

COMPETITION PROGRAMME 2018

TEYLERS TWEEDE GENOOTSCHAP

HAARLEM

In keeping with the *Teylers Stichting*'s 200-year-old tradition of promoting academic research, the Directors of this foundation *Teylers Stichting*, together with the members of the *Teylers Tweede Genootschap* (Teyler's Second Society), have decided to hold a competition for the year 2018 on a subject relating to art history.

SUBJECT

Call for an original study demonstrating how prints were disseminated, used and valued.

BACKGROUND

Prints were a revolutionary medium when they made their appearance in the second half of the fifteenth century, for they could be issued in large editions running to hundreds of impressions. This made them a mass medium *avant la lettre*, for thanks to the printing press it was now at last possible to produce relatively cheap images that were available to a fairly large public. The earliest printmakers controlled all the stages in the process of producing and marketing prints, but in the course of the sixteenth century a radical division of labour evolved that saw a print designer, engraver and printer/publisher working closely together. The latter's role was particularly important. He was the linchpin around whom a printing house revolved, for it was he who brought all the participants together and bore all the financial risks. The earliest printing centres were in southern Germany and Italy, joined in the sixteenth century by Antwerp, which became a major centre of print production. The very first prints (many of them woodcuts) were devotional in nature and were mainly sold locally. However, the aesthetic function of prints soon made them very popular indeed. They found their way to the four corners of the known world, so were ideal for disseminating new styles, subjects and motifs. They could also serve as propaganda material or convey news, for example in allegories expressing views about religion, politics or morals.

Art-historical research into print production has increased by leaps and bounds in recent decades, both nationally and internationally, greatly expanding our knowledge of the medium. Studies have been published about sixteenth and seventeenth-century print publishers in Antwerp, Haarlem, The Hague, Cologne and Utrecht. There have been publications on the fifteenth-century woodcut, on Amsterdam printmakers and publishers in the Golden Age, on graphic techniques in the early modern period, and on the 'embellishers' (in Dutch 'afzetters'), whose job it was to colour prints by hand for publishers or collectors.

At the same time, art historians became increasingly interested in the history of print collections and in the various roles that prints could play. This led, for

instance, to the publication in 2003 of *Collecting Prints and Drawings in Europe, c. 1500-1750*, and to the exhibition *Prenten in de Gouden eeuw. Van kunst tot kastpapier*, which was staged in Museum Boijmans Van Beuningen in Rotterdam in 2006. Although the main outlines of this research area have now been defined, and there is widespread recognition that prints could fill a large range of functions, from collectible item to packing paper, we do not have anything like a full picture of the way in which they made their way and functioned throughout the world, precisely because of the huge scale of the output in the early modern period.

The prize can therefore be awarded to the author of an original study that contributes to our knowledge of the distribution, use and appreciation of prints. It could, for example, be a study about the print trade, collecting prints, about their use by artists and architects, or about the part played by prints in spreading scientific knowledge or political or religious ideas. The study can cover a period between roughly 1450 and 1800, with the emphasis on the northern or southern Low Countries. It could examine one or several case studies, or adopt the approach of an overview shedding a light on wider issues surrounding the subject.

FORM OF ENTRY

Entries should consist of either one extended study, in the form of a text prepared for publication, or of several publications, most of which have appeared in the three years prior to 1 January 2021. For the second option, the entrants shall be either the sole author or one of the principal authors; the entrants must also submit an unpublished text, written specifically for the competition, which sets out the earlier publications in a broader academic context.

PROCEDURE

In order to qualify for the competition, candidates should submit four copies of their entry to the Directors of the *Teylers Stichting* (Spaarne 16, 2011 CH Haarlem) by 1 January 2021 at the latest. Entries received after that date will not be considered. The texts should be submitted in either Dutch, French, German or English.

In accordance with the provisions of Pieter Teyler van de Hulst's will, the author's name must not appear on the unpublished texts. Instead, the texts should be submitted anonymously, identifiable only by a maxim or saying. Entries should be accompanied by a sealed envelope, marked with the maxim that identifies the entry and containing the author's name and address.

