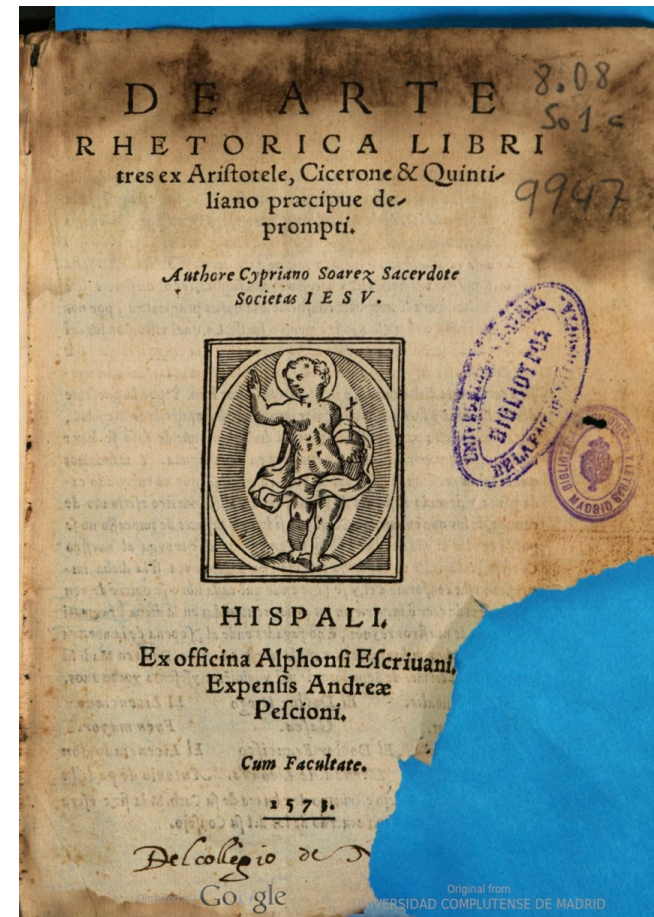


*International networks in the  
Hispanic Book Market  
(Seville-1501-1598)*

Montserrat Cachero-Vinuesa  
&  
Natalia Maillard Álvarez  
(Universidad Pablo de Olavide, Seville)

# LibRed: *Las redes internacionales del comercio de libros en la Monarquía Hispánica (1501-1648)*

- Explores the settlement process of European publishing firms in Spain and Hispanic America.
- Place Iberian Book History during the Golden Age in a global perspective
- Connecting Europe and the Atlantic



# *LibRed: Las redes internacionales del comercio de libros en la Monarquía Hispánica (1501-1648)*

🎞 <https://www.upo.es/investiga/red-libros/>

- Methodology:
  - Historical Network Analysis

🎞 Markets

- Seville
- Salamanca
- Madrid
- Medina del Campo
- Mexico
- Lyon

# Why Seville?



- ⦿ Period: 1549-1589
  - ⦿ 1<sup>st</sup> half of the 16<sup>th</sup> century
    - ⦿ The Sevillian market was dominated by the Cromberger family
  - ⦿ Since 1550
    - ⦿ Financial crisis
    - ⦿ The end of the Cromberger's monopoly and the opening of the American market
    - ⦿ Inquisition
    - ⦿ International printing companies

