

# Contents

## Preface — VII

## Part A: Beginnings and Provenances

Anja Wolkenhauer

**Sisters, or Mother and Daughter? The Relationship between Printer's Marks and Emblems during the First Hundred Years — 3**

Andreas Bässler

**Ekphrasis and Printer's Signets — 29**

Luuk Houwen

**Beastly Devices: Early Printer's Marks and Their Medieval Origins — 49**

Hubert Meeus

**From Nameplate to Emblem. The Evolution of the Printer's Device in the Southern Low Countries up to 1600 — 77**

## Part B: Regions & Places

Konstantinos Sp. Staikos

**Heraldic and Symbolic Printer's Devices of Greek Printers in Italy (Fifteenth and Sixteenth Centuries) — 103**

Anna Jakimyszyn-Gadocha

**Jewish Printers' Marks from Poland (Sixteenth-Seventeenth Centuries) — 125**

Joanna A. Tomicka

**Fama Typographica. In Search of the Emblem Form of Printer's Devices. The Iconography and Emblem Form of Printer's Devices in Sixteenth- and Seventeenth-Century Poland — 151**

Paul Hoftijzer

***Pallas Nostra Salus.* Early Modern Printer's Marks in Leiden as Expressions of Professional and Personal Identity — 169**

Dietmar Peil

**Early Modern Munich Printer's Marks (and Related Issues) — 197**

Kristina Lundblad

**The Printer's Mark in Early Modern Sweden — 227**

Silvia Hufnagel

**Iceland's Lack of Printer's Devices: Filling a Functional and Spatial Void in Printed Books during the Sixteenth Century — 257**

## **Part C: Concepts, Historical and Systematic**

Bernhard F. Scholz

**The Truth of Printer's Marks: Andrea Alciato on "Aldo's Anchor", "Froben's Dove" and "Calvo's Elephant". A Closer Look at Alciato's Concept of the Printer's Mark — 269**

Valérie Hayaert

**The Legal Significance and Humanist Ethos of Printers' *Insignia* — 297**

Justyna Kiliańczyk-Zięba

**The Transition of the Printer's Device from a Sign of Identification to a Symbol of Aspirations and Beliefs — 315**

Judit Vizkelety-Ecsedy

**Mottos in Printers' Devices – Thoughts about the Hungarian Usage — 333**

Melinda Simon

**European Printers' and Publishers' Marks in the Eighteenth Century. The Three C's: Conformity, Continuity and Change — 347**

Bernhard F. Scholz

**In Place of an Afterword: Notes on Ordering the Corpus of the Early Modern Printer's Mark — 361**

## **Part D: Research Bibliography and Index**

**Research Bibliography: The Early Modern Printer's Mark in Its Cultural Contexts — 377**

**Contributors — 413**

**Index — 417**