

Opening Markets: Trade and Commerce in the Age of Enlightenment

First Announcement of Preliminary Programme
and Additional Information



Erasmus University Rotterdam, the Netherlands
www.openingmarkets.nl
summer 2015



Opening Markets: Trade and Commerce in the Age of Enlightenment

Throughout the seventeenth century maritime enterprise, naval prowess and world-wide trade gave the Dutch Republic, arguably 'the first modern economy', a special weight in the European balance of power. The ISECS 2015 Congress in the Netherlands, *Opening Markets: Trade and Commerce in the Eighteenth Century*, brings the participants to the birthplace of modern economy. The Congress deals with the development of economic thought and practice in the broadest sense during the eighteenth century. The widening trade routes, the increasing variety of goods exchanged, the speculative trade in bubble company stocks, are aspects of the theme, which will also cover such topics as labour and consumption, luxury and wealth, knowledge economy, economic metaphors and the rise of political economy.

Opening Markets invites all sorts of historians to address a wide variety of related subjects, including cross cultural encounters and the evolution of the relationship between town and country as well as between the sexes. Literary and intellectual historians are invited to reflect on the marketing strategies and the rhetorical demands put by the Enlightenment and its critics. Thus, *Opening Markets* will further help to identify eighteenth-century literary audiences as made up of customers and stimulate research in the 'market of ideas'. Historians of science are challenged to concentrate on the distribution of knowledge as a valuable commodity.

Opening Markets will open up a truly global perspective, including the Americas as well as Asia and Africa. It will also stimulate further reflection on a series of dramatic reversals of fortune during the eighteenth century as is evident from the Dutch Republic itself. Finally, it will enable us to highlight the Huguenot Refuge, which played a major role in many of the developments sketched above.



Jan Brandes (1785), Reception by Governor Falck of the Candian Ambassadors in the Audience Hall at Colombo.

Globalization of the Market Place

The eighteenth century showed a spectacular increase and intensification of international transfer and exchange. Countries and continents were linked to each other by multiple economic ties. The rise of a global economic space and system re-organized economic life. The massive production of luxury goods in China and India for instance was an important hallmark of economics on a global scale. The rise of production and commerce in India and Asia led to crises elsewhere. How did the national economies react to this new situation? To what extent did specific markets survive or did new networks come into being? The globalization of trade and commerce also had important consequences for the global labour market, particularly the market of slaves and of servants.



Movement and Change

The globalization of economics and markets had social implications and consequences, and urged changes in institutions and practices. Movement, or the lack of it, is a central theme in the eighteenth century. Besides the movement of goods and products, one could think of vertical movements within society. The rising middle classes spring to mind, including their appropriate signs of distinction, and their growing access to the public sphere. One could also think of the old institutions which came under pressure: the ancient regimes, the churches, the guilds, and the mercantile system. Markets served as meeting places for people of many different backgrounds. What were the social consequences of the easy access of so many people to the global market place? How did they react or make use of the new possibilities? How did the global market place affect the everyday life of groups and individuals, influencing social hierarchy and gender relations? 'What were the consequences for the global labor market, particularly the market of slaves and servants? How were these changes represented in literature, theater and visual arts?'

Meeting Places and the Exchange of Knowledge and Ideas

Knowledge and ideas too were subject to exchange, globalization and market orientation. A central question therefore is to what extent this led to conformism or to what extent it stimulated the diversity of ideas, possibly leading to heterodoxy. The reorganization and the generalization of the economy of knowledge and the extension of the literary market, including flourishing literary undergrounds, provided a situation in which the circulation of ideas rapidly gathered pace. This was done through diverse channels and by a large variety of agents. Prostitutes, charlatans and quacks, travelling from village to village often carried subversive ideas. At the same time the regular book trade flourished and the intellectual networks persisted and adapted to the new situation. Encyclopaedists gathered knowledge of places all around the world, which gave rise to new and often more tolerant views on other cultures. Thanks to Linnaeus and Buffon new networks of natural history were created. The Republic of Letters and the establishment of new learned societies gave rise to a specific cultural sociability. But how important

