

GRHAM AND GHAMU SYMPOSIUM

12-13 June 2025,

Paris, Galerie Colbert, salle Jullian (Université Paris 1/INHA),
2 rue Vivienne, 75002 Paris.

CALL FOR PAPERS (deadline for submissions: 31 March 2025)

TRADE AND ITS REPRESENTATIONS

COMMERCIAL ACTIVITY IN ART AND ARCHITECTURE DURING THE SEVENTEENTH AND EIGHTEENTH CENTURIES



Gerrit Adriaensz Berckheyde, *The "Dam" in Amsterdam*, 1668,
oil on canvas (detail), Antwerp, Royal Museum of Fine Arts.

GRHAM

ghamu
George Herlihy Architecture Historical Studies

HiCSA
HISTOIRE CULTURELLE
ET SOCIALE DE L'ART

CALL FOR PAPERS

During the seventeenth and eighteenth centuries, the many transformations and significant expansion of commercial activities led to the diversification of consumption and the expansion of commercial areas. These phenomena reflected improvements in transport conditions, better organisation of trade networks and the resources of capitalism. The images and literature related to the world of commerce diversified and transformed society's perception of this practice and its players (pedlars, itinerant merchants, manufacturers, wholesalers, entrepreneurs, etc.). While the ideal of the *mercator sapiens* (Caspar van Baerle, *Athenaeum illustre*, 1632) gradually came to fruition, culminating in the eighteenth century, the opposition between *otium* and *negotium* continued to change, with the nobility becoming increasingly interested in the lucrative activities of commerce and industry. How did artists perceive these sociological transformations, which thrust into the spotlight characters who had hitherto often been ignored?

The development of trade in all its forms also calls for the renewal of existing types, their multiplication and the introduction of new programmes. From the shop counter to the square, from the market and the bazaar to the annual fair, from the Atlantic ports to the great Dutch and Hanseatic exchanges, to the *han* of the Islamic world, the places of exchange are multiple, polymorphous and hybrid. In their turn, specialised trading spaces transformed the city (major routes, storage areas, etc.), whose urban growth could no longer be confined to guild houses and market squares.

Anchored in the city, the corporate system was shaken by the transformation of trade. Although they had helped to defend and protect the interests of each profession since the Middle Ages, the arts and crafts associations in Europe were increasingly seen as restrictive. Conflicts between these different players and institutions changed the way trade was conducted in the city. How do the representations of these places of professional sociability reflect these societal changes?

The rise of commercial capitalism was accompanied by an improvement in communication routes: river navigation benefited from the expansion of canals and road links were developed and paved, supporting the development of both domestic and foreign trade. Founded in the seventeenth century, the European colonial companies underwent unbridled expansion in the eighteenth century, as trade shifted into triangular. How did artists reflect this attraction to international trade? What emblematic projects did architects undertake to establish the reputation of companies involved in transatlantic trade?

The conference is organised around the following three main themes:

- **Axis 1:** Merchants' strategies of representation;
- **Axis 2:** Ways in which commerce is represented 'in action' and places where it is practised;
- **Axis 3:** Commercial activity as a vector of forms, ideas and images on a European and extra-European scale.

Proposals may fit into one or more of these areas, but the axes remain indicative. It should be noted that the selection committee will favour contributions that break out of the paradigm of the art dealer and the marchand mercier.

The first axis looks at the merchants' strategies of representation. In addition to the varied images of these actors – often positive, sometimes picturesque – this section will look at the artistic practices and representations they have used to develop an image of themselves, their role or their place in society. These practices include patronage, collecting, speculation and socially valued techniques such as learning and drawing. The different types of portraits, whether individual or group, can also be explored. Similarly, we could look at architectural formulas that were codified or designed to be practical in terms of the status and activity of the client. These various approaches will also provide an opportunity to question the existence of a distinctive “merchant taste”, whether it was voluntarily established by the merchants themselves or formed on the basis of criticism from other classes in society and disseminated through printmaking, among other means. However, the aim will not be to essentialise the bourgeois merchants, but to identify in greater detail common representations or specific features.