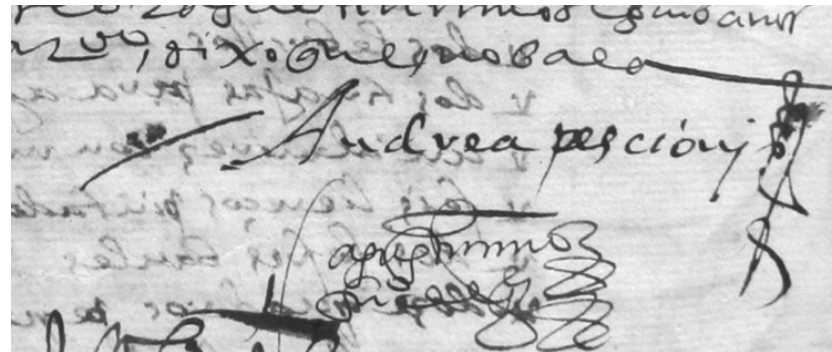


Datos del Documento

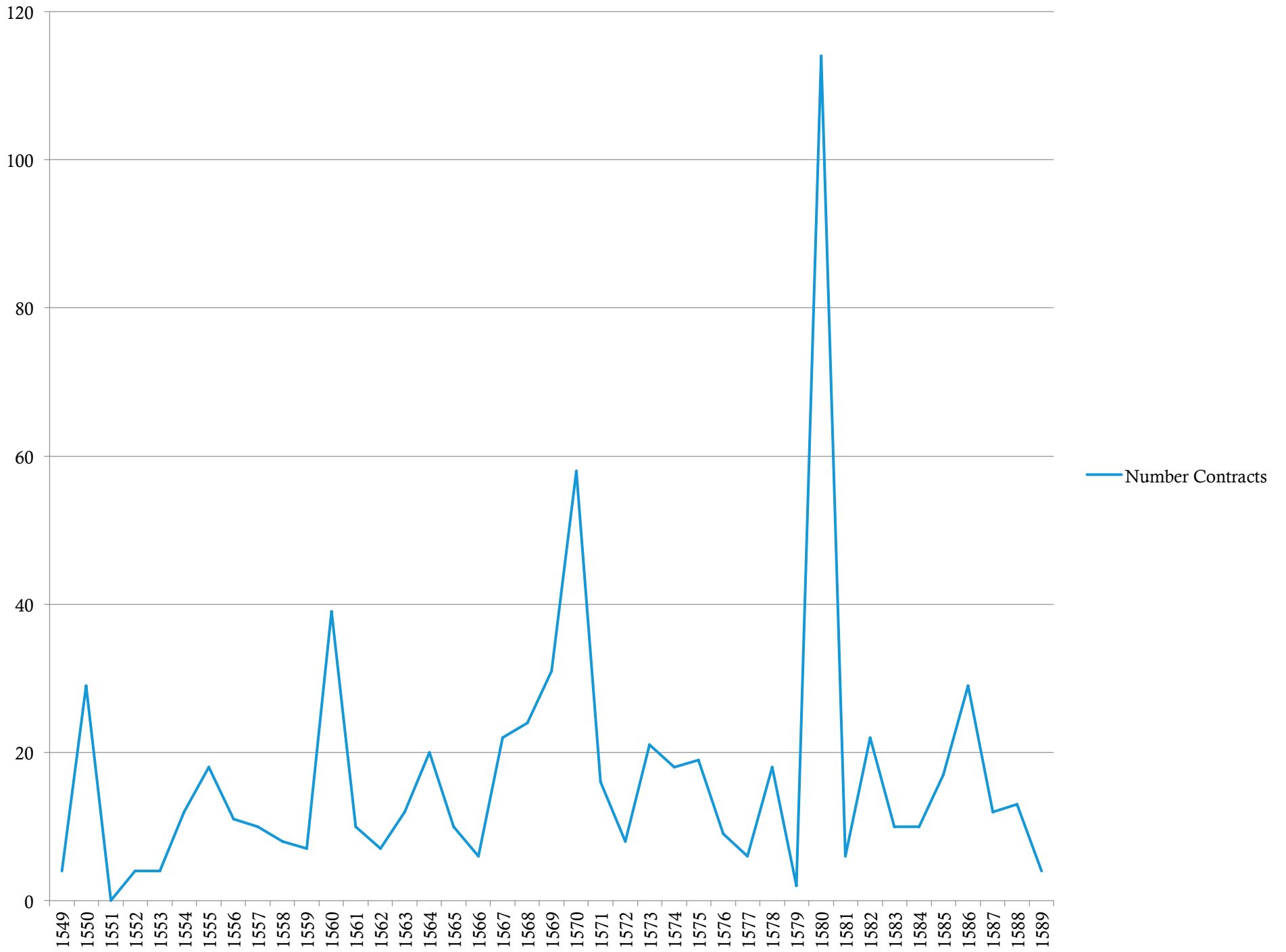
Resumen

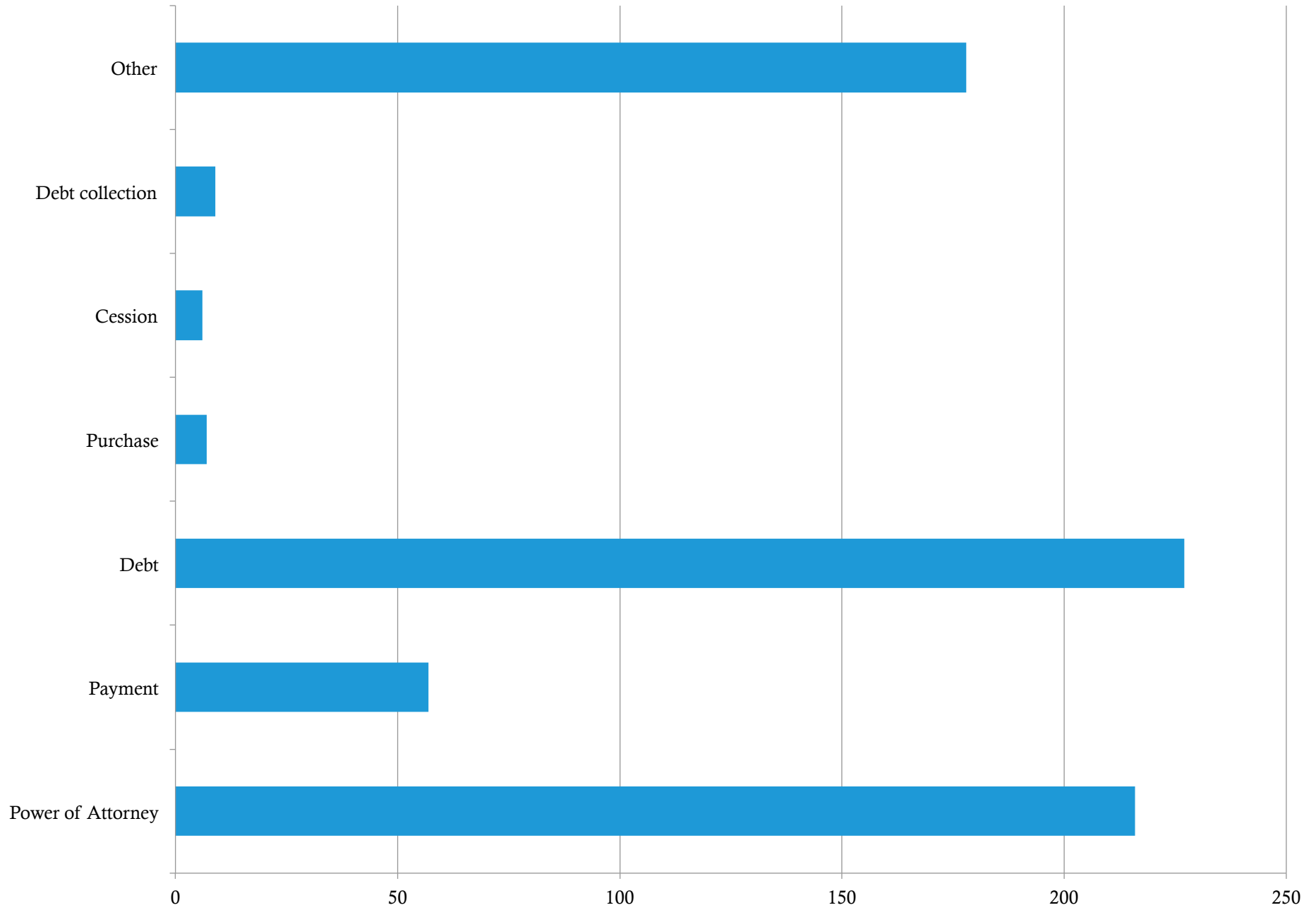
Imágenes Relacionadas

El doctor Esteban de Portillo, provisor en el arzobispado de México, como albacea testamentario de Diego de San Martín, mercader, vecino que fue de México y tutor y curador de Francisca de Herrera, su hija -por las cláusulas del testamento cerrado que pasó ante Gaspar Huerta, escribano real, en 2 de noviembre de 1571, el cual se abrió y autorizó por su fallecimiento ante la justicia ordinaria y ante Antonio Alonso, el 7 de noviembre de 1571 [Ver anexo 1]- otorga poder general a Melchor Ruiz, vecino de la ciudad y puerto de la Veracruz, ausente, y especialmente para recibir y cobrar las mercaderías, libros y otras cosas que para el difunto llegan cargadas en la flota que está surta en el puerto de San Juan de Ulúa, en la nao de Juan Gallego, que es a cargo de Francisco de Aguilar y de Andrea Picione [Piccione], y cobrar otras cualquier mercaderías y cosas y bienes. Firmó. Testigos: Ceberín del Bustillo, Andrés de Morales y Alonso Vernal, vecinos y estantes.

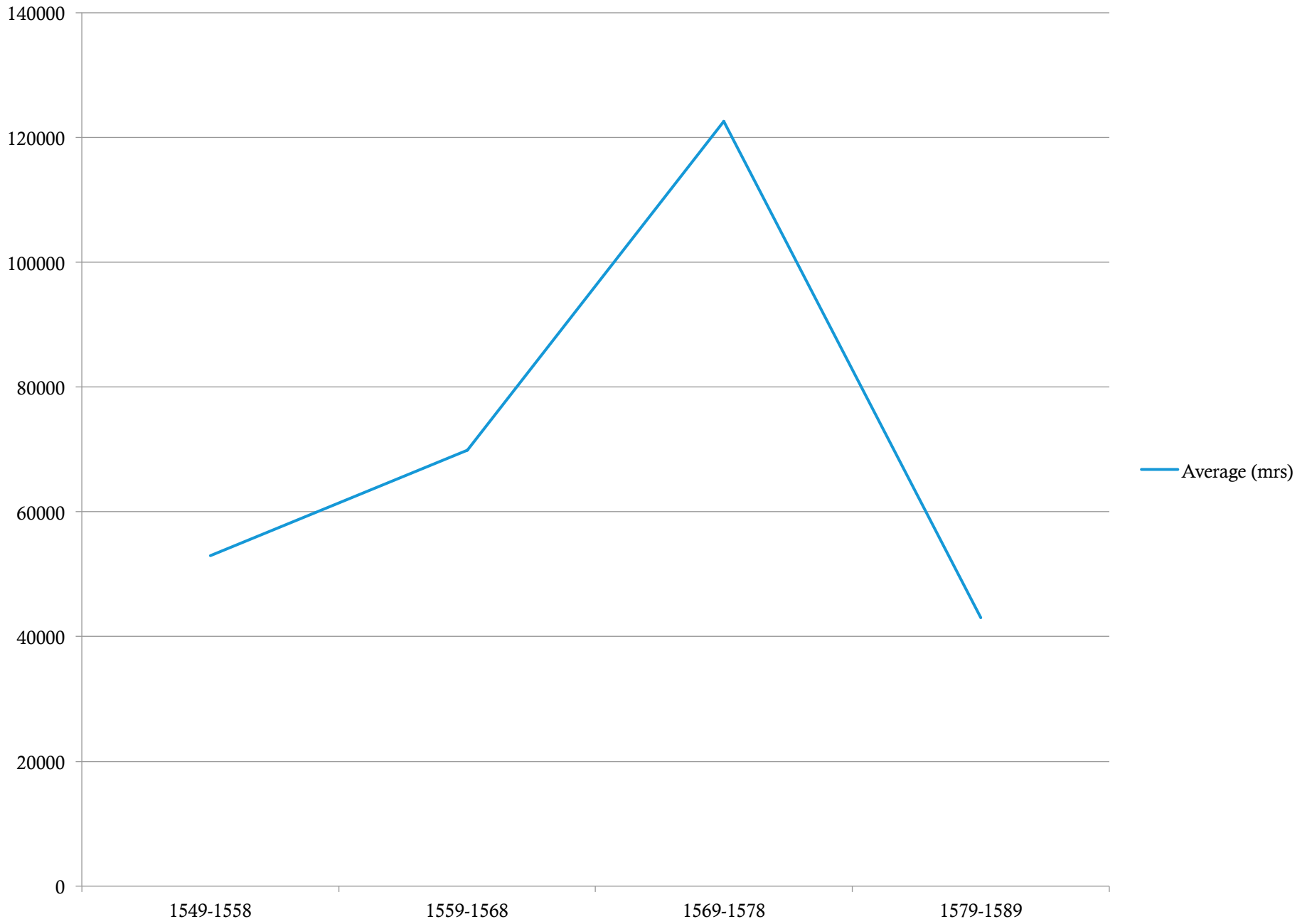


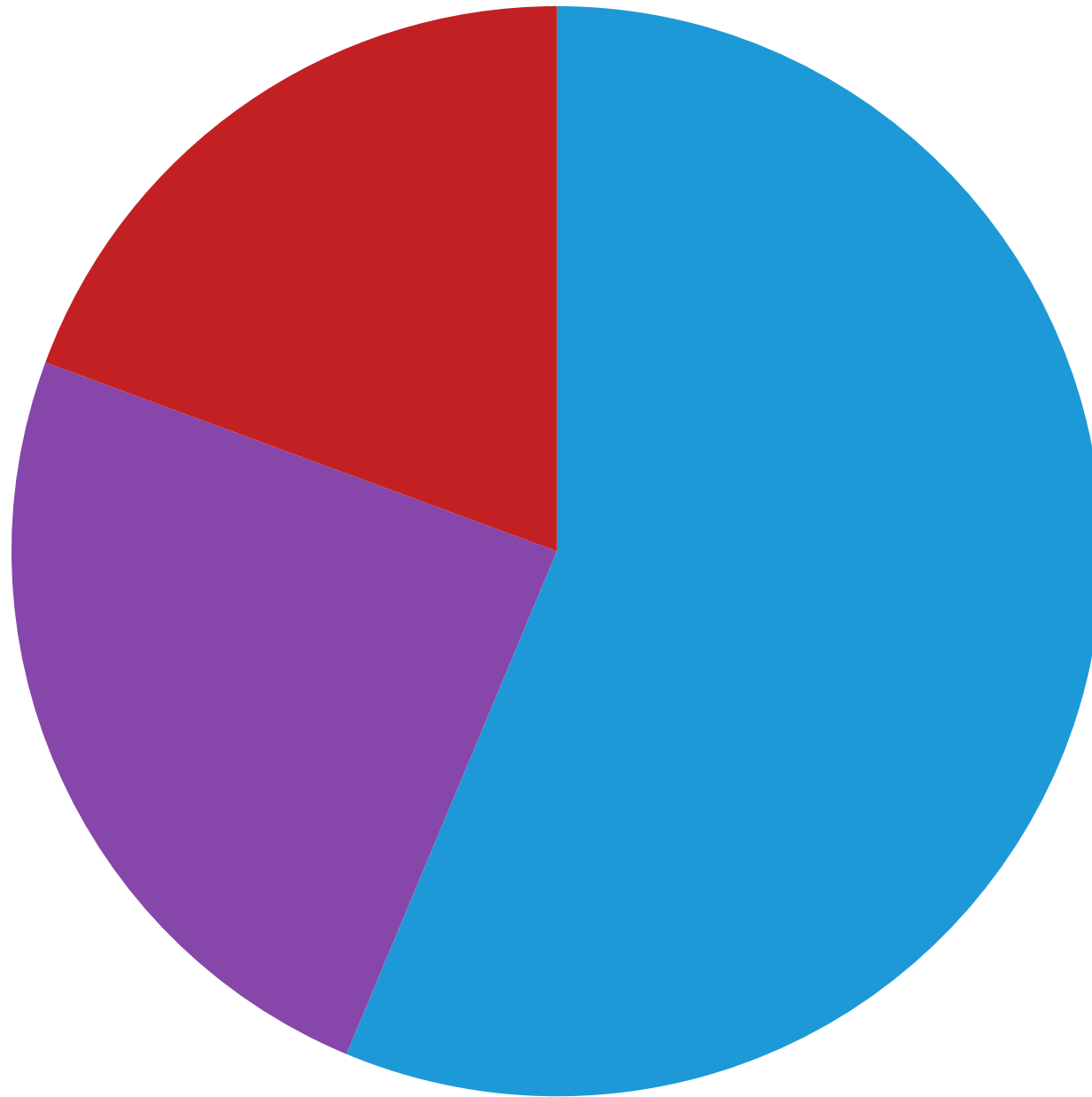
A close-up photograph of a handwritten signature in black ink on aged paper. The signature is written in a cursive script and reads "Andrea Picione". The name is underlined with a single horizontal line. To the right of the signature is a decorative flourish or tail. The background shows other faint, illegible handwriting from the same document.



