

LAUNCHING EVENT OF A SPECIAL BOX CONTAINING THE FACSIMILE OF THE BOOK *L'AMI DES ARTS LIVRÉ À LUI-MÊME*, A UNIQUE WORK BY ARTIST AND INVENTOR HERCULE FLORENCE

SEPTEMBER 18th, 4PM, BIBLIOTECA BRASILIANA GUITA E JOSÉ MINDLIN (VILLA-LOBOS ROOM)

Discussion panel with Prof. Dr. Maria de Fátima Costa, Prof. Dr. Boris Kossoy, Prof. Dr. Carlos Zeron and Antonio Florence



The **Instituto Hercule Florence - IHF [Hercule Florence Institute]** promotes a launching event for its first editorial initiative: a special numbered box with the facsimile edition of the unpublished book *L'Ami des Arts livré à lui-même* by Hercule Florence, which is available for purchase on the IHF website (www.ihf19.org.br/lami), and sold to Brazil, Europe and other regions.

As the most important written work by artist and inventor Hercule Florence –and one of the most significant for the world history of photography– the publication is an essential source for scholars of iconography or 19th century scientific processes and an unpublished document that is now available for those interested in 19th century travelers as well as for individuals and institutions that carry Brasiliana.

The edition consolidates Florence's international recognition after the large exhibition **Hercule Florence: Le Nouveau Robinson** held at the **Nouveau Musée National de Monaco**, between March and September, 2017 (http://www.nmmn.mc/index.php?option=com_k2&view=item&id=347:hercule-florence-le-nouveau-robinson-villa-paloma&lang=en).

The launching event of this special box is taking place on September 18th (Tuesday), at 4:00 p.m., at the Villa-Lobos Room of the Biblioteca Brasiliana Guita e José Mindlin (Rua da Biblioteca, s/n - Cidade Universitária, São Paulo, SP) and includes the presentation of a discussion panel with Prof. Dr. Maria de Fátima Costa (historian / UFMT), Prof. Dr. Boris Kossoy (historian / ECA-USP), Prof. Dr. Carlos Zeron (director of the Biblioteca Brasiliana Guita e José Mindlin) and Antonio Florence (Hercule Florence Institute).

Two copies of the special edition will be available for appraisal at the event where orders can also be placed.

HERCULE FLORENCE

A key figure in the Brazilian science and culture realm, Hercule Florence was an artist and inventor who is internationally recognized as one of the creators of the photographic process. A pioneer in research and experimentation on innovative technologies in the 19th century, he also produced a vast iconographic work about the interior of São Paulo and Brazil.

Born in Nice in 1804, and a citizen of Monaco, he was a self-taught draftsman and painter. As a young man, he was restless and curious. A reader of Robinson Crusoe and passionate about traveling, he landed in Rio de Janeiro in 1824, and was hired as a second draftsman to take part in the Langsdorff Expedition (1825 to 1829), a scientific mission that explored the Brazilian interior, from São Paulo to Amazonas, carrying out a monumental collection of geographic and ethnographic data. At the end of the expedition, Florence settled in the *Villa de São Carlos*, now Campinas (SP), where he lived until his death in 1879.

His work has been recognized by important international publications on the history of photography, including *A World History of Photography* by Naomi Rosenblum (Abbeville, New York, 1984); *Les Multiples Inventions de la Photographie*, org. Jean-Pierre Bady, with an article by Boris Kossoy (Association Française pour la Diffusion du Patrimoine Photographique, Paris, 1989); and Robert Hirsch's *A History of Photography* (McGraw-Hill, New York, 2000), in which the author states:

“A case for simultaneous consciousness, that an idea can independently occur to different people, in different places and at the same time, can be made for the experiments of **Antoine Hercule Romuald Florence** (1804-1879), a French artist who resided in Brazil. His surviving notebooks, written between 1829 and 1837, record Florence's early imagemaking with a camera obscura and silver nitrate in January 1833.”