The second axis will explore the ways in which commerce is represented “in action” and the places where it is practised. How did the visual arts and architecture reflect, accompany, frame or guide the practice of commerce? The economic upheavals of pre-industrial societies and the expansion of the field of the representable by artistic modernity have challenged the iconography of commercial practices. This focus will encourage formal and iconographic analysis of trades that are poorly represented in the arts; studies questioning the iconographic domination of certain commercial scenes; and examinations exploring the gap between the reality of practices and their representation. Alongside the study of the shop, its decorations and the art of “window-dressing”, the aim will also be to open up perspectives to European and non-European commercial architecture. How do architects design these commercial buildings? This type of architecture will be understood in its broadest sense: all buildings with a commercial purpose as well as buildings and public spaces linked to the commercialisation of pleasure and leisure.

This corpus of graphic, pictorial, sculptural and architectural works will be enriched by all the images which, without representing a specific commercial practice or location, convey a commercial discourse with political or religious connotations. What representations and iconography do artists use to evoke the idea of commerce in their work? Drawing on allegory, fable, philosophy or books of words, these discourses, often disseminated through engraving, were also displayed on façades or asserted through major building programmes.

The third axis will aim to open up the subject to the various forms of commercial activity, understood as a vector of forms, images and ideas, as well as the circulation of people and materials, on a global scale. Trade between cities and nations encouraged the development of

trade routes (roads, bridges, lighthouses, ports, etc.) and the production of facilities (trading posts, stock exchanges, new cities, etc.). Here we examine the impact of the development of internal and external trade on the territory, in terms of architectural and visual production.

PROPOSALS

Proposals for papers, individual or collaborative, in French or English, of approximately 300 words, may take the form of general statements or case studies. Please attach a curriculum vitae

Deadline for submissions: **31 March 2025**.

Submission of proposals and contacts: asso.grham@gmail.com

ORGANISING COMMITTEE

Élisa Bérard (doctoral student, Sorbonne Université), Maxime Bray (doctoral student, Sorbonne Université), Justine Cardoletti (doctoral student, Université Paris 1 Panthéon-Sorbonne), Florence Fesneau (PhD, Université Paris 1 Panthéon-Sorbonne), Barbara Jouvès-Hann (PhD, Université Paris 1 Panthéon-Sorbonne), Maxime-Georges Métraux (expert, Galerie H. Duchemin), Alice Ottazzi (post-doctoral fellow, Kunsthistorisches Institut in Florenz), Maël Tauziède-Espariat (lecturer, Université Paris-Nanterre), members of the board of the Groupe de Recherche en Histoire de l'art moderne (GRHAM).

Clémence Pau (PhD, Sorbonne Université), Jean Potel (doctoral student, Sorbonne Université), members of the Board of Directors of the Groupe Histoire Architecture Mentalités Urbaines (GHAMU).

SELECTED BIBLIOGRAPHY

ABAD Reynald, *Le grand marché. L'approvisionnement alimentaire de Paris sous l'Ancien Régime*, Paris, Fayard, 2002.

AGUILAR Anne-Sophie, « L'enseigne, histoires et représentations », dans Anne-Sophie Aguilar et Eléonore Challine (dir.), *L'Enseigne. Une histoire visuelle et matérielles (XIX^e- XX^e siècles)*, Paris, Citadelles & Mazenod, 2020, p. 18-33.

ANGIOLINI Franco et ROCHE Daniel (dir.), *Cultures et formations négociantes dans l'Europe moderne*, Paris, EHESS, 1995.

BAKER Emma (dir.), *Art, Commerce and Colonialism 1600-1800*, Manchester, Manchester University Press, 2017.

BENTLEY Tamara H. (éd.), *Picturing Commerce in*

and from the East Asian Maritime Circuits, 1550-1800, Amsterdam, Amsterdam University Press, 2020.

BOUCHERON Patrick, « Espace public et lieux publics : approches en histoire urbaine », dans Patrick Boucheron et Nicolas Offenstadt (dir.), *L'espace public au Moyen âge. Débats autour de Jürgen Habermas*, Paris, Presses universitaires de France, 2011, p. 99-117.

BRAUDEL Fernand, *Civilisation, économie et capitalisme*, Paris, Librairie générale française, 1993, 3 vol.

CABESTAN Jean-François, *La conquête du plain-pied. L'immeuble à Paris au XVIII^e siècle*, Paris, Picard, 2004.

CASTELLUCCIO Stéphane, *Le prince et le marchand. Le commerce de luxe chez les marchands merciers parisiens pendant le règne de Louis XIV*, Paris, SPM, 2014.

CHRISTENSEN Stephen Turk et NOLDUS Badeloch, *Cultural Traffic and Cultural Transformation around the Baltic Sea, 1450-1720*, numéro thématique du *Scandinavian Journal of History*, n° 28, 2003, 3/4.