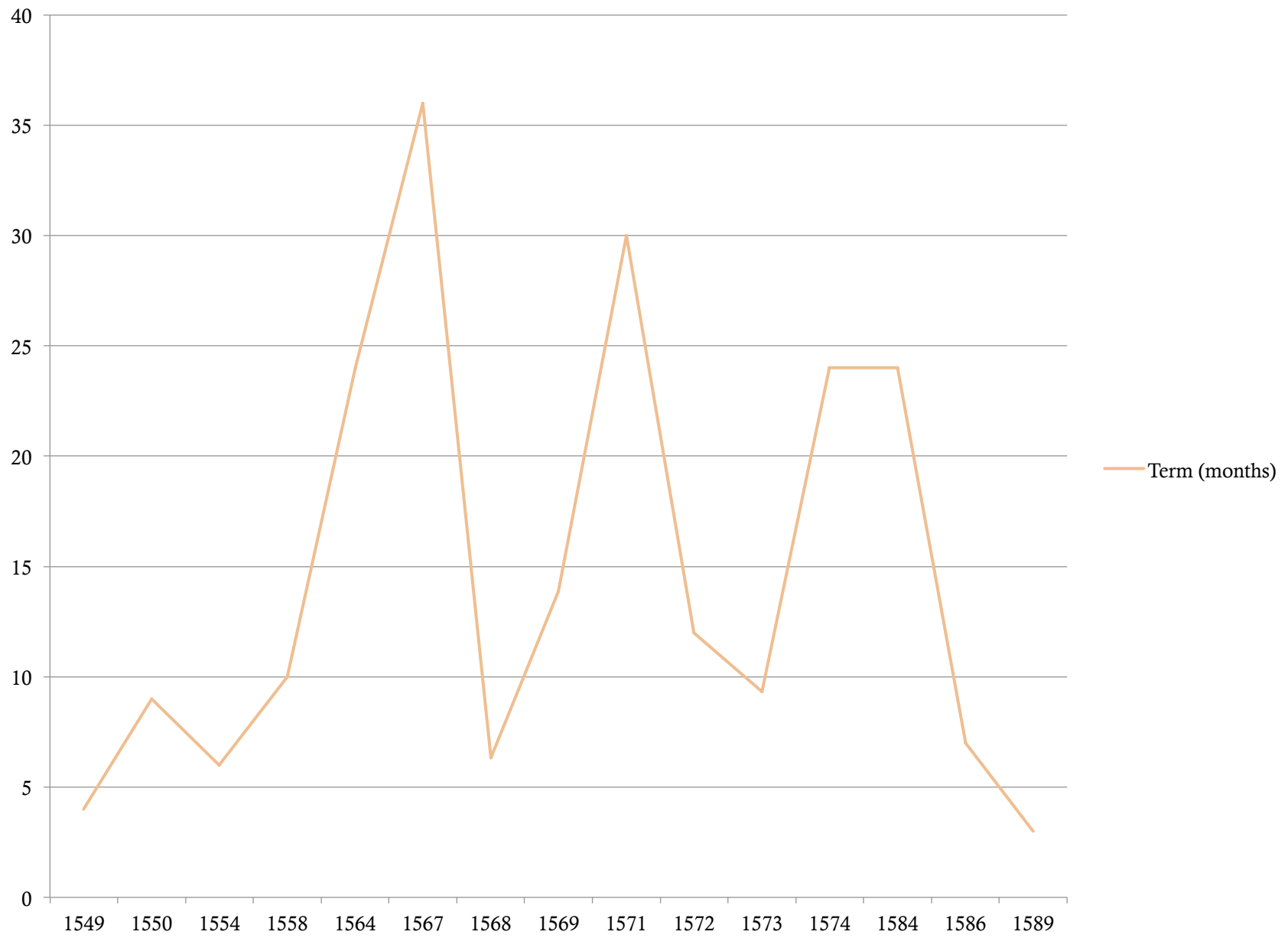


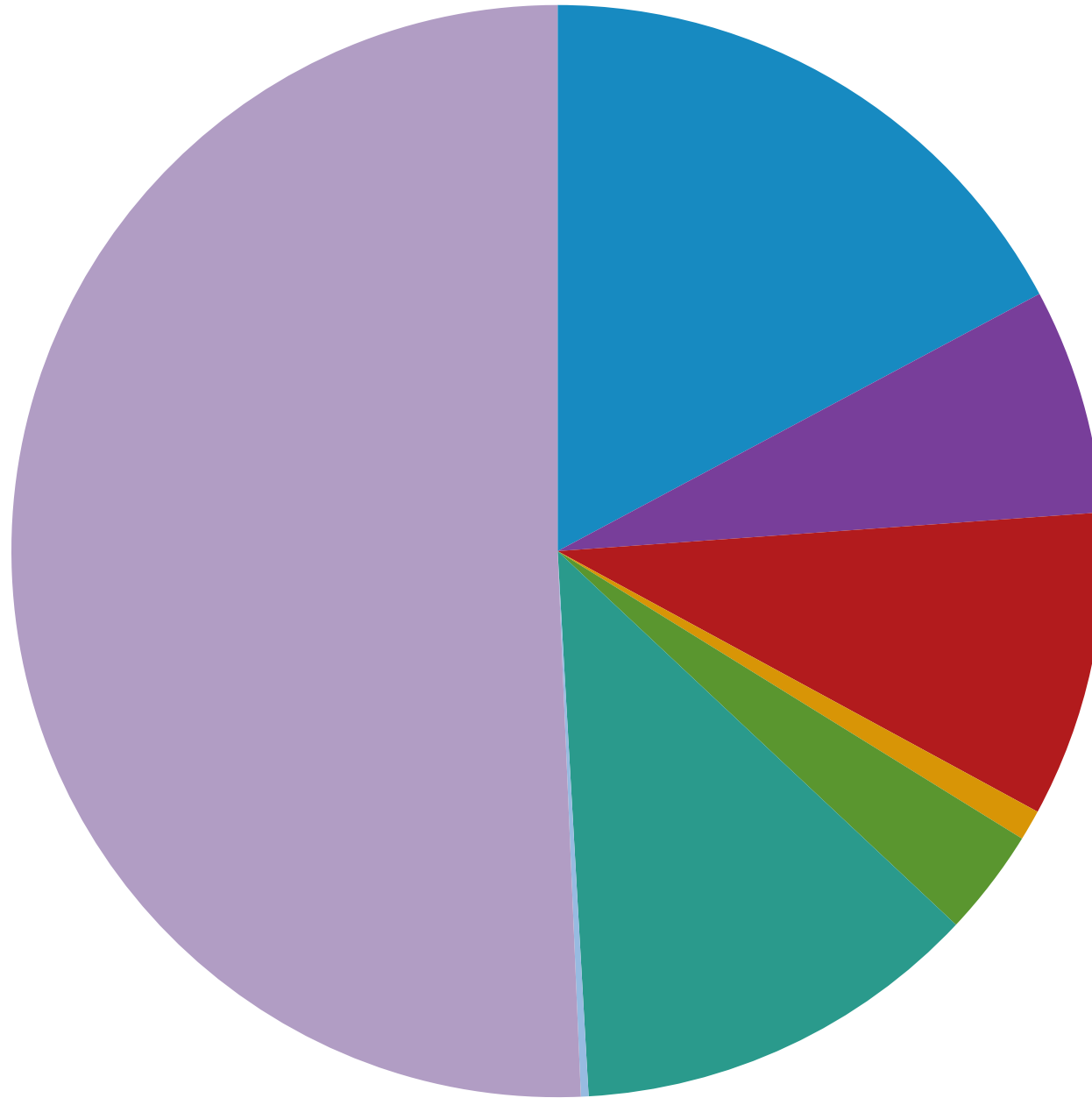




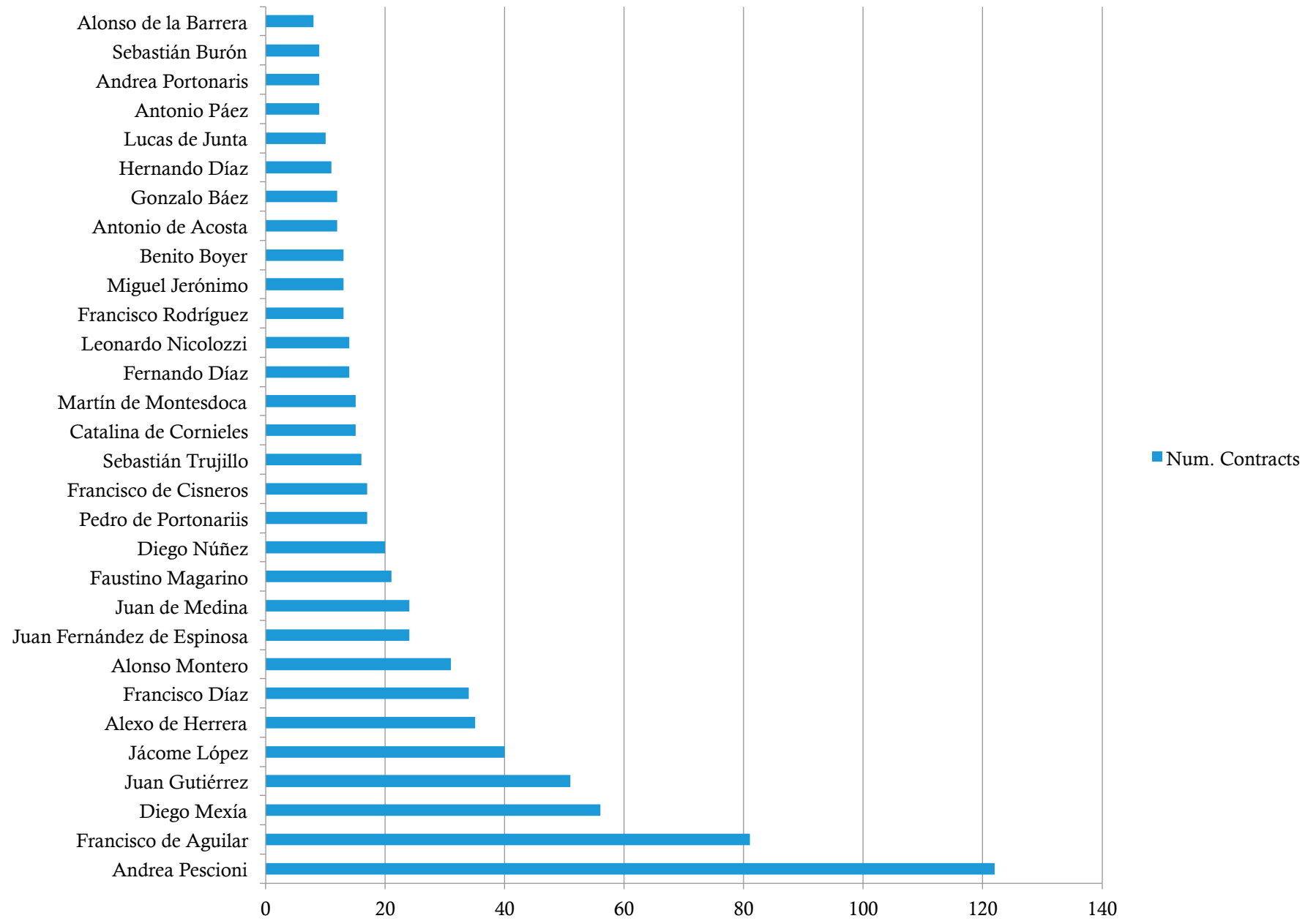


- Books
- Printing and Binding
- Other merchandise





- Bookseller
- Book Merchant
- Printer
- Printer/Bookseller
- Apprentice
- Merchant
- Bookbinding
- n. d.



# Basic Statistics

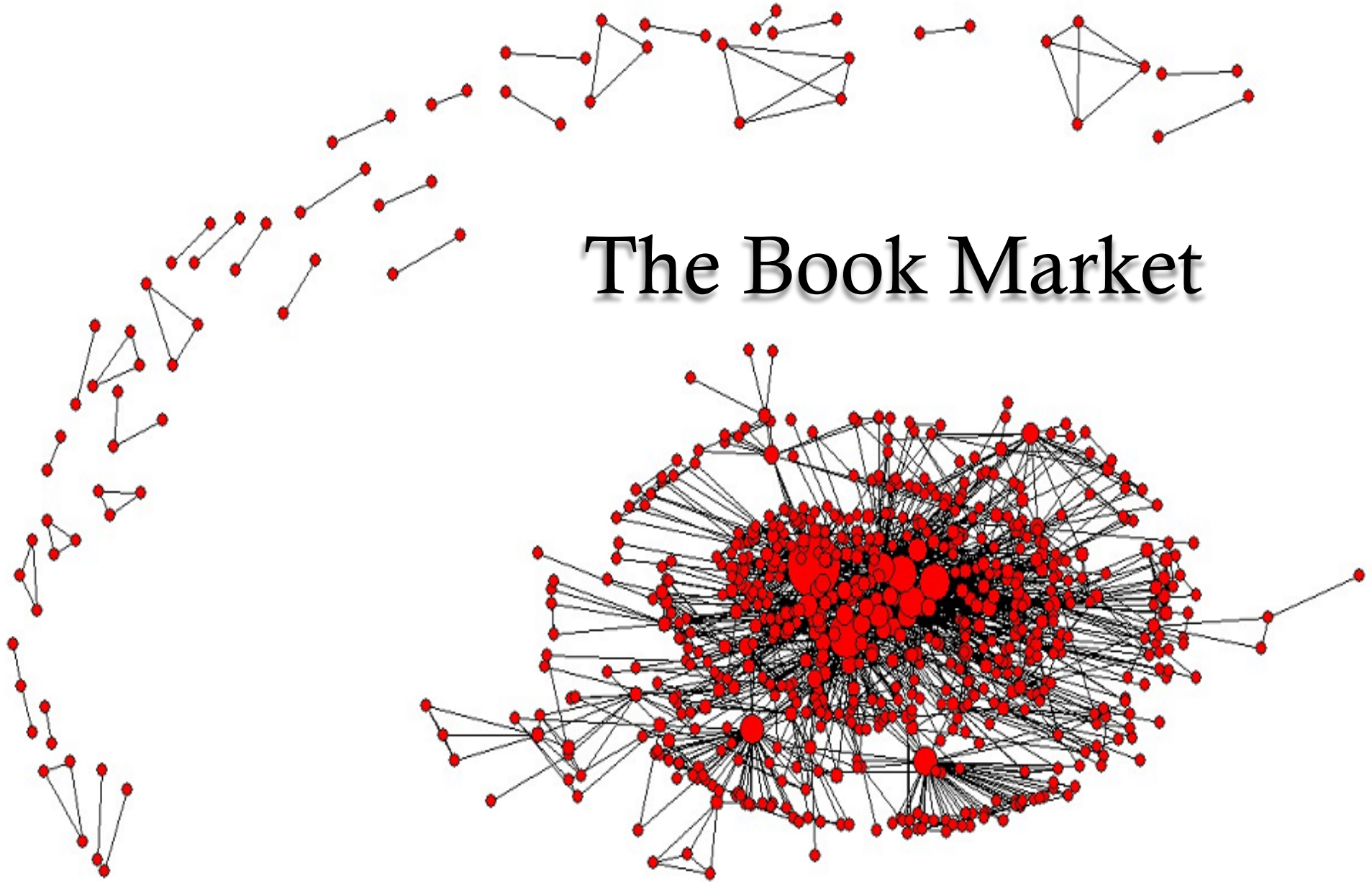
Business	Number	Family	Number
Partners	28	Spouse	7
		Sibling	15
		Parental	12
			34

Contracts per people			
Average	2,585135	Max	122
St. Deviation	6,877267	Min	1

# Dealing with religious and political power

Name	Institution
Francisco Díaz	House of Trade
