

Survey 3 quiz

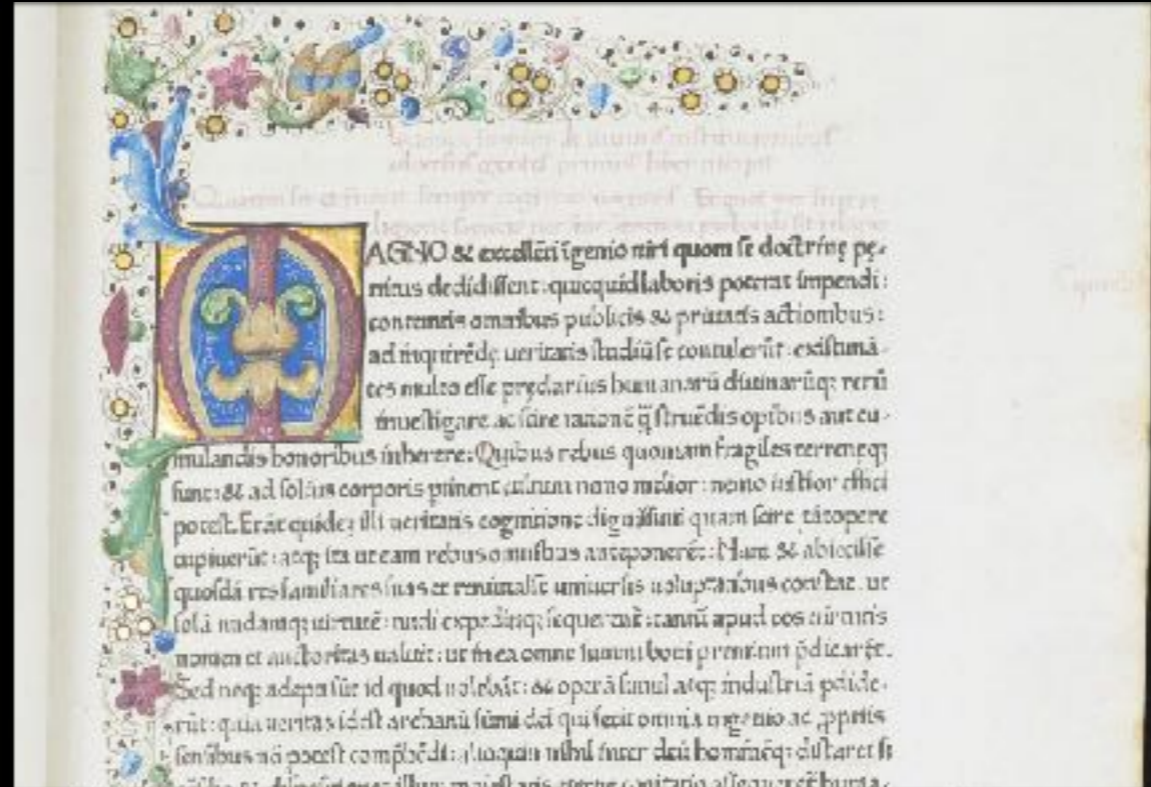
Block books and baroque

1450-1750



What are these both examples of?

- What are these both examples of?
- Colophons
- What is a colophon?
- A trademark printed at the front of a book. It gives the name of the printer and the date and place of printing.
- Did they exist in manuscript books too? Examples of manuscript colophons go back as far as the 12th century.
- 1457 – The Mainz Psalter has the first printed colophon—the first printed European example of a publisher taking ownership of their work.



What kind of early printed type style is this?

What kind of early printed type style is this?

Roman style

What did it replace?

- Gothic scripts

Who were the first typographers to use it in print?

- Sweynheym and Pannartz

- Sweynheym and Pannartz abandoned Gothic scripts, in favour of the “Roman-style” of letter developed by Italian scribes. (Which were in fact an Italian derivation of Caroline script)
- Sweynheym and Pannartz designed their own version of classic Roman capital letters and combined them with the rounded miniscules developed by the Italians.

Quidā eius libros nō ipsius esse sed Dionysii & Zophiri colophoniorū tradunt: qui iocādi causa cōscribentes ei ut disponere idoneo dederunt. Fuerunt autē Menippi sex. Prius qui de lydis scripsit: Xanthūq; breuiauit. Secūdus hic ipse. Tertius stratonicus sophista. Quartus sculptor, Quintus & sextus pictores: utrosq; memorat apollodorus. Cynici autem uolumina tredecī sunt. Neniæ: testamenta: epistolæ cōpositæ ex deorum p̄sona ad physicos & mathematicos grāmaticosq; & epicuri foetus: & eas quæ ab ipsis religiose coluntur imagines: & alia.

What terms are used to categorise the early Roman-style typography?

What terms are used to categorise the early Roman-style typography like those used by Sweynheym and Pannartz?

Antique, Venetian, Humanist, or Old Style

Who are some examples of other early typographers who used this style?

Jenson, Plantin, Garamond,

They have very even weight (not many thicks and thins)

Serifs are quite thick

Still feels a bit like handwriting (humanist)

e.g. Jenson, Plantin, Garamond,



What did a punchcutter do?

What did a punchcutter do?

Punchcutters were the people who carved the type into metal punches.

The punches were used to make matrixes (molds).

In those early days they were often the people who designed it too. One very successful punchcutter and type designer was Claude Garamond, designer of one of the most famous and well used Roman typefaces of all times.



Who designed the first book ever printed in English?

Who designed the first book ever printed in English?

- William Caxton—the first English printer.

What kind of a book was it?

- A court love story (1474 The Recuyell of the Historyes of Troye)

What is the name for the kind of typeface he used that mixed Gothic and Roman-style type?

- bâtarde

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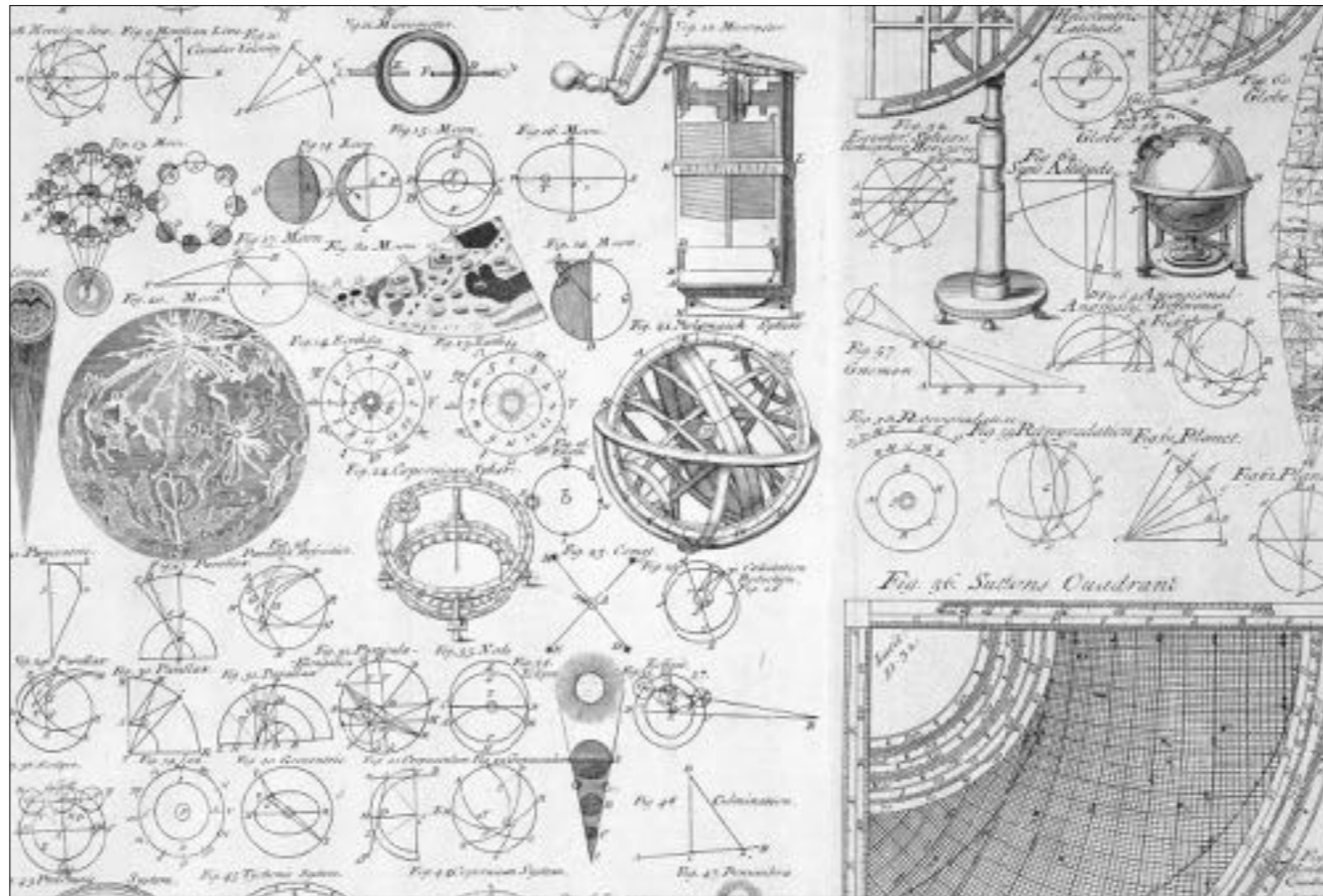
Which printing technique was used to print this book?

Which printing technique was used to print this book?

Copperplate-engraving, or intaglio printing

Intaglio printing was helping science to progress

1545 CE – Charles Estienne and Étienne de la Rivière,
De Dissectione Partium Corporis Humani Libri III



The age of enlightenment undermined the authority of which two powers?

The age of enlightenment undermined the authority of which two powers?

Church and state (monarchy)

French historians traditionally place the enlightenment between 1715, the year that Louis XIV died, and 1789, the beginning of the French Revolution. Other historians say the 1620s were the start of the scientific revolution.

The age of enlightenment, was an intellectual movement which dominated the world of ideas in Europe in the 18th century.

It advanced ideals such as liberty, progress, tolerance, fraternity, constitutional government, and separation of church and state.

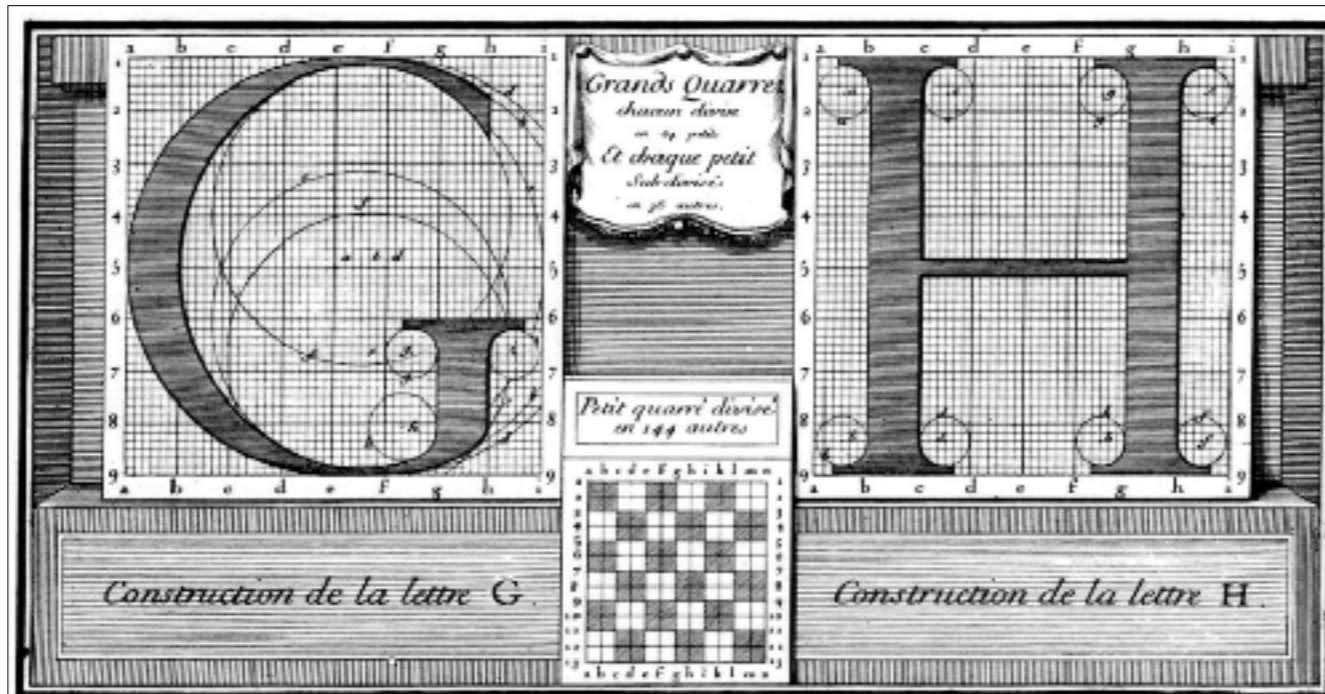
The ideas of the Enlightenment undermined the authority of the monarchy and the Church, and paved the way for the political revolutions of the 18th and 19th centuries.



Why was the baroque period in the 1600's a quiet time in book and type design?

Why was the baroque period in the 1600's a quiet time in book and type design?

An abundant stock of ornaments, punches (original characters), matrixes (moulds for reproducing characters), and woodblocks from the 1500's was widely available, providing little incentive for printers to commission new designs.



Which French king initiated a new geometric style of typography in the early 1700s?

Which French king initiated a new style of typography in the early 1700s?

Louis XIV

What was the typeface called?

ca. 1702 – Romain du Roi (King's Roman)

What category of new geometric typefaces did it launch?

