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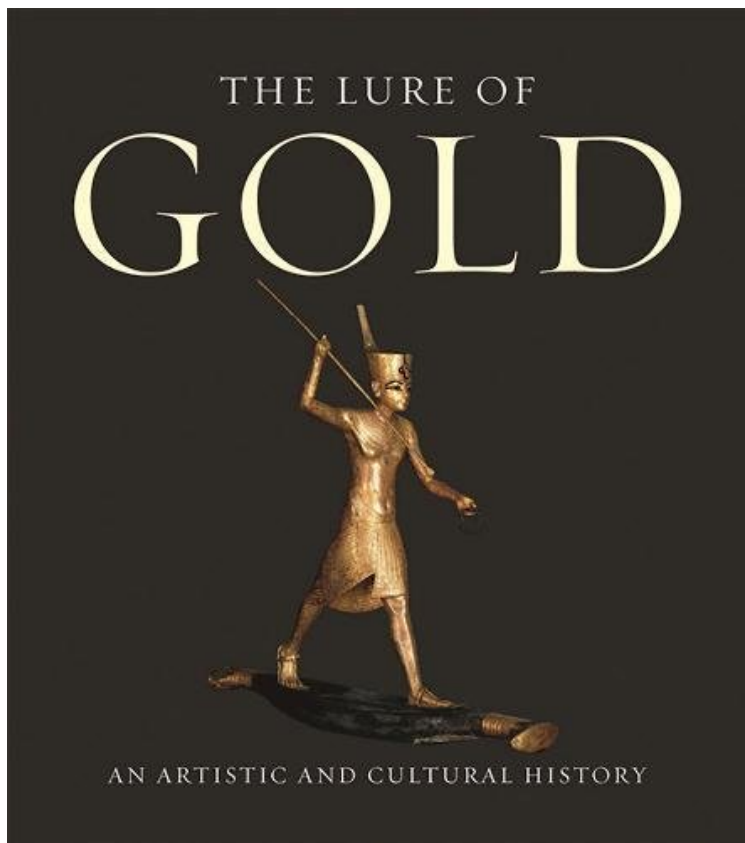
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## **The Lure of Gold: An Artistic And Cultural History**

**Hans-Gert Bachmann : The Lure of Gold: An Artistic And Cultural History** before purchasing it in order to gauge whether or not it would be worth my time, and all praised [The Lure of Gold: An Artistic And Cultural History](#):

1 of 1 people found the following review helpful. Stunning book -By miles Highly detailed, beautifully photographed and deeply researched. The writer's eloquent and intuitive writing makes this a delicious book to own and enjoy. The offered variety and beauty of the photos displayed here will, I am sure, impress everyone. It is very worthy. 1 of 1 people found the following review helpful. A M A Z I N G!!!! By Scarfone Salvatore Leonardo This book is absolutely great. You'll find 500 color images (of best print quality, and many many and many of full and double full page type). Text is very readable also for foreigners (I'm Italian). You'll find gold objects from prehistory to now. Let's see images that I've uploaded on .co.uk site, and you'll know what I'm saying! After reading this amazing book, you'll want to rob a museum!!!! 1 of 4 people found the following review helpful. Nearly three hundred color photos of art objects and relics enhance a detailed, outstanding survey. By Midwest Book Review THE LURE OF GOLD: AN ARTISTIC AND CULTURAL HISTORY tells how the search for gold has shaped mankind from prehistory to modern times. It's a long history and a long story: to best organize the information, THE LURE OF GOLD places each epoch in a different chapter, explaining where people of the era found gold, how they mined and worked it, and how it affected their lives. Nearly three hundred color photos of art objects and relics enhance a detailed, outstanding survey. Diane C. Donovan California Bookwatch