Juan Gutiérrez	House of Trade
Alonso Montero	House of Trade
Ana de los Reyes	House of Trade
Francisco Guerrero	Canonry
Gerónimo de Molina	House of Trade
Pedro Fernández	Canonry
Juan Fontes	Canonry
Alonso de Solís	Canonry
Gonzalo Báez	House of Trade
Pedro Balli	House of Trade
Cristóbal de Eraso	House of Trade
Sebastián Péres	House of Trade
Rodrigo Gerónimo de Castro	House of Trade
Catalina de Cornieles	House of Trade
Antonio Carrillo Carrillo	House of Trade

# The Book Market





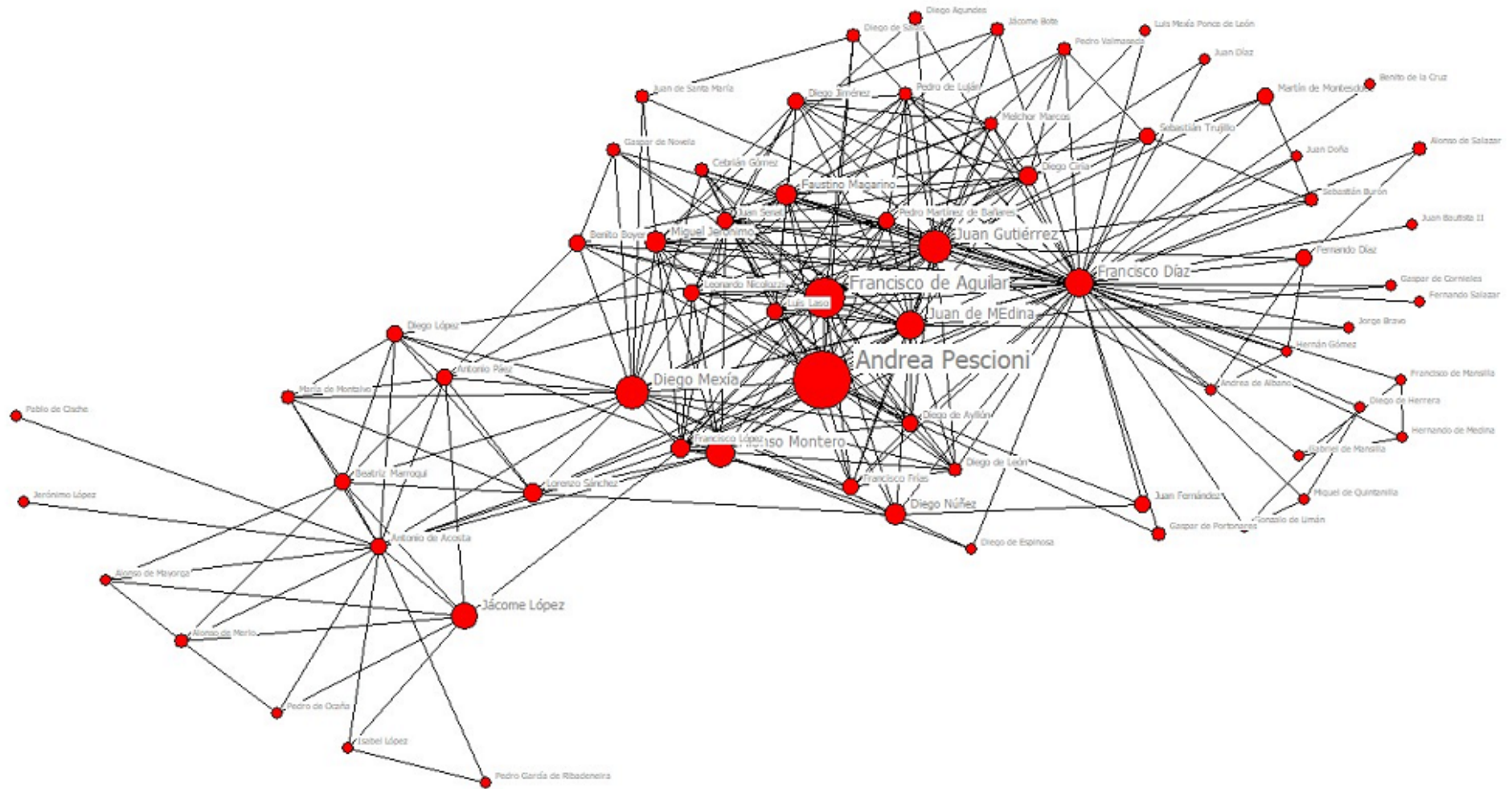
# Network Metrics

Density	0,006	Average Degree	4,595
Clustering	0,813	Small world index	32,713
Nodes	740	Ties	3400

