

ART MARKET

DAMS (L-3)

University of Teramo

Cecilia Paolini

University of Teramo



UNIVERSITÀ
DEGLI STUDI
DI TERAMO

Department of Communication Sciences



DIPARTIMENTO DI
SCIENZE DELLA
COMUNICAZIONE

*IV LESSON - PRESENTATION
OF THE STUDY UNIT*

MARKET AND ATELIER IN BOLOGNA

Raffaella Morselli, Professione Pittore: Il caso Bologna tra Cinque e Seicento, Marsilio 2022

- The book offers a detailed analysis of the Bolognese artistic environment of the seventeenth century, exploring the social, economic and professional dynamics of the painters of the time. It provides an in-depth understanding of the historical context and economic practices of Bolognese artists between the sixteenth and seventeenth centuries.
- Bologna, in the context of the ecclesiastical state, represented one of the most important cities after Rome. Its autonomy and the lively artistic community that thrived there made it a center of considerable interest for the study of art history. The economic and social dynamics that influenced artistic production in Bologna in the seventeenth century are the focus of the book "Professione Pittore: Il caso Bologna tra Cinque e Seicento" of Raffaella Morselli.
- Through the study of the social, economic and professional dynamics of the artists, a complex and fascinating picture of the artistic life of the time emerges.



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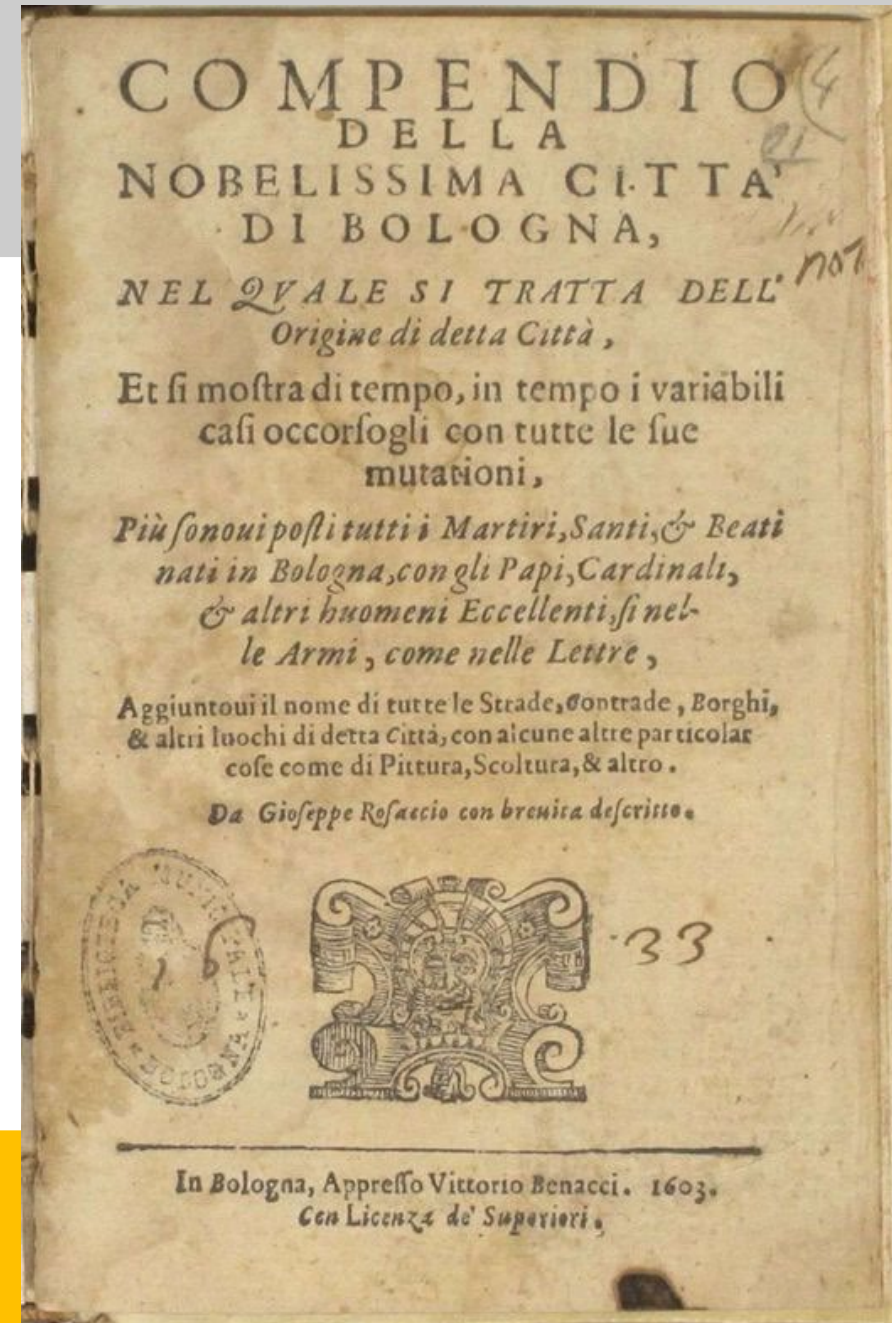