Transitional typefaces

The first transitional typeface was commissioned by Louis XIV. He wanted a grand new design for use by the Royal Print Office in 1692. The type was first used in 1702. Whereas previous roman typefaces developed naturally over time and were based on handwriting, the Romain du Roi was the result of rational design the letterforms were mapped on grids before being cut into metal.

The King's Roman was a collaboration between four scientists. It took 10 years to complete the commission.

While suiting the king's goal to break with convention, this new design was less reader friendly



Which style period does this architecture represent?

Rococo

Which style period did it follow?

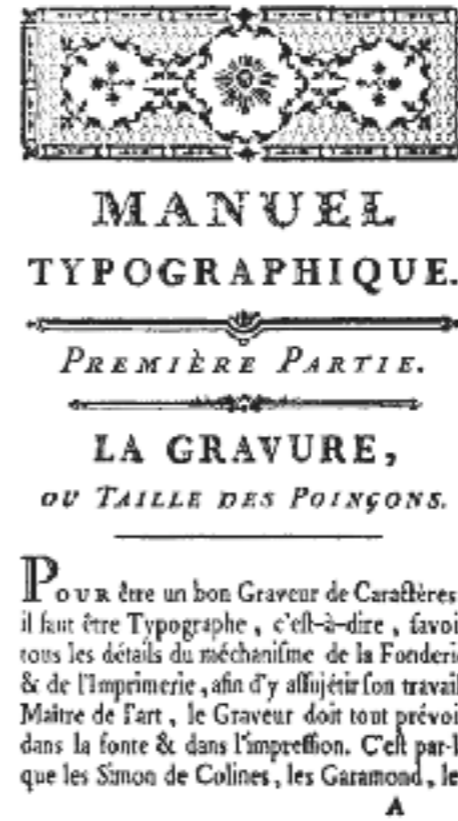
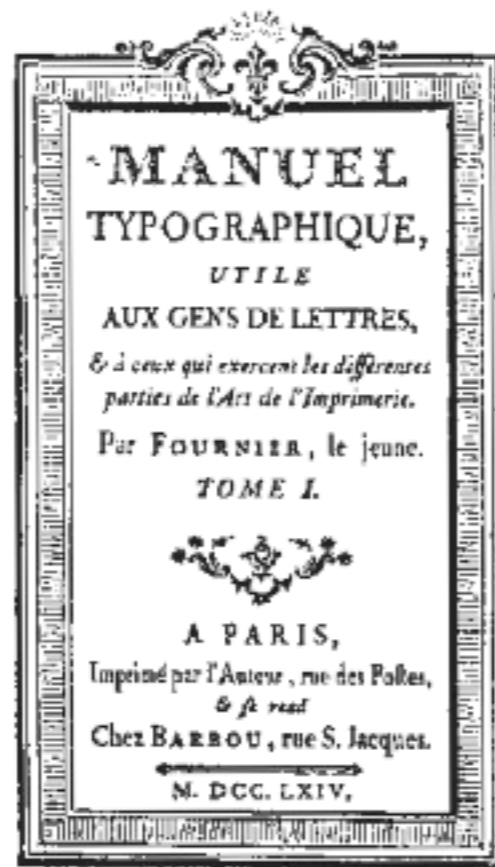
Baroque

What are the style trademarks of the rococo period?

The colour palette became lighter, embracing pastel tones and more white. Rococo also introduced elements of nature, such as seashells and floral patterns

What are the style trademarks of the baroque period?

neo-classical designs, opulence and ostentation, chiaroscuro, dramatic colours, often dark



What is the name for the rococo period of French type design in the 1700's?

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The Golden Age of Typography

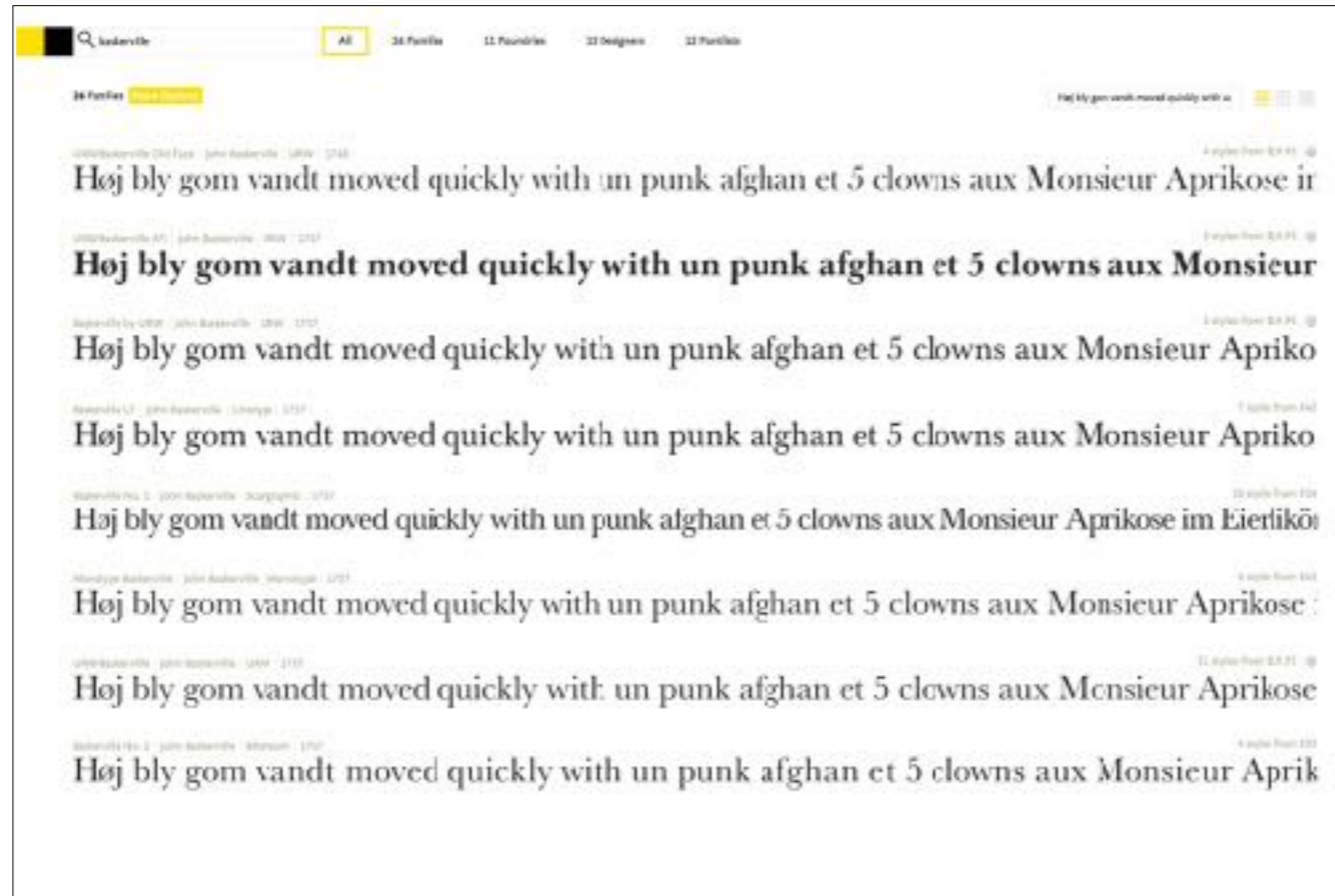
Geoffrey Tory and Pierre Simon Fournier le Jeune were at the heart of the Golden Age of Typography

a century of exquisite French books filled with elegant ornamentation

Fournier's ornate work epitomised Rococo.

He is most remembered for his decorative ornaments, used for creating borders, decorative rules, etc.

He was also the inventor of the point system of type measurement.



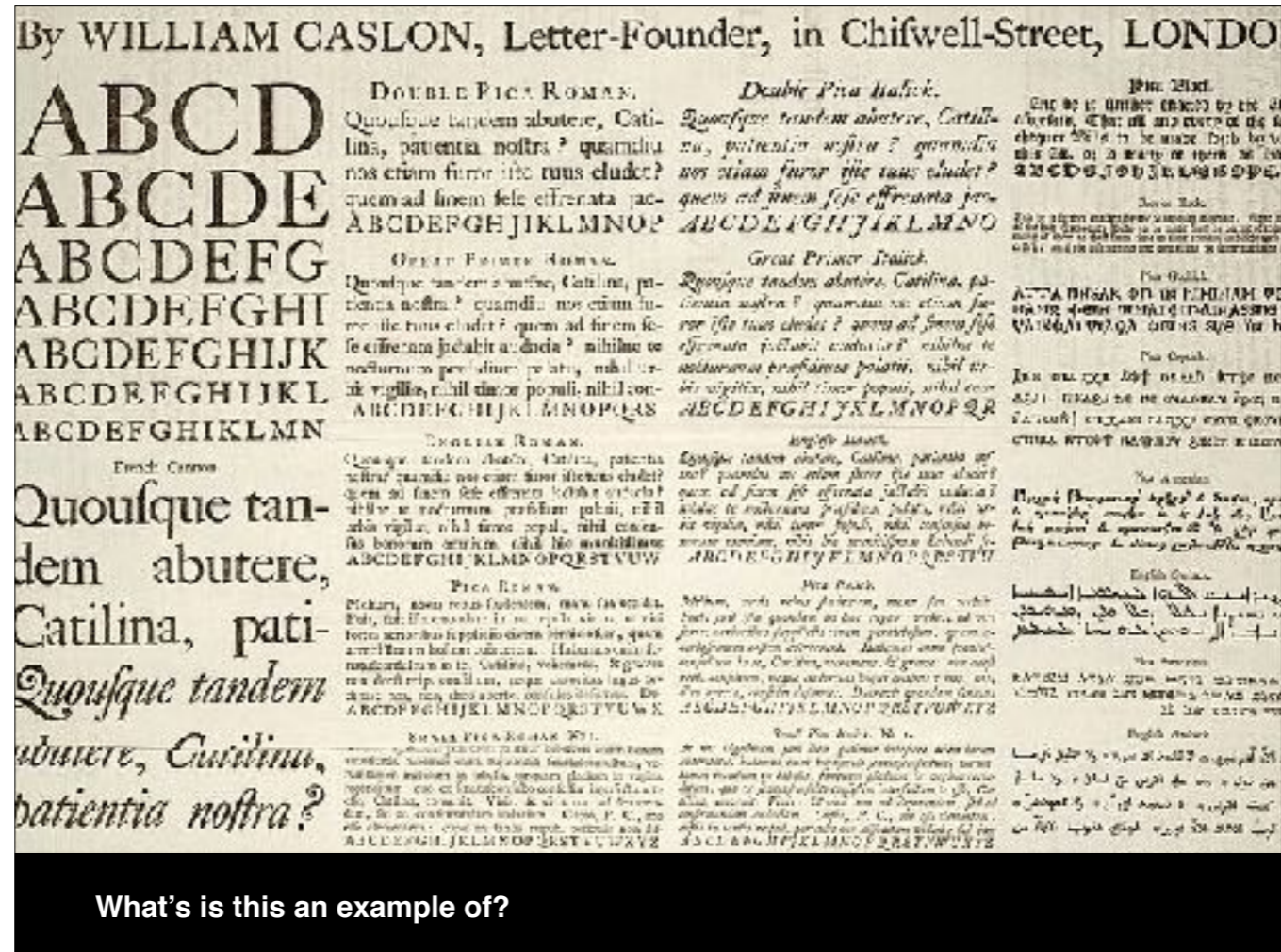
Which type category do typefaces such as Baskerville and Caslon belong to?

Which type category do typefaces such as Baskerville and Caslon belong to?

Transitional typefaces

They are more geometric than the old style typefaces. They have thinner serifs and more contrast between thick and thin strokes. It's the term we used earlier to describe the Romain du Roi.

They are lighter, more elegant and modern feeling.



What's is this an example of?

What's is this an example of?
 A type specimen sheet

Who produced it?
 Caslon

What was it used for?
 When choosing a printer, a client would need to consider not just the variety of typefaces they offered, but also what sizes they were available in.

ca. 1725 – Caslon produced the first type specimen sheets
 In order for type to reproduce and read as well as possible in every point size, different type sizes have to be individually drawn (even today). Until the twentieth century, type was made by carving an original metal punch for each character or glyph. The punch was used to make a matrix, or mould. Molten metal was poured into the mould. Each character, or glyph, then had to be finished by hand filing rough edges, etc. As the variety of typefaces increased, specimen books, or broadsheets became very important. When choosing a printer, a client would need to consider not just the variety of typefaces they offered, but also what sizes they were available in.

PHEW, QUIZ OVER.

What is the Renaissance?

