The allure of Rome (Lisbon, 15-18 Jul 15)

Lisbon, New University, Humanities Faculty (FCSH), Jul 15–18, 2015
Deadline: Dec 19, 2014

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Call for Papers
Knowledge Transfer and Cultural Exchanges
CHAM International Conference

Panel: The allure of Rome: Joao V of Portugal and his Cultural Policy in the European context

Joao V (1689-1750) is believed to be the Portuguese Sun King. He not only put Portugal into the European politics raising its prestige to unknown levels but he also developed an ambitious artistic policy supported by huge spending in art, music and luxury items.

Considering Joao V's transcendence, it is surprising the relatively lack of interest showed by non-Portuguese historians regarding his role in the European cultural context. This panel will deal with the King's artistic policy in Europe with especial attention to Rome. Rome was the dreamed city of the “gentiluomini” and artists who used to travel to Italy to improve their education and their training. Joao V wanted to spend some time enjoying his own Grand Tour but his political responsibilities didn't allowed him to take that journey. This “viaggio mancato” was without doubt some kind of frustration and part of his artistic policy can be better understood if we keep that in mind.

The king went through great artistic/cultural investments to display his wealth and power and to achieve a stronger position in Europe, but also because he obviously has a very particular taste. He supported lavish ambassadors entrées, made substantial donations to the Pope and became (in absentia) one of the most generous art patrons in Rome. He commissioned hundreds of masterpieces, namely the magnificent sculptures for his Royal palace in Mafra or the sumptuous San Rocco's chapel in Lisbon, and he and his courtiers became some of the most influential collectors in the awakening of the Grand Tour. We encourage papers dealing with (but not only):

- Cultural milieu and artistic trade in the Embassies
- The print collection and the Mariettes

- Art market in Rome
- Collectors and diplomats as trade agents for the king

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Reference:
CFP: The allure of Rome (Lisbon, 15-18 Jul 15). In: ArtHist.net, Nov 18, 2014 (accessed Nov 25, 2026), <https://arthist.net/archive/8939>.