JUDGING

The judging will be carried out by the members of the *Teylers Tweede Genootschap*, who will submit their recommendation to the Directors of the Teyler Foundation within four months of the closing date for submissions. The Directors' decision, which will be made within one month, will be final. All candidates will be notified as soon as a decision is made.

PRIZE

The prize consists of a gold medal struck from the *Teylers Tweede Genootschap's* dies. The medal will be awarded to the winner(s) at a special ceremony in the *Teylers Museum*. Professional journals and the press, and possibly other interested parties and institutions, will receive ample advance notice of the award ceremony.

PUBLICATION

Responsibility for publication rests with the author of the winning entry, although the *Teylers Stichting* and the *Teylers Tweede Genootschap* may consider lending assistance. On publication, reference should be made to the fact that the text has received an award from the *Teylers Stichting*.

INFORMATION

Further information may be obtained from the secretary of the society (see below). Journal editors and others who wish to draw the attention of their readership to the competition, but who do not wish to print the competition details in full, are urged to advise intending candidates to consult the programme for full details of the competition. Copies of the application form are available from the secretary. For more information about Pieter Teyler van der Hulst, the *Teylers Stichting* and its related institutions, such as the two learned societies, the museum and the almshouses, please consult *Teyler 1778-1978* (Haarlem 1978) and *De idealen van Pieter Teyler. Een erfenis uit de Verlichting* (Haarlem 2006).

CURRENT COMPETITIONS

- Competition 2016 (literature): over de invloed van de Middeleeuwen op de samenleving en culturele praktijk sinds de tijd van het Humanisme (closing date 31 December 2018)
- Competition 2017 (biology): a critical study on optimising the sustainable multifunctionality of soils (closing date 31 December 2019)

For full details of the competitions, apply to the secretary.

SECRETARY

Dr. Y.L. Bleyerveld: bleyerveld@rkd.nl

SUBMISSIONS

Submissions should have reached the Directors of the *Teylers Stichting* (Spaarne 16, 2011 CH Haarlem) before 1 January 2021.

MEMBERS OF *TEYLERS TWEEDE GENOOTSCHAP*

Prof. dr. W. van Anrooij, Professor of Dutch Literature before Romanticism, Leiden University

Dr. Y.L. Bleyerveld, Senior Curator Drawings and Prints c. 1500-1800, RKD – Netherlandish Institute for Art History, The Hague

Prof. dr. F.H. van Lunteren, Professor of History of Natural Sciences at Leiden University

Drs. A. Pol, former Curator of Medieval and Modern Numismatics, Geldmuseum, Utrecht

Prof. dr. ir. W. van Saarloos, Vice President of the Koninklijke Nederlandse Akademie van Wetenschappen and Professor of Theoretical Physics, Leiden University

Prof. dr. N.C.F. van Sas, Professor em. of History after 1750, University of Amsterdam

Prof. dr. L.E.M. Vet, director of the Netherlands Institute of Ecology (NIOO) and professor of Evolutionary Ecology at Wageningen University



Medal of the *Teylers Tweede Genootschap* (gold, 72 mm, c. 120 g, 14 carat); dies by J.G. Holtzhey, 1778:

- beneath the radiant all-seeing eye of Providence are Physics with her globe and compass, Poetry with her lyre, History with her book, Drawing with her brush and palette, and Numismatics bearing a tray of medals; OMNES ARTES QVAE AD HVMANITATEM PERTINENT HABENT QVODDAM COMMVNE VINCVLVM (all arts and sciences relating to human civilisation share a common bond)

- in a laurel wreath DOCTRINAE PRAEMIVM EX TESTAMENTO PETRI TEYLER V D HVLST HARLEMENSIS NATI DIE XXV MARTII MDCCII DEFVNCTI DIE VIII APRILIS MDCCLXXVIII (prize for scholarly achievement in accordance with the last will and testament of Pieter Teyler van der Hulst of Haarlem, born 25 March 1702, died 8 April 1778).