



Gastaldi  
1548

Blanchard  
JUN 1 1948

G3200  
1548  
75  
Vault

# Printed Maps of the 16th Century



Vavassore

1515 Battle  
of Marignano

# State of print culture

From Fogli Volanti (Flying Prints) to Upmarket books and everything in between. Chivalric Romances, Devotional Texts, Poems, Plays, Brochures with news on battles

Literacy is estimated at 33% in males and 13% in females

1300+ Printers in Venice between 1501-1600

Survivals. A lot of the printing was ephemeral. Most of the maps we have survive in 4 copies or less. We have complete lists of over 27,000 editions between 1501-1600. Experts estimate there are 50-60,000 more potentially surviving or lost, and perhaps an additional 50% that we know nothing about. A Saturated Market. Export. BookFairs.

*CAIRO, QVAE OLIM BABYLON; AEGYPTI MAXIMA VRBS*

*Pyramida hic in Aegypto non alia fuerunt, quam Regum prope  
 ma orosa ad tentatio Capitebant cum reges, aut parius locis ex  
 rotatis, hoc modo nomen suum in terram ferre, & longissimis sui  
 redemptare memquam, cum tamen nullius rei fama sit in mundo terri-  
 tas. Nam aut quis scilicet sit, aut que res infamiam aliquam  
 pyramidem creavit, non creditur.*



Map of Cairo  
 published in  
 1549 . Text by  
 Guiliam  
 Postel.  
 Remained the  
 standard  
 depiction for  
 250 years

# Not a Homogenous Industry

Mix of Big Publishers and Small Ones. Book Sellers Performing on the Streets Some that Print and Break up the Work, Some With Engraving and Carving In House. Some that Guard their Blocks, others more Cooperative

On the Frezzaria

Going in and out of business.

Pre guild it is a great place to start for immigrants.

The Printer's guild doesn't form until 1545 Before that many are members of the painter's guild. First recorded meetings we have aren't until 1572.

To get Priviledgio or Ignore the Council of 10



# Why are they printing maps?

An Immigrant Driven Industry

Print Collection Becomes a Thing

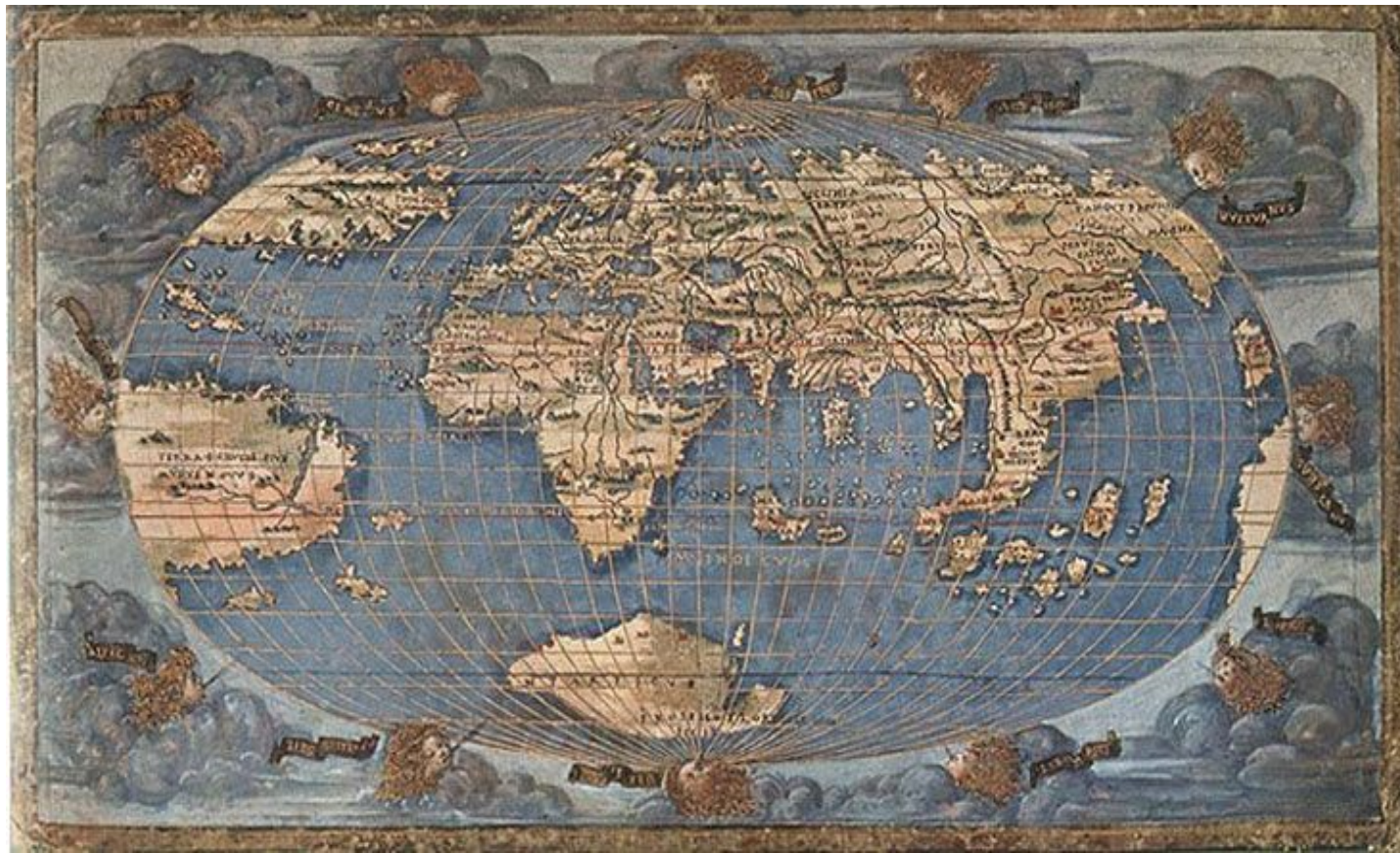
Books on Travel and Geography Huge Sellers

