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The Kaiser and His Spouses

Marriage and Political Propaganda on the Illustrated Broadsheets During the Reign  
of Leopold I (1658-1705)

Examples from the Valvasor Collection in Zagreb

This paper refers to nine illustrated broadsheets in the Zagreb Archdiocese Valvasor Collection of prints. They are centered around the marriages of the Emperor Leopold I. and created in the period 1666-1682. The emperor married three times and along with concomitant events these marriages were presented to the public by illustrated broadsheets of an allegorical-symbolic nature. These illustrated broadsheets are typical examples of Baroque communication strategies, targeted for special occasions and the needs of the highest source: the imperial court.