

## Contents

*List of Illustrations* ≈ xi

*Acknowledgments* ≈ xv

Introduction ≈ I

### CHAPTER I

A Printmaking Revolution ≈ 13

*The Treatise on Etching and Engraving* ≈ 19

*A New Beginning* ≈ 25

*Original and Copy* ≈ 28

*Collecting Prints* ≈ 31

*The Originality of an Etching-Engraving* ≈ 32

*Prints as Reproductions* ≈ 36

*Original Forgeries* ≈ 39

*An International Market* ≈ 40

*The Legacy* ≈ 41

### CHAPTER 2

Scenes of Everyday Life ≈ 43

*The City* ≈ 43

*The Trades* ≈ 47

*Fashion Plates* ≈ 51

### CHAPTER 3

Drama, Theater, and Prints ≈ 56

*The Theater Observed* ≈ 56

*Printed Drama* ≈ 59

## CONTENTS

	<i>Versions of Farce</i> ≈ 65
	<i>The Battle of the Sexes</i> ≈ 68
	<i>Women at Large</i> ≈ 72
	<i>The Spoken Word</i> ≈ 74
	<i>The Theater of Everyday Life</i> ≈ 75
	<i>The Carnavalesque</i> ≈ 77
	<i>The Morality Play</i> ≈ 80
	<i>The Neoclassical Theater</i> ≈ 82
CHAPTER 4	
	Contingencies and Contradictions ≈ 85
	<i>Religion</i> ≈ 85
	<i>War</i> ≈ 90
	<i>The Bourgeois</i> ≈ 92
	<i>Science, Not-Science</i> ≈ 95
CHAPTER 5	
	The Royal Portrait ≈ 106
	<i>The King in Print</i> ≈ 107
	<i>Breaking the Code</i> ≈ 111
CHAPTER 6	
	Image and Text: Reading Single-Sheet Prints ≈ 118
	<i>Viewing the Image, Reading the Print</i> ≈ 118
	<i>Word and Image</i> ≈ 124
CHAPTER 7	
	Book Illustrations ≈ 126
	<i>Types of Pictures</i> ≈ 127
	<i>Plays and Romances</i> ≈ 128
	<i>A New Spirit</i> ≈ 132
	<i>The Antique</i> ≈ 134
	<i>Science</i> ≈ 136
	<i>Technical Manuals</i> ≈ 138
CHAPTER 8	
	Books and Pamphlets ≈ 142
	<i>Painting and Theory Before Bosse</i> ≈ 142
	<i>Bosse's Theory of Painting</i> ≈ 145
	<i>Reinventing the Wheel?</i> ≈ 146
	<i>Art as Knowledge</i> ≈ 151
	<i>Pamphlet Wars</i> ≈ 153
	<i>Architecture</i> ≈ 155
	<i>Academic Publishing</i> ≈ 157

## CONTENTS

Coda: Poussin, Scarron, Bosse, and the Economy of Transgression ≈ 159

*Notes* ≈ 165

*Bibliography* ≈ 183

*Index* ≈ 211