The exhibition at the Nouveau Musée National de Monaco, which displayed Florence's prolific production, also resulted in a relevant international publication, the catalog *Hercule Florence, Le Nouveau Robinson* (Nouveau Musée National de Monaco/Humboldt, 2017), with editions in French and English, featuring articles by Geoffrey Batchen (Victoria University of Wellington, New Zealand), Valeria Piccoli (curator of the Pinacoteca do Estado de São Paulo) and Boris Kossoy, among other Brazilian and international authors.

A key reference for the study of Florence's trajectory and legacy is the book *Hercule Florence: A Descoberta Isolada da Fotografia no Brasil* (Edusp, 3rd edition, 2006) by historian Boris Kossoy. This work has also been published in Spanish (*Hercule Florence: El descubrimiento de la fotografía en Brasil*, INAH, Mexico, 2011; and *Hercule Florence: El descubrimiento aislado de la fotografía*, Cátedra Ed., Madrid, 2017); German (*Hercule Florence: Die unabhängige Entdeckung der Fotografie in Brasilien*, Lit Verlag, Viena, 2015); French (*Hercule Florence: La découverte isolée de la photographie au Brésil*, L'Harmattan, França, 2016); and English (*The Pioneering Photographic Work of Hercule Florence – Routledge History of Photography*, with a foreword by Robert Hirsch, Taylor & Francis/Routledge, 2017).

About Florence's pioneering spirit, Kossoy says:

“Although he was cut off from the scientific and cultural effervescence of the large centers in the Old World and had to face all sorts of difficulties in the Brazilian interior, his creativity and practical spirit, inherited from the eighteenth century, were not restricted. Au contraire. Florence tried by all

means to overcome those barriers and reach his goals. [...] Antoine Hercule Romuald Florence's accomplishments not only establish him as one of the world forerunners of photography but probably as a pioneer in the Americas, at his own time and place. They may also work as an example and contribute to our understanding of the fact that man's creativity and determination are, by no means, reduced to geographical boundaries or adverse situations."

A comprehensive and up-to-date bibliography on Hercule Florence is available on the IHF website at: bit.ly/HF-Bibliografia.

L'AMI DES ARTS LIVRÉ TO LUI-MÊME: THE DEFINITIVE BOOK OF A LIFETIME



Chegada em Itaituba (PA).



Hercule Florence foi pesquisador incansável de técnicas gráficas.



Índios Munduruku.



Encontro da Expedição Langsdorff com os índios Apiaká.

Written by Hercule Florence between 1837 and 1859 as a definitive and illustrated compendium of his life and work, the manuscript *L'ami des arts livré à lui même*, which he penned almost entirely in French, was never published in the form thought by its author. Along its 423 pages, Florence's text compiles the description of his experiments and the facts that marked his life, including the most complete version of a report on the river trip he undertook with the Langsdorff Expedition.

The book comprises two distinct parts. The first one records Hercule Florence's main inventions: *polygraphie*, *pulvographie*, photography, inimitable paper, a hydropneumatic waterwheel, studies of the skies for young landscapers, *zoophonie*, transparent painting, a study on the compression of hydrogen gas for use in hot-air flights, an essay about the printing process of oil paintings on stamps, the manufacturing of straw hats, and the use of types-syllables in typographic printing.

The second part of the book, Florence's autobiography, focuses on his childhood and youth in Nice, Vintimille and Monaco. It also offers more than 200 pages describing his participation in the Langsdorff Expedition, and a detailed depiction of the river journey across the provinces of São Paulo, Mato Grosso and Grão-Pará.

Views on his personal life permeate the entire narrative, from references and living conditions to the difficulties he faced raising his children as well as recurring criticism to slavery in the Province of São Paulo.

