

Contents

Preface	7
 Introduction: Fantasy between Text and Image	
Neomedieval Patterns of Visualization	
<i>Hans Rudolf Velten</i>	9
 Aesthetics without Pictures?	
(Literary) Book Illustration between High and Low Culture	
<i>Mirja Beck</i>	23
 The Visual Realization of Fantastic Worlds in Book Cover Design	
<i>Melanie Korte</i>	37
 Beautiful and Sublime – and Never Mind the Pointed Ears	
Visualising the Elves throughout the Centuries	
<i>Thomas Honegger</i>	51
 Visualizing the Never-Seen	
Models of Time, Space and History in Fantasy Cartography	
<i>Judith