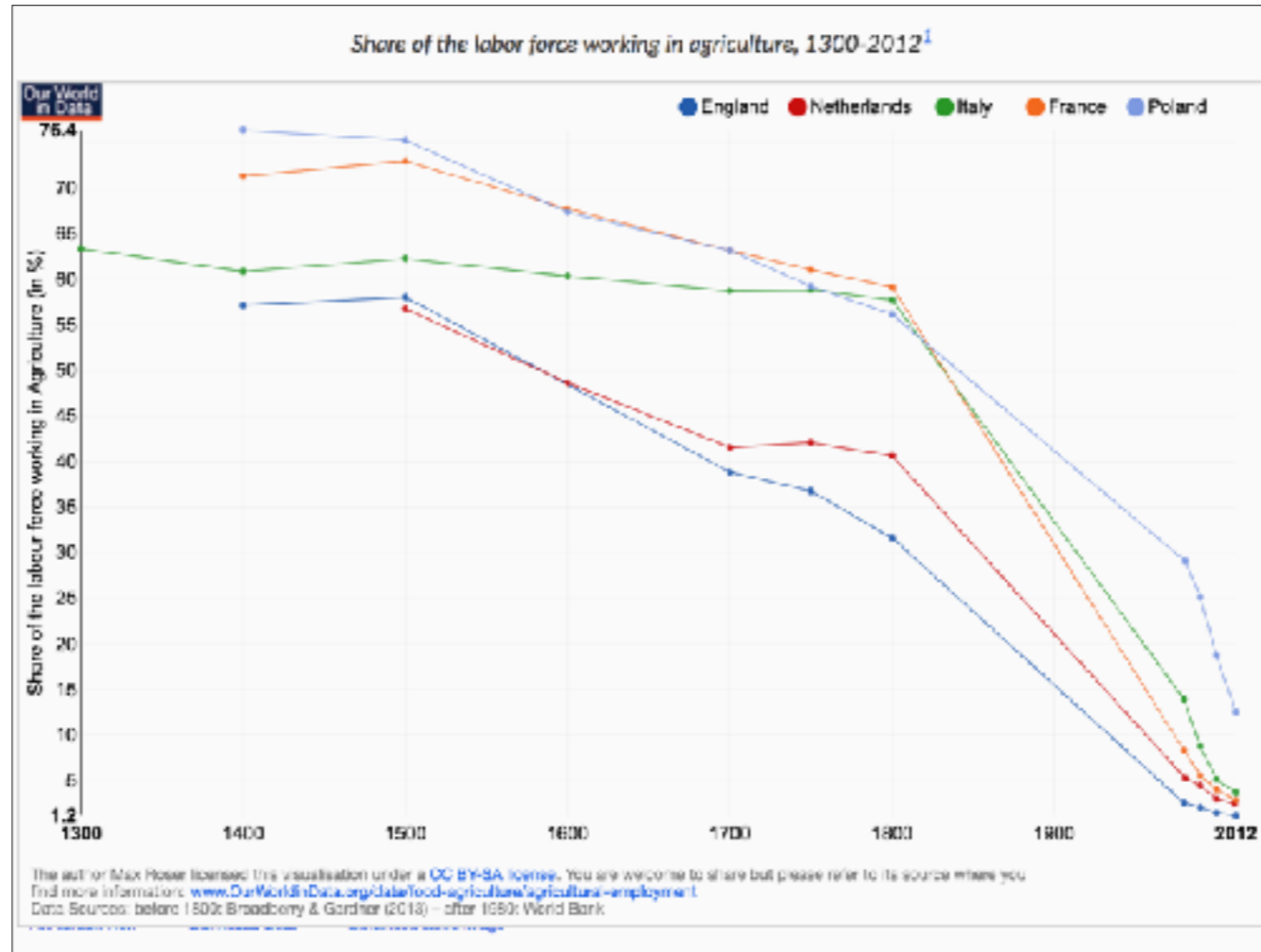
- Renaissance means rebirth. The term is used to describe the period at the end of the Middle Ages, from about 1400-1600, when European culture was “reborn”, rediscovering the value of classical Greek and Roman literature.
- It was a time of great progress, in both the arts and sciences. It was the time of Leonardo da Vinci and Michelangelo; a time of world exploration and scientific discovery.
- It was the era of the “humanists”: intellectuals who believed in man’s ability to achieve and who relied more on critical thinking and evidence, than old beliefs and superstition.
- Beginning in Florence, Italy, the Renaissance didn’t really spread to the rest of Europe until the 1500’s.

Survey 4

Steam and the speed of light
(1750-1850)



- If you have read or seen Jane Austin's *Pride and Prejudice*, or Thomas Hardy's *Far from the Madding Crowd*, you will have a good idea of what life was like in most European countries at the end of the Baroque period.
- A large proportion of the population lived in rural areas where life was relatively slow and cut off from the rest of the world.
- The average farm worker might never have travelled further than the nearest large town.
- Those that could afford to travel further afield still did so by horse-drawn carriage.
- Foreign travel was the luxury of the very rich.

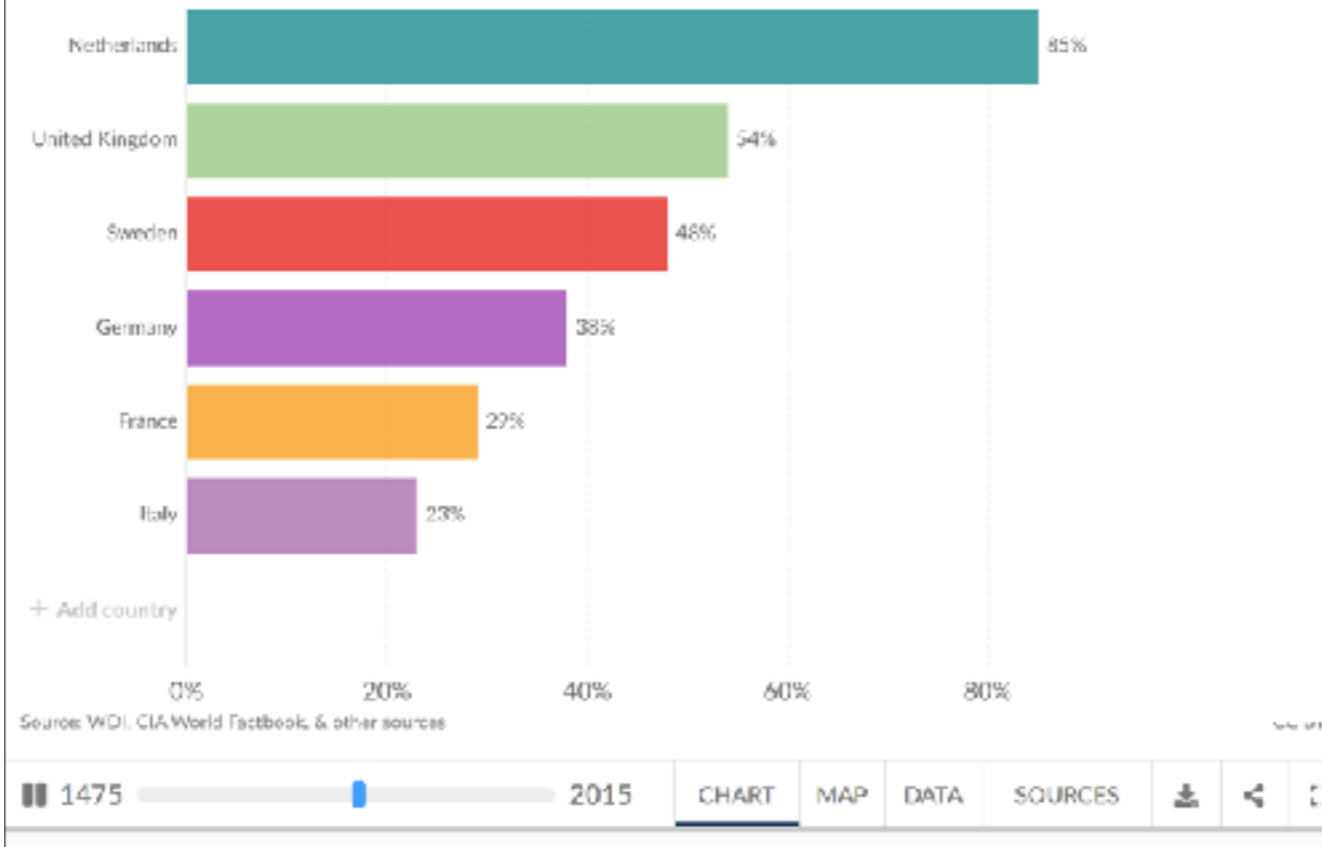


- In Europe in the mid-1750's about half the European working population or more, depending on the country, was involved in food production.
-

Literacy rate, 1750

Estimates correspond to the share of the population older than 14 years that is able to read and write. Specific definitions and measurement methodologies vary across countries and time. See the 'Sources'-tab for more details.

Our World
In Data



- In most European countries, less than half the adult population could read. Most of those that could read would likely have been living in urban areas. So in the countryside, very few people would have been able to read.
- The people working in the fields probably couldn't have begun to imagine the changes that were soon to come in what was to be the most important century in European history.



- At that time the British and French military were continuing to explore North America.
- Europe was desperately hoping to find a Northwest Passage through North America to Asia.
- If there were such a passage it would greatly speed up access to their Asian trading markets.
- This motivated much of the European exploration of North America at that time.
- The fur industry was also an important factor in the early exploration and settlement of Canada.
- Fur was one of Canada's first major industries, and it drove the economy for many years.



- The impact of European exploration had a devastating effect on the Indigenous populations of North and South America.
- European soldiers, traders and settlers spread tuberculosis, smallpox, and measles across the continent, killing millions of Indigenous people.
- There is much debate about how much of this infection was accidental and how much was deliberate.
- This devastation took place in what is ironically called the Romantic period in Europe. Back in Europe ordinary people weren't aware of the impact exploration was having on Indigenous populations. Although even if they had been, they might not have cared as Indigenous people were not generally considered worthy of compassion. Slavery was still very prevalent in the 1700's, so all human lives were definitely not equally valued at this time

The romantic period, neoclassicism and the industrial revolution

- The Romantic or neoclassical period began in the late 1700's.
- It was a cultural and intellectual movement that originated in Europe that lasted for about half a century.
- It brought the Realist, Pre-Impressionist, & Pre-Raphaelite movements in art.
- ***Can you give me any examples of artists from that period?***
- William Blake, Edward Burn-Jones, John Constable, Camille Corot, Gustave Courbet, Honore Daumier, Thomas Eakins, Francisco José de Goya y Lucientes, William Holman Hunt, Winslow Homer , Edouard Manet, John Everett Millais, Jean-Francois Millet, Dante Gabriel Rossetti, John Singer Sargent, JMW Turner, John William Waterhouse, James McNeill Whistler

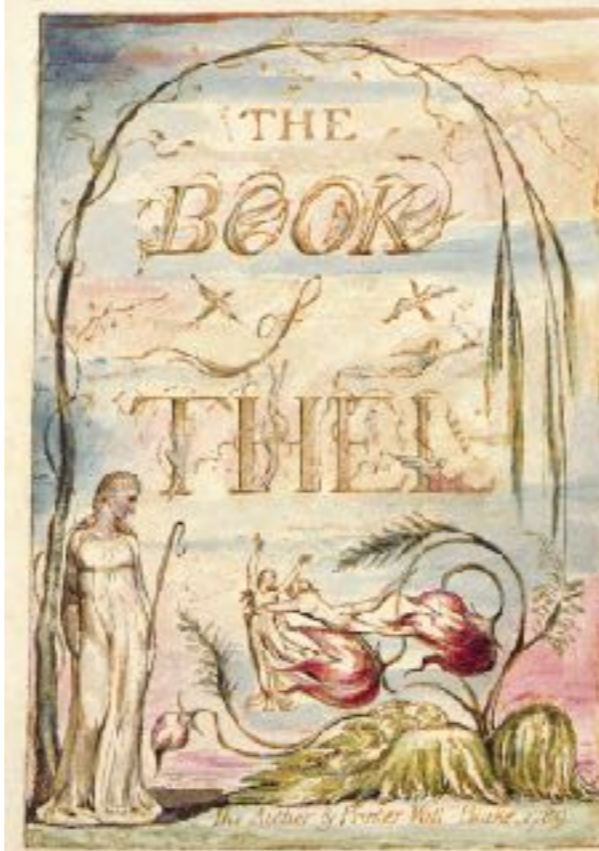


- This was the time of the French Revolution
- ***How many of you have seen Les Misérables?***
- Last week we saw how the age of enlightenment undermined the authority of the church and the ruling class.
- It brought an empowerment where people began to feel more in charge of their own destiny.
- In France many people were starving and believing they had the power to change things, they revolted against the excesses of the royal court.
- The king at that time was Louis XVI, The great-grandson of Louis IV the sun king who built Versailles. The king and his wife were guillotined.
- The revolution was followed by a decade of social and political upheaval in France.
- Under such conditions the light-hearted frivolity of rococo was no longer appropriate
- Rococo gave way to the more subdued and modest style of the romantic period.



