

Publics of the First Public Museums (18th and 19th Centuries).

III. Visual Sources



**International
Conference**

**Madrid
June 5th–6th
2025**



**MUSEO NACIONAL
DEL PRADO**

**Publics
of the First
Public Museums
(18th and 19th
Centuries).**

**III.
Visual Sources**

The Conference entitled *Publics of the First Public Museums (18th and 19th Centuries)*. *Visual Sources* is an integral part of the research project *Visibility Reclaimed. Experiencing Rome's First Public Museums (1733-1870). An Analysis of Public Audiences in a Transnational Perspective* (FNS 100016_212922) directed by Carla Mazzarelli. Marking the third of three encounters (I. Institutional Sources; II. Literary Discourses), this workshop delves into the examination of visual sources, vital to understanding the forms of representation of early museums and their publics. We intend to investigate a vast range of visual sources, from views of internal and external spaces to architectural and display projects, from caricatures to illustrations published in catalogues, guidebooks, *voyages pittoresques* up to the (self) representation of publics, museum staff (directors, custodians, *ciceroni*) and artists within the museum.

Visual sources have long represented a privileged source for investigating the origins of the first public museums and the impact on their publics. However, in the light of recent studies aimed at deepening the material history of the museum and the encounter of the public with the institutions, these sources deserve a closer scrutiny in both methodological and critical terms. As museums sought to define and engage their publics, visual sources often became both a mirror and a mould; they reflect and shape institutional and societal perceptions, contributing to build up the idea of museum but also to give a depiction of practices of access to public and private collections in Europe and in the World.

Vincenzo Feoli,
*La Sala degli Animali
del Museo Pio
Clementino, Roma,
1790, Vienna,
Albertina.*



On the cover:
Avrial y Flores, José
María, *Vista de la
fachada sur del Museo
del Prado, desde el
interior del Jardín
Botánico, 1835, Madrid,
Museo del Prado.*

**Thursday
5 June 2025**

**Madrid, Museo Nacional del Prado
Auditorium**

10.45 Welcoming Remarks
Alfonso Palacio (Museo Nacional del Prado)

**I. Museums and Audiences in Image:
Frameworks and Methodologies**

Chair: David García Cueto (Museo Nacional del Prado)

11.00 Carla Mazzarelli (Università della Svizzera italiana)
Alle origini del pubblico "esposto". Proposte di lettura e confronto delle fonti visive

11.20 Daniela Mondini (Università della Svizzera italiana)
Visiting Sacred Spaces as "Museums"

11.40 Luise Reitstätter (Universität Wien)
Museums Ego Documents as Visual Source: Imaging First Publics within Founding Missions

12.00 Javier Arnaldo Alcubilla (Museo Nacional del Prado)
La bohemia en el Prado: entre fuentes visuales y literarias

12.20-12.40 Discussion

12:45 **Keynote Address: Sebastian Schütze (Universität Wien)**
Going Public: The Gallery Picture and its Agencies

13:15-13.30 Discussion

13.30-14:45 Lunch Break

**II. Mirroring Museums: The Public in Photographic Archives
and Digital Atlases**

Chair: Daniela Mondini (Università della Svizzera italiana)

14.45 Beatriz Sánchez Torija (Museo Nacional del Prado)
El Museo del Prado y el uso de la fotografía como enlace con el público en la segunda mitad del siglo XIX

15.05 Irina Emelianova (Università della Svizzera italiana)
European Art Museums and Their Audiences through the Photographic Collection of the Academy of Fine Arts in St. Petersburg: between the end of the 19th century and the beginning of the 20th century

15.25 Paola D'Alconzo (Università degli studi di Napoli Federico II)
Donata Levi (Università degli studi di Udine)
Martina Lerda (Università di Pisa)
Dall'Atlante digitale dei musei italiani (DAIM): immagini del pubblico, immagini per il pubblico

15.55-16.15 Discussion

Coffee Break

III. Museums in Sight: Visual Records of Visit and Display

Chair: Christoph Frank (Università della Svizzera italiana)

16.30 Barbara Lasic (Sotheby's Institute of Art)
Visualising museal trajectories at the Garde-Meuble de la Couronne

16.50 Luca Piccoli (Università della Svizzera italiana)
"The colours of them so chosen to carry the eye forward": alle origini dell'esperienza di visita del Museo Pio Clementino tra rappresentazione e realtà (1770-1796)

17.10 Julia Faiers (Independent Scholar)
Experiencing medieval art at Toulouse's first public museum

17.30-17.50 Discussion

18.00 **Keynote Address: Andrew McClellan (Tufts University)**
Towards a Machine for Looking: Science, Psychology and Visitor Experience at the Museum of Fine Arts, Boston, 1900

Chair: Carla Mazzarelli (Università della Svizzera italiana)

18.30-18.45 Discussion and Conclusion of the First Day

Charles Robert,
At the British Museum - a peripatetic art lecturer,
in "The Graphic",
5 November 1881,
p.476. 1881.
© The Trustees of the
British Museum



Friday
6 June 2025

Madrid, Museo Nacional del Prado
Auditorium

IV. Strategies of Self-Presentation: Museums Between Politics and Cultural Stereotypes

Chair: Chiara Piva (Sapienza Università di Roma)

10.00 Benjamin Carcaud (École du Louvre / Ministère de la Culture)
Quelle image du visiteur les artistes ont-ils construite dans leurs œuvres? Les stéréotypes du visiteur de musée dans les salles du Louvre

