

A collaboration between

 Villa I Tatti
The Harvard University Center
for Italian Renaissance Studies



The Leverhulme Trust



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This conference is open to the public with no charge.

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LUXURY AND THE ETHICS OF GREED
IN THE EARLY MODERN WORLD



25-26 SEPTEMBER 2014

VILLA I TATTI

EUROPEAN UNIVERSITY INSTITUTE

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THURSDAY 25 SEPTEMBER 2014
VILLA I TATTI

FRIDAY 26 SEPTEMBER 2014
THE EUROPEAN UNIVERSITY INSTITUTE



This conference aims to unravel the complex interaction of the competing paradigms of luxury and greed, which lie at the origins of modern consumption practices. In the western world, the phenomenon of luxury and the ethical dilemmas it raised appeared, for the first time since antiquity, in Renaissance Italy. Here luxury emerged as a core idea in the conceptualization of consumption. Simultaneously greed, manifested in new, unrestrained consumption practices, came under close ethical scrutiny. Other European countries soon followed suit, and debates around consumption practices also emerged in South Asia, South East Asia, and in Ming China. As the buying power of new classes gained pace, and goods from Asia and the Americas increasingly penetrated world markets, these paradigms evolved and continued to inform increasingly global cultures through the Early Modern period. Emerging and established scholars will propose a new appraisal and vision of luxury and the ethics of greed throughout the Early Modern World.

- 09:00 REGISTRATION, WELCOME AND INTRODUCTIONS
- 09:30 **LUXURY AND GREED: DEFINING THE TERMS**
Discussant: **Jan de Vries** (University of California, Berkeley)
- Catherine Kovesi** (University of Melbourne)
The Birth of Luxury: The Creation of a New Concept in Early Modern Europe
- Lino Pertile** (Villa I Tatti)
Dante's She-Wolf: A Beast Whose Greed is Never Satisfied
- 11:00 Morning Coffee
- 11:30 **CONSUMING LUXURY I: CLOTH AND CLOTHING**
Discussant: **Jonathan Nelson** (Villa I Tatti)
- Giorgio Riello** (University of Warwick)
Luxury and the Early Modern World of Exchange
- Maria Giuseppina Muzzarelli** (University of Bologna)
"Vesti bollate": The Italian Fashion Gazette of the Fourteenth and Fifteenth Centuries (Shapes, Colors, Decorations, and Accessories)
- 13:00 Buffet Lunch
- 14:30 **RELIGION AND THE LUXURY ECONOMY**
Discussant: **Alessandro Polcri** (Fordham University/ Villa I Tatti)
- Brodie Waddell** (Birkbeck College, University of London)
Luxury, Greed, and Charity in English Protestant Culture: The Parable of Dives and Lazarus
- Peter Howard** (Monash University)
The Language of Dives and Lazarus: Preaching Generosity and Almsgiving in Renaissance Florence
- 16:00 Afternoon Tea
- 16:30 **DISSEMINATING LUXURY THROUGH THE EARLY MODERN WORLD**
Discussant: **Luca Molà** (European University Institute)
- Rosa Salzberg** (University of Warwick)
Discussing and Disseminating Luxury on the Streets of Renaissance Italy
- Sean Roberts** (Villa I Tatti)
Luxury, Technology, and the Diplomatic Gift in the Early Modern Mediterranean

- 10:00 REGISTRATION, WELCOME AND INTRODUCTIONS
- 10:30 **CONSUMING LUXURY II: FOOD AND ITS CROCKERY**
Discussant: **Allen Grieco** (Villa I Tatti)
- Laura Giannetti** (University of Miami)
"Taste of Luxury" in Renaissance Italy: In Practice and in the Literary Imagination
- Timothy Wilson** (Ashmolean Museum, Oxford)
Italian Maiolica and Gift-Giving Between Women, c. 1480-1600
- Rebecca Earle** (University of Warwick)
Chocolate in the Historical Imagination
- 12:30 Special Announcement
- 13:00 Buffet Lunch
- 14:30 **FAKING IT: THE PRETENSE OF LUXURY**
Discussant: **Ulinka Rublack** (University of Cambridge)
- Timothy McCall** (Villanova University)
Material Fictions of Luxury in Fifteenth-Century Italy
- Paula Hohti** (University of Copenhagen)
"Cheap Magnificence?": Imitation and Low Cost Luxuries in Renaissance Italy
- Marta Ajmar** (Victoria and Albert Museum, London)
"Those who are not familiar with this matter think that they are looking at one substance alone": Understanding Materiality and Material Imitation in Renaissance Italy
- 16:30 Afternoon Tea
- 17:00 **CONCLUDING DISCUSSION**
Chaired by **John Styles** (University of Hertfordshire) and **Catherine Kovesi** (University of Melbourne)