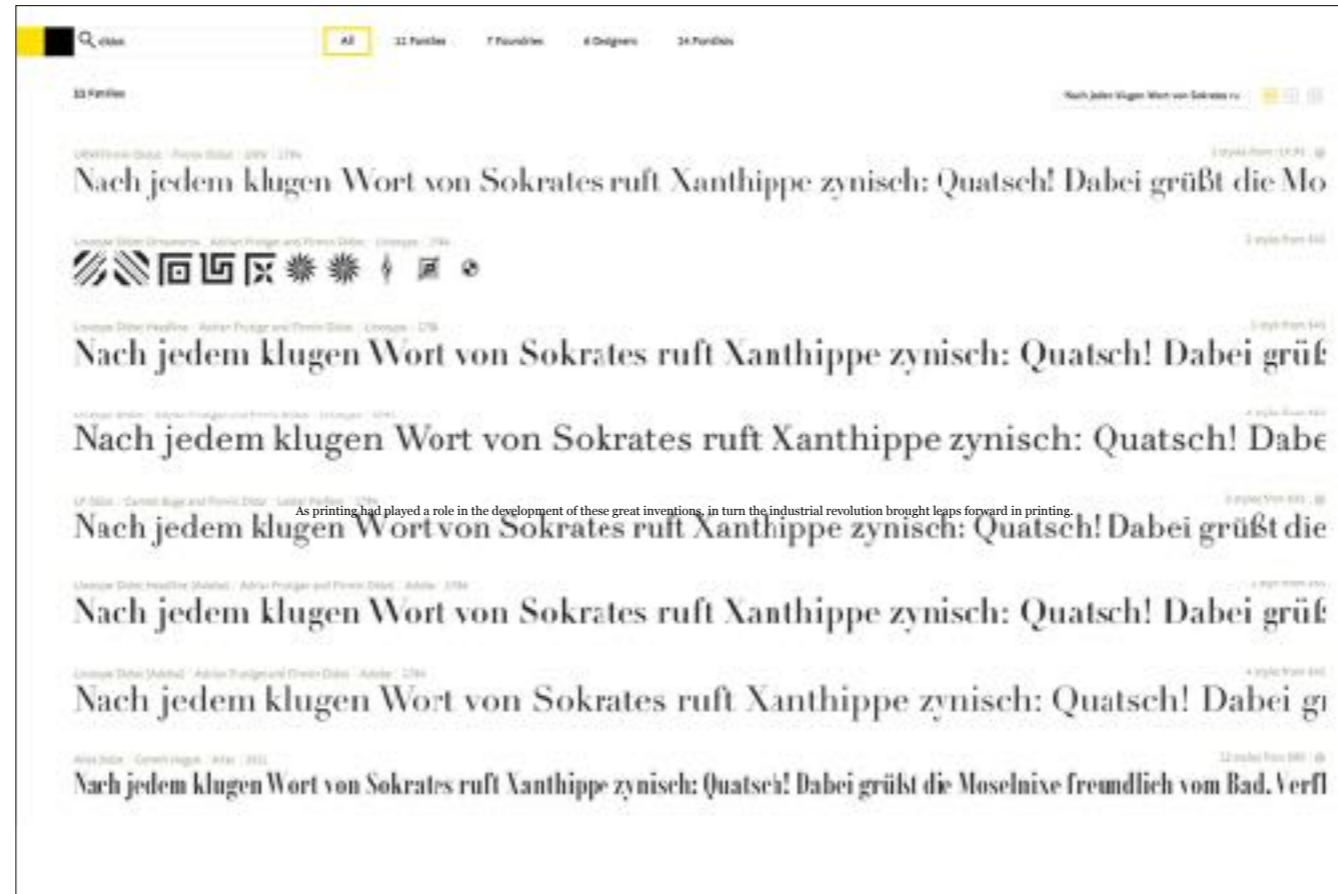
1804 – Napoleon crowned himself emperor of France

- It was a time of heroic depictions and nostalgia both in art and literature.
- Napoleon was a heroic figure.
- He rose through the military ranks to become a leading political and military figure.
- He had great success in expanding the French Empire, including invading Egypt in 1798.
- A year later French archeologists discovered the Rosetta stone.
- ***What do we know about the Rosetta Stone?***
- After the revolutionaries had toppled the monarchy, the country was left with no stable form of government.
- Napoleon was able to take advantage of the situation and crowned himself the first emperor of France, in 1804.
- This was the same year that Lewis and Clark began their exploration of the American West and only 12 years after Captain George Vancouver sailed into Burrard Inlet.



1789 – William Blake's poem *The Book of Thel*

- In the same year as the French revolution, the British poet, artist and printmaker William Blake, published his poem *The Book of Thel*.
 - Its romantic and nostalgic illustration style perfectly captured the mood of the romantic period.
 - Blake used a technique he called illuminated printing or relief etching
 - In the same way that early books were printed in black and hand-coloured by illuminators, Blake's poem includes eight copperplate engraved illustration plates that were printed in black.
 - He and his wife hand-coloured every copy.
-
- Relief etching: method of etching in which the parts of the design that take the ink are raised above the surface of the plate rather than incised into the plate (as in conventional etching). The design is drawn on the plate in an acid-resisting varnish. The plate is then immersed in acid, which eats away the unprotected parts so that the design stands out in relief and prints can be taken in the same way as from a woodcut block. The technique originated in the 18th century, but was little used except by William Blake, who called it 'woodcut on copper'. In the 20th century it was revived by S. W. Hayter and Joan Miró.



1780's-90's – Firmin Didot creates the first modern typeface

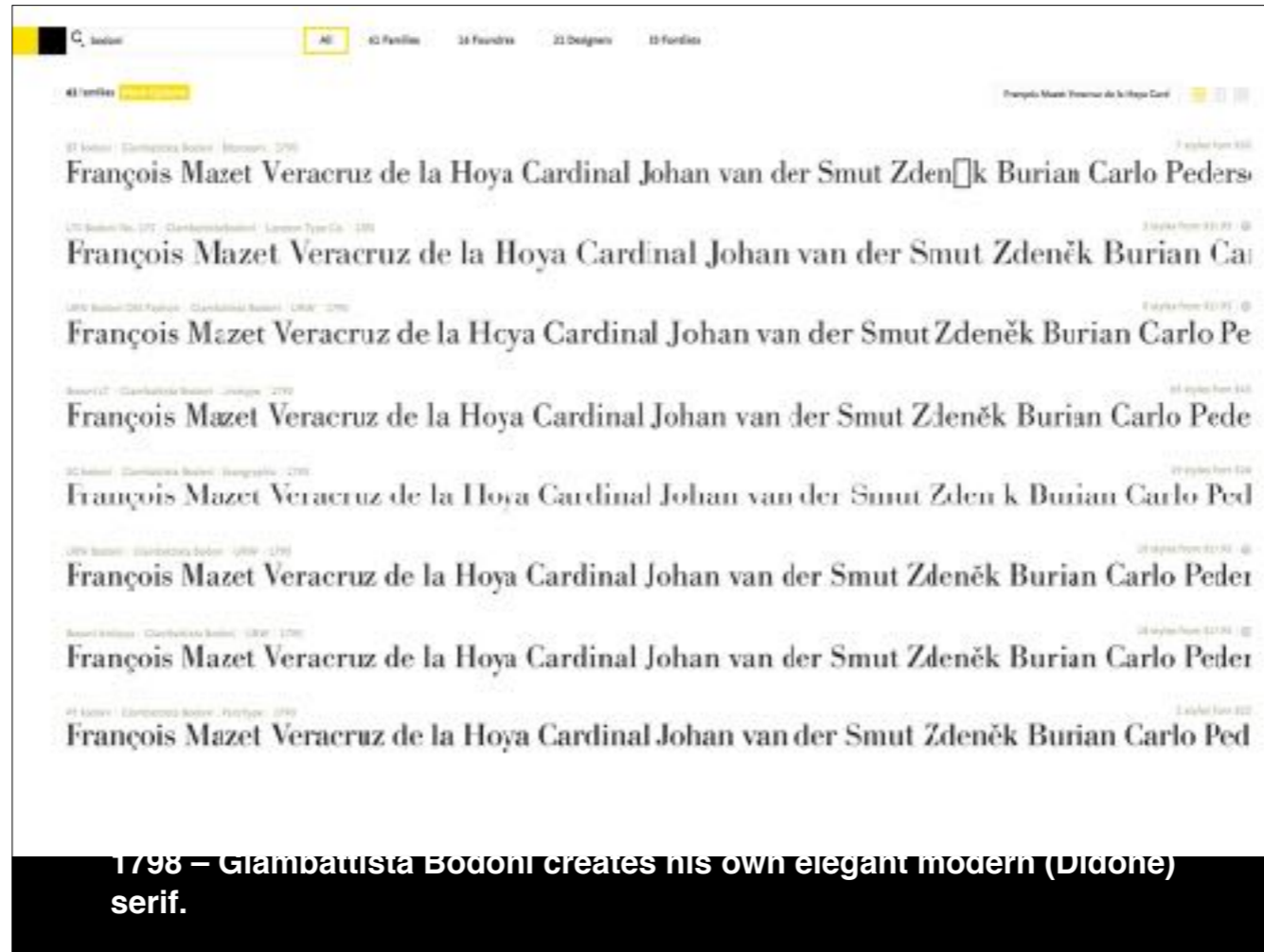
- The romance of the period was complemented by the elegant romanticism that had been developing in the book and type design of the Golden Age
- From transitional typefaces like Romain du Roi, Caslon and Baskerville, the evolution to fully modern serif typefaces was ushered in by Firmin Didot: a French printer, engraver and typefounder.
- His typeface Didot went on to become the basis for most of the modern style typefaces we still use today.
-

Linotype Didot™

8 Products from Linotype 

The quick brow

- The contrast between thick and thin strokes was much more marked than it had been in the past.



- In Italy, Giambattista Bodoni built on Fournier's and Didot's work to create his own elegant modern serif in 1798.

- **Modern style typefaces are also called Didone WHY? (the names of Didot and Bodoni combined).**

-

Bodoni Book



From \$35

Add

The quick brown fox jumps over t

Bodoni Book Italic



From \$35

Add

The quick brown fox jumps over the

Bodoni Roman



From \$35

Add

The quick brown fox jumps over



- The dramatic and elegant thick and thin strokes of Didot and Bodoni made them the darlings of the fashion industry.
- Russian art director Alexey Brodovitch chose Didot for the masthead of Harper's Bazaar in the late 1950's.
- Didot was also the inspiration for the Vogue magazine masthead.
- You'll hear more about Brodovitch next term.

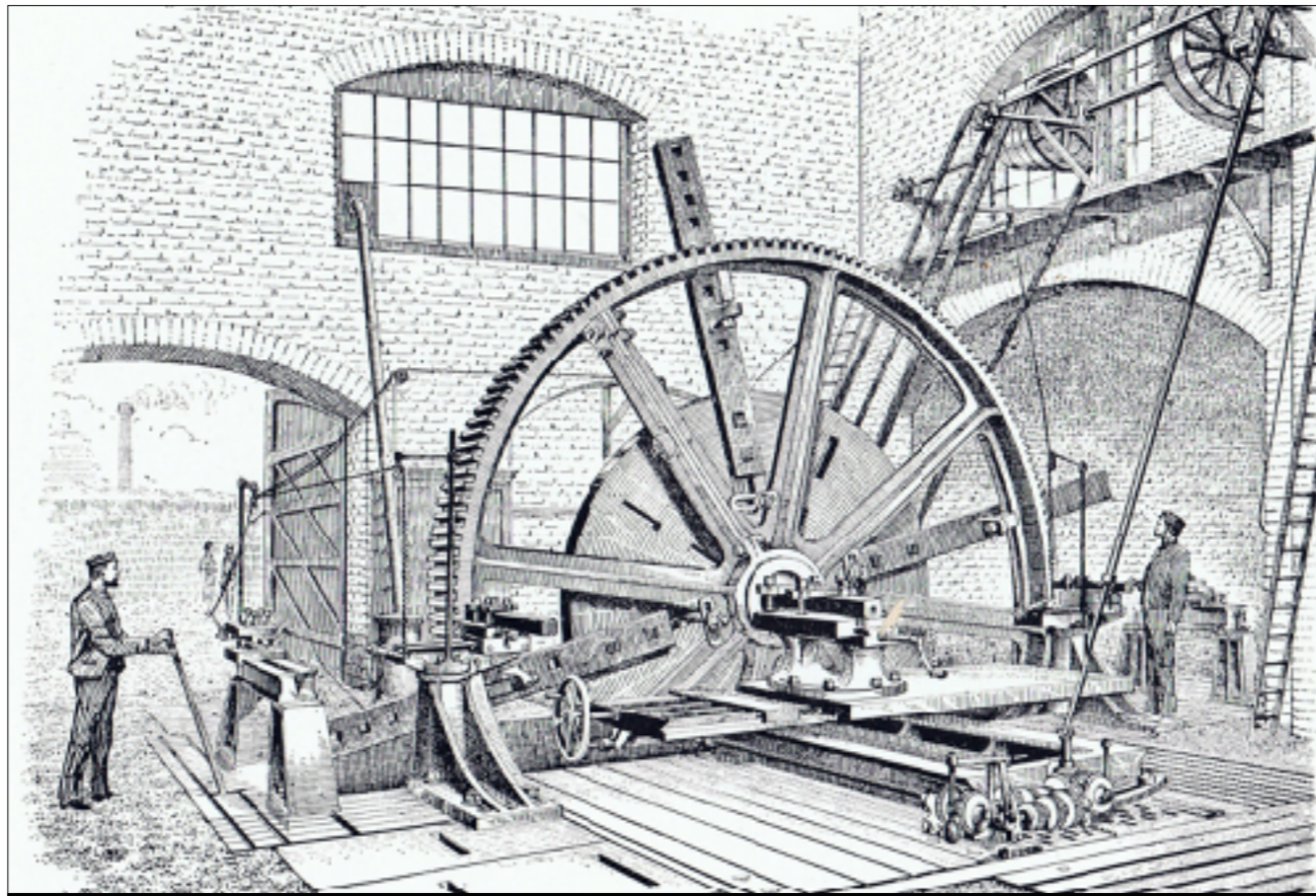
**Are you still
with me?**

Shake it up. Breath. Stand up.