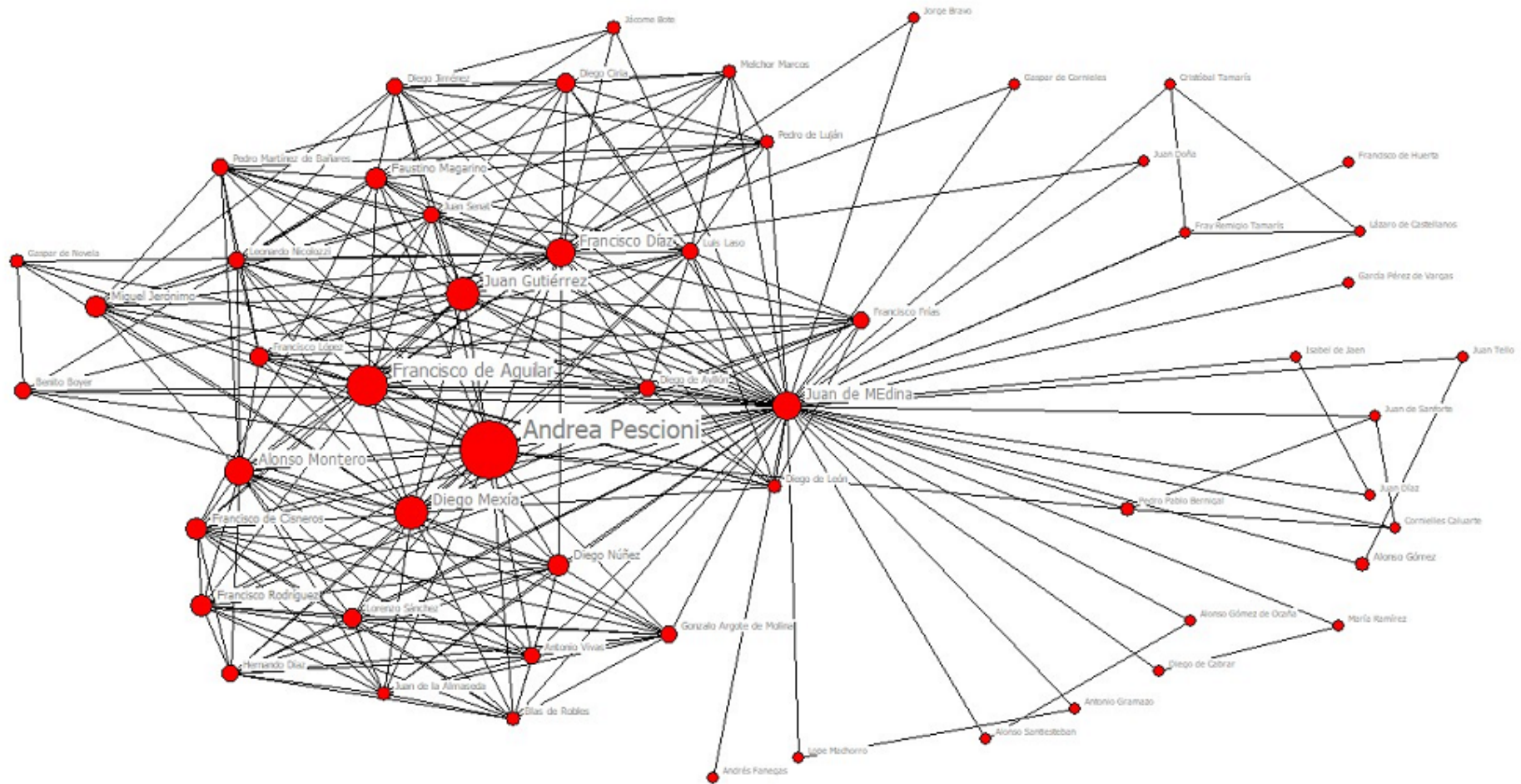
# Rankings

Degree	Betweenness	Closeness	Eigenvector
Andrea Pescioni	Andrea Pescioni	Andrea Pescioni	Andrea Pescioni
Francisco de Aguilar	Francisco de Aguilar	Diego Mexía	Diego Mexía
Diego Mexía	Juan Gutiérrez	Francisco Díaz	Francisco de Aguilar
Juan Gutiérrez	Diego Mexía	Francisco de Aguilar	Juan de Medina
Alonso Montero	Jácome López	Juan de Medina	Juan Gutiérrez
Juan de Medina	Alonso Montero	Juan Gutiérrez	Francisco Díaz
Francisco Díaz	Alexo de Herrera	Alonso Montero	Alonso Montero
Jácome López	Juan de Medina	Francisco López	Francisco López
Alexo de Herrera	Francisco Díaz	Francisco de Cisneros	Francisco de Cisneros
Faustino Magarino	Francisco López	Leonardo Nicolozzi	Faustino Magarino

