



University
of Victoria



Hell to Pay: Merchants and the Visualization of Morality in 14th Century Italy

Brian Pollick

Thursday, May 26

12:00-1:00 p.m.

David Turpin Building A102

Zoom: <https://uvic.zoom.us/j/96971529046>

Much of the art produced in Trecento Italy was commissioned by well-to-do merchants and was of fundamental importance in letting its viewers know that the merchant was an ethical man who understood his Christian obligations around money, and was thus worthy of salvation. In this lecture we will explore the underlying motivations of these merchants and how they expected such imagery to achieve this function, using a new analytical model called The Merchant's Moral Eye.

Brian Pollick is Associate Fellow at UVic's Centre for Studies in Religion and Society and recently received his PhD in art history from UVic. He is currently managing editor for the journal *Illumine*.

<https://www.uvic.ca/research/centres/csrs/>