

Prosperität und Repräsentation. Facetten des Aufschwunges im Donau-Karpatenraum (1718–1914). Edited by Harald Heppner.

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The twelfth volume of the *Danubiana Carpathica* contains the edited versions of the conference lectures held at the 2018 conference in Graz, organized under the same title (*Prosperität und Repräsentation*) by the Kommission für Geschichte und Kultur der Deutschen in Südosteuropa, the Institut für donauschwäbische Geschichte und Landeskunde and the Gesellschaft zur Erforschung des 18. Jahrhunderts im süd-östlichen Europa. The two concepts that frame the studies of this volume are prosperity and representation, which are call words for the twelve essays that explore the possibilities of economic prosperity following the Treaty of Passarowitz (Pozsarevác, Požarevac), which had a profound impact on the history of the Danube Basin in the eighteenth and nineteenth centuries.

The majority of the papers examine the transitions in the economic structure, social stratification and ethnic changes in the region, the responses to the challenges of the need for economic modernisation that this treaty produced, the patterns of representation and the expansion of economic wealth. The time horizon of the studies spans the period from the 1718 peace treaty to the entry of the Habsburg Monarchy into the World War I. Going beyond the scope of a narrow, sample-based study, many of these papers focus on long-term tendencies. Ernst Dieter Petritsch's (Austrian State Archive) analysis of the trade and shipping aspects of the Passarowitz peace treaty provides a glimpse into this wider perspective. After the end of the War of the Spanish Succession, the Habsburg Monarchy developed its economic policy in the direction of the Balkans and beyond, orienting itself towards the Adriatic and Black Sea trade. One of the most important steps in this commercial quest was the conclusion of the trade-related clauses of the peace treaty of 1718, which established a reciprocal system of diplomatic and consular service and determined the long-term

activities of the merchants of the Ottoman Empire and the Habsburg Monarchy on the Danube and in the Balkan territories under Ottoman control. Petritsch's economic analysis, complemented by a presentation of the sometimes theatrical elements of the peace treaty, is quasi continued in Kurt Sharr's study on the border demarcation problems associated with the peace treaty of Passarowitz, which deals with the cartographic representation of this former theatre of war. In the decades following the cartographical activity of Marsigli and Müller, it became increasingly important to carry out actual field surveys based on land surveying, convert the results into map sheets, and make the results of these surveys available to the wider public. Kurt Scharr (Department of History and European Ethnology, University of Innsbruck) analyses three maps by Matthäus Suetter, an imperial geographer from the early 1730s and draws attention to a novel phenomenon: the fact that narrow, linear boundary lines, completed by built landmarks, now independent of natural features (rivers and mountain ranges), came into existence. The cartographic representation of such borders and their conversion into a relatively inexpensive printed product enabled people of the era to conceptualise the state as a delimited, representable entity, even if the cartographic prints sometimes did not correspond to the real territorial unit established at the negotiating table. János Kalmár (Faculty of Humanities, Eötvös Loránd University) examines Hungary's trade opportunities in the context of the changing economic policy of the Habsburg Monarchy when purely fiscal considerations were replaced by comprehensive economic concepts. His main questions are how the economic modernisation of the Viennese court was reflected in the integrating Habsburg Monarchy, how the court shaped its customs policy toward Hungary, and how the production and exports of the Banat (Bánság) and Bačka (Bácska) estates were organised. Another important issue addressed in János Kalmár's study is the alternatives offered by the Hungarian general assemblies; he asserts that a limited group of Hungarian landowners and intellectuals, receptive to reform, actively sought opportunities to engage in trade, even though administrative and infrastructural obstacles undoubtedly posed serious difficulties in this regard.

The three following studies deal with the changes in ethnic relations in the Carpathian basin and the Balkans, investigating the different socio-cultural characteristics of the nationalities living there and their economic role in the emerging economic boom. In his study, Karl-Peter Krauss (Institute of Danube Swabian History and Regional Studies in Tübingen) explores the concept of yield optimisation, drawing on extensive archival materials and employing numerous illuminating examples. He focuses on the economic correspondence of two female members of the Batthyány and Hadik families, which reveals the pure rationality with which the two aristocratic ladies were involved in agricultural production and assessing the fluctuations in the agricultural market. They sought to increase their incomes

by settling German settlers on their estates to increase their yields and boost the productivity of their estates. This approach gives Karl Peter Krauss the opportunity to sketch the profile of an 'average' settler and reflect on the nature of aristocratic representational intentions that resulted from prosperity. Olga Katsiardi-Hering (Department of History and Archaeology, Kapodistrias University) focuses on the question of what types of economic and cultural improvements can be identified in relation to the Orthodox peoples of southeastern Europe between 1718 and 1774. 'Greek merchants' appeared in the region in large numbers, even gaining a foothold in Trieste and Vienna. Beyond the commodity-moving phase of trade, they also held positions related to the organisation of exchange and logistics, the control of market processes and the insurance sector. Their settlement was facilitated by a number of religious and economic privileges granted by Maria Theresa, but from the 1770s onwards, immigration controls were tightened: passports with identity and biometric data were introduced and forced resettlement programmes were launched, creating mixed-population trading communities. Julia Richers (Institute of History, University of Bern) focuses on the economic activities of the Jewish community of Pest, Buda (Ofen) and Óbuda (Alt-Ofen). She traces the process of settlement in the eighteenth and nineteenth centuries and illustrates a hitherto little-mentioned development: the decisive role played by the Hungarian nobility in facilitating the settlement of this population with strong economic ties (e.g. Orczy House), highlighting the differences between the various neighbourhoods. While Pest provided opportunities for Jewish settlement by widening the scope of its legal framework, Buda strongly resisted ethnic diversification.

