

## VSAWC-VISAWUS Victorian Markets and Marketing Workshops

The following two workshops will take place in the 1030-1200 session of Friday October 16<sup>th</sup>. There is a maximum of 15 participants per session. If you would like to attend one of these, please email Karen Selesky at [vsawc.visawus@ufv.ca](mailto:vsawc.visawus@ufv.ca) by Oct 1<sup>st</sup> (first come, first placed).

### *Julie Codell: "Aesthetics and the Market"*

This workshop will consider relationships between aesthetics and the market across several areas: fine arts, crafts, fashion, design, and even artists' reputations and "branding." Participants may address these and other relevant topics on these complex relationships, such as the meanings of art as a product in an industrial society and the nature of public consumption of art in museums, books, magazines, and purchases, especially for middle-class consumers. Participants are welcome to consider all aspects of the political economy of Victorian art and to bring case studies to the group's attention, if they wish. There will be a brief presentation at the beginning of the workshop on Ruskin's political economy of art and on one or two case studies to raise issues and questions, but not in any way to limit the course of the discussion.

### *Solveig C. Robinson – "Marketing the Book"*

The field of advertising came of age concurrently with the modern publishing industry, and bookselling remained one of the largest advertisers throughout the nineteenth century. Books were promoted by authors, publishers, booksellers, and circulating libraries, through publication lists, paid adverts, reviews and readings, blurbs and broadsides—as well as by stage adaptations and such promotional tie-ins as cigarette cards and toby jugs. While the mixing of commerce and aesthetics was a perennial concern of Victorian critics, for the most part, publishers just got on with business, offering wares adapted to every taste and price point and advertising works like the Kelmscott Chaucer just as assiduously as the latest penny dreadfuls.

This workshop will consider the ways in which books (and other printed materials) were publicized and promoted in the Victorian age. Participants are invited to consider all aspects of the publication of publications. How did advertising strategies change over the period? How did authors and readers respond to the commodification of certain kinds of texts? What effect did reviews really have on sales or library demand? How did serialization affect demand for bound books? What were some of the more creative or unusual strategies for promoting books? The workshop will begin with a brief presentation on the development of Victorian reviewing practices to spark discussion, but participants are encouraged to bring their own questions, observations, and case studies to the group's attention.