COQUERY Natacha (dir.), *La Boutique et la ville. Commerces, commerçants, espaces et clientèles. XVI^e-XX^e siècles*, Tours, Centre d'histoire de la ville moderne et contemporaine / Publications de l'université François Rabelais, 2000.

COQUERY Natacha, *Tenir boutique à Paris au XVIII^e siècle. Luxe et demi-luxe*, Paris, Éd. du CTHS, 2011.

COQUERY Natacha et VARLET Caroline, « Urbanité, rationalité, fonctionnalité : la ville des Lumières et ses boutiques (Paris, XVIII^e siècle) », *Annuaire de l'EHESS*, 2002.

CROUZET François et DAUDIN Guillaume, *Commerce et prospérité : la France au XVIII^e siècle*, Paris, Presses de l'Université Paris-Sorbonne, 2005.

CUVELIER Laurent, « Les codes de l'enseigne dans l'espace public parisien, XVII^e-XX^e siècles », dans Anne-Sophie Aguilar et Éléonore Challine (dir.), *L'Enseigne. Une histoire visuelle et matérielle (XIX^e-XX^e siècles)*, Paris, Citadelles & Mazenod, 2020, p. 34-37.

DAVIS Dorothy, *Fairs, Shops, and Supermarkets. A History of English Shopping*, Londres, Routledge & K. Paul, 1966.

DENNISON Patricia, EYDMANN Stuart, LYELL Annie et al., *Painting the Town. Scottish urban history in art*, Edimbourg, Society of Antiquaries of Scotland, 2013.

DESCAT Sophie, « La boutique magnifiée : commerce de détail et embellissement à Paris et à Londres dans la seconde moitié du XVIII^e siècles », *Histoire urbaine*, n°6, 2002, p. 69-86.

DESSERT Daniel, *Argent, pouvoir et société au Grand Siècle*, Paris, Fayard, 1984.

FINDLEN Paula et SMITH Pamela (dir.), *Merchants and Marvels. Commerce, Science and Art in Early Modern Europe*, Londres, Routledge, 2002.

FOURNIER Guenièvre, « La mise en image du port méditerranéen à travers les vues et les plans de Marseille, Gênes et Barcelone », dans Lionel Dumond, Stéphane Durand et Jérôme Thomas (dir.), *Les ports dans l'Europe méditerranéenne. Trafics et*

circulation, images et représentations, XVI^e-XX^e siècles, Montpellier, Presses Universitaires de la Méditerranée, 2007, p. 359-386.

FROMONT Cécile, « The Taste of Others. Finery, the Slave Trade, and Africa's Place in the Traffic in Early Modern Things », dans Paula Findlen (éd.), *Early modern things: objects and their histories, 1500-1800*, 2^e édition, Abingdon, Routledge, 2021, p. 273-292.

GARRIOCH David, « House names, shop signs and social organization in Western European cities, 1500-1900 », *Urban History*, 1994, n°21, p. 20-48.

GAUVIN Alexander Bailey, *Architecture and Urbanism in the French Atlantic Empire. State, Church and Society, 1604-1830*, Montréal / Londres / Chicago, McGill-Queen's University Press, 2018.

GOMEZ Y CACERES Georges et PIERREDON Marie-Ange de (dir.), *Le Décor des boutiques parisiennes*, Paris, Délégation à l'Action Artistique de la Ville de Paris, 1987.

GRANDJEAN Gilles, « Les Marchands Levantins, un décor inspiré par Claude-Joseph Vernet », dans *Autour de Claude-Joseph Vernet. La marine à voile de 1650 à 1890* (cat. exp.), Rouen, Musée des Beaux-Arts, 1999, p. 69-75.

HAMON Philippe, *L'or des peintres. L'image de l'argent du XV^e au XVII^e siècle*, Rennes, Presses universitaires de Rennes, 2010.

JACOB Margaret C. et SECRETAN Catherine (éd.), *The Self-Perception of Early Modern "Capitalists"*, New York, Palgrave Macmillan, 2008.

JEANNIN Pierre, *Marchands d'Europe. Pratiques et savoirs à l'époque moderne*, Paris, Éd. rue d'Ulm/Presses ENS, 2002.

LAND Jeremy, *Colonial Ports, Global Trade, and the Roots of the American Revolution (1700-1776)*, Leyde, Brill, 2023.

