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This conference is open to the public with no charge.

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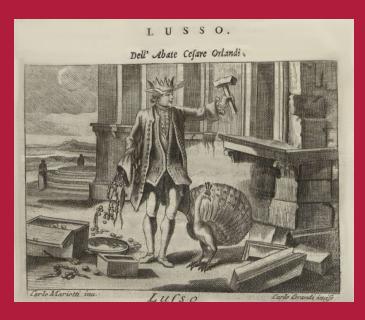
Luxury and the Ethics of Greed in the Early Modern World



25-26 September 2014

VILLA I TATTI

FUROPEAN 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.

THURSDAY 25 SEPTEMBER 2014 VILLA I TATTI

Luxury, Technology, and the Diplomatic Gift in the Early

Modern Mediterranean

Friday 26 September 2014 The European University Institute

09:00	REGISTRATION, WELCOME AND INTRODUCTIONS	10:00	REGISTRATION, WELCOME AND INTRODUCTIONS
09:30	Luxury and Greed: Defining the Terms Discussant: Jan de Vries (University of California, Berkeley)	10:30	Consuming Luxury II: Food and its Crockery Discussant: Allen Grieco (Villa I Tatti)
	Catherine Kovesi (University of Melbourne) The Birth of Luxury: The Creation of a New Concept in Early Modern Europe		Laura Giannetti (University of Miami) "Taste of Luxury" in Renaissance Italy: In Practice and in the Literary Imagination
	Lino Pertile (Villa I Tatti) Dante's She-Wolf: A Beast Whose Greed is Never Satisfied		Timothy Wilson (Ashmolean Museum, Oxford) Italian Maiolica and Gift-Giving Between Women,
11:00	Morning Coffee		c. 1480-1600
11:30	Consuming Luxury I: Cloth and Clothing Discussant: Jonathan Nelson (Villa I Tatti)	12:30	Rebecca Earle (University of Warwick) Chocolate in the Historical Imagination
	Giorgio Riello (University of Warwick) Luxury and the Early Modern World of Exchange		Special Announcement
	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	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	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
	Peter Howard (Monash University) The Language of Dives and Lazarus: Preaching Generosity and Almsgiving in Renaissance Florence		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
16:00	Afternoon Tea		
16:30	DISSEMINATING LUXURY THROUGH THE EARLY MODERN WORLD Discussional Luxury Molè (Formand Luximonia Luximon)		
		16:30	Afternoon Tea
	Discussant: Luca Molà (European University Institute) Rosa Salzberg (University of Warwick) Discussing and Disseminating Luxury on the Streets of Renaissance Italy	17:00	CONCLUDING DISCUSSION Chaired by John Styles (University of Hertfordshire) and Catherine Kovesi (University of Melbourne)
	Saan Roberts (Ville I Tatti)		