RESTORATION AND DIGITIZATION

Fully edited for the first time ever, the IHF promoted the restoration of the original manuscript, its high-resolution digitization and the diplomatic transcription, as well as the printing of a limited edition of 300 numbered copies, arranged in a special box. This careful process consumed approximately seven years, involving restoration (Patricia Giordano), digitization (Heitor Florence), transcription (Thierry Thomas), graphic design (Dora Levy) and production in Verona (Italy) by Fasoli printing house – currently Opero (<http://www.operoitalia.com/>).

The procedures kept in view the specificities of the metalloacid inks in the manuscript, which are naturally subject to gradual oxidation, and may not only damage the paper pulp but also cause occasional loss of support, as well as of the graphite and/or washes of ink used in some of the illustrations.

The preservation of the original was carried out concomitantly with the digitization process, the restoration of one side of the sheet and its subsequent digitization, followed by the restoration of the other side. At the end of the process, the manuscripts underwent a new restoration round which included a revision of what had been executed in the first stage and work completion, aimed at preserving the document.

The edition:

Vol 1: facsimile of the manuscript (in French).

20 x 30 cm, 432 pages printed in 4/4 colors on Arcoprint Edizioni 1.3 paper (100 gr). Stitched hardcover binding. Cover in Italian Sinte Caprice Thermo leather. Silver hot stamping embossing.

Vol 2: transcript, technical and contextualization texts, indexes (in French).

20 x 30 cm, 544 pages printed in 4/4 colors on Arcoprint Edizioni 1.3 paper (100 gr). Mezzapelle stitched hardcover binding. Cover in English James Hare silk, with spine in Italian Sinte Caprice Thermo leather. Silver hot stamping engraving.

Clam Shell Case: Cover in English James Hare silk. Silver hot stamping engraving. Ribbon to remove the books from the case.

Edition: 300 copies numbered 001 to 300; 15 unnumbered copies allotted to Antonio Florence's family; two copies allotted to the Princes of Monaco.

Prices (shipping included): Brazil: R\$3,600.00 | Europe: €1,100.00 | Other regions: US\$1,450.00.

How to purchase: please go to www.ihf19.org.br/lami, fill out the form and follow the instructions. If you have any questions or suggestions, you can send an e-mail to rosana.martin@ihf19.org.br.

You can see pictures of the book and watch a demo at: www.ihf19.org.br/lami

ABOUT THE HERCULE FLORENCE INSTITUTE (IHF)

The Instituto Hercule Florence – IHF [Hercule Florence Institute] was founded in São Paulo in 2007 and was certified as a Social Organization of Public Interest (OSCI) in 2009. Among its goals are the

collection, organization, preservation and dissemination of bibliography and documents about 19th century Brazil. The IHF's focuses on the study of several 19th century travelers and their accounts, the scientific and cultural production of the Langsdorff Expedition (1825-1828), as well as Hercule Florence's (1804-1879) life and work. It also holds an up-to-date bibliography about the author: bit.ly/HF-Bibliografia.

The IHF carries its own collection that comprises a library and specialized archives. Those are: the Arnaldo Machado Florence Collection and works from the libraries of Dr. Érico João Siriuba Stickel, Dr. Rosemarie Erika Horch and Dr. Ana Maria Camargo. In addition, it develops projects in conjunction with museums and research institutions such as the Bibliothèque Nationale de France (BNF), the Museu Paulista [Paulista Museum] at the University of São Paulo, Biblioteca Brasileira Guita e José Mindlin [Guita and José Mindlin Brasileira Library], Instituto Histórico e Geográfico Brasileiro [Brazilian Historical and Geographical Institute], Centro de Memória da Unicamp [Memory Center at the University of Campinas] (CMU-Unicamp), Escola Politécnica de São Paulo [Polytechnic School of São Paulo] (USP), among others.

The launching event of *L'Ami des Arts* facsimile is part of a series of actions and projects, carried out by the IHF, aimed at the recognition of Hercule Florence's scientific, graphic and iconographic achievements. Our website www.ihf19.org.br displays the results of some of these projects and partnerships, as well as documents related to Brazil in the 19th century.