LYON-CAEN Nicolas, « Les marchands du temple. Les boutiques du Palais de justice de Paris aux XVI^e-XVIII^e siècles », *Revue historique*, 2015/2, n°674, p. 323-352.

LYON-CAEN Nicolas, « L'immobilier parisien au XVIII^e siècle. Un marché locatif », *Histoire & mesure*, 2015/43, n°2, p. 55-70.

MARGAIRAZ Dominique, *Foires et marchés dans la France préindustrielle*, Paris, Éd. de l'École des hautes études en sciences sociales, 1988.

MARRAUD Mathieu, *Le pouvoir marchand. Corps et corporatisme à Paris sous l'Ancien Régime*, Seyssel, Champ Vallon, 2021.

MILLIOT Vincent, *Les Cris de Paris ou le Peuple travesti. Les représentations des petits métiers parisiens (xvi^e-xviii^e siècles)*, Paris, Éditions de la Sorbonne, 2014.

NÈGRE Valérie (dir.), *L'Art du chantier. Construire et démolir du xvi^e au xxi^e siècle*, Paris, Snoeck/Cité de l'architecture, 2018.

NÈGRE Valérie et VICTOR Sandrine (dir.), « L'Entrepreneur de bâtiment : nouvelles perspectives (Moyen Âge-xx^e siècle) », *Aedificare. Revue internationale d'histoire de la construction*, n° 5, février 2020, p. 23-39.

NÈGRE Valérie, « Remarques sur les entrepreneurs-architectes parisiens du siècle des Lumières », dans Thomas Kirchner et Sophie Raux (dir.), *L'Art de l'Ancien régime. Sortir du rang*, Paris, Heidelberg University Library / Centre Allemand d'histoire de l'art, 2022, p. 37-55.

NOLDUS Badeloch, *Trade in the Good Taste. Relations in Architecture and Culture between the Dutch Republic and the Baltic World in the Seventeenth Century*, Turnhout, Brepols, 2005.

NOTTER Annick et METREAUX Maxime Georges (dir.), *Chic et emprise : culture, usages et sociabilités du tabac du xvi^e au xviii^e siècle* (cat. exp.), La Crèche, La Geste, 2019.

OTTENHEYM Koen E., CHATENET Monique et DE JONGE Krista, *Public Buildings in Early Modern Europe*, Turnhout, Brepols, 2006.

OTTENHEYM Koen E. et DE JONGE Krista, *The Low Countries at the Crossroads. Netherlandish Architecture as an Export Product in Early Modern Europe (1480-1680)*, Turnhout, Brepols, 2013.

PICON Antoine, *Architectes et ingénieurs au siècle des Lumières*, Marseille, Éditions Parenthèses, 1988.

PINON Pierre, « Lotissements spéculatifs, formes urbaines et architectes à la fin de l'Ancien Régime », dans *Soufflot et l'architecture des Lumières*, Paris, Ministère de l'environnement et du cadre de vie, Direction de l'architecture, C.N.R.S., 1980, p. 178-191.

RABREAU Daniel, « Royale ou commerciale, la place à l'époque des Lumières », *Revue des monuments historiques*, n°120, 1982, p. 31-37.

RABREAU Daniel, *Apollon dans la ville. Essai sur le théâtre et l'urbanisme à l'époque des Lumières*, Paris, Éditions du Patrimoine, 2008.

ROCHE Daniel, « Négoce et culture dans la France du xviii^e siècle », *Revue d'histoire moderne et contemporaine*, t. XXV, n°3, juillet-septembre 1978, p. 375-395.

ROCHE Daniel, *Histoire des choses banales. Naissance de la consommation dans les sociétés traditionnelles (xvii^e-xix^e siècles)*, Paris, Fayard, 1997.

SARGENTSON Carolyn, *Merchants and luxury market. The Marchands Merciers of Eighteenth-Century Paris*, Londres, Victoria and Albert Museum Ed., 1996.

SECRETAN Catherine, *Le « Marchand philosophe » de Caspar Barlaeus. Un éloge du commerce dans la Hollande du Siècle d'Or. Étude, texte et traduction du Mercator Sapiens*, Paris, Champion, 2002.

STROSETZKI Christoph (dir.), *El poder de la economía : la imagen de los mercaderes y el comercio en el mundo hispánico de la Edad Moderna*, Madrid, Iberoamericana-Vervuert, 2018.

YAMEY Basil, *Art & Accounting*, New Haven (Conn.), Yale University Press, 1989.