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The renaissance period was a time of cultural growth in the arts, sciences, and in mathematics. “Cities and towns were centres of wealth production and of creativity. Urban society in the Renaissance period was thoroughly commercialized; everything had a price. There were two particularly dense areas of urbanization, North Italy and the Low Countries, which acted as the main hubs for international trade in commodities such as wool and woollen cloth, silk, tapestries, spices, silver and fine armour. With the invention of printing Venice came also to be the centre of the European book trade, ideas travelling rapidly via the well-established commercial network. The Renaissance prince, the aspirant courtier or socially climbing merchant provided a ready market for all these commodities, for expensive fabrics and intricately decorated armour were as much manifestations of magnificentia as paintings or sculpture. And it was only in the town, with its concentration of skilled artisans, that the manufacture of luxury goods and the complex technology of book production was possible. Commerce alone was not enough to amass the largest fortunes however; the richest merchants acted as bankers. Italian banking houses had well established networks in the later middle ages playing for huge stakes as creditors to princes. By the 16th century such loans were also being advanced by the more spectacularly wealthy merchants of the Low Countries and of German towns where profits had been amassed on the strength of the trade in silver.”

This was invented by Isaac Newton , Expanses in mathematics particularly the fundamental theorem of Calculus in the book “Principia Mathematica”, allowed building architects and designers to calculate volume and areas of surfaces that were irregular or shaped odd. This is when new forms of architecture began to be built and changed the building style.

Another large subject was the medici banks which sponsored the artists, who without the wealthy bankers support, may have never produced any artwork.

“The Medici family of Florence can be traced back to the end of the 12th century. It was part of the [patrician class](http://galileo.rice.edu/lib/glossary.html#patrician), not the nobility, and through much of its history the family was seen as the friends of the common people. Through banking and commerce, the family acquired great wealth in the 13th century, and political influence came along with this wealth. At the end of that century, a member of the family served as gonfaliere, or standard bearer (high ceremonial office) of Florence.

In 1397, Giovanni de Medici, the banker to the Papal Court, established headquarters in Florence. As a wealthy and influential citizen, Giovanni had virtually no choice but to participate in public life, holding almost every political office in Florence at some point. Giovanni died in 1429, leaving behind a legacy of patronage for the arts, an immense fortune, and a son, Cosimo de Medici, who was educated in the principles of humanism. Cosimo de Medici took over the family banking business at the age of forty. A successful businessman, Cosimo built up his father's fortune and established business connections all over Europe.

By 1434, Cosimo de Medici had consolidated power for himself and his family in Florence, all the while maintaining the appearance of democratic government. Cosimo clung to his position as a private citizen, but it was clear to all that he ruled the city of Florence from behind the scenes. Though Cosimo maintained his power through the actions of a manipulative schemer, other aspects of his life were nothing if not admirable. He generously supported the arts, commissioning the building of great cathedrals, and commissioning the best artists of the age to decorate them. He demonstrated great support for education, establishing the Platonic Academy for the study of ancient works. It is estimated that before his death in 1464, Cosimo spent approximately 600,000 gold florins supporting architecture, scholarly learning, and other arts. When one considers that the unprecedented fortune left to Cosimo by his father totaled only 180,000 florins, this amount is clearly extraordinary.

From Cosimo's death in 1464, his son Piero ruled for five years, and then was succeeded by Cosimo's grandson, Lorenzo de Medici, known as 'Il Magnifico.' Lorenzo lived more elegantly than had Cosimo, and enjoyed the spotlight of power immensely. Under his control, the Florentine economy expanded significantly and the lower class enjoyed a greater level of comfort and protection than it had before. During the period of Lorenzo's rule, from 1469 to 1492, Florence became undeniably the most important city-state in Italy and the most beautiful city in all of Europe. The arts flourished, and commerce increased, but Lorenzo let the family business decline, and the Medici were forced to flee Florence two years after his death.”

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