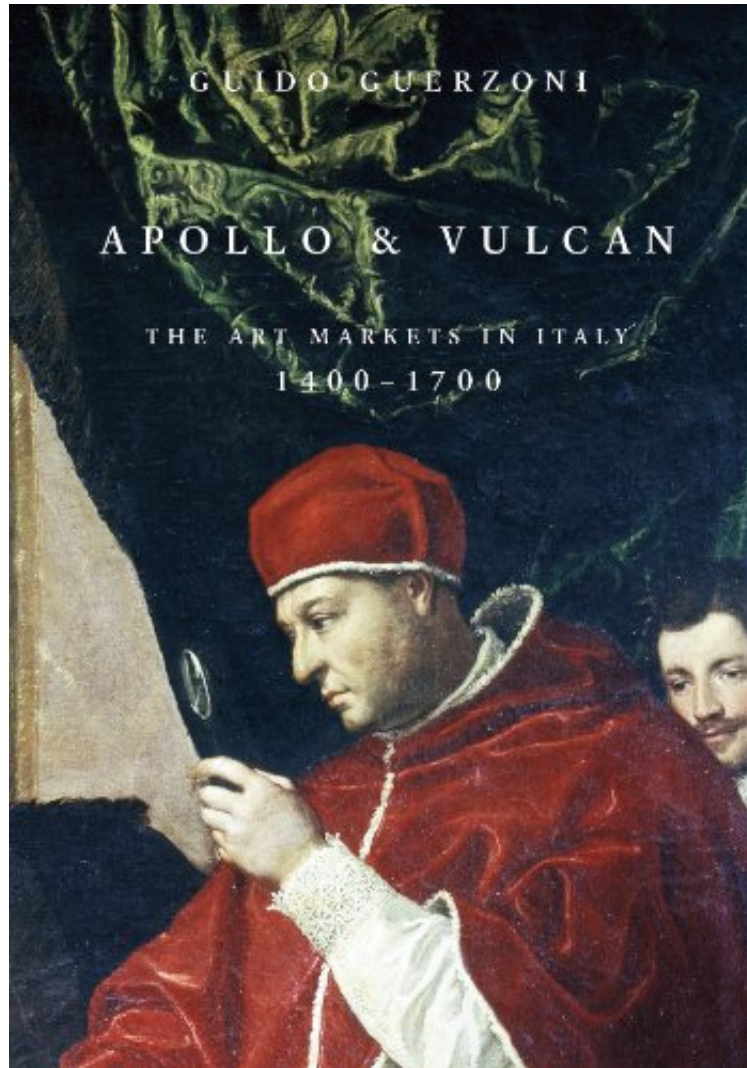


Apollo and Vulcan: The Art Markets in Italy, 1400-1700

Guido Guerzoni

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Guido Guerzoni presents the results of fifteen years of research into one of the more hotly debated topics among historians of art and of economics: the history of art markets. Dedicating equal attention to current thought in the fields of economics, economic history, and art history, Guerzoni offers a broad and far-reaching analysis of the Italian scene, highlighting the existence of different forms of commercial interchange and diverse kinds of art markets. In doing so he ranges beyond painting and sculpture, to examine as well the economic drivers behind architecture, decorative and

sumptuary arts, and performing or ephemeral events.

About the Author Guido Guerzoni, a specialist in economic and social history, teaches Cultural Management at Università Bicocca in Milan, Italy. He is the CEO of Polymnia, a nonprofit company part of the Foundation of Venice, which is building the M9 museum in Venice-Mestre.