

# CONTENTS



<i>Illustrations</i>	page ix
<i>Acknowledgements</i>	xi
INTRODUCTION: RHETORIC AND VISUALITY	1
Notes	13
<b>Part I: Theory</b>	
ONE: REPRESENTATION AND PERSUASION IN ALBERTI'S 'DE PICTURA'	17
Gesture between presence and representation	17
Rhetorical concepts in <i>De Pictura</i>	20
<i>Compositio</i> as a cardinal virtue of style	23
Painting considered as pictorial representation	26
Painting as persuasive representation	28
Notes	29
TWO: THE FOUNDATIONS OF PERSUASIVE ARCHITECTURE	31
Introduction	31
Architecture is a science	34
Architecture and rhetoric provide the foundations of society	36
The use of rhetoric in formulating treatises and articulating the design process	37
Is architecture an art of representation?	46
Conclusion	50
Notes	51
<b>Part II: Invention</b>	
THREE: HOW TO ACHIEVE PERSUASION IN PAINTING: THE COMMON GROUND	55
Introduction	55

Composition and the common ground in ancient rhetoric	61
Achieving a common ground in Renaissance painting: composition and linear perspective	65
Moving the spectator through imaginative involvement	73
Notes	84
FOUR: MUTE ELOQUENCE. VISUAL PERSUASION IN ENGLISH ARCHITECTURE OF THE SEVENTEENTH AND EIGHTEENTH CENTURIES	
Introduction	89
‘Art became a piece of statecraft’	91
Statecraft and stagecraft: constructing a classical past	98
Inigo Jones reconstructs Stonehenge	102
Sublime architecture	110
‘Architecture speaks a language of its own’	123
Notes	134
<b>Part III: Interpretation</b>	
FIVE: RHETORICAL INTERPRETATION OF THE VISUAL ARTS	
Invention and interpretation in rhetoric	139
Art as theatre: Bartolommeo Maranta on an Annunciation by Titian	144
<i>Vivacità</i> , living presence and humanity	150
‘Laocoön I am’	157
Notes	162
SIX: ONLY THE HUMAN CAN SPEAK TO MAN: RHETORICAL INTERPRETATIONS OF ARCHITECTURE	
Introduction	167
‘The shaddowes that signifie’	169
Typology	171
Walter Montague’s typological defence of courtly splendour	176
Sir Christopher Wren on the Temple of Peace	178
Character and style in French architectural theory of the late eighteenth century	189
Notes	199
CODA	
Notes	203
<i>Bibliography</i>	205
<i>Index: names and concepts</i>	206
<i>Index: rhetorical terms</i>	217
	225