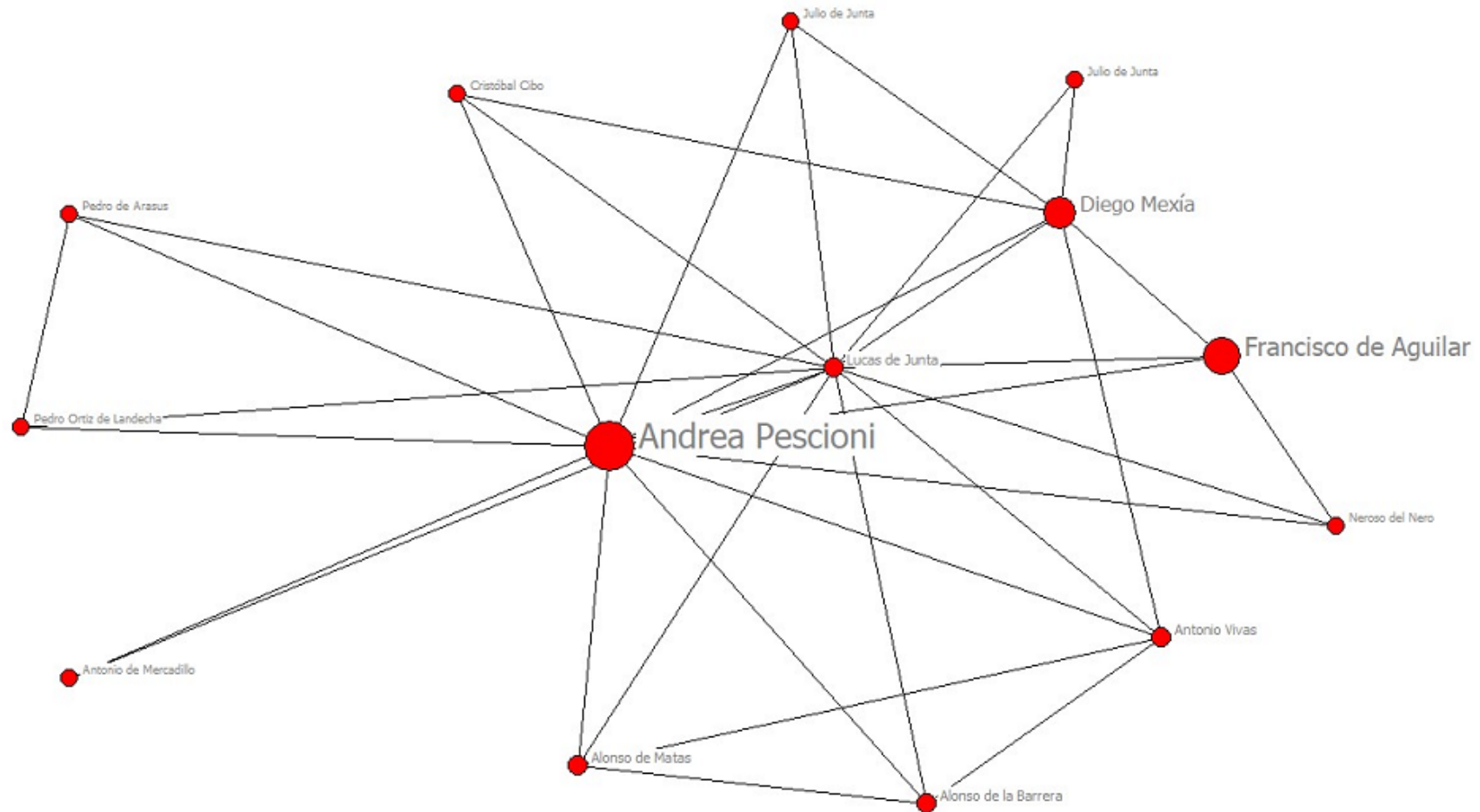
# Egonet: Francisco Díaz



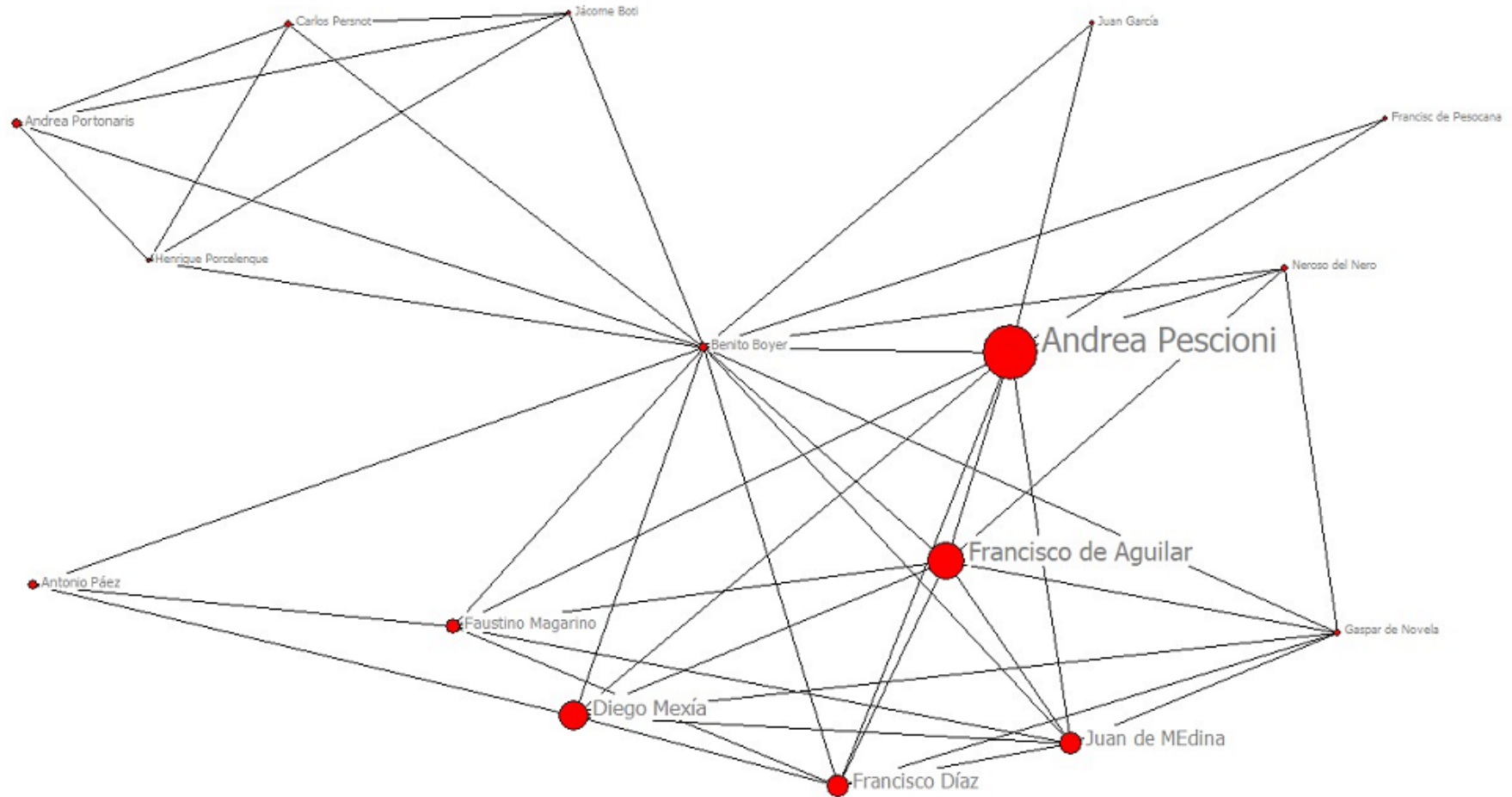
# Egonet: Juan de Medina



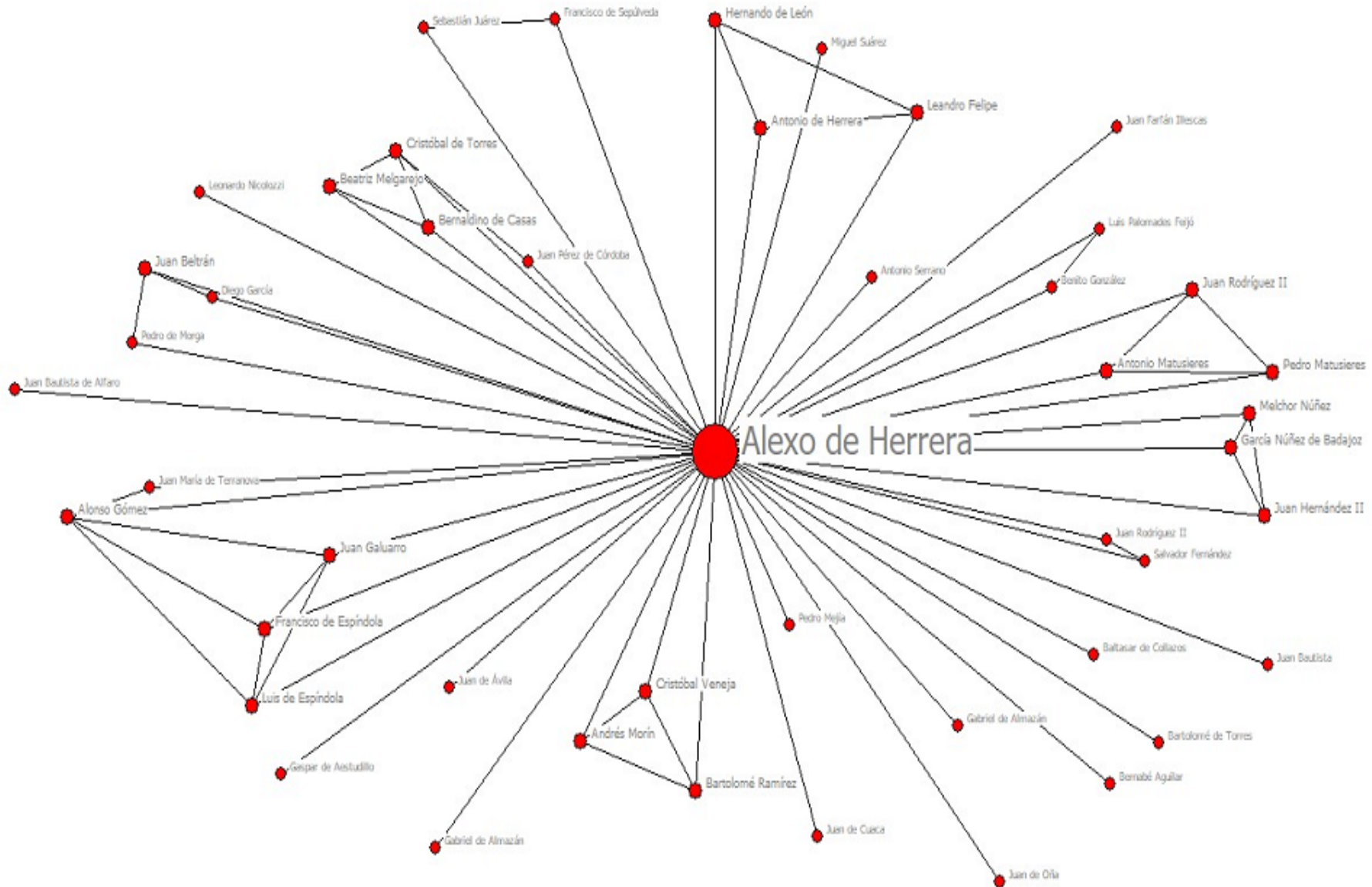
# Egonet: Lucas de Junta (Lucca de Giunti)



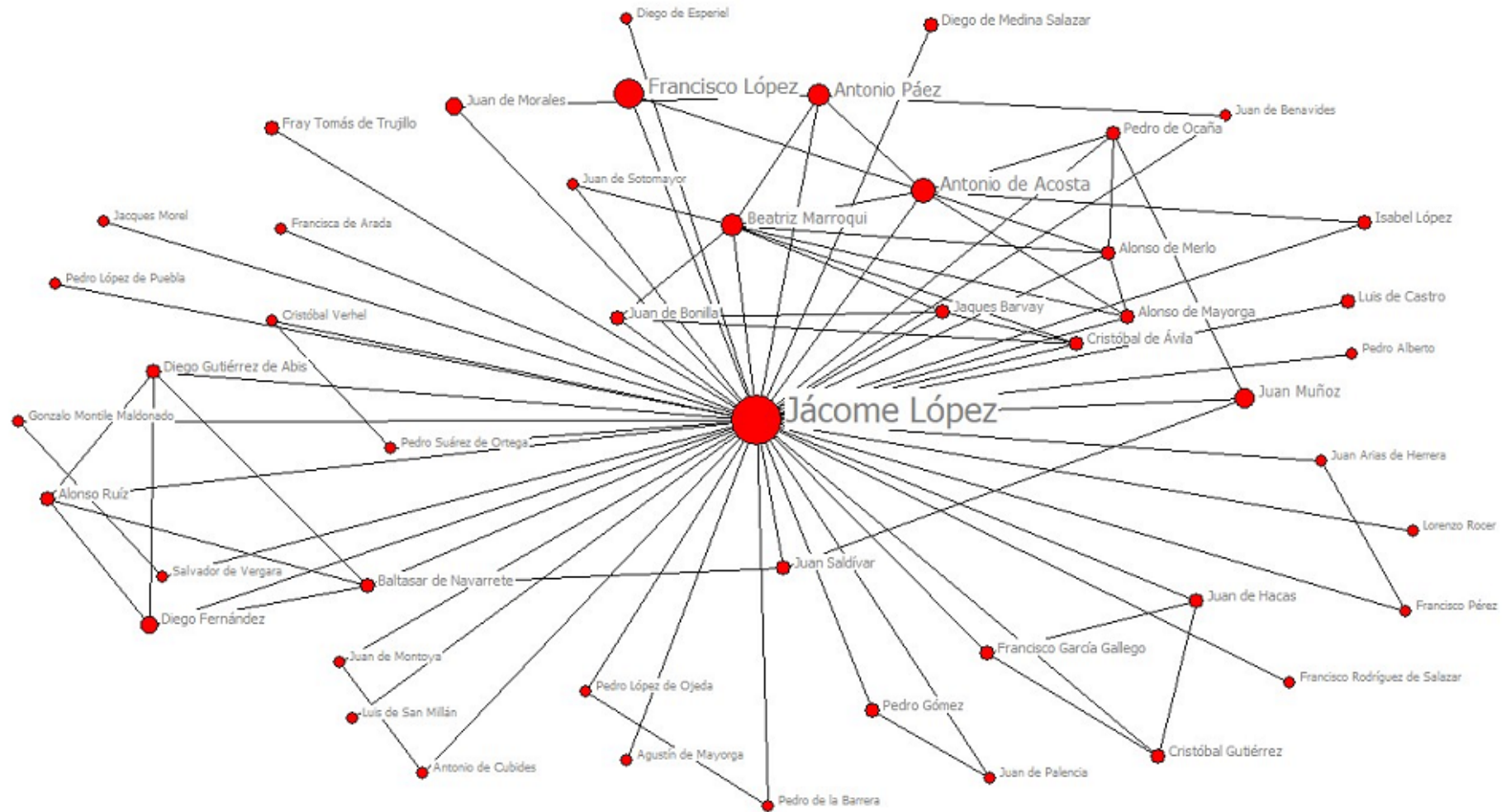
# Egonet: Benito Boyer (Benoit Boyer)