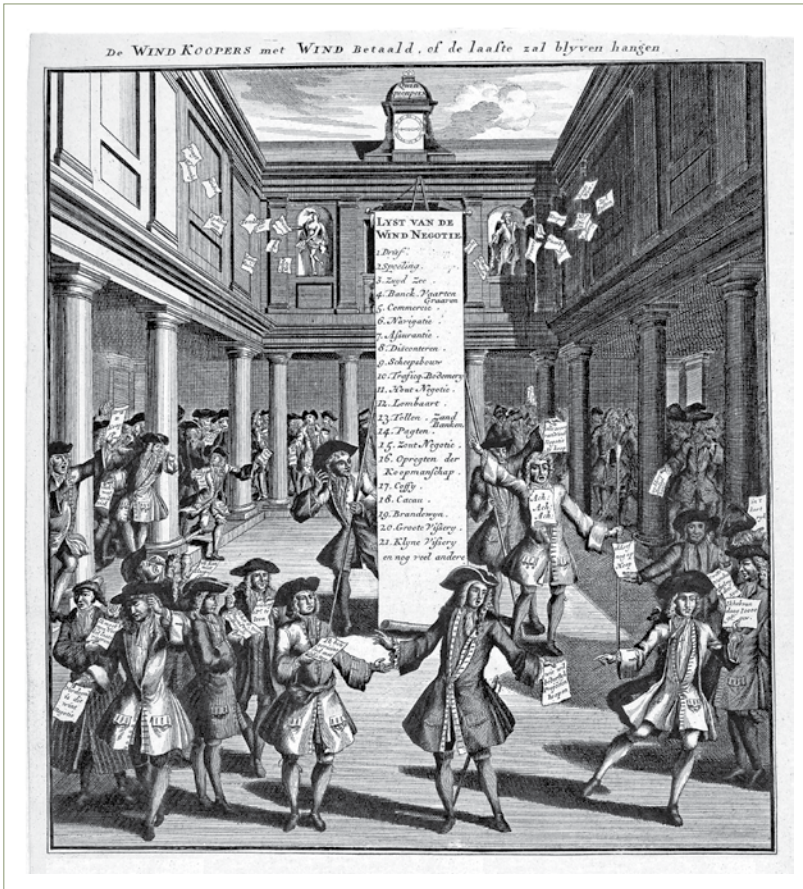


Johannes Schumacher (1776-1777), Table Mountain and Cape Town seen from the sea.

were these developments for the history of science? When did the Republic of Letters give way? And what are we to make of the eighteenth-century 'crisis of the university'?

Huguenot Refuge

Specific groups reflected the general developments. Following the Revocation of the Edict of Nantes, some 300,000 French Protestants were forced into exile, robbing France of many of its most talented scholars, merchants and soldiers. By the early eighteenth century the return to their native country had already become a highly unlikely prospect to the Huguenots who had found refuge in Switzerland, Holland, England, Germany and North America. While they clearly enriched the national cultures of the countries they fled to, the way in which they assimilated to their new surroundings varied considerably. As important players in the international community of scholars the Huguenots were able to prescribe a new 'ethos' for the civil exchange of scholarly services. In view of the major part the Refuge played in the Dutch Enlightenment, we feel special attention for the Huguenots is called for.



1. Bombario (1720), *The speculants trading in wind*. From *Groot Tafreel der Dwaasheid*.

Political Economy & Economic Politics

Globalism and the development of the markets urged authorities to define policies. Therefore, the eighteenth century witnessed a new interest in public policy, economics and anthropology. The new science of political economy and statistics were developed to provide the basis for government. The scientific study of society took many forms, be it French physiocracy, German cameralism, or the Scottish 'science of man'. The Enlightenment produced revolutionary ideas about the development of a commercial society. The mercantile system came under attack. Success in international trade was considered pivotal in the quest for survival. The rivalry between nations and the recognition of the need to establish maritime power also fuelled the rise of a political



economy aimed at improving governance. Paradoxically the rise of globalism and international exchange provided the framework for the development of national consciousness and citizenship.