The dazzlingly illustrated story of how the world's most beautiful element has influenced the art, economy, and society of every civilization. When Hesiod, the Greek poet of the eighth century B.C., recounted the history of the world as he understood it, he described the legendary first generation of mortal men, who lived in peace and ease, as the people of gold. Nearly three millennia later, we still refer to a particularly happy or prosperous era as a golden age. The reason Hesiod's metaphor translates so perfectly into our own idiom is that the mystique of gold, the quintessential precious metal, is truly universal. The very scarcity of gold accounts for part of its allure and much of its monetary value: the total volume of gold ever mined, from prehistory to the present day, would probably fit inside a cube with sides just twenty yards (18 m) long. Yet gold's incredible material properties also contribute to its appeal. Gold does not corrode, so it never loses its brilliant luster, and it can be chased, embossed, punched, drawn into wires, hammered foil-thin, and shaped in countless other ways. This engaging book reveals that the ways in which gold, in turn, has shaped humanity are no less numerous. Since prehistory, for example, artisans have fashioned gold into ritual objects and high-status ornaments; beginning in the sixth century B.C., gold served as currency; and even in the modern era it has encouraged wars of conquest and triggered frantic gold rushes. Each chapter is devoted to one historical epoch, explaining how people of that time mined and refined gold, and how they used it for cultural and economic purposes.

Two hundred gorgeous color photographs illustrate golden objects as diverse as the funerary masks of Tutankhamen; intricate Celtic jewelry; a figurine of El Dorado, a pre-Columbian chief said to ritualistically cover his entire body in gold dust; bejeweled medieval reliquaries and crucifixes; and even Gustav Klimt's gold-drenched canvas *The Kiss*. With its authoritative yet lively text and these arresting illustrations, *The Lure of Gold* sets, as it were, the gold standard for books on material culture.

From Booklist  
Humankind has long treasured gold for the beauty of its radiance and associated it with divinity, thanks to gold's immunity from corrosion and seeming immortality. As geoscientist and archaeologist Bachmann so engagingly documents in this resplendent art book, for six millennia this wonderfully malleable metal has been crafted with skill and exquisite taste to create objects of veneration and adornment in cultures all around the planet. So finely wrought are the coins, mosaics, reliquaries, sculpture, and jewelry displayed in this appealing volume's superb photographs, they seem beyond the skills of mere mortals. Not that Bachmann glosses over the fact that gold has also been a curse, arousing greed and lust and instigating brutal conquests and exploitation. As he works his way forward in time, Bachmann explains the rare metal's properties, sources, and processing and charts its elaborate mythology.

Much like the Silk Road, as the gold trail wends its way from Bulgaria's Black Sea coast to ancient Egypt and Mesopotamia, Rome, Africa's Gold Coast, India, Asia, Central and South America, and Europe, it maps the interconnectivity of world cultures. Donna Seaman  
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Praise for *The Lure of Gold: The Editors Pick for Holiday Books* (2006): This book is full of treasures; it is likely the wealth of sumptuous, glimmering illustrations—crowns, small sculptures of hunters, animals and goddesses, coins, ceremonial armor, and all manner of exquisitely designed jewelry—that make this volume invaluable. The text is eminently readable, yet dense with history. Art New England "With nearly 300 images of jewelry, coins, religious artifacts and more, the book zips through world history as seen in gold's reflected gleam. Mr. Bachmann begins in the Bronze Age but is at his most fascinating when the tour reaches Europe during the first millennium." The Wall Street Journal  
Pizzaro might have slit your throat for *The Lure of Gold* (Abbeville). A savvy text relates mankind's venerably irrational mania for the gleaming stuff. The full-page photos bring on a Fred C. Dobbs mood: a gilt-clad temple in Kyoto, Mycenaean masks, Egypt's Tut, gold-drunk Versailles, a lovable Colombian toy raft made entirely of the sunburst metal. San Diego Tribune "In *The Lure of Gold* (Abbeville) archaeometallurgist Hans-Gert Bachmann journeys through six glittering millennia of artistic and cultural history, from Egypt's gold-tipped obelisks to the Kremlin's gilded dome. This lavishly illustrated book examines the meanings of gold across civilizations, as well as techniques for working the radiant and durable metal. Find out how compositions on Celtic coins foreshadowed Art Deco motifs and how the same material that once legitimized powerful rulers has become Snoopy Dog's bling."

Archaeology magazine