



Amsterdam  
University  
Press

Pamela Bianchi

## The Origins of the Exhibition Space (1450-1750)

Before the first purpose-designed exhibition spaces and painting exhibitions emerged, showing art was mainly related to the habit of dressing up spaces for political commemorations, religious festivals, and marketing strategies. Palaces, cloisters, façades, squares, and shops became temporary and privileged venues for art display, where sociability was performed, and the idea of exhibition developed. *What were those places and events? What aesthetic, cultural, social and political discourses intersected with the early idea of exhibition space? How did displaying art shape a new vocabulary within these events, and conversely, how have these occasions conditioned exhibiting practices?* This book traces the origins of the exhibition space by studying its visual and written imagery in the early modern period. It reconsiders events and habits that contributed to shaping the imagery of the exhibition space, and to defining exhibition-making practices, exploring micro-histories and long-term changes.

### BIOGRAPHY

Pamela Bianchi is a professor in art history at the École Supérieure d'Art et Design in Toulon (ESADtpm). She is specialized in the relationship between art, architecture and exhibition design and since 2013, she has been an affiliated researcher at the Paris 8 University (AI-AC).



Spatial Imageries in Historical Perspective  
February 2023  
238 pages, 20 Illustrations, black & white  
Hardback  
156.0 x 234.0 mm  
€112.00 / £96.00 / \$129.00

ISBN 978 94 6372 867 6  
e-ISBN 978 90 485 5602 1  
BISAC ANT002000 / ARC011000 / HIS037020  
BIC AMX / HBLH

**KEYWORDS**  
Exhibition Space, Displaying Collection, Typology of Spaces, Spatial imageries, Visual Studies

To pre-order this book visit [www.aup.nl](http://www.aup.nl)

Distribution ROW via Wiley | Orders currently via email, for trade customers: [trade@wiley.com](mailto:trade@wiley.com) For individuals: [amsterdam.csd@wiley.com](mailto:amsterdam.csd@wiley.com)  
Distribution North America via Baker & Taylor Publisher Services | [www.btpubservices.com](http://www.btpubservices.com)

Amsterdam University Press  
Nieuwe Prinsengracht 89  
1018 VR Amsterdam

T +31 (0)20 420 00 50  
[info@aup.nl](mailto:info@aup.nl)  
[marketing@aup.nl](mailto:marketing@aup.nl)

[www.aup.nl](http://www.aup.nl)  
[facebook.com/AUPAcademic](https://facebook.com/AUPAcademic)  
[twitter.com/AmsterdamUPress](https://twitter.com/AmsterdamUPress)



Amsterdam  
University  
Press

## TABLE OF CONTENTS

Table of Contents

Acknowledgments

1. INTRODUCTION

1.1 Reasons for a Research

1.2 Topics, Frames and Methodology

2. Main Topics

2.1 The Topoi of the Exhibition Space

2.2 From the Act of Showing to the Idea of Exhibiting

2.3 Depicting the Exhibitions

2.4 Early Exhibition Design Precepts and Treatises

3. (Domestic) Interiors

3.1 Dressing Up Environments. From Representative Spaces to Exhibition Rooms

3.2 Aesthetic Promenades in Italian Noble Palaces

3.3 Dutch and Venetian Burgers' Dwellings

3.4 A Proper Place for Artefacts

3.5 Setting-Up the Collections

3.6 Directing the Viewers' Gaze

\*Spaces in Between

\*Ubi Papa, Ibi Roma. Furniture and Display Apparatus

4. (Public) Exteriors

4.1 Gardens, Outer Loggias and Inner Galleries

4.2 The City: a Stage to Display Ceremonies

4.3 Religious Spaces for Early Exhibitions

4.4 Transitional Space for Exhibition Fairs in Florence and Venice

4.5 Other Venues of Exhibiting. Italian Botteghe and Northern Panden

4.6 Alternative Exhibition Spaces: Eighteen-century Paris

5. Conclusion

5.1 The psychology of the display

Bibliography

List of Illustrations

Index

To pre-order this book visit [www.aup.nl](http://www.aup.nl)

Distribution ROW via Wiley | Orders currently via email, for trade customers: [trade@wiley.com](mailto:trade@wiley.com) For individuals: [amsterdam.csd@wiley.com](mailto:amsterdam.csd@wiley.com)  
Distribution North America via Baker & Taylor Publisher Services | [www.btpubservices.com](http://www.btpubservices.com)

Amsterdam University Press  
Nieuwe Prinsengracht 89  
1018 VR Amsterdam

T +31 (0)20 420 00 50  
[info@aup.nl](mailto:info@aup.nl)  
[marketing@aup.nl](mailto:marketing@aup.nl)

[www.aup.nl](http://www.aup.nl)  
[facebook.com/AUPAcademic](https://facebook.com/AUPAcademic)  
[twitter.com/AmsterdamUPress](https://twitter.com/AmsterdamUPress)