

## ABSTRACT

The exhibition with accompanying catalogue organised for the 200<sup>th</sup> anniversary of the foundation of the Gabinetto Vieusseux (1820-2020) were dedicated to the first hundred years of the activity of the private company founded by Giovan Pietro Vieusseux and then inherited by his nephew Eugenio, who was succeeded in turn by his son Carlo, until 1919, when the company was taken over by the Credito Italiano and then subsequently transferred to the Florence municipality, whose responsibility it has remained ever since. The exhibition entitled *Il Vieusseux dei Vieusseux. Libri e lettori tra Otto e Novecento (1820-1923)* begins with the Palazzo Buondelmonti, chosen by Giovan Pietro as the site for the new institution which was at once a reading room and a centre for the publication of magazines and books. An examination of the rich documentation from this period – ‘feuilles d’avis’, catalogues of the circulating library, announcements of new publications and acquisitions, and the various letterheads used by the institution – provides a detailed picture of Giovan Pietro’s company and the innovative promotional methods it employed.