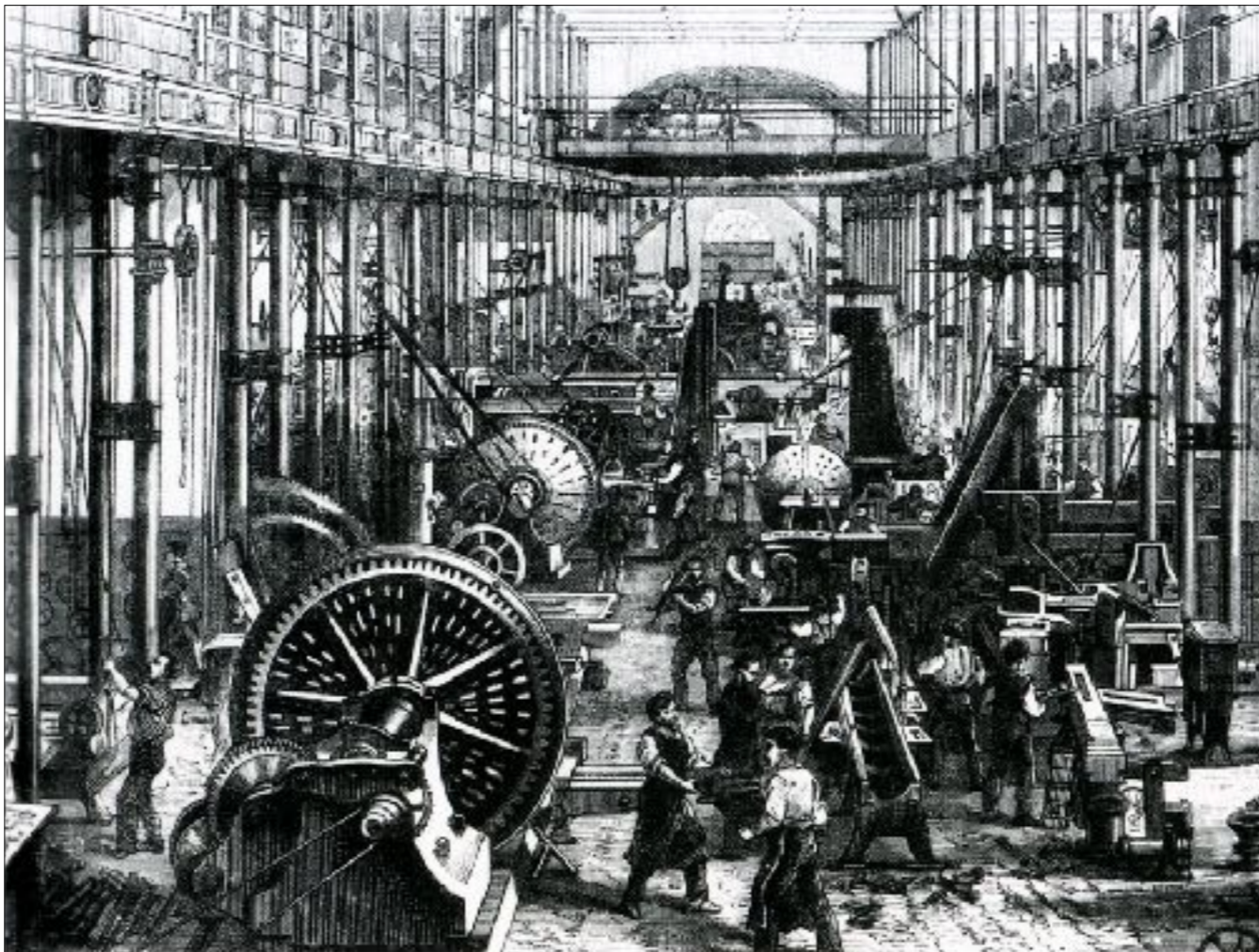
The Vogue and Harpers mastheads have barely changed in half a century.

- The logos of Armani Exchange, Gap and many other fashion houses are also based on modern typefaces like Didot and Bodoni.

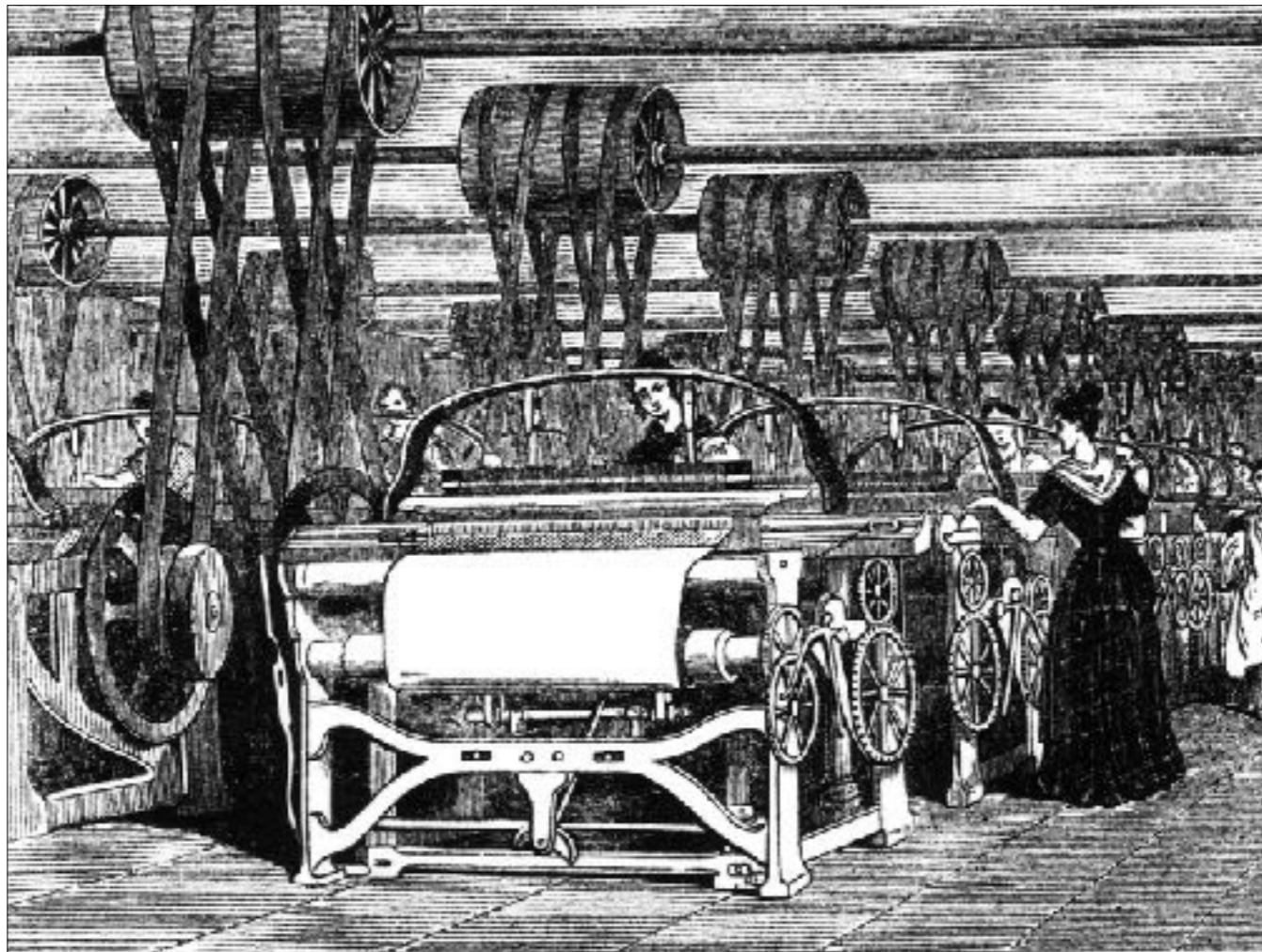


1769 – James Watt patents the steam engine

- As we talked about last week. The 1600s-1800s were centuries of great discovery and innovation.
- The late 1700's marked the dawn of the industrial revolution with the arrival of steam power.
- The following fifty years would bring changes on a scale that the world had never seen.
- It would be the monetising of the discoveries that had accumulated over the last hundred years.



At the turn of the 19th century, the production of iron and steel led to rapid progress in industry.



Machine manufacturing marked the beginning of mass consumption.



1796 – Alois Senefelder invents lithography

As we saw last week, printing played an important role in the development of these great inventions through the dissemination of knowledge. In turn the industrial revolution brought leaps forward in printing.

Alois Senefelder who was a German author and actor invented lithography. he used the technique to produce his own theatre programmes.



It is a flat (planographic) printing technique that is neither raised like woodblock printing (xylography), or engraved like copperplate engraving (intaglio).

What is the technical word to describe raised printing?

(xylography)

What is the technical word to describe engraving?

(intaglio)

Lithography is a form of offset printing.

What does that mean?

The inked image is “offset” from a plate to a rubber blanket, then to the printing surface. These means that unlike letterpress, you do not need to have your printing plate be backwards.

- Lithography involves drawing on a stone with a wax pencil or crayon and using an acidic substance to eat away at the remaining exposed limestone, or soft metal plate.
- Like engraving, the technique could only be used for imagery and hand-written text, not typography.
- It was ideal for map-making, print-making and posters.



1800 – Charles Stanhope invents the cast-iron press

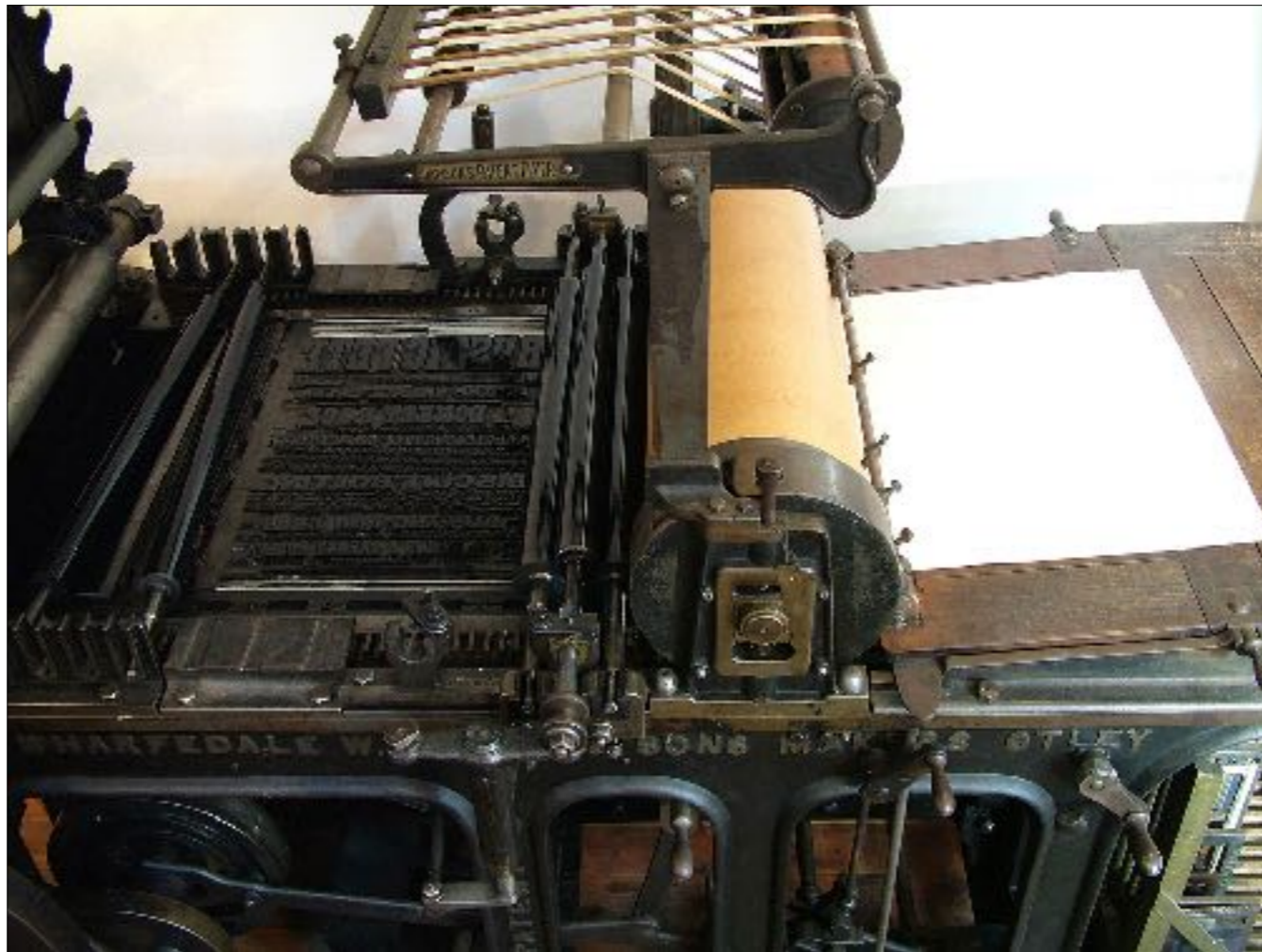
- 1800 – Charles Stanhope invents the cast-iron press
- Easier to use than wooden presses, it reduced the force required by 90% and allowed printers to double their paper size.
- Able to make 250 impressions per hour, it was twice as productive as the old presses, which had not significantly improved since Gutenberg's day.
- However, even at double the size and speed, Stanhope's press could not keep pace with the demand for books and information.



Printers were becoming very busy as new products and opportunities needed to be advertised.

What do you notice about this advertisement?

Who do you think was designing these posters?




- ***This would have been produced by a jobbing printer?***
- Jobbing printer – someone who does small printing jobs like posters and flyers: the kind we would now take to Kinko.
- A jobbing press, job press, (or jobber) is a variety of printing press used in letterpress printing. (So the kind of press we saw at Porchlight)
- The press is meant to be operated by a pressman working on small jobs, as opposed to long print runs or newspaper work
- Such work might include printing personal stationery, handbills, or other small printing jobs

Up until the late 1700's, printing had been an expensive and quality craft. As demand grew, cost and quality dropped. Hand-crafted, loving printed and bound books became a rarity.

ROYAL BIRTHS EXTRAORDINARY,
The Old Lions whelped FOUR remarkably fine CUBS, three of which are in perfect health.

TO BE SEEN

WOMBWELL'S
Royal National Menagerie.



One of the most interesting Exhibitions which Europe affords, is a view of this Magnificent Collection of
FOREIGN ANIMALS AND BIRDS.

