Ruling the Market: How Venice Dominated the Early Music Printing World
Venice was the main provider of printed music during the 1300s – 1500s

- Powerful, well-positioned economy
- Culture of cooperation
- Favorable government and legal system
Venice’s economic supremacy enabled music printers to flourish

- “Marketplace of the world”
- Pre-existing trade routes
- Ability to define the terms of trade
Close business ties fostered a culture of cooperation among Venetian music printers:

- Printers, publishers, and booksellers
- Partnerships
- Self-regulation
  - Variety
  - Specialization
- Scotto and Gardano
- Family connections
  - Inheritance
Venice successfully took advantage of new printing technologies

- Influx of workers
- High quality work led to “virtuous circle”
- Double-impression printing
- Single-impression printing
  - Faster production

Between 1530 – 1560, Venice produced more sheet music than the rest of Europe combined.
Venice’s government and legal system promoted the sheet music trade

- Highly developed financial systems
- Clear and consistent legal framework
- “Privileges” or limited monopolies
- Senate structure
- Capitalist system depended on innovation
- Self-regulation
  - Variety
  - Specialization
In the 1300s – 1500s, Venice dominated the music printing market because of a variety of economic, cultural, and legal factors.