States and Borders in Flux

Where is that happening? What Does that Look Like?

# Francesco Roselli

1480's Florence Francesco Roselli pretty much the first map publisher able to make a living at it. 1527 inventory at his son's death includes maps of Hungary, France, Crete, Italy, Lombardy, and India. City views of Pisa, Constantinople, Rome and Florence. The most expensive impression inventoried is a colored navigational chart that went for 7 lire. Regular large prints were 3 lire, 1 lire for medium, and small (on paper about 9x15 inches) range from 3-7 soldi. Plates for a 6 sheet map of Italy, 2 sheet world map, 8 sheet navigational chart, 12 sheet world map, 16 sheet world map. His are metal plates. As the inventory was for scrap value, we know they weighed 475 lbs.



Dated 1508. Held at the World Maritime Museum

## A Brief Stint in Rome

Center of map printing then goes to Rome from 1508-1527 when Rome is sacked

Roman printers centered in the district of Parione. Hangout for archeologists and antiquarians interested in Ancient Rome.

Goldsmiths, bankers, printsellers, and merchants selling to a high class clientele.

Collecting prints becomes a thing.



Tierra Nueva  
Gastaldi 1548

# The Industry in Venice

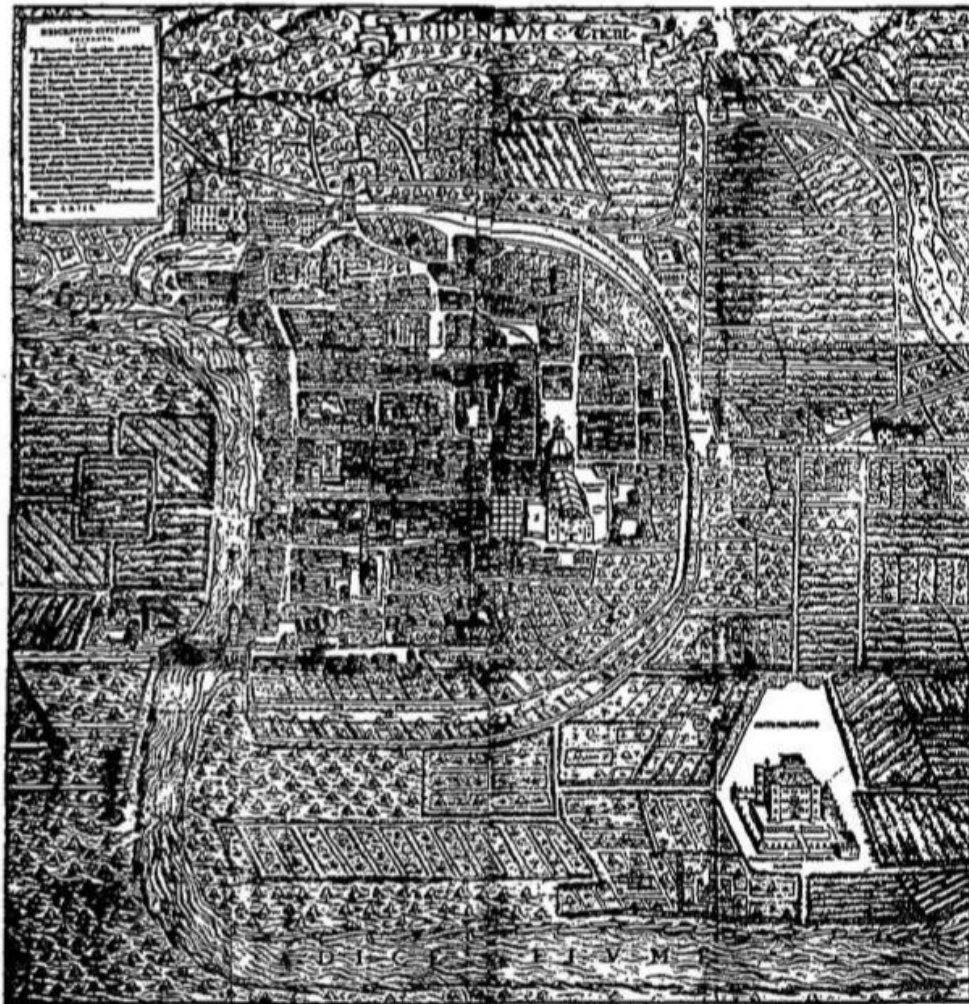
Wood engravings preferred. Often publishers woodcutter as well woodcuts cannot be reused and the size was unusual. But these were also frequently colored and framed for display

Benetto Bordone

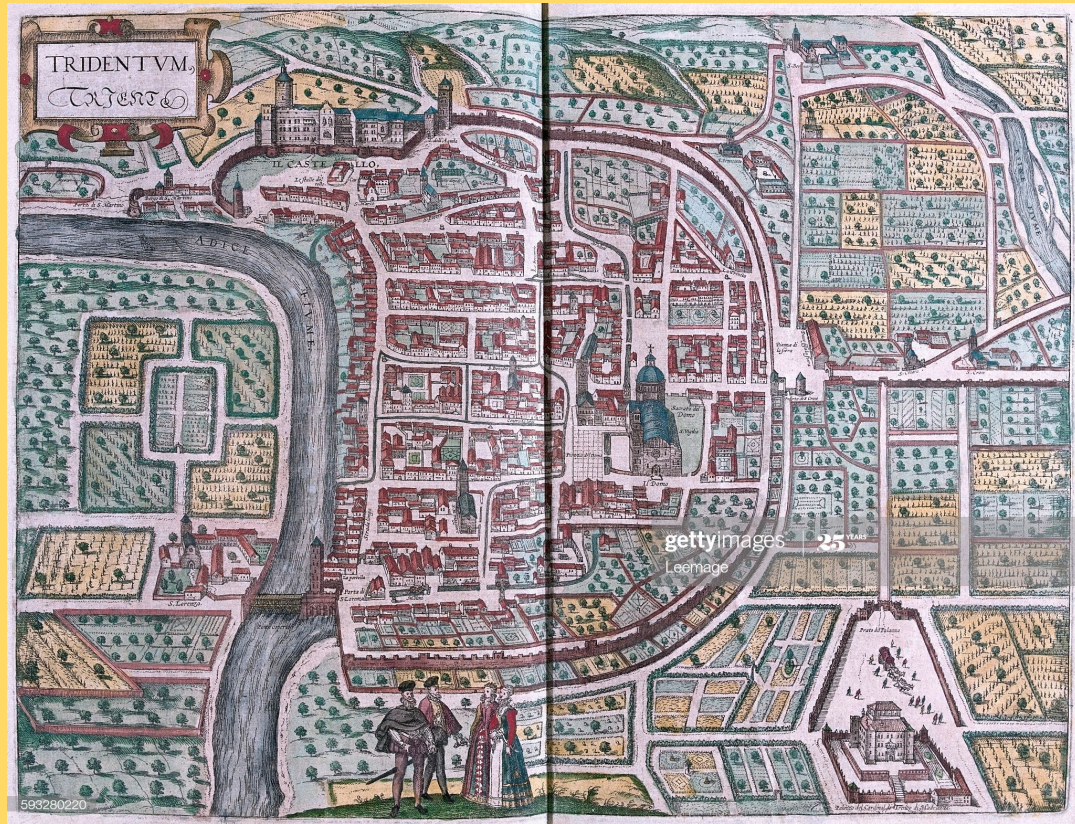
Mattheo Pagano and Giovanni Andrea Vavassore