10.20 Adrián Fernández Almoguera (Universidad Nacional de Educación a Distancia, Madrid)
¿Imágenes como estrategia? A propósito del Musée des Antiques en la cultura visual del Louvre imperial

10.40 Cynthia Prieur (University of Victoria, British Columbia)
Shaping the Image of the Louvre Museum: Maria Cosway's Prints of the Exhibitions of Looted Art

11.00-11.20 Discussion

Coffee Break

V. The Critical Eye: Museums and Publics Between Promotion and Satire

Chair: Stefano Cracolici (Durham University)

11:35 Grégoire Extermann (Université de Genève)
Un caricaturista en Paris: el ginebrino Wolfgang Adam Töpffer y el público del Louvre imperial

11.55 Ludovica Scalzo (Università Roma Tre)
Il pubblico dei musei nei primi periodici illustrati europei (1830-1850)

12.15 Gaetano Cascino (Università della Svizzera italiana)
I musei di Roma e i loro visitatori in satira nella pubblicistica dopo l'Unità

12.35-12.55 Discussion

13.00-14.00 Lunch Break

VI. The Public Image of the Private Museum

Chair: Carlos G. Navarro (Museo Nacional del Prado)

- 14.00 Federica Giacomini (Istituto Centrale per il Restauro, Roma)
*La Galleria Borghese in un'illustrazione de "Le Magasin Pittoresque":
per un'indagine del pubblico nell'Ottocento*
-
- 14.20 Kamila Kłodkiewicz (Adam Mickiewicz University, Poznań)
Aldona Tołysz (the Office of the Provincial Conservator of
Monuments in Warsaw)
*Between Documentation and Self-Creation. The Role of Illustration
in the Activities of Polish Private Museums in the 19th Century*
-
- 14.40-14.55 Discussion
-

VII. From National to Global Image: The Identity of the Museum and Its Audiences

Chair: Giovanna Capitelli (Università Roma Tre)

- 15.00 Susanne Anderson-Riedel (University of New Mexico)
Caecilie Weissert (Universität Kiel)
Joelle Raineau-Lehuédé (Petit Palais)
A Global Public for France's National Museum
-
- 15.20 Elizaveta Antashyan (Sapienza Università di Roma)
*Visibility granted. The Hermitage Museum in the 19th century
and its representation in contemporary imagery*
-
- 15.40 Raffaella Fontanarossa (Independent Scholar)
*Le muse in Oriente. I primi visitatori dei musei in Cina e Giappone
attraverso le fonti visive*
-
- 16.00 Jonatan Jair López Muñoz (Univesidad Complutense de Madrid)
*La imagen omnipresente. La representación regia en los museos
nacionales del siglo XIX en España e Italia*
-
- 16:20 - 16:45 Discussion
-

Coffee Break

VIII. A Museum for All? The Variety of Audiences on Display

Chair: Daniel Crespo Delgado (Universidad Complutense de Madrid)

- 17.00 Gemma Cobo (Universidad Nacional de Educación a Distancia, Madrid)
*La mirada de la infancia. Nuevos museos y educación artística en la
Europa de entresiglos (1750-1850)*
-
- 17.20 Anna Frasca-Rath (Friedrich-Alexander University)
*Through the eye of a child? Visual sources of/for museum publics
in 19th-century Vienna*
-

17.40

Marie Barras (Université de Genève)

See and be seen: museums and art exhibitions as fashion stages (1870-1900)

18:00 - 18:20

Discussion

18.20

Conference Conclusion (Carla Mazzarelli)

Anonimo,
*Musée 1826 / Anciens
et Modernes*, 1826,
Amsterdam,
Rijksmuseum.



**Publics of the First
Public Museums
(18th and 19th
Centuries).**

**III.
Visual Sources**

**International
Conference
Madrid, Museo
Nacional del Prado,
Auditorium**

**June 5th-6th
2025**

Directed by

- Carla Mazzarelli
Università della
Svizzera italiana
- David García Cueto
Museo Nacional
del Prado

Organised by

- Centro de Estudios
del Prado (MNP)
- USI
Accademia di
architettura
- Istituto di storia
e teoria dell'arte e
dell'architettura
(ISA)

The Conference is part of the
Research Project: *Visibility
Reclaimed. Experiencing Rome's
First Public Museums (1733-1870).
An Analysis of Public Audiences in
a Transnational Perspective*
(SNSF 100016_212922)



Project Direction

- Carla Mazzarelli
Università della Svizzera italiana,
Accademia di architettura di
Mendrisio, Istituto di storia e teoria
dell'arte e dell'architettura

Project Partners

- Giovanna Capitelli
Università Roma Tre
- Stefano Cracolici
Durham University
- David García Cueto
Museo del Prado
- Christoph Frank
Università della Svizzera Italiana
- Daniela Mondini
Università della Svizzera Italiana
- Chiara Piva
Sapienza Università di Roma

Organising Secretary

- Università
della Svizzera italiana:
Gaetano Cascino,
Luca Piccoli
- Centro de Estudios,
Museo Nacional del Prado:
Itziar Arana Cobos

Contact

- centro.estudios
@museodelprado.es
- visibilityreclaimed
@gmail.com

Venue of the conference

Madrid, Museo Nacional
del Prado, Auditorium
Paseo de Prado s/n
28014 Madrid

**Registration request
for in person or online
attendance**

It is possible to attend the
sessions until all seats are
filled or to follow the
congress on line through
the [link to the Zoom](#)
platform that will be
provided for all those
enrolled. When enrolling
you must choose a type of
attendance

Funded by
Swiss National
Science Foundation
(SNSF)



Organized by



MUSEO NACIONAL
DEL PRADO