

the punches just travelled around; someone must have struck those many sets of matrices, even though the early 1480s were a very early time in the history of printing for such activity on such a big scale.

Many matrices were struck and some of them found their way outside Italy. Books set in the Scotus roman are found all over Europe and this type enjoyed a popularity that can only be compared with that of the Garamont types in the 17th century.

ABSTRACT

The contribution examines the diffusion of a roman type which was first used in Venice in 1481. Using the data acquired thanks to a new method of analysing type morphology (based on the photographic enlargement of the types in original copies) it reconstructs the circulation of Scotto's roman type, so called because, to judge from the incunable production which has survived, Ottaviano Scotto was the first printer to use it. It would not be exaggerated to say that it became the most popular roman type during the Renaissance, for over a century from the time it was first used, in hundreds of printing houses in Italy and elsewhere.