## Contents

List of Illustrations vii Acknowledgments xiii Summary of La Celestina (c. 1499) xv

Introduction: The Visual Culture of Celestina 3 Five Hundred Years of Images of Celestina 3 The Methodological Frame of Visual Studies 7 Organization of This Book 9

 Illustrating Celestina 17 The First Period of Illustrated Editions of La Celestina (1499–1616) 20 Fadrique de Basilea's Comedia de Calisto y Melibea (Burgos, 1499?) 27 The Iconographic Program of the Early Illustrations 32 La Celestina Title Pages 46 The Second Period of Illustrated Editions of La Celestina (1842–Present) 51 Conclusion: Two Periods, Two Readings 64

2 Painting Celestina 67 Images of Procuresses before La Celestina 69 Dutch Painting: Celestina and the Prodigal Son 75 From Goya to Picasso and Beyond 84 Conclusion: Reimagining Celestina 113

3 Advertising Celestina 115 Promotional Images of Celestina: Book Covers, Playbills, and Posters 116

## vi Contents

La Celestina Covers 119 Posters, Playbills, and Lobby Cards 137 Conclusion: Celestina through the Prism of Advertising 164 Conclusion: Kaleidoscopic Celestina 166

Illustrations 175

Notes 211

Bibliography 235 Old Editions of La Celestina Cited, by Date 235 Modern Editions of La Celestina Cited, by Date 236 Other Print Sources Cited 240 Images Cited with "Celestina" in the Title 261 Other Images Cited 264 Theatre Representations of La Celestina Cited, by Date 275 Film Adaptations of La Celestina Cited, by Date 278

Index 279