – to offer interpretations of urban identities projected both inwards and outwards, to the cities populace or to its visitors. This session wants to explore and analyse the ideological and strategical motivations underlying early modern city guides, while at the same time appreciating the documentary richness of these texts. Parallel to the recent explosion of (digital) editions of such city guides, the session intends to broaden from a cross-disciplinary perspective the scholarly analysis of these texts, in order to reach an in-depth understanding of the genre and its relevance as source material for the writing of early modern (cultural) history. To accomplish this, the session focuses on the two geographical realities that in early modern Europe arguably offer the first and richest evidence of city guides, Italy and the Low Countries, and intends to gain better insight in the genre by comparing these realities.

The session welcomes papers that explore the ideological basis of particular city guides published in Italy and the Low Countries between 1500 and 1700, from Benedetto di Falco's "Descrittione dei luoghi antiqui di Napoli" [1535] and Francesco Sansovino's "Venetia città nobilissima et singolare" [1581] to Jan Jansz Orlers' "Beschrijvinge der stad Leyden" [1614] and Melchior Fokkens' "Beschryvinge der wydt-vermaerde Koop-Stadt Amstelredam" [1662]. The juxtaposition of the Italian and Dutch/Flemish material may contribute to a better understanding of the common grounds underlying the genre. This also should be the result of comparisons with other, strictly related textual traditions like the pilgrimage guides or the 'national' chorographies like Leandro Alberti's "Descrittione di tutta Italia" [1550] and Lodovico Guicciardini's "Descrittione di tutti i Paesi Bassi" [1567]. The session particularly welcomes papers that reflect on the dynamism between inward and outward looking orientations detectable in the genre, and on its potential as a tool for intercultural mediation in various contexts, from international politics and trade relations to cultural contacts in general and tourism in particular. Papers presented in this session are eligible for publication in a special issue of the scholarly periodical "Incontri. Rivista europea di studi italiani".

Scientific Programme

- 721 VISITING THE THEATRE OF WAR. FORTRESSES, BATTLEFIELDS, AND THE BELLICOSE PAST IN THE SOUTHERN LOW COUNTRIES (1697-1750)**
Gerrit Verhoeven (Universiteit Antwerpen, Department Of History, Antwerp, Belgium)
- 590 THE DESCRITTIONE DI TUTTA ITALIA OF LEANDRO ALBERTI**
Silvia Gaiga (University of Utrecht, Dept. of modern languages – Italian, Utrecht, The Netherlands)
- 509 GUIDEBOOKS, URBAN SPACE AND SACRED TOPOGRAPHY IN MODERN ROME**
Marco Cavietti (Università degli studi di Roma "La Sapienza" Storia dell'arte, Rome, Italy)
- 473 REMEMBERING THE DUTCH REVOLT. CITIES, CITY GUIDES AND CIVIC RIVALRY IN THE SEVENTEENTH CENTURY LOW COUNTRIES**
Marianne Eekhout (Leiden University, Leiden, The Netherlands)