

# In the beginning...



RENAISSANCE  
BEGINS  
IN

Florence,  
ITALY.



## WHY?

- ROME IS IN ITALY
- RUINS STILL THERE
- LEAST FEUDALIZED PART OF EUROPE
- TRADING CENTER
- CONTACT WITH BYZANTIUM
- PROFITED FROM CRUSADES

## Characteristics of ITALIAN CITIES

- more interested in \$ than chivalry
- lots of merchants
- anti-clerical climate
- like ancient Greece cities feuding
- popes even encouraged this



# CLASSICAL HUMANISM

"an attitude centered on human interests + values"

revival of GRECO-ROMAN CULTURE

THIS NEVER COMPLETELY DISAPPEARED



CHARLEMAGNE



DANTE

BUT  
NOW IT IS  
MORE POPULAR  
THAN EVER!

MUSLIM SCHOLARS  
STUDY + PRESERVE  
CLASSICS

STUDIA HUMANITAS INCLUDES:

grammar  
rhetoric  
history  
poetry  
AND moral philosophy

I LOVE CICERO,  
ST. AUGUSTINE,  
AND LAURA!



FRANCESCO  
PETRARCH  
(1304-1374)

[BIG DADDY-O]

# THE FATHER OF HUMANISM

- edits + copies LATIN texts \*
- writes sonnets
- model of educated individual

\* THIS IS A BIG  
DEAL IN THE RENAISSANCE

FIG.  
16.6

- Rich PATRONS COMMISSION STUDIOLO
- All of Plato translated into LATIN



↑  
SPIRITUAL  
LOVE  
ATTRACTS  
THE  
SOUL  
TO  
GOD.



IF YOU WANT TO SUCCEED IN  
BUSINESS

POLITICS

OR JUST GENERALLY

➤ RULE THE WORLD ➤

MACHIAVELLI'S The PRINCE

1469  
-1527

should be on your  
reading list!!!

- STUDIED ROMAN HISTORY
- OBSERVED POLITICS
- RECOGNIZED HUMANS COULD BE  
GREEDY, IGNORANT AND CRUEL

INSTRUCTIONS  
TO A  
PRINCE

- BE STRONG, FIERCE LIKE A LION
- TRUST NO ONE
- KNOW HISTORY
- SMART LIKE A FOX
- The END justifies the MEANS

# WHO ELSE IS INFLUENTIAL?

YOU ARE  
ONLY A LITTLE  
LOWER  
THAN  
THE ANGELS

COMPARE  
TO  
POPE'S  
FILTH  
&  
SLIME!



## GIOVANNI PICO DELLA MIRANDOLA

(OR PICO FOR SHORT) 1463-94.

- translates LATIN, GREEK, HEBREW, ARABIC ...
- INDIVIDUALISM
- writes the ORATION on the DIGNITY of MAN.

## LEON BATTISTA ALBERTI

1464-1474

- mathematician, architect,  
engineer, musician, playwright
- defines virtù

## CASTIGLIONE

1478-1529

- l'uomo universale
- the Courtier

S PREZZATURA!





# RENAISSANCE WOMAN



I'm named Marinella after her favorite author!

Her dog



← UPPER CLASS

← EDUCATED  
(if her parents let her)

← some painted

← men considered her socially + intellectually inferior  
"timid, soft"

← married 13-16 years old  
(but could inherit)



some humanists!

- Duchess of Urbino
- Caterina Sforza
- Vittoria Colonna

Middle class women

- midwives
- shop keepers
- textiles

IMPORTANT: LAURA CERETA  
LUCRETIA MARINELLA





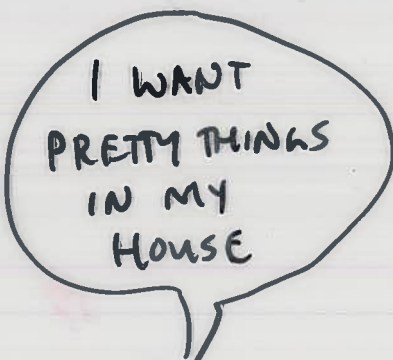
## ARTISTS INSPIRED BY

- Natural World
- Classical Antiquity
- Religious Subjects

A flowering  
in the  
visual arts

## WHO PAID FOR IT? \$

### A. WEALTHY PATRONS



ITALIAN PATRON



DUTCH PATRON



ITALIAN PATRON

(They like to show off their \$\$\$)

HAS ANYONE SEEN MY SMILE?



# RENAISSANCE ARTISTS

DISCIPLES OF NATURE

OR

MASTERS OF INVENTION



YOU BE THE JUDGE!



# HOW TO BE AN ARTIST

① BE HIRED AT A STUDIO  
TO DO "JOE JOBS"

- GRIND PAINT
- BRUSH-MAKING
- COPYING IMAGES

② EVENTUALLY WORK UP TO  
PAINTING UNIMPORTANT  
BITS FOR THE BOSS

③ BECOME THE BOSS  
AND ONLY PAINT THE  
PARTS YOU WANT !!

PUBLICIZE YOURSELF AND BUILD  
A REPUTATION AS A

★ HERO AND A GENIUS. ★

(+ IN VASARI'S BOOK+)