

Enterprises & Entrepreneurs in Baroque Times (Seville, 10–12 Nov 14)

Sevilla, Fundación Focus-Abengoa Hospital de los Venerables Plaza de los Venerables, 8 41004 Sevilla. España, Nov 10–12, 2014

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Enterprises and Entrepreneurs in the Baroque Times

Objectives

The Focus Abengoa Foundation Baroque School, November OMNQ, offers an innovative vision on the role of entrepreneurs and enterprises in the “first globalization” of the markets according to the latest historiography and economic literature. It will also introduce the role and the relation of these economic agents with the art market under European capitalism principles in the XVII and XVIII centuries.

The Baroque School aims at assessing, from a broad and complete perspective, the interrelationship established between entrepreneurial innovation and the artistic creation through investments of commercial benefits and patronage in Spain and Europe during Baroque Times. The new spirit of capitalism will be analysed from the novel economic paradigms about wealth, money and entrepreneurial ethics under renovators Baroque Jesuit and Calvinist principles.

The new art demand from these new economic agents—enterprises and entrepreneurs—, laid the foundations of a new and secular way of proceeding in the field of patronage, collecting and heritage. A new scenario defined by vendors, merchants, bankers compared to the traditional operations in the market leaded by the court, nobility, ecclesiastic institutions or clerks. The influence from this new situation will be analysed in the end.

The new role of enterprises and entrepreneurs will be focused on aspects related to the innovation in commercial and financial techniques, the economic modernization, the functions of entrepreneurial leadership, the transformations in public and private institutions, the progressive implementation of good management practices, as well as the opening to ethical civil values in business. The economic activity was transformed by some entrepreneurs through direct implications related to heritage value and the artistic historical, social, religious and cultural patronage.

Monday, 10th November

19:15h. Presentation

20:00 h. Inaugural Conference:

Capitalism and Baroque: money and economic agents in the art market

Antonio-Miguel Bernal Rodríguez,

University of Seville.
National Prize in History

Tuesday, 11th November

10:00 h. Globalization, commercial internationalism and heritage
Antonio Manuel Macías Hernández,
La Laguna University

10:45 h. The Emergence of the Baroque Corporation and the Counter-Factual Pre-Modern World
Outside Europe
Christopher McKenna,
Saïd Business School, Oxford University

11:30 h. Break

12:00 h. Enterprise and material culture in the age of the Baroque: trade, samples and marketing
'ante litteram'
Amedeo Lepore,
Napoles University

13:00 h. Visit to the General Archive of the Indies
Manuel Ravina, Director

17:00 h. Rome, Batavia, Spain, and the VOC: an expression of mercantile pride and independence
in Dutch Baroque Art
Alexander Evers,
Loyola University Chicago,
John Felice Rome Center, Roma

17:45 h. Entrepreneurs and merchants in Baroque times: The Jesuits and the educative mission
Scott Hendrickson, S.J.,
Loyola University Chicago

18:30 h. Round Table

19:30 h. Organ concert leaded
by José Enrique Ayarra Jarne,
Focus-Abengoa Foundation organist at
Hospital de los Venerables Church

Wednesday, 12th November

10:00 h. Family as enterprise: heritage and commercial strategies
Isabel Lobato,
University of Seville

10:45 h. "Art Market" in the Spanish Baroque Age: intermediaries, merchants, bankers and
entrepreneurs

M^a Jesús Muñoz González,
Complutense University

11:30 h. Break

12:00 h. Visit to the permanent art collection at Velázquez Centre

12:45 h. Osuna, ducal city: heritage and university patronage
Antonio Bonet Correa,
Director of the Royal Academy of Fine Arts of San Fernando

13:30 h. Diploma Awards Sessions
Closing session

15:30 h. Visit to the Collegiate Church
in Osuna

Director:
Antonio-Miguel Bernal Rodríguez,
University of Seville. National Prize in History

Coordinator:
Rocío García-Carranza,
Focus-Abengoa Foundation

Free Entrance

Access to the whole course or to individual conferences is open. The sessions will be held in the Church of the Hospital de los Venerables, which hosts Focus-Abengoa Foundation. The main entrance is located in Los Venerables Square.

Registration, diploma and credits recognition

By registering at Focus-Abengoa official website, attendants will be awarded a certified diploma and will be able to gain credits. Universidad Loyola Andalucía, Pablo de Olavide University and University of Seville will officially award ECTS credits (European Credit Transfer System).

Scholarships

Scholarships will be granted to obtain diplomas (limited).
More information available on our Website.

Reference:

CONF: Enterprises & Entrepreneurs in Baroque Times (Seville, 10-12 Nov 14). In: ArtHist.net, Oct 22, 2014 (accessed Apr 3, 2026), <<https://arthist.net/archive/8717>>.