

NONFICTION

Discover the dynamic connection between art history and social media

Instagrammable. What Art Tells Us about Social Media

KOENRAAD JONCKHEERE

How are the Holy Trinity and social media related? Why do we love colour filters so much? What makes hashtags so powerful? And why do we experience digital images so differently from their analogue counterparts?

In 'Instagrammable – What Art Tells Us About Social Media', Koenraad Jonckheere delves into the surprising similarities between 2,500 years of European art history and our modern image culture on social media. He reveals how centuries-old ideas about observation, registration and imagination continue to influence how we deal with digital images even today.

Jonckheere, with his keen eye, unravels the paradox of 'looking without seeing and seeing without looking' in a world replete with likes, hashtags and filters. This book offers a fascinating insight into the power and pitfalls of visual communication in the digital era.



AUTHOR



Koenraad Jonckheere is full professor in Northern Renaissance and Baroque Art at Ghent University. He studied History and Art History in Leuven and received his PhD at the University of Amsterdam in 2005. He published widely on seventeenth and eighteenth century art markets and on sixteenth century Antwerp history and portrait painting. This book is his magnum opus.

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TRANSLATION GRANTS Patrick Peeters - patrick@flandersliterature.be