



REPORT OF THE INTERNATIONAL STUDY DAY- *Gian Giacomo Poldi Pezzoli between Milan and Europe. The Interests, Models, Relationships and Travels of a Mid-Nineteenth-Century Collector, Milan, Museo Poldi Pezzoli, 11th October 2022*

The Poldi Pezzoli Museum, the Università Cattolica del Sacro Cuore of MILAN and the Society for History of Collecting organized an international study day last October 11th 2022 to mark the bicentenary of the birth of Gian Giacomo Poldi Pezzoli (1822-1879), founder of the museum of the same name.

The day took place on October 11th at the Poldi Pezzoli Museum and was attended by a dozen speakers, selected from among the leading experts in the history of collecting at national and international level by the scientific committee (Silvia Davoli, Lavinia Galli and Alessandra Squizzato).

The conference (in English spoken) was streamed on the YouTube channels of Poldi Pezzoli Museum and the Society for History of Collecting with the help of a computer control room.

The Programme

MORNING Pioneers, Models, local and international parallels

Moderator: Alessandro Morandotti (University of Turin)

Lavinia Galli, (Curator, The Poldi Pezzoli Museum, Milan) *Gian Giacomo Poldi Pezzoli's international network and models for a modern museum*

Marino Viganò (Director, The Trivulzio Foundation, Milan) *Maternal way: Rosina Trivulzio Poldi Pezzoli and the family tradition of collecting*

Luca Giacomelli (Ph Doctor, The University of Bologna) *Gian Giacomo Poldi Pezzoli and Florence. Notes on an unsuccessful relationship*

Paul Froment (Conservateur du patrimoine-Bibliothèque nationale de France, Paris) *A new model for European collecting. The Cluny Museum from Alexandre du Somerard to Edmond du Sommerard. The Italian relations*

Francesca Tasso (Curator, The Museum of Applied Art, Milan) *The 1874 Milan Exhibition of Applied Art: Commissioners and Collectors*

AFTERNOON Milano as centre of the international market for ancient art in the mid-19th century

Moderator: Jaynie Anderson (Professor Emeritus, The University of Melbourne)

Alessandra Squizzato – Lorenzo Tunesi (Catholic University, Milan), *The foreign travellers in Milan and their interests in the Mid-19th Century, from the landmarks of Grand Tour to the art dealers*

Susanna Avery Quash (Senior Research Curator (History of Collecting, The National Gallery, London) *Sir Charles Eastlake, the National Gallery and the Milanese Art World of The mid-19th-Century*

Silvia Davoli (curator, The Strawberry Hill collection, London) *'Objects bring us the traces of life': Cavaleri, Cernuschi and Giambattista Vico's theory of history*

Eloise Donnelly (curator, Victoria and Albert Museum, London) *Sweeping up the best things: the South Kensington Museum's dealings in Milan, 1860-1900*

Martina Colombi (PhD student Literature, Arts and Environmental Heritage | University of Milan) *The Milanese antique dealers Baslini and Grandi and the international market*

Olga Piccolo (Italian Ministry of Culture, collaborator): *Cavalcaselle's inspections of the private collections in Milan and the international museum strategies for exporting paintings from the city during the years of Poldi Pezzoli*

GOAL ACHIVED

1. **More than one hundred participants** were able to follow the conference, of which about half connected from abroad, in particular from England and Spain.

2. The video recording of the day is visible on the Museum's YouTube channel at the following links

<https://www.youtube.com/watch?v=6SpMdT0wsZ4&t=3112s>

https://www.youtube.com/watch?v=uO5JvoQ6_q8&t=11252s

allowing those who could not attend or listen live to retrieve the information in the near future. In 21 days the recordings have received 250 views worldwide.

3.COMMUNICATION AND SOCIAL MEDIA GOALS

3 posts and 22 Stories were dedicated to the conference on Instagram, 4 posts on Facebook, reaching up to 10,000 accounts per single post. The Facebook event reached more than 7000 accounts with more than 100 people showing their interest. All the results were obtained both thanks to the organic publication and thanks to the ADV targeting Europe, America and Canada

4. SCIENTIFIC GOALS

The conference was also an important opportunity for discussion and networking between the Italian and foreign speakers. The first result was to highlight the figure of Gian Giacomo Poldi Pezzoli as a key figure in 19th century European collecting studies within the international scientific community. While in Italy Gian Giacomo's pioneering role in relation to museographic and cultural models is well known (historic houses, period rooms), other areas of research, such as the international relations he forged and his legacy and influence in the history of European taste and collecting, deserved more in-depth study.

Thanks to up-to-date studies on museography and the history of collecting and the art market had emerged. We revisited the figure and collection of Gian Giacomo Poldi Pezzoli in the light of these new studies and by emphasising the Milanese context in which he operated: collectors, art dealers and city institutions.

The study days put in light how Casa Poldi Pezzoli was a pioneer museographic model as in Italy as in Europe. In the same years in which Poldi Pezzoli assembled his collection, Milan became the most important hub for the antiquarian market at a National and International level. Much information about the city, its collections and the collection formed by Poldi Pezzoli appears in the correspondence of curators and agents sent by the directors of the national museums of London, Berlin and Paris, which were in the process of building up their collections.

The publication of the proceedings is scheduled for January 2024 in the prestigious *Journal of the History of Collections* (Oxford University Press), through a monographic issue dedicated to Milanese collecting in the 19th century







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