

Workshop Polish Academy

Wednesday 19 October 2016, 1 p.m.–4 p.m.

Dr. Goran Proot

Forces of Change in Early Modern Typography in the Southern Netherlands, 1473–c. 1815

Abstract

Design has been an important factor in marketing books since the beginning of printed books in the fifteenth century. In this workshop, Dr. Proot will address the question: How did the layout of hand press books evolve over long time-spans? He will explore different forces that defined the typographical identity of books in general and of different text genres in particular. Focusing on Flemish books produced between 1473 and c. 1815, he will demonstrate how tradition and innovation, fashion and technical improvements, time and time again, needed to find a new balance.

Biographical note

Goran Proot obtained his Ph.D. in Language and Literature from the University of Antwerp on Jesuit theater in the Southern Netherlands from the period 1575–1773. He has been director of the Short Title Catalogue Flanders project (STCV), a major bibliographical project documenting all pre-1801 hand-press books published in Flanders. He is editor in chief of the book historical journal *De Gulden Passer* and he is president of the Flanders Book Historical Society. He has worked as curator of rare books at Antwerp University Library (2003–2009), at the Folger Shakespeare Library in Washington, DC (2012–2014), and at the Bibliothèque Mazarine in Paris (2014–2016), where he directed the digital library and the conservation lab. In the Fall of 2016, he will join an ERC project about the 16th-c. book trade under the direction of prof. dr. Angela Nuovo at Udine, Italy.