# Egonet: Alejo de Herrera

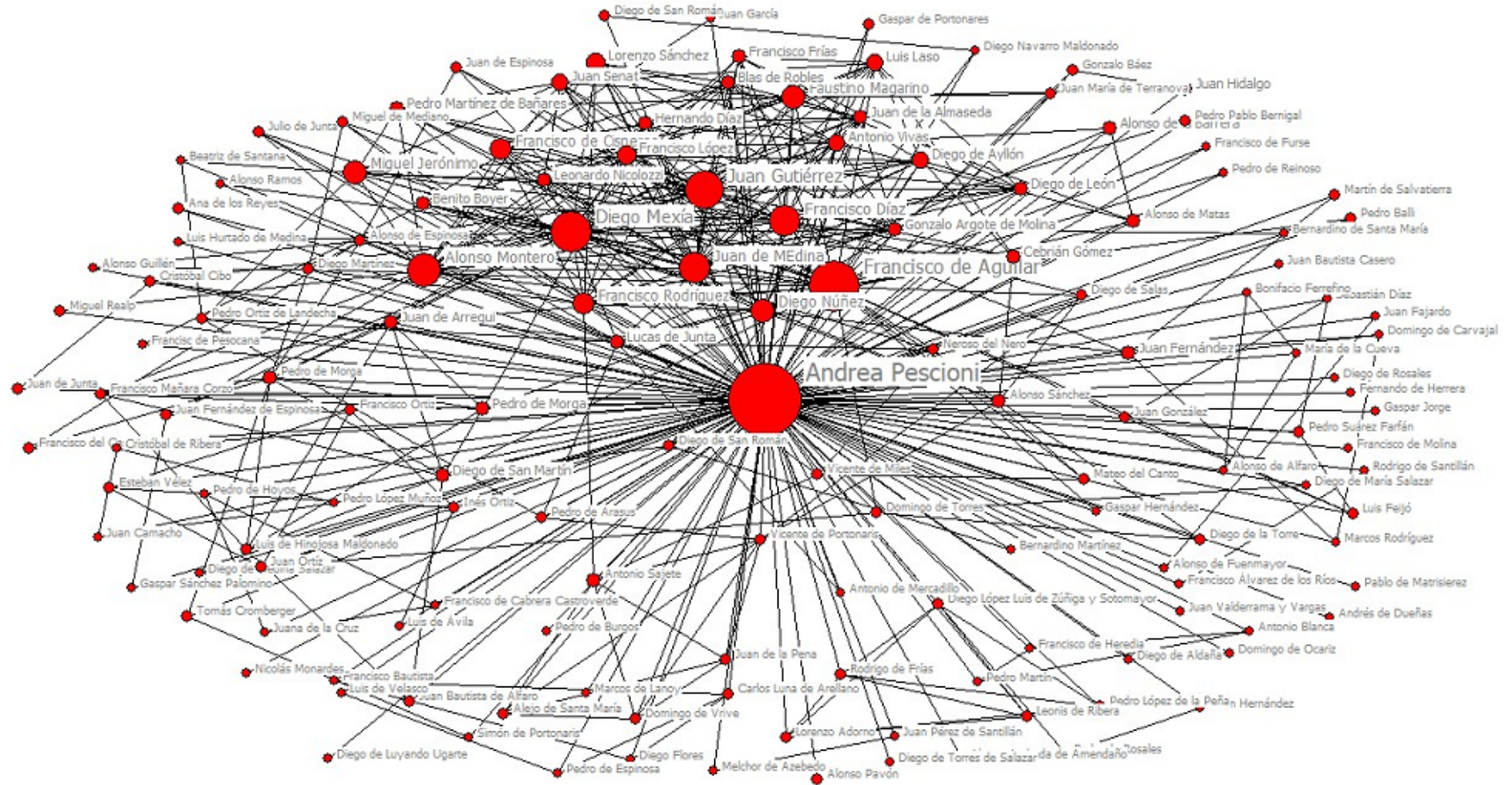


# Egonet: Jácome López





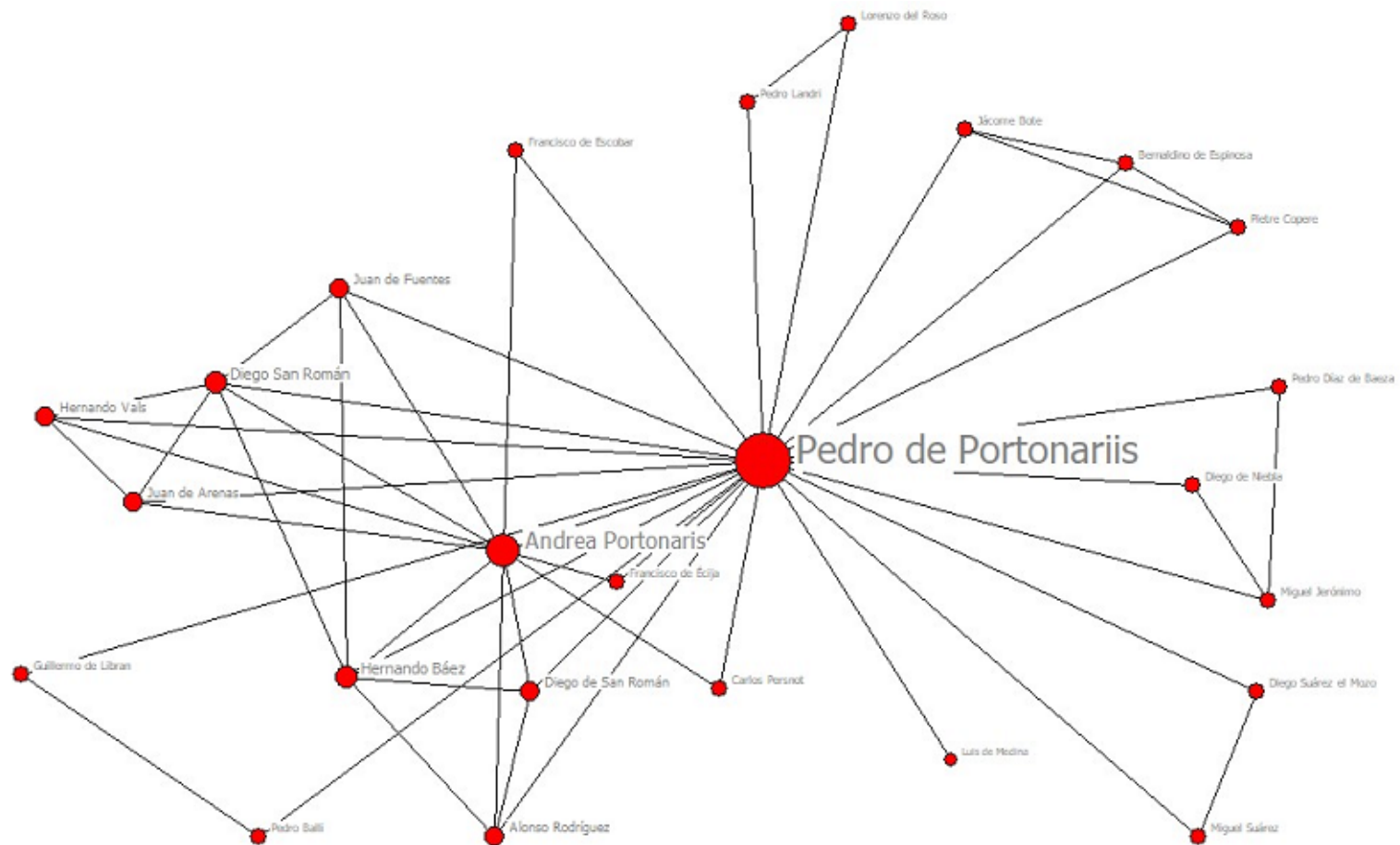
# Egonet: Andrea Pescioni



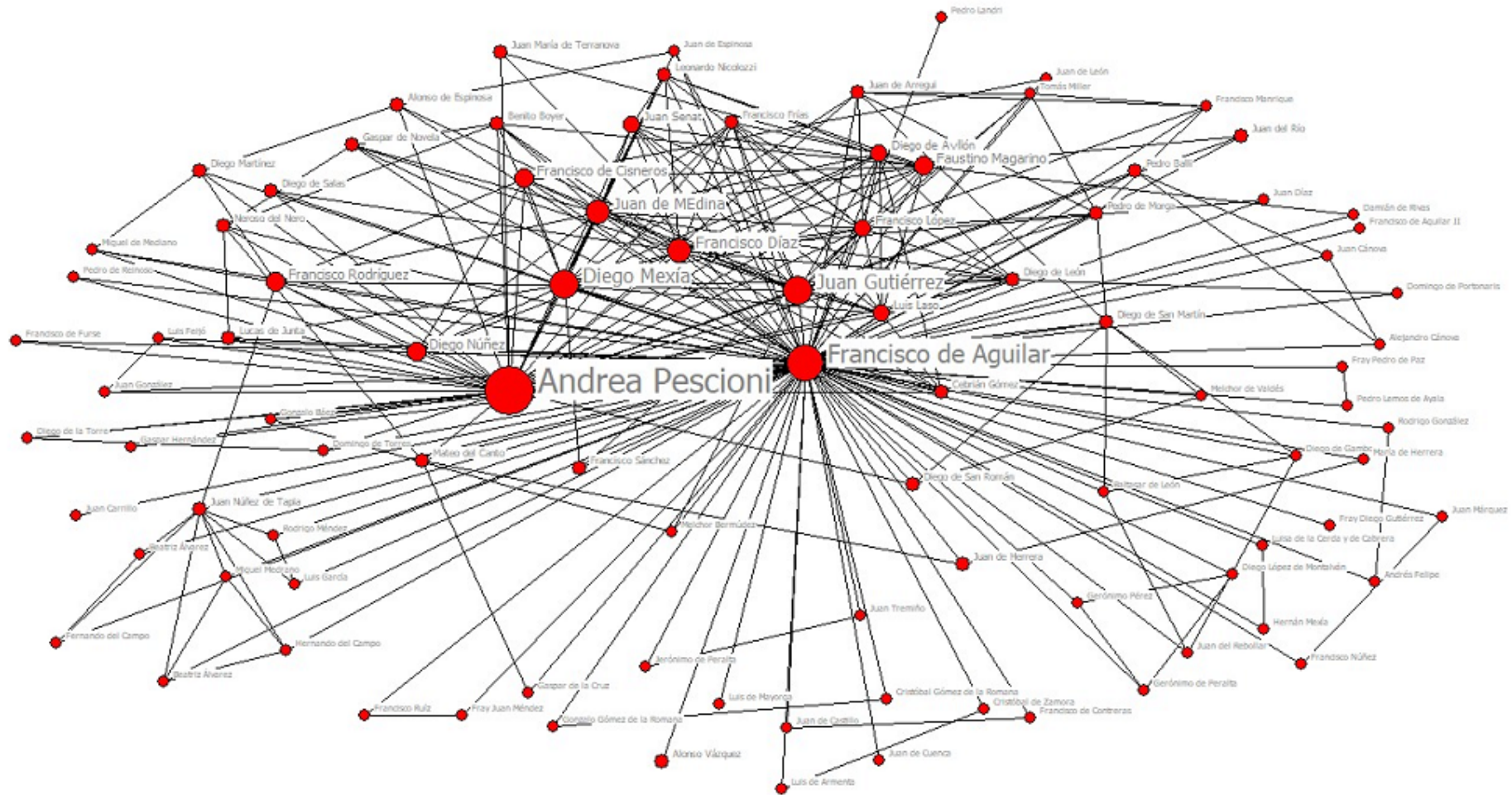
# Andrea Pescioni

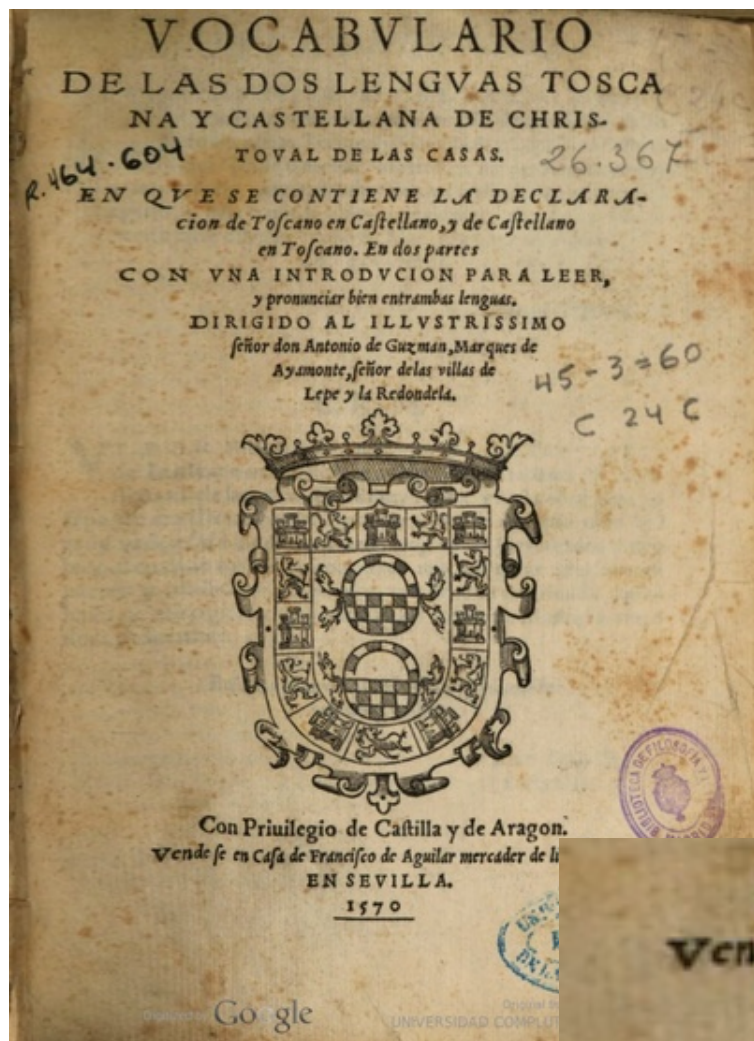


# Egonet: Pedro de Portonariis

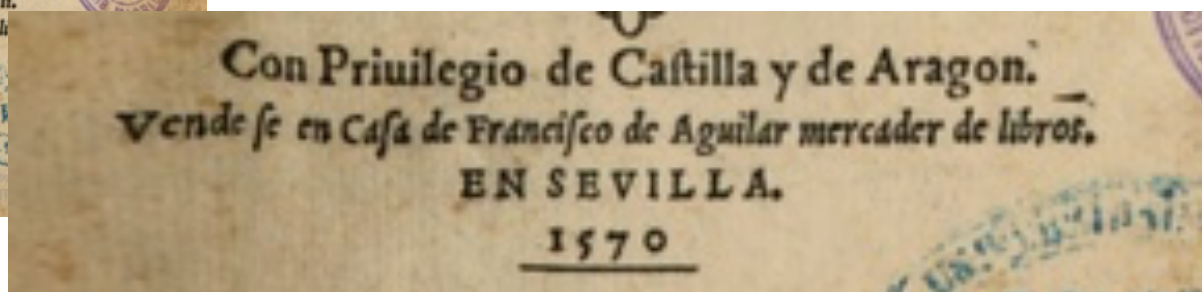


# Egonet: Francisco de Aguilar

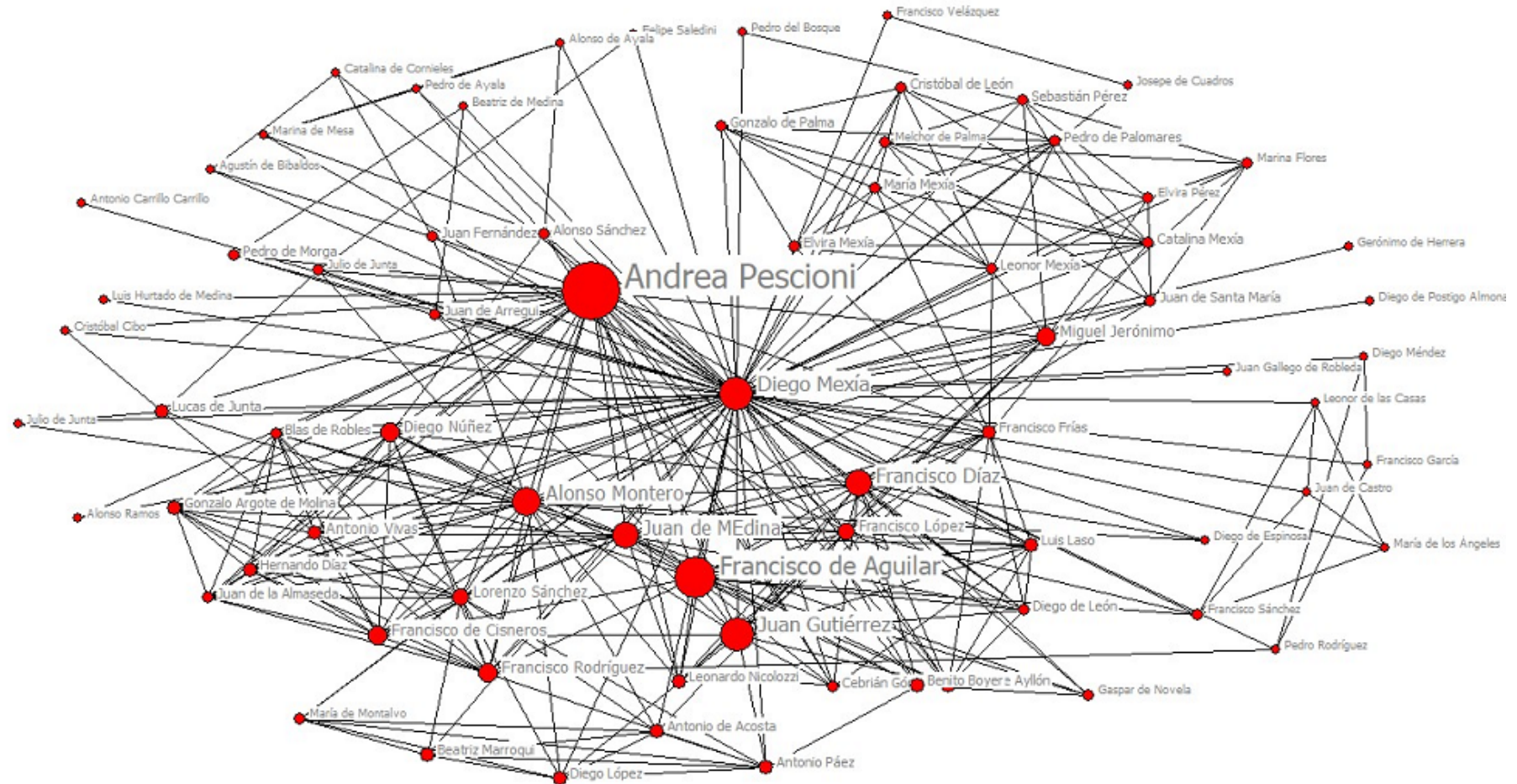




Francisco de Aguilar



# Egonet: Diego Mexía



	Size	Ties	Pairs	Broker
Lucas de Junta	13	42	156	57
Benito Boyer	15	62	210	74
Francisco Díaz	53	372	2756	1192
Juan de Medina	54	430	2862	1216
Alexo Herrera	46	56	2070	1007
Jàcome López	47	48	2162	1042
Andrea Pescioni	148	692	21756	710532
Pedro Portonariis	25	58	600	271

# Conclusions

- ⊗ Dynamic market
  - ⊗ No exclusivity
  - ⊗ Las redes se forman a partir de individuos, no de grupos “nacionales”
- ⊗ Many people
- ⊗ Pocos contactos directos con los grandes centros europeos
- ⊗ Centrality of some nodes