The Representation of the Market Place

The early modern economic and financial re-organization also had its effect on the cultural, literary and artistic production. Economic activity is depicted and commented upon in art and literature. The merchant and his family grew out to be important characters in novels and plays, economic success and crises became the motors of plots and a source of humor. The Financial ‘Bail outs’ of 1720, ‘paper revolutions’, spurred an international, speculative trade in pamphlets in which the cultural consequences of the new financial system were researched and ridiculed. Through literary and artistic images, new metaphors were developed which could better describe the new financial aspects and organization. How could ‘good trade’ be distinguished from ‘bad’ or immoral economic behavior? The eighteenth century can be seen as the birthing ground for the metaphor of the ‘marketplace of ideas’, which in the twentieth century would grow out to be one of the most important metaphors to describe the organization of modern society.



Unknown artist (circa 1750), Trading station of the Dutch East India Company at Celebes (Sulawesi).



Organization Opening Markets

This ISECS Congress is organized by the Organizing Committee of Dutch-Belgian Society of Eighteenth-Century Studies and is hosted by the Erasmus University Rotterdam. During the Congress there is an ordinary meeting of the ISECS General Assembly. *Opening Markets* includes theme-related sessions as well as plenary sessions featuring



South Bank Rotterdam.

invited speakers. The Congress is organized into parallel sessions and round tables with keynotes elaborating on the subtopics. The Congress facilitates poster presentations. Preceding the Congress, the organizers will host an ISECS International Seminar for Junior Scholars.

The scientific program is coordinated by an International Steering Committee made up of members of the Organizing Committee and eminent scholars from scientific institutes and universities in the world. A professional Congress Organizing Office is in charge



of the practical aspects concerning the preparation, registration, communication and organization of the Congress, the accommodations for participants and the excursions and (partner)tours during and after the Congress. During the Rotterdam ISECS meeting Cultural Activities will take place in the major museums of the city. Boat tours will be organized to the Rotterdam harbor. Several manifestations will be sponsored by Rotterdam-based public and private institutes.

Erasmus University Rotterdam

The Congress is hosted by the Erasmus University Rotterdam. The venue for the Congress meetings is the new and renovated facilities of the University. The Congress participants meet each other in the intimacy of the smaller conference rooms and the architecturally welcoming central hall where the desks of the Organizing Office can be found. Plenary meetings are organized in the monumental Auditorium of the Erasmus University.

Rotterdam

Rotterdam, one of the largest seaports in the world. The home town of Erasmus and Bayle is the ideal place for a historic conference that has 'trade' as a theme. Although there are reminders of the May 1940 bombing the River Nieuwe Maas still flows through the city and brings a special vibrancy. The Erasmus Bridge, the monumental bridge that connects downtown with the so-called Southbank, which is the former pier of the transatlantic shipping company Holland America Line. The striking headquarters (1919, now Hotel New York) and the Cruise Terminal (1946-1949) are the last ten years flanked by modern buildings (by MECANOO, Rem Koolhaas, Norman Foster and Renzo Piano), characteristic of the present Rotterdam skyline.

The history of the port of Rotterdam is told in the Maritime Museum. Rotterdam also has a number of important museums. Museum Boijmans Van Beuningen Museum, with its internationally renowned collection of ancient and modern art, where, among masterpieces such as the Tower of Babel by Pieter Bruegel the Elder and Rembrandt's portrait of his son Titus; the Dutch Architecture Institute (NAI), and the 17th-century neoclassical city palace (the oldest building that has survived the 1940 bombing), where



the Historical Museum of Rotterdam is located, and finally the World Museum with a large collection of art and artifacts, prints, maps and atlases of the non-western world.