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PRESENTATION

MARKET AND ATELIER IN BOLOGNA

Bologna claimed its own autonomy within the ecclesiastical state, with a well-developed artistic community and strong ties with religious power. Giuseppe Rosaccio, in his "Guide to Bologna" of 1603, documented the architectural changes and furnishings of the city's churches, emphasizing the importance of sacred art. This historical document offers a detailed look at how art was integrated into the religious and social life of the city.



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Giuseppe Maria Mitelli, in 1679, published a collection of twelve engravings depicting altarpieces from Bolognese churches. These works celebrated the beauty and fame of the city's churches, reflecting the importance of religious painting in the local art environment. Mitelli's engravings not only enhanced the aesthetics of churches, but also served as a promotional tool for artists and their works.

Giuseppe Mitelli, Martyrdom
of Sant'Agnese, da Domenichino



The life of Bolognese artists in the seventeenth century was influenced by complex economic dynamics. Artists developed pricing strategies for their works, adapting to market conditions and the demands of clients. Francesco Albani, for example, in 1621 negotiated with Ferdinando Gonzaga using his reputation and his previous works as collateral. This episode highlights how artists also had to be skilled negotiators to secure commissions and support their careers.



Francesco Albani, the toilet of Venere, 1622-1630, Parigi, Louvre
(together with: Adone led by cupids in Venere, Amorini Unarmed, Rest of Venere and Vulcano)

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The costs of preliminary operations and labor were often borne by the client, influencing the final price of the works of art. The economic management of the ateliers required a precise organization of the resources and structures necessary for artistic production. The ateliers were not only places of artistic creation, but also centers of economic and logistical activity.



Odoardo Fialetti, frontespizio de *Il vero modo et ordine per disegnar tutte le parti et membra del corpo humano*

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A significant example of economic management is provided by Guido Reni's notebook. This document includes records of deposits, receipts, personal expenses, and financial transactions, offering a detailed look into the artist's finances. The notebook is divided into four parts: deposits and receipts, expenses, money lent and bank transactions. The recordings document Reni's income and expenses, but exclude construction site expenses, highlighting the artist's attention to personal economic management.

Guido Reni,
Crocifissione,
Bologna, Pinacoteca
nazionale



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Guido Reni's notebook serves as a personal register of financial transactions, highlighting the artist's economic and professional management. Reni meticulously noted income and expenses, highlighting his ability to manage not only artistic production, but also the economic aspects of his business.

The notebook is kept in a modern Moroccan box, decorated with an oil on copper attributed to Zanotti Cavazzoni. This precious packaging emphasizes the importance of the document and the care with which it has been preserved. Among Guido Reni's works, the "Madonna and Child" stands out, a copy of a composition replicated in Santa Maria Maggiore in Rome, which demonstrates his skill and fame achieved as an artist.

Guido Reni, Holy Trinity, Rome, Trinità dei Pellegrini church



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The economic dynamics that influenced the Bolognese art market included prices, commissions and negotiation strategies. Artists had to navigate through a complex system of relationships and economic transactions in order to maintain their careers and thrive in the city's competitive art environment.

Relationships between artists and patrons were crucial to secure important commissions. Artists developed strategies to build and maintain these relationships, using their reputation, negotiation skills, and the quality of the works as tools of persuasion. These relationships directly influenced the success and sustainability of their careers.

Annibale Carracci,
painting salesman
(incision)