Mr. C. W. Reys is anxious to see the Public, for the whole of his superb Menagerie will attend this place: it is indisputably the most rich, grand, and complete Collection of rare and beautiful Animals that ever was known to travel through any part of the world; and is now offered for the Inspection of Amateurs, Connoisseurs, and the Public, by which an opportunity is afforded of seeing at one glance every kind of extraordinary, rare, and valuable Quadruped and Bird that ever crossed the Ocean, such as always have been considered leading objects of admiration, and some of several Animals entirely new to the Country.—First.

That stupendous Animal, the Performing
ELEPHANT,
from the Theatre Royal, Covent Garden.
 TWO IMMENSE FULL GROWN BARRATS

LIONS
 AND LIONESSES,
BEING EXTRAORDINARY ANIMALS.

THE PELICAN

ca. 1800 – Display typefaces are invented

What are display faces?

What are they used for?

Display faces are designed for headings and headlines, mostly for use on advertisements and posters.

**5 POUNDS
REWARD.**

LOST,

(SUPPOSED TO BE STOLEN,)

On Friday Night the 10th, or early on Saturday
Morning, the 11th of February, from a Farm Yard at
Oare, in the Parish of Wilcot, Wilts, a Bright-Bay

GALLOWAY,

ca. 1810-15 – Vincent Figgins, slab-serif (Egyptian) display faces

- Vincent Figgins, a British punchcutter and type-founder, created slab-serif (Egyptian) display faces a decade later
- The first two slab serifs were Egiziano Black and Antique.
- **What do you notice about this typeface?**
- unlike fat faces, these heavy serifs didn't have the exaggerated thicks and thins, instead all their strokes were very thick and the serifs were heavy and rectangular.
- Slab-serifs are also called Egyptians, there doesn't seem to be any logic to the name, other than after Napoleon's invasion of Egypt. It was part of the zeitgeist and represented all things exotic.

8 LINE PICA, SANS-SERIF.

MAINE

MAINE

V. FIGGINS.

1816 – William Caslon IV invents sans-serif (Gothic) faces

In 1816 William Caslon IV designs the first sans-serif (Gothic in the US) typeface.

Foundries were competing fiercely to sell their typefaces and were copying one another's designs

Vincent Figgins copied Caslon's sans serifs and it was he who most successfully popularised sans-serifs in the early 1830's

**Are you still
with me?**

Shake it up. Breath. Stand up.



- Display fonts were also sometimes referred to as jobbing fonts.
- But metal type could not be made big enough for the needs of advertisers.



- By the mid 1800's city walls were plastered with bill postings. And it was difficult to make type sizes large enough to print with



1827 – Darius Wells invented wood type

In 1827 Darius Wells of New York invented the means for mass producing letters from wood.

Of course, wood was one of the first materials used for relief printing going all the way back to Chinese block seals and the Diamond Sutra.

Wood type was half the cost of metal type

large lead type distorted as the metal cooled unevenly, whereas machine made wood type was very smooth and flat.



Wood type enabled designers to create highly decorative styles



1821 – Louis Braille develops type for the blind

- ***In a very different goal:***
- ***1821 – Louis Braille develops a coded system of raised dots that will allow blind people to read***
- Louis Braille was a French boy who lost his sight at a young age.
- In 1821 he was introduced to a coded system of raised dots and dashes, that had been designed by a captain in Napoleon's army.
- It was a sort of silent precursor to morse code, that allowed soldiers to communicate in the dark, without alerting the enemy.
- By 1824, the 15 year old Louis developed his own simplified version of the code, creating a system of 63 combinations of six dots to spell out the alphabet.



1837 – Queen Victoria is crowned Queen of England

How many books a year were being printed in the United Kingdom when she was crowned?

Roughly 600 new books per year were being printed in the United Kingdom
(Twyman, Printing 1770-1970)

Do you know any novels printed in this period?

Pride and Prejudice and Emma by Jane Austen

Alice's Adventures in Wonderland, by Lewis Carroll

David Copperfield and Great Expectations by Charles Dickens

The Time Machine and The Island of Doctor Moreau, by H.G. Wells

Dracula, by Bram Stoker

The Adventures of Tom Sawyer and The Adventures of Huckleberry Finn, by Mark Twain

The Last of the Mohicans, by James Fenimore Cooper

Little Women, by Louisa May Alcott

The Scarlet Letter, by Nathaniel Hawthorne

The Portrait of a Lady, by Henry James

Moby-Dick, by Herman Melville

Heart of Darkness, by Joseph Conrad

THE PENNY MAGAZINE

BY THE
Society for the Diffusion of Useful Knowledge.

111.

ISSUED EVERY SUNDAY.

Volume 11. 1833

QUINTUS MURDOCH, OR MARY'S



1832 – Charles Knight publishes the first illustrated weekly paper in Britain

- 1832 – Charles Knight publishes the first illustrated weekly paper in Britain
- Illustrated papers provided work for artists.
- Satirical writing was prevalent in the first half of the 19th century.
- Writers and illustrators used it as a way to comment on the inequalities that became so apparent during the industrial revolution. Cartoons and caricatures, especially of political issues or public figures, were popular.



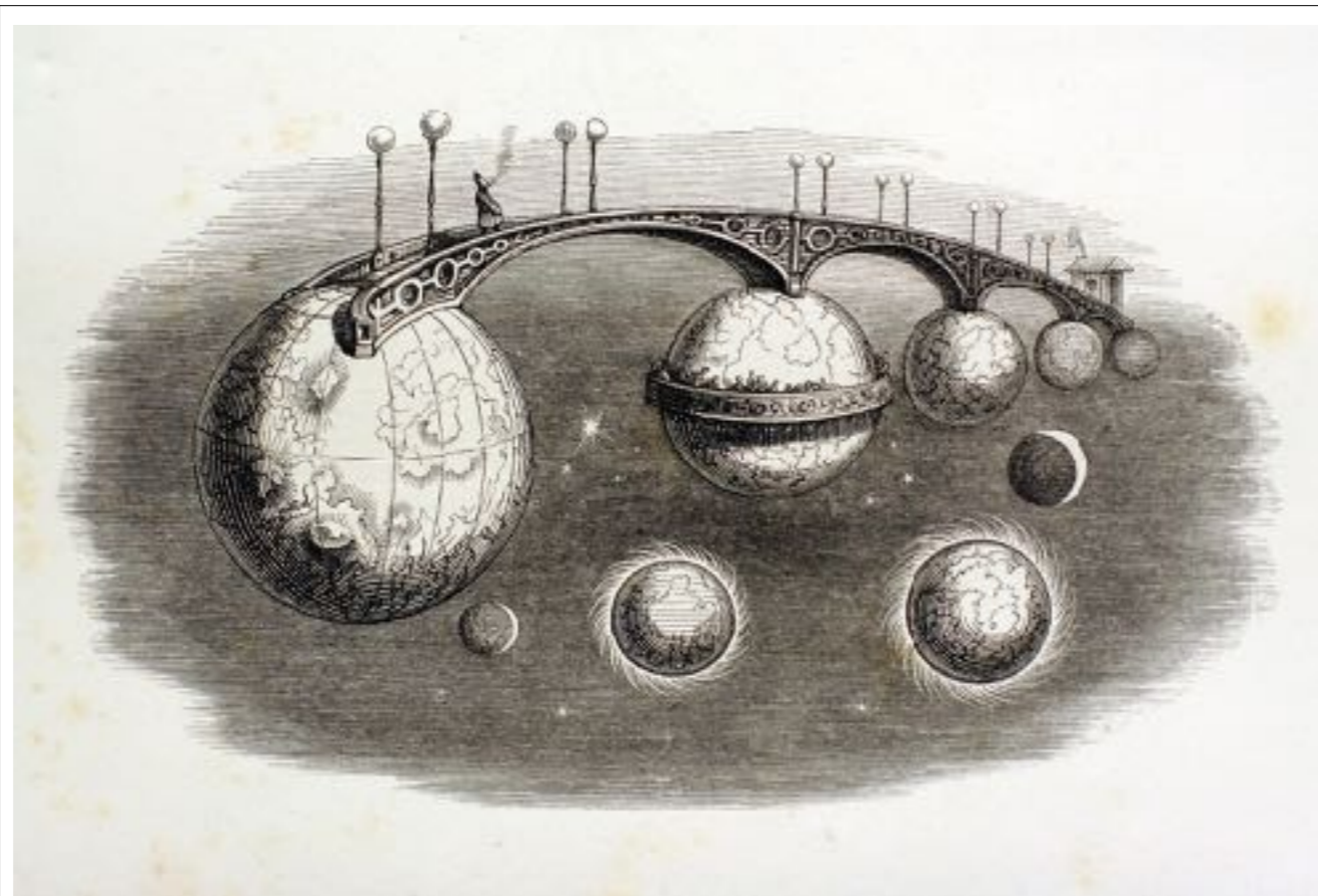
1828-29 J.J. Grandville – Les Métamorphoses du Jour

- One very talented satirist was the French illustrator J.J. Grandville.
- His *Metamorphoses du Jour*, or *Books of Transformations*, was a series of fifteen volumes containing over 250 mythical poems by the Roman poet Ovid. They chronicle the history of the world from its creation to the deification of Julius Caesar.
- As you can see Grandville's approach to it was very light-hearted.



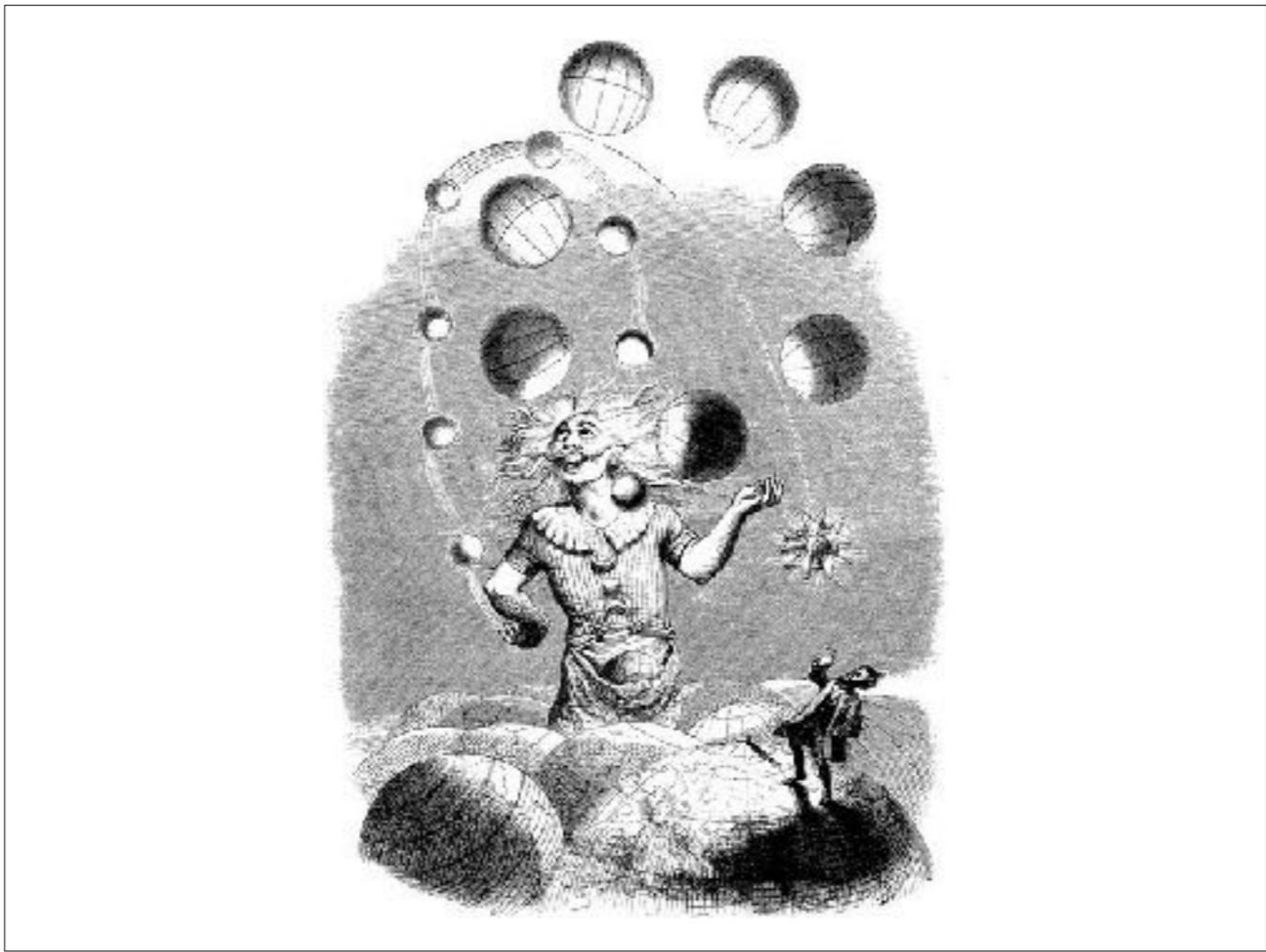
1852 – J.J. Grandville – Scènes de la Vie Privée et Publique des Animaux

- 20 years later he illustrated another book by Balzac called Scenes from the private and public life of animals.
- The book uses anthropomorphic cartoons to make fun of the different ranks of society.
- 1852 – J.J. Grandville – Scènes de la Vie Privée et Publique des Animaux