ABOUT THE MEMBERS OF THE DISCUSSION PANEL

Maria de Fátima Costa is an Associate Professor at the Federal University of Mato Grosso and the coordinator of the research group História, Arte, Ciência e Poder – HISARCIPO [History, Art, Science and Power]. As a researcher, Prof. Costa has been conducting interdisciplinary studies on Brazilian and South American History, focusing on themes such as: Travel and Travelers; Scientific Expeditions and Demarcation of Limits; Traveler Artists; Indigenous History; Historical Cartography, and Historical Documentation. She has published several articles and books on these topics.

Boris Kossoy is a historian, a researcher and a photographer. He was a professor at the School of Architecture, Arts and Communication of the University of São Paulo State (UNESP, Bauru/SP) between 1992 and 1994; a guest professor at the Department of Journalism and Publishing at the School of Communications and Arts (ECA-USP), between 1988 and 1997; a full professor at the same institution between 1998 and 2008. He is currently devoted to research and teaching in graduate programs at ECA-USP, as well as to his work as a photographer. Among other titles, he wrote the *Dicionário Histórico-Fotográfico Brasileiro* (Instituto Moreira Salles, 2002); *Fotografia e História* (5^a ed. Ateliê Ed., Cotia, 2014); *Realidades e Ficções na Trama Fotográfica* (5^a ed., Ateliê Ed., Cotia, 2016); *Os Tempos da Fotografia: O Efêmero e o Perpétuo* (3^a ed., Ateliê Ed., Cotia, 2014). His book *Hercule Florence: A Descoberta Isolada da Fotografia no Brasil* (Edusp, 3rd edition, 2006), a fundamental reference for the study of Florence's legacy, has been published internationally, with editions in Spanish (Mexico and Spain), French and English. www.boriskossoy.com

Carlos Alberto de Moura Ribeiro Zeron is a professor of History at the University of São Paulo, the Director of the Biblioteca Brasileira Guita e José Mindlin (USP), and a member of Academia Ambrosiana, Classe di Studi Borromaiici (Milan, Italy). He was a visiting professor at the École des Hautes Etudes en Sciences Sociales (1997, 2002, 2007, 2013, 2014 and 2016) and at the International University of Andalucía (2004); he was also a guest researcher at the Musée du Quai Branly (2009). He conducts research on Indigenous and African slavery, Indigenous legislation in Portuguese and

Spanish American colonies, and modern legal thinking (with emphasis on the works produced by theologians of the Society of Jesus and by Spanish and Portuguese jurists).

Antonio Florence is Hercule Florence's great-great-grandson. He obtained his Law degree from the University of São Paulo in 1979 and a specialization at the Ludwig Maximilian Universität in Munich, Germany. He has worked as a lawyer in São Paulo since 1988. In 2001, he started the Instituto Hercule Florence (IHF) project, which, along with his immediate family members, was brought to fruition in 2007. Dr. Florence is IHF's current chairman of the board. He has lived in Lisbon since 2006, where he also founded an office of the Institute.

SERVICE:

Launching event of the special box with the facsimile of *L'Ami des Arts livré à lui-même*

Date: September 18th, 2018

Time: 4:00 p.m.

Location: Biblioteca Brasiliana Guita and José Mindlin - Sala Villa-Lobos

Address: (Rua da Biblioteca, s / n - Cidade Universitária - São Paulo, SP).

Phone: +55 11 2648-0310

Website: www.bbm.usp.br

Free entrance

How to purchase:

Please go to www.ihf19.org.br/lami, fill out the form and follow the payment and purchase instructions. If you have any questions or suggestions, you can send an e-mail to rosana.martin@ihf19.org.br.

Prices (shipping included):

Brazil: R\$3,600.00 | Europe: €1,100.00 | Other regions: US\$1,450.00.

PRESS OFFICE

Cecília do Val

Cell phone number +55 11 99932-2699

email: ceciliadoval.01@gmail.com

skype: cica.do.val