Rudolf Gräf (Faculty of Economics and Business Administration, Babeş-Bolyai University; Institute of Social Sciences and Humanities, Romanian Academy) draws a sketch of the changing picture of agrarian society during the eighteenth and nineteenth centuries as a result of industrialisation, using Transylvania and Banat as examples. He differentiates between the two regions by noting that in Transylvania, there was no structural change in economic life due to property and tax systems that had remained unchanged for centuries. Conversely, in Banat, in the case of 'greenfield investment,' new industrial crops, animal breeds, agricultural processes, and production techniques emerged in the economic environment of an increasingly capitalising and 'classless' spirit of Josephinism. Irmgard Sedler (Museum of Kornwestheim) examines the self-representation of the military and official elites of Transylvania and Nagyszeben (Sibiu, Hermannstadt), in particular, from an art historical perspective. The argument, supported by numerous illustrations, shows that the newcomers brought with them the Enlightenment ideals of Viennese influence. The taste for late Rococo and Classicist features can be identified in visual-cultural products and furnishings. This intercultural impact had a fertilising effect

on the self-representation of the region's receptive, wealthy, sometimes multi-ethnic elite. Filip Krčmar's (Historical Archive of Zrenjanin) study focuses on the early economic development of Nagybecskerek (Зрењанин/Zrenjanin, Großbetschkerek) during the time when Maria Theresa granted the town free trade and extensive municipal rights, as well as the prospect of free royal city (*libera regia civitas*) status in 1769. The analysis shows how people of different ages made use of this opportunity and how the Queen and a concrete mixer can be put together in the same picture; in other words, how the privilege of Maria Theresa is remembered from the nineteenth century to the present day. Maja Godina Golija (Research Centre of the Slovenian Academy of Sciences) evaluates changes in fashion trends and dress culture using examples from Lower Styria. Her text reveals not only how fashion changed from the late eighteenth century to the early 1900s, but she also points to the fact that fashion is a necessary expression of social status, a representation of social group identity to the outside world. The change in fashion trends slows down as it moves outwards along the centre-periphery axis, and national trends are very much in evidence in the area.

The last two papers deal with different printed materials: Olivia Spiridon (Institute of Danube Swabian History and Regional Studies in Tübingen) tries to describe the everyday life of a small town, Lugos (Lugoj, Lugosch), by analysing a newspaper published periodically from 1853 onwards, while Karin Almasy's (Institute of Slavic Studies, University of Graz) research reviews selected postcards as sources for historical study. Spiridon notes that in the pages of the local newspaper, which also functioned as a mouthpiece for the central government, we find information on crop prices, auctions, local cultural life, and school events, but also lists of foreigners visiting the town, itinerant actors and merchants. Olivia Spiridon explains that the *Lugoser Anzeigers* was an important starting point for the later development of the life of the press in the area, and in its second phase, between 1858 and 1861, it was a more liberal newspaper that reflected more openly on local issues. Karin Almasy explores the visual and linguistic imprints of prosperity and modernisation by analysing postcards published in Lower Styria in the early twentieth century. Illustrated postcards were an extremely popular form of communication in the first decades of the twentieth century, and they deserve the interest of historians as a source in many respects. Almasy identifies traces of the prosperity that resulted from modernising education, transport systems, and production in the region in the small postcards. As a result of the school network that was being built up, the masses could now read and write, which meant that the average person was also involved in the flow of information. The visual messages on the postcards—the roaring locomotives, the modernising urban spaces, the factories—are also a reflection of the belief and pride in progress.

Summarising the content of the studies briefly presented above, we may claim that in addition to the fundamental concepts of the title (prosperity and representation), some other keywords may be taken under consideration, such as modernisation, information flows, and ethnic diversity, which connect the articles in this volume. These latter concepts are derived from the specificities of the region where most of the studies are set, the peripheral areas of the Danube-Carpathian basin, far from Vienna and Pest-Buda. As the editor of the volume, Harald Heppner (University of Graz), notes, there is currently no comparable collection on the subject. Thus, the present selection can be seen as a gap-filler in this respect. It is particularly important to note that, the volume attempts to interpret the economic and socio-cultural changes of the nineteenth and twentieth centuries from their eighteenth-century roots, to provide the reader with links between eras, to identify pre-figurations and to show the trends and developments that resulted from previous historical changes.