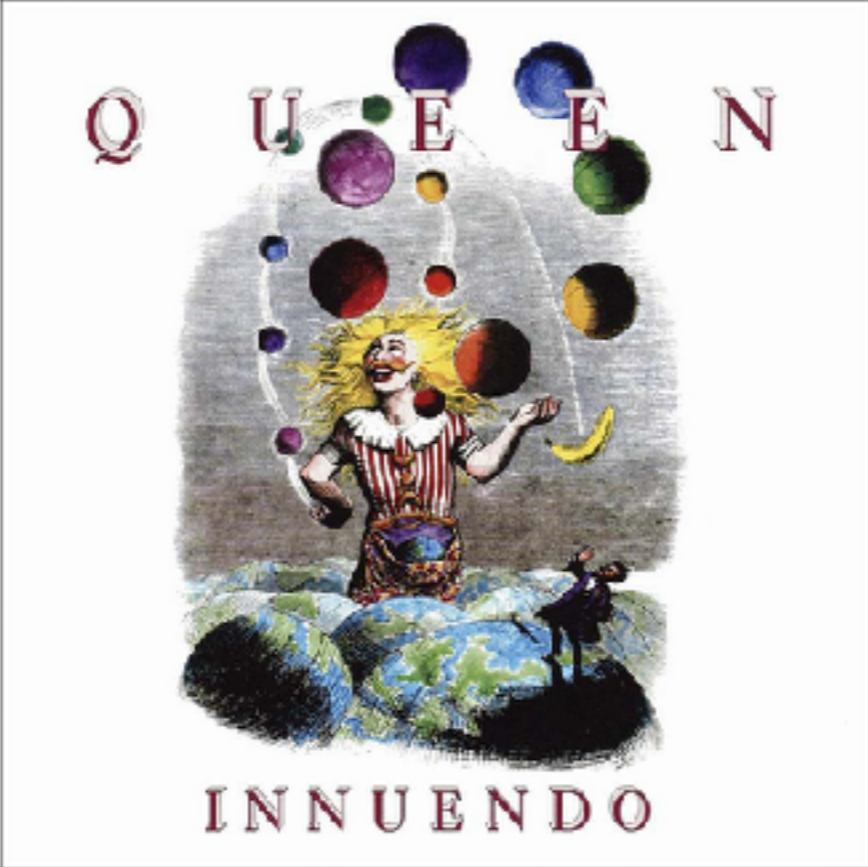


1844 – J.J. Grandville – Un Autre Monde

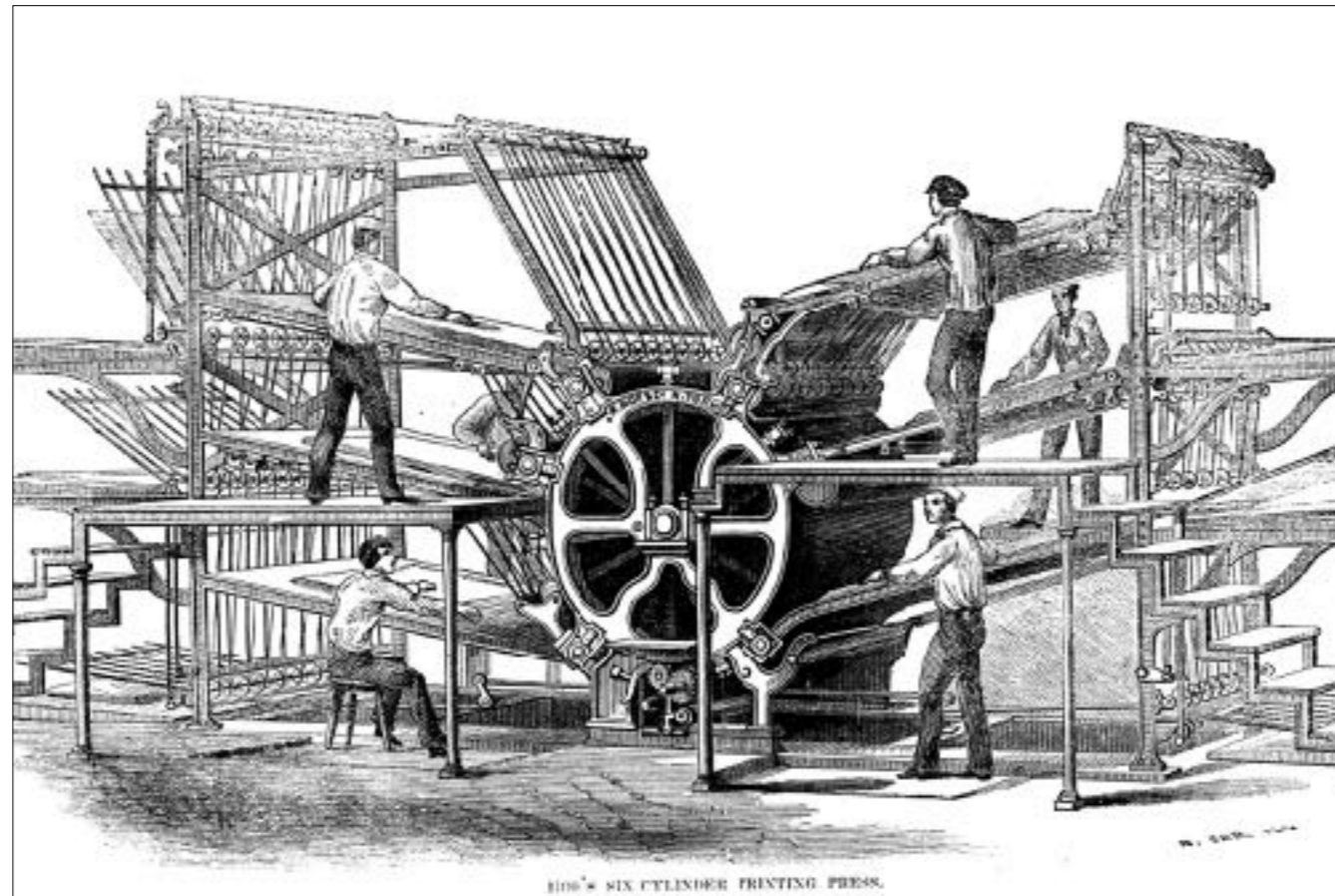
- Grandville could be considered the forefather of surrealism:
- His book Another World was published over 50 years before H. G. Wells's The Time Machine.
- The book is a parody of nineteenth-century utopianism.
- 1844 – J.J. Grandville – Un Autre Monde



Anyone recognize this image?

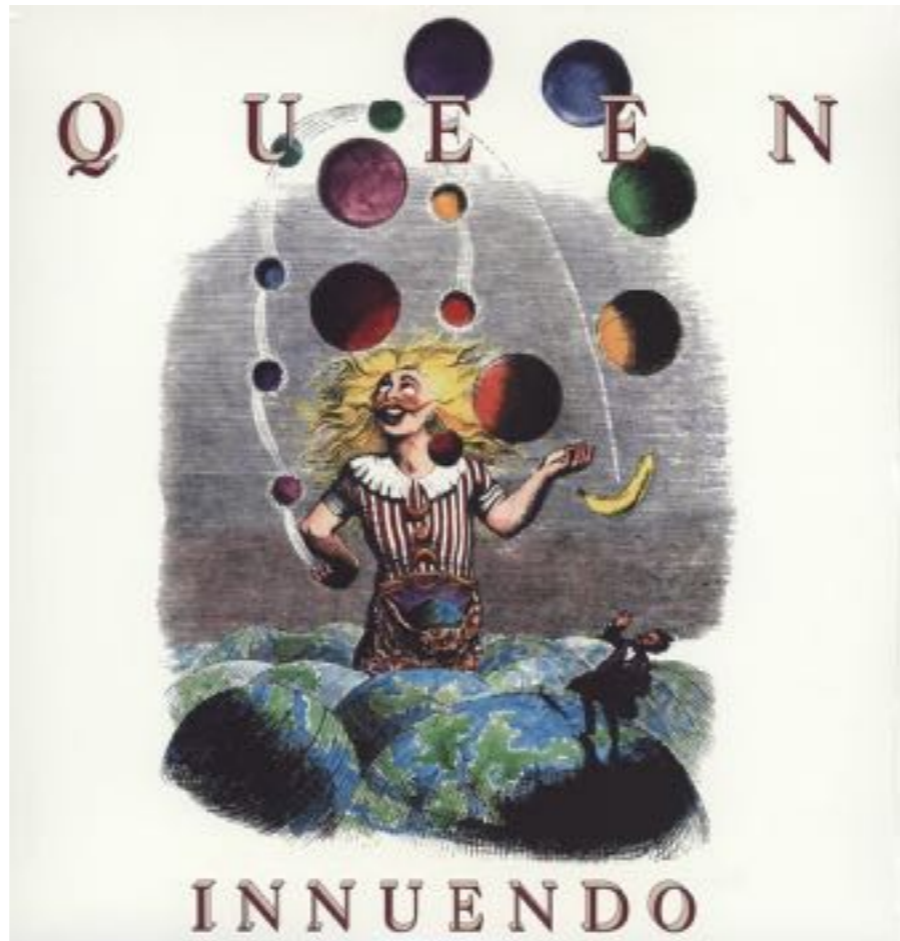


"Juggler of Universes"



1846 – Richard Hoe, the rotary lithographic press

Newspapers and magazines were also in high demand and technology was frantically trying to keep pace
1846 – Richard Hoe invented the rotary lithographic press





1837 – Rodolphe Töpffer – Histoire de M. Vieux Bois

- Another artist with a sense of humour was Swiss caricaturist Rodolphe Töpffer.
- Histoire de M. Vieux Bois is the first comic book
- It was later published in the US as a newspaper supplement called The Adventures of Obadiah Oldbuck
- 1837 – Rodolphe Töpffer – Histoire de M. Vieux Bois, (The Adventures of Obadiah Oldbuck)



1837 – Godefroy Engelmann invents chromolithography

What do you think chromolithography is?

How many colours do you think this was printed in?

1837 – Godefroy Engelmann invents chromolithography



The middle classes are becoming increasingly comfortable in Europe and the US. They have money to buy books and time to read them.



1843 – The first Christmas cards were commissioned by Sir Henry Cole

- Working for the British government, Cole had helped introduce the Penny Post stamp three years earlier.
- Christmas cards were a perfect opportunity to persuade the British public to buy stamps.
- Two batches totaling 2,050 cards were printed and sold that year for a shilling each.
- Illustrated by John Callcott Horsley

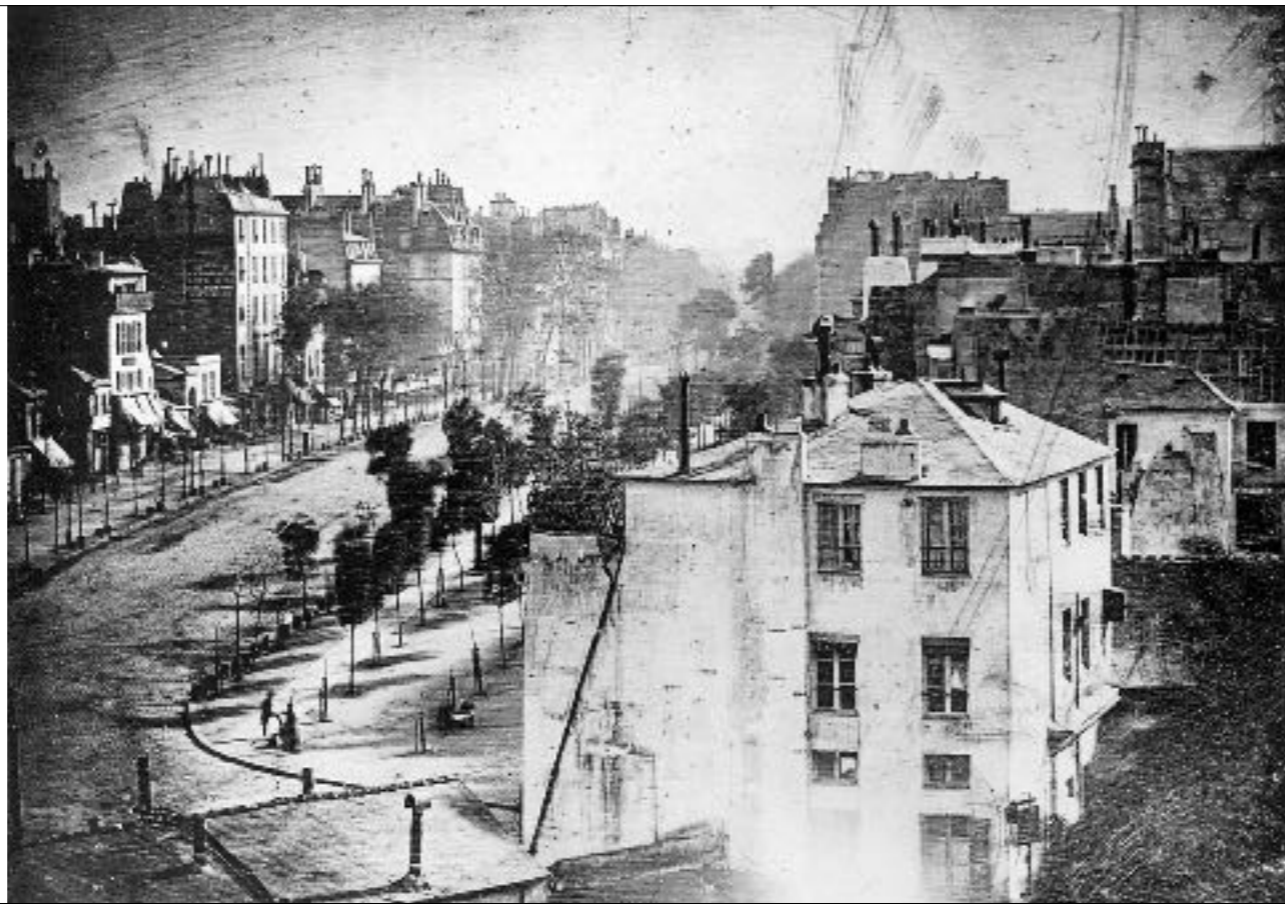
1843 – The first Christmas cards were commissioned by Sir Henry Cole



1822 – Nicéphore (Joseph) Niépce, heliogravure

- While printing was evolving in great leaps, another new technology was just emerging.
- Another great discovery of the 1800's that would change image making forever was the arrival of photography.
- French inventor, Nicéphore (Joseph) Niépce is now usually credited as the inventor of photography, using a technique called heliogravure (sun engraving).
- Inspired by the lithographic printing method, he applied a light-sensitive coating on a pewter plate and used light to capture images on it. In 1829, as part of a ten year partnership agreement, he shared his secrets with Louis Jacques M. N. P. Daguerre.