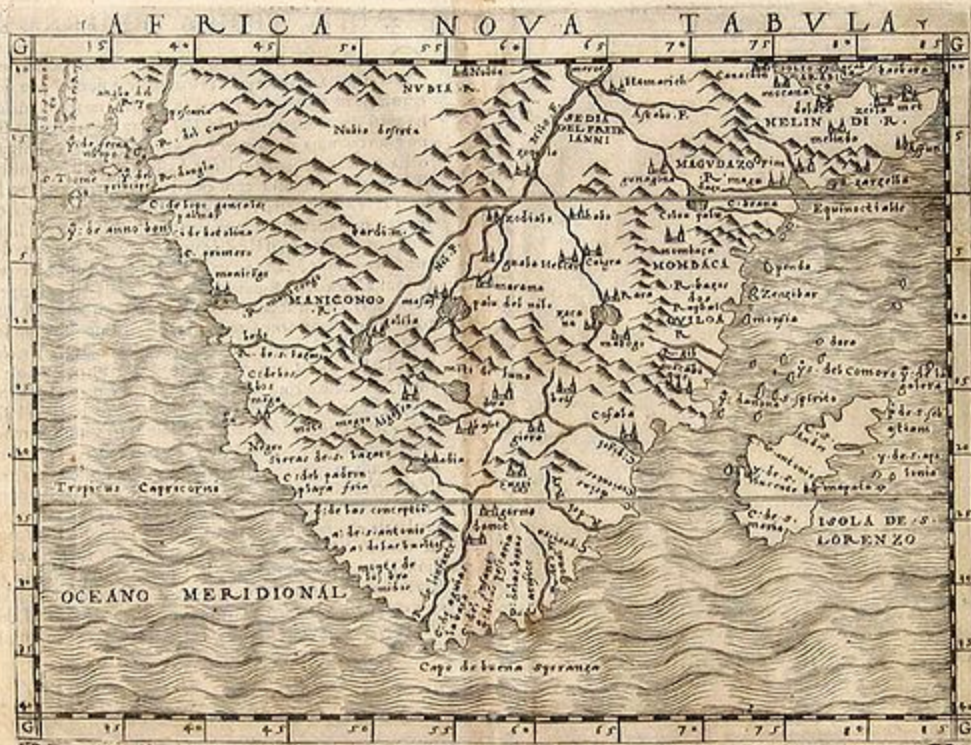
“Guadagnino” A small profit

Giacomo Gastaldi he was named cosmographer to the Republic of Venice and was a major source for other geographers and mapmakers including Cock, Luchini, and Ortelius.. 1548 version for Ptolomies Geographia. Pagano used this copper engraved map and copied it in woodcut in 1550. Frescos of maps of Asia and Africa on the walls of the Doge’s palace



City view of Trent. Published while the Council of Trent was being held





Gastaldi South Africa





Schonlandia  
Nova 1548  
(1st map of  
Iceland)











SCHONLANDIA XIII. NOVA TABVLA.



1542 First published map of Scandinavia



Tvto el Cõtado di Zara et  
Sebenicho,

One of the oldest cartographic depictions of Croatia. Published by Pagano in 1530. Oldest map was just discovered this year and dated around 1510. This map is important as Venice held Dalmatia, Hungary allied with Croatia, and the Ottomans were expanding borders.