Delfshaven located within the ring of Rotterdam has a historic townscape. Here the salt works and the Delfshaven distilleries were located. It is the place where the shipyards of the Rotterdam Chamber of the Dutch East Indies Company were situated in the eighteenth century. One of the most important monuments is the 'Pilgrim Fathers Church', founded in 1761 to commemorate the Pilgrims who departed from Delfshaven to America in 1620.

By train one reaches Amsterdam, Antwerp, Brussels, Ghendt and Bruges within one or two hours. The Rotterdam The Hague Airport has daily flights to many European destinations.

Accommodations

Participants of the Congress can choose accommodations in hotels near the Congress buildings. The Congress organisers have negotiated special accommodation rates for Congress participants with a range of accommodation providers near to the Congress venue. These will be offered to participants as part of their registration through the Congress Secretariat. This will include a variety of accommodation options on the campus of Erasmus University itself, as well as nearby hotels. The Erasmus University is easily accessible by public transport by train, tram and buses. Several of the recommended hotels will be running shuttle buses to the campus.

Call for papers

The Scientific Steering Committee invites the submission of proposals for panels and round tables as well as oral and poster presentations at the Congress from January 2014. Abstracts must be submitted online at www.openingmarkets.nl and must be received by 31 December 2014. An individual may submit more than one abstract. Abstracts must not exceed 250 words. Presenters must be registered participants at the Congress. Accepted abstracts will be presented at the Congress and published in the



Congress proceedings. Further information on submitting an abstract is available on the Congress website.

Registration

Registration will commence in January 2014, visit www.openingmarkets.nl for more details. The Congress Organization will regularly publish a newsletter on the website of the Congress. Potential participants can pre-register to receive the newsletter by email.

Official Languages

The official languages of the Congress are French and English.



Pieter Tiele or Jan ter Compe (1755-1761), View on Haringvliet (southside) Rotterdam. The grey-colored house was built in 1712 for Jacob Noorthey city regent and director of the Dutch East India Company.



Dutch-Belgian Society for Eighteenth-Century Studies

The Dutch-Belgian Society for Eighteenth-Century Studies (Werkgroep 18e Eeuw) was founded in 1968 to promote the growth, development and coordination of studies and research relating to the long eighteenth century. Special attention is devoted to the eighteenth century in the Netherlands, Belgium, and the overseas territories. Today, the Society comprises around 300 members and 100 institutional members. Most members are working in academic positions in universities and research institutes in the Netherlands Belgium and other countries. National and international meetings are held on a yearly basis. The society publishes a scholarly peer-reviewed periodical entitled *De Achttiende Eeuw* (*The Eighteenth Century*). The Dutch-Belgian Society is a constitutional member of ISECS.

Copyrights

Marc Heeman/ Rotterdam Image Bank (pages 1,3,5,7,9,11); Max Dereta/ Rotterdam Image Bank (page 8); Rotterdams Historisch Museum (pages 1,10); Atlas van Stolk Rotterdam (page 5); Rijksprentenkabinet Amsterdam (page 3); Nationaal Archief Den Haag (page 7).

Illustration page 1: Pieter Tiele (1769), Korenbeurs Rotterdam with 5 Coats of arms of the Regents of the Guild of Clothworkers.

Practical Information

Erasmus University Rotterdam

www.eur.nl



*Dutch-Belgian Society for
Eighteenth-Century Studies
(Werkgroep 18e Eeuw)*

www.18e-eeuw.nl



*International Society for
Eighteenth-Century Studies (ISECS)*

www.isecs.org



*Congress Organization
HolaPress Communicatie*
www.holapress.com

HOLAPRESS
COMMUNICATIE

ISECS 2015

www.openingmarkets.nl