

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.