1822 – Nicéphore (Joseph) Niépce – heliogravure



1839 – Louis Daguerre –Daguerrotype

- 1839 Louis Daguerre creates the Daguerrotype
- A few years later Niépce was dead and Daguerre created something that must to many have seemed like magic: an image of a man and a shoe shine boy, taken on the streets of Paris in 1839. The daguerrotype, became an overnight commercial success, eclipsing Niépce's heliographic technique.



1839 – William Henry Fox Talbot –calotype, or talbotype

- English scientist, inventor and photography pioneer William Henry Fox Talbot was another important player in early photography.
- Unaware of Niépce's work, he had come up with a very similar process, which was then eclipsed by the success of the Daguerrotype.
- Later he developed another technique called the calotype, or talbotype, which allowed much shorter exposures: only 1-2 minutes!

**Are you still
with me?**

Shake it up. Breath. Stand up.



Early 1600's to the mid 1800's – Japanese Edo, or Tokugawa period

While European printmakers experimented with new styles and techniques in the 1700-1800's, halfway round the world in Japan a very different style of printmaking had emerged.

What do you remember reading about the Nanban trade period in Japan?

- Nanban trade period: from 1543-1614 Japan trades openly with Europe after the first Portuguese explorers land there.
- This freedom ended in 1614 with the “Sakoku” Seclusion Edicts, created to protect Japan from the overwhelming influence of foreigners.
- The early 1600's to the mid 1800's was a time of prosperity and urban expansion in Japan.
- The Shogun rulers of the day were pre-occupied trying to protect their power and their way of life from the influence of other trading countries.



1691 – Hishikawa Moronobu woodcut book illustrations

- Free from the influence of the West, Japanese art had developed in its own direction, only influenced by Chinese art.
- Around the time trading with Europeans ended, (Edo, or Tokugawa period) a new art tradition emerged in Japan called ukiyo-e.
- Hishikawa Moronobu was the first great ukiyo-e master



Ukiyo-e woodblock prints recorded life in the floating world

- In the larger cities of Edo (now Tokyo), Kyoto and Osaka, wealthy men rewarded themselves in the entertainment districts, known as ukiyo, or “the floating world”. These were places where courtesans, entertainers and prostitutes catered to men’s desires in teahouses, theatres, and restaurants.
- Ukiyo-e woodblock prints recorded life in the floating world, along with heroic tales and folklore, landscapes and moments from everyday life.
- Moronobu reached a wide audience with his woodcut book illustrations

– Hishikawa Moronobu



Okumura Masanobu (Genpachi)

Masanobu (Genpachi) was an innovative painter and publisher who was noted for his restrained style of painting, Note the lack of perspective



ca. 1745 – Okumura Masanobu

- Masanobu introduced Western perspective techniques (discovered through Chinese prints) to depict complex interior views.
 - Limited use of colour.
 - ***How do you think the prints were coloured?***
- (Museum of Fine Arts, Boston).

ca. 1745 – Okumura Masanobu – Large Perspective Picture of a Second-story Parlor in the New Yoshiwara



Okumura Masanobu — Limited use of colour

Limited use of colour.

Okumura Masanobu – Picture of the Great Gate and Naka-no-chô in the Shin Yoshiwara



Okumura Masanobu – Tug of War, Seven Gods of Good Fortune

While many ukiyo-e prints captured real life, others dealt with mythology and religion.

Okumura Masanobu – Tug of War, Seven Gods of Good Fortune



ca. 1767 – Suzuki Haronobu – Daruma in a Boat with an Attendant

Haronobu made many prints with mythical or religious topics.

ca. 1767 – Suzuki Haronobu – Daruma in a Boat with an Attendant



ca. 1769 – Suzuki Haronobu, full-colour prints using spot colour

- Like early incunabula, early ukiyo-e prints were printed in black and then hand-coloured.
- Gradually artists began to print colour.
- Suzuki Haronobu was the first to introduce full-colour prints using spot colour.
- **What is spot colour?**
- ca. 1769 – Suzuki Haronobu – from the series "The Seven Gods of Good Luck in the Floating World"



ca. 1768 – Suzuki Harunobu, One hundred poets, one hundred poems

This illustrated book of Ogura hyakunin isshu (One hundred poets, one hundred poems) is a collection of one hundred 31-syllable classical Japanese poems (waka), each by a different poet.

The collection is organized chronologically from Emperor Tenji (626-671) to Emperor Juntoku (1197-1242).

ca. 1768 – Suzuki Harunobu – from an untitled series of One Hundred Poems by One Hundred Poets



ca. 1790 – Kitagawa Utamaro, Ama Women Divers

Utamaro was a master of portraying beautiful women.
He made many studies of active women.
These are Ama divers, famous for collecting pearls.

What do you notice about the water?



1797 – Kitagawa Utamaro: from the series Ten Beautiful Faces

Utamaro was also known as a keen observer of human expression and emotion

Kitagawa Utamaro: from the series Ten Beautiful Faces (ca. 1797, Museum of Fine Arts, Boston).



Kitagawa Utamaro — transparency, pattern and texture

Kitagawa Utamaro: explored fabric patterns, textures and transparency in his prints.
His focus on women and sensuality had a big influence on the Art Nouveau movement.



ca. 1830 – Katsushika Hokusai – Thirty-six views of Mount Fuji

Katsushika Hokusai is most famous for his 36 views of Mount Fuji, such as Fine Wind, Clear Morning (Red Fuji) (ca. 1830)
ca. 1830 – Katsushika Hokusai – Thirty-six views of Mount Fuji, Fine Wind, Clear Morning (Red Fuji)



ca. 1830 – Katsushika Hokusai – The Great Wave at Kanagawa

Perhaps the most famous print of all is The Great Wave at Kanagawa.

Katsushika Hokusai – Thirty-six views of Mount Fuji, The Great Wave at Kanagawa



ca. 1839 – Katsushika Hokusai – print poem

- In his this print poem, he uses a particularly interesting treatment of flame and fire
- This lack of realism in Japanese ukiyo-e made a big impression on European artists
- (Poem by Minamoto no Muneyuki Ason, ca. 1839, Minneapolis Institute of Arts)

How is the smoke here similar to Utamaro's treatment of water in the Ama Divers?

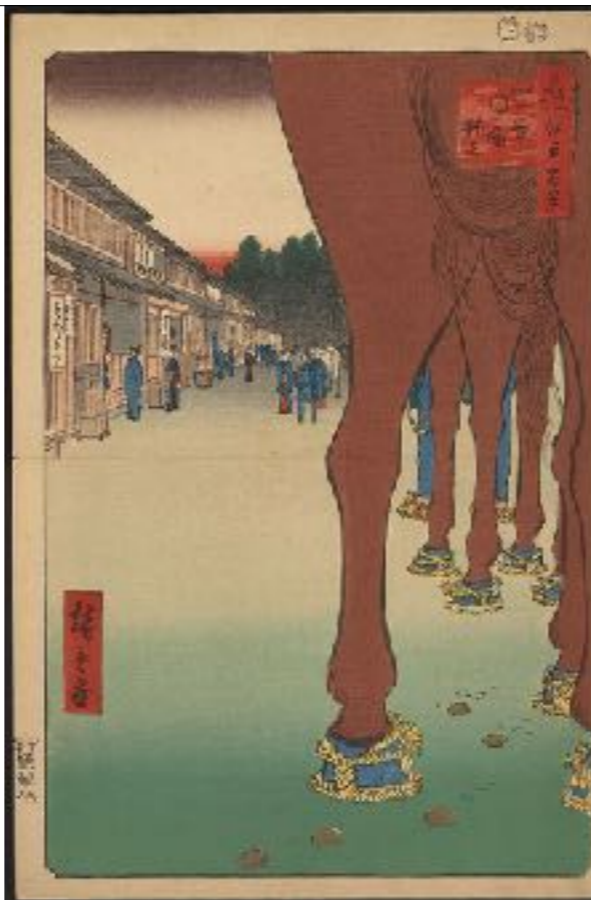


1857 – Utagawa (Ando) Hiroshige – One Hundred Famous Views of Edos

The same lack of realism can also be seen here in the treatment of the rain.

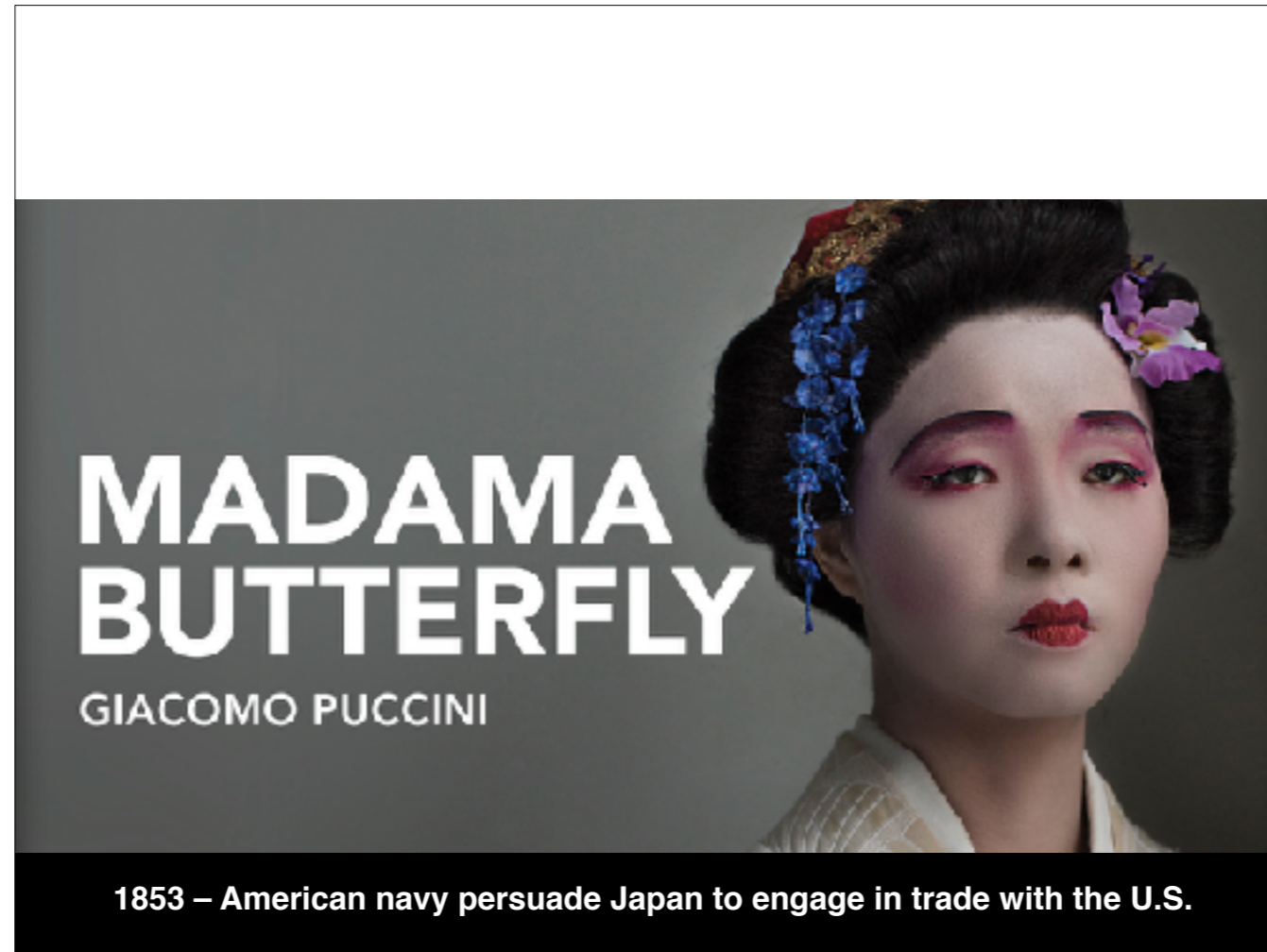
Hiroshige also captured the splendour of nature and particularly man's relationship with it in his series One Hundred Famous Views of Edo.

1857 – Utagawa (Ando) Hiroshige – One Hundred Famous Views of Edo series



Utagawa (Ando) Hiroshige – unusual perspectives and framing

- Utagawa (Ando) Hiroshige also experimented with unusual perspectives and framing.
- This trait of ukiyo-e would later change European art.
-



Matthew C. Perry's naval expeditions lead to the collapse of isolationist policies.

These events were likely the inspiration for the opera Madame Butterfly. The story of a Japanese girl's ill-fated love for an American sailor.

<https://www.britannica.com/topic/Madama-Butterfly>

1853 – American navy sent Matthew C. Perry to persuade Japan to engage in trade with the US



1872 – Alfred Stevens, La Parisienne japonaise (Japonisme)

- Chinoiserie—imports from China had been fascinating Europeans since the late baroque period.
- Now Japanese artifacts came streaming into Europe bringing an obsession for all things Japanese called Japonisme.
- Next week we will explore the huge influence Japanese print-making would have on the future of European art and design.
- 1872 – Alfred Stevens – La Parisienne japonaise

Done talkin' :)

Survey 4 quiz next week!