Image from the National and  
University Library in Zagreb



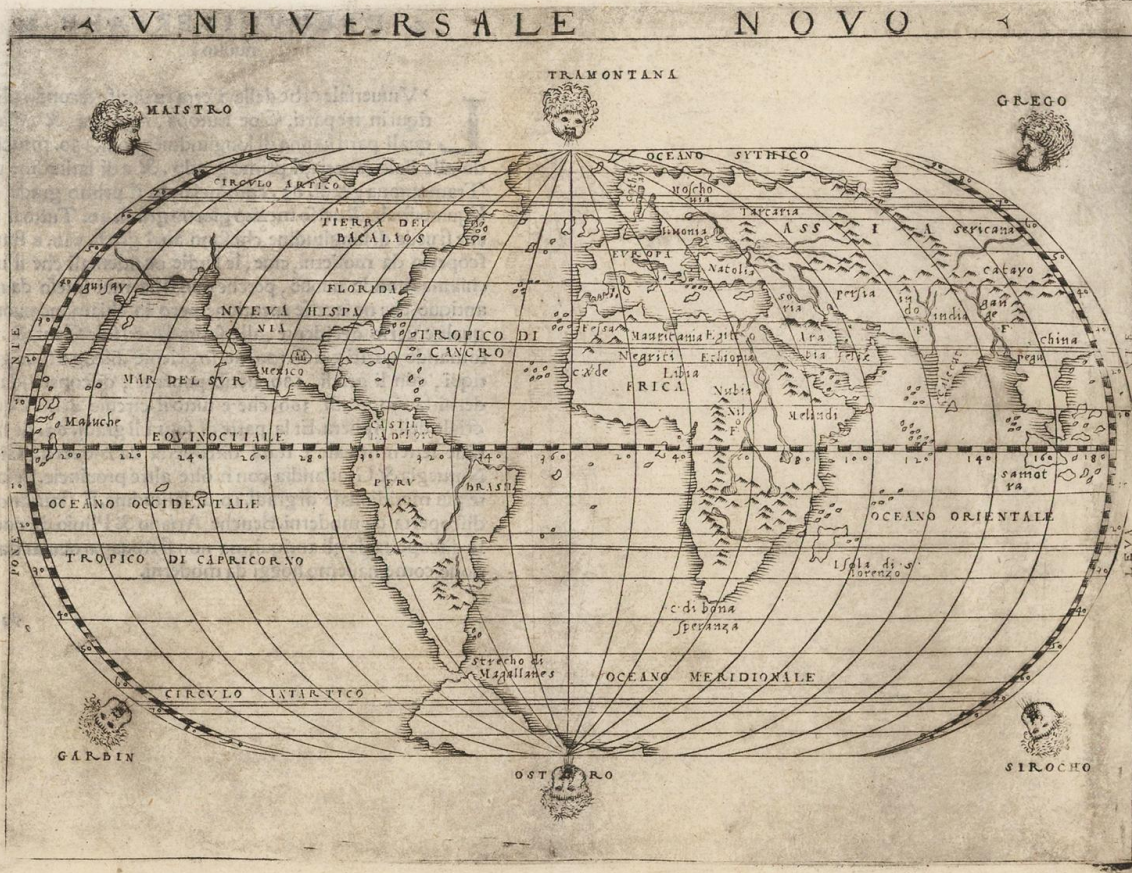
About 1540 Tuto il Mondo Tereno | Opera di Gio: Andrea Vavassore ditto Vadagnino



Vavassore Tunis  
when captured by  
Charles V

La Presa de Tunisci  
Co la Goletta fatta da  
Carlo quinto  
Emperatore 1535





Gastaldi 1550 World Map. 1st With All of north and South America

# I S O L A · D E · C I P R O



Matheo Pagano, "Isola de Cipro", Venice 1538.



