

***The Great Mirror of Folly:*
Finance, Culture, and the Bubbles of 1720**

An Interdisciplinary Symposium

Yale University

April 17-19, 2008

Sponsored by the Beinecke Rare Book and Manuscript Library and the International Center for Finance at the Yale School of Management

Schedule

The schedule is subject to change without notice. It is current as of Thursday, April 10, 2008. Updates will be posted as new information becomes available.

Thursday, April 17

Yale School of Management, 55 Hillhouse Avenue

- 4:00 pm:** Registration
- 5:00 pm:** Welcome remarks by **Frank Turner**
- 5:15 pm:** Keynote address by **Robert J. Shiller** (Yale University)
“Perspectives on Bubbles from History, Economics, Psychology”
- 6:15-7:30 pm:** Reception

The Underbrook (Saybrook College) 242 Elm Street

- 8:00 pm:** ***Great Scenes of Folly***: A Theatrical Medley, including the American Première of Pieter Langendijk’s *Arlequyn, Actionist* (1720).
Directed by Jeffrey Leichman. Produced by Nozlee Samadzadeh-Hadidi. Translations by Nienke Christine Venderbosch.

Friday, April 18

Yale School of Management, 55 Hillhouse

8:00-8:30: breakfast and registration

8:30 – 8:45: opening remarks by **William N. Goetzmann**

8:45 – 10:15: *The Great Mirror of Folly* (Chair: **Timothy Young**)

Frans De Bruyn (University of Ottawa) – “*Het groote Tafereel der Dwaasheid* as a Cultural Phenomenon: Then and Now”

Kuniko Forrer (University of Amsterdam) – “*The Great Mirror of Folly*: How It Came into Being, and How It Lost Its Meaning”

10:30 – 12:30: **The French, English, and Dutch Bubbles** (Chair: **K. Geert Rouwenhorst**)

Eugene White (Rutgers University) – “The Long Shadow of John Law on French Finance”

Hans-Joachim Voth (Universitat Pompeu Fabra, Barcelona) – “Risk Shifting in the South Sea: Systematic Causes of the Great Bubbles of 1720”

Joost Jonker (Universiteit Utrecht) – “Mirroring Different Follies: The Character of the 1720 Bubble in the Dutch Republic”

12:30 – 1:30: lunch

Yale Center for British Art and Beinecke Rare Book and Manuscript Library

2:00 – 3:00: Simultaneous Breakout Sessions

A. Gillian Forrester (YCBA) – “Allegories of Fortune: The Iconography of Speculation in Eighteenth-Century British Art”

B. Eleanor Hughes (YCBA) – “Pearls to Pyramids: British Visual Culture and the Levant, 1600-1830”

C. David McNeil (Dalhousie University) – “A Representation of Collage Before Collage? The Great Trompe-l’Oeil or Medley Print”

D. Mariët Westermann (New York University) – “Of Wind Bags and Bubble Lords, Laughing All the Way to Pepperland”

Linsly-Chittenden Hall 101

3:15 – 5:00 : **A World Gone Mad** (Chair: **Tim Barringer**)

Benjamin Schmidt (University of Washington) – “The Folly of the World: Moralism, Globalism, and the Business of Geography in the Early Enlightenment”

Julie Berger Hochstrasser (University of Iowa) – “An Emblem Writ Large: the Power of Prints and the Madness of Crowds in *Het Groote Tafereel der Dwaasheid*”

The Underbrook (Saybrook College)

8:00 pm: Repeat performance of *Great Scenes of Folly*: A Theatrical Medley, including the American Première of Pieter Langendijk’s *Arlequyn, Actionist* (1720).

Saturday, April 19

Yale School of Management, 55 Hillhouse

8:30 – 9:00: breakfast and registration

9:00 – 10:30: Art and Iconography (Chair: Christopher Wood)

Darius A. Spieth (Louisiana State University) – “From Pieter Bruegel to John Law: Financial Allegories in *The Great Mirror of Folly* and Their Iconographic Sources”

Thea Vignau-Wilberg (Staatliche Graphische Sammlung, Munich)– “*Het groote Tafereel der Dwaasheid*: Remarks on the Style and Artistic Quality of the Prints”

11:00 – 12:00: Simultaneous Breakout Sessions

A. **William N. Goetzmann** and **K. Geert Rouwenhorst** (Yale University) – “The Public Marine Insurance Corporations of 1720: Innovations or Follies? Visualizing Financial Architecture in Picart’s ‘Monument consacré a la postérité en memoire de la folie incroyable de la XX annee du XVIII siecle’.”

B. **Margaret C. Jacob** (UCLA) – “Images of Jews in the *Groote Tafereel*”

C. **Jeroen Salman** (Universiteit Utrecht) – “Uncut Pattern for a Deck of Playing Cards”

D. **Darius A. Spieth** (Louisiana State University) – “Pieter Bruegel the Elder’s Influence on *The Great Mirror of Folly*”

12:00 – 1:00: lunch

1:30 – 2:30: Simultaneous Breakout Sessions

A. **Daylian Cain** (Yale University) – “Were They All Just ‘Bad Apples?’ The Psychology of Wrongdoing”

B. **Frans De Bruyn** (University of Ottawa) – “Juxtaposing the Real and the Emblematic in Bubble Prints”

C. **Catherine Labio** (Yale University) – “Three Cultures: Representing the Scene of Folly in the Dutch Republic, France, and England”

2:45 – 3:45: Simultaneous Breakout Sessions

A. **Anne Goldgar** (King’s College London) – “Bubbles and Memory: Tulipmania”

B. **Larry Neal** (University of Illinois; London School of Economics) – “Opkomst, Midden, en geen Eynde van de doortrapte Jan Lauw” (plate 61)

C. **Darius A. Spieth** (Louisiana State University) – “French Rococo Art, the *Commedia dell’Arte*, and Bambario/Harlequin in the *Great Mirror of Folly*”