



In this 'history from below' of what is one of Europe's most famous and important avant-garde movements, large-scale questions on the history of Futurism are explored by focusing on objects, practices and situations as diverse as The Church, Puppets, The Letterhead or Gymnastics.

This pioneering study approaches the new printed-book industry in Renaissance Italy from the perspective of its publishers and booksellers, analyzing their responses to the challenges of production and their creative approaches to the distribution and sale of their merchandise.

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