

ART MARKET

DAMS (L-3)

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XXI LESSON – ART EXPERTS

The intendants were central figures in the Roman art market of the eighteenth century. These individuals were not only art connoisseurs, but also played the role of mediators and advisors to buyers and sellers. They possessed a thorough knowledge of the works and artists, and their judgment was very influential.

Previous example: One of the best-known intendants of the previous century (seventeenth century) was the Marquis Vincenzo Giustiniani, whose refined taste and critical eye were highly respected. Giustiniani was known for his collection of paintings that included works by Caravaggio and Annibale Carracci, demonstrating his preference for innovative and talented artists.

A particular case of the seventeenth century: the Cavaliere d'Arpino (Giuseppe Cesari)

- **Role:** Quartermaster and artist.
- **Activity:** Giuseppe Cesari, known as the Cavaliere d'Arpino, was not only a renowned artist but also an important steward. His role as intendant allowed him to have access to important commissions and to guide the artistic taste of the time.
- **Contribution:** Cesari was known for his ability to identify and enhance young talents, such as Caravaggio, who initially worked in his workshop.

Scholars contributed to the art market through the production of critical and historical texts. These scholars documented the works and their authors, creating catalogues raisonn  and other reference works. Their activity not only increased the knowledge available but also gave value to works of art.

Previous example: A significant example in the previous century is Filippo Baldinucci, who with his "Notizie de' professori del disegno da Cimabue in qua" provided a precious resource for art history and collectors. His work was one of the main sources of information on Italian art until the eighteenth century.



Giuseppe Cesari, Diana and Actaeon, 1602-1603, Paris, Louvre

Collectors were often aristocrats or members of the upper middle class, attracted by the social prestige associated with owning works of art. Their private collections were sometimes accessible to the public, contributing to the spread of taste and artistic culture.

Previous example: Cardinal Scipione Borghese, during the seventeenth century, is one of the most famous collectors. His villa, now the Borghese Gallery, housed a vast collection of works by artists such as Caravaggio, Bernini and Raphael. His passion for art not only enriched his social position but also the city of Rome itself.



Titian, Sacred and Profane Love, c. 1515, Rome, Galleria Borghese

An example of an art steward in the eighteenth century is Cardinal Giuseppe Renato Imperiali, who played a significant role in the field of patronage and art collection. Imperiali, as Prefect of Good Government and General Treasurer, promoted numerous artistic and architectural projects, involving artists such as Filippo Barigioni, Giovanni Battista Contini and Gabriele Valvassori. In addition, he supported painters such as Domenico Maria Muratori and Francesco Fernandi, nicknamed the Imperiali in his honor.

Another example of an eighteenth-century art steward is Andrea Procaccini, a Roman painter who, after collaborating with Carlo Maratti, worked as an art dealer. Procaccini owned a collection that included plaster reproductions of classical statues and numerous paintings. His home-studio in Via del Corso also served as a gallery where he exhibited these works, making them accessible to foreign tourists.

These examples highlight how the connoisseurs of art in the eighteenth century were not only patrons, but also active promoters and collectors, contributing significantly to the dissemination and conservation of the artistic heritage.

Luigi Lanzi

Work: "Pictorial History of Italy".

Contribution: Luigi Lanzi was one of the leading scholars of the eighteenth century, known for his studies of Italian art. His work "Pictorial History of Italy" is one of the first systematic histories of art, which categorizes and analyzes the different Italian pictorial schools.

Impact: Lanzi helped define the criteria for evaluating works of art and create a solid historical basis for connoisseurs and collectors. His works were used as essential guides for understanding and evaluating art.



ART EXPERTS

INTENDANTS AND COLLECTORS

- **Cooperation:** gli intendenti spesso lavoravano a stretto contatto con i collezionisti, consigliando sulle acquisizioni e autenticando le opere. Questo rapporto di fiducia era fondamentale per il successo delle transazioni.
- **Example:** Filippo Juvarra, an architect and steward, collaborated with various collectors to select and purchase works of art. His experience ensured the acquisition of authentic and valuable pieces.

SCHOLARS AND COLLECTORS

- **Documentation:** scholars provided collectors with the information they needed to understand the historical and artistic value of the works. Their publications were essential to educate and inform collectors.
- **Example:** Johann Joachim Winckelmann, considered the father of modern archaeology and art history, profoundly influenced the collectors of his time with his works on ancient sculpture, in particular "Geschichte der Kunst des Alterthums" (History of Art of Antiquity).

