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Soggetti	Anleitung Maltechnik Asthetik Tuschmalerei Handbuch Malerei Painting, Chinese Manners and customs Art and society ANTIQUES & COLLECTIBLES - Books ART - History - General Art and society - China - History - Ming dynasty, 1368-1644 History Handbooks and manuals. China China Social life and customs 960-1644
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chronology of Chinese dynasties -- Introduction. William Shakespeare, a great painter? -- Genre and biography -- Words without images -- Portraits of the characteristic -- Icons of love and marginality -- The art of being artistic -- Coda. The late Ming at the crossroads -- Appendix 1. Locations and editions of late Ming painting manuals --

Appendix 2. Lost manuals and albums of the Ming dynasty.

Sommario/riassunto

"Sometime before 1579, Zhou Lujing, a professional writer living in a bustling commercial town in southeastern China, published a series of lavishly illustrated books, which constituted the first multigenre painting manuals in Chinese history. Their popularity was immediate and their contents and format were widely reprinted and disseminated in a number of contemporary publications. Focusing on Zhou's work, *Art by the Book* describes how such publications accommodated the cultural taste and demands of the general public, and shows how painting manuals functioned as a form in which everything from icons of popular culture to graphic or literary cliché was presented to both gratify and shape the sensibilities of a growing reading public. As a special commodity of early modern China, when cultural standing was measured by a person's command of literati taste and lore, painting manuals provided nonelite readers with a device for enhancing social capital