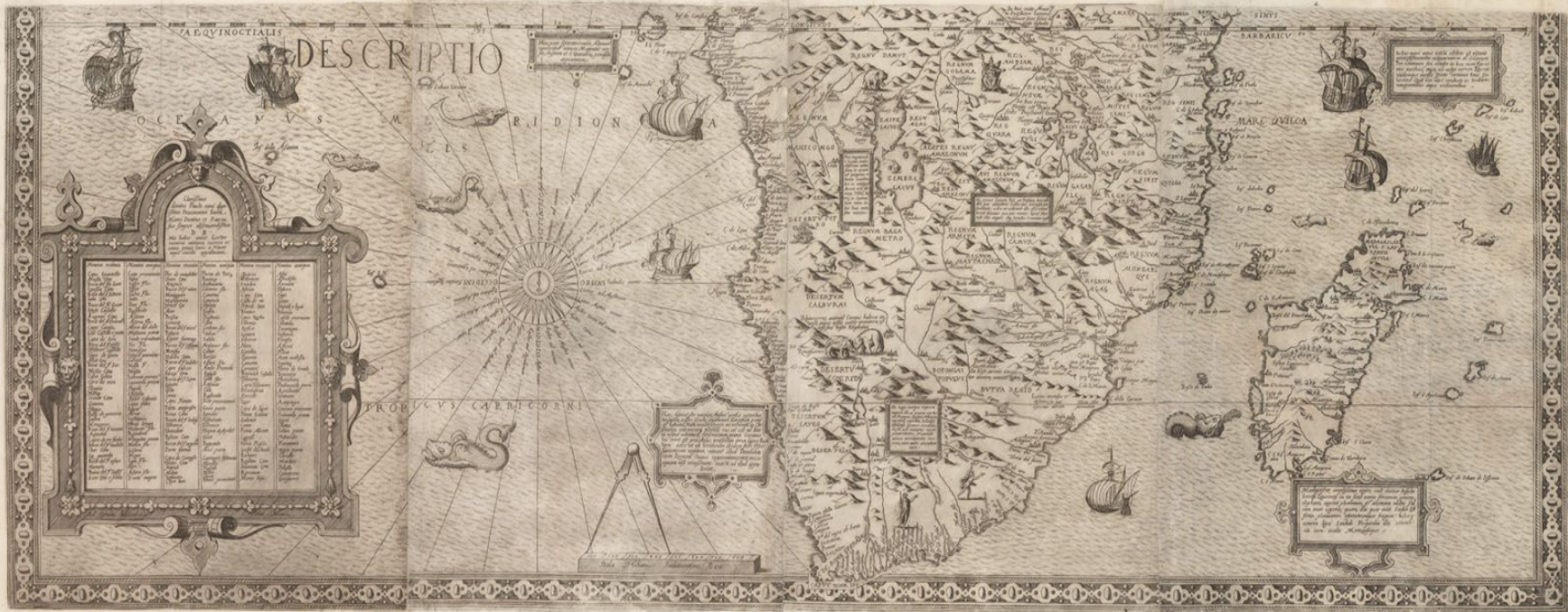
1553 map of Spain.  
Heironymus Cock. Version  
originally published by  
Vavassore in 1532 and  
subsequently by Pagano

TOLOMEO GASTALDI  
1548



Gastaldi map of the Piedmont. Published under privilegio. Published previously by Pagano





Gastaldi Large map of Africa. Printed by Bertelli in 1573. Measures 45x50 inches. 8 sheets

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40



Opera di Gio:anni  
andrea Vavassore  
ditto Vndagnino

1546  
Vavassore

The Venetian Discovery of America: Geographic Imagination in the Age of Encounters, Elizabeth Horodowich 2018

Giovanni Andrea di Vavassore: A Venetian Cartographer in the 16th Century: A Descriptive List of His Maps, Leo Bagrow 1938

Matheo Pagano: a Venetian Cartographer of the 16th Century. A Descriptive List of His Maps, Leo Bagrow 1940

Robert W. Karrow, Jr., Mapmakers in the Sixteenth Century and Their Maps 1993

“The Italian Map Trade, 1480-1650” by David Woodward in The History of Cartography, vol. 3  
<https://press.uchicago.edu/books/HOC/index.html>

Staying Afloat: The Vavassore Workshop and the Role of the Minor Publisher in 16th Century Venice Natalia Lussey 2017

<https://edoc.hu-berlin.de/bitstream/handle/18452/18716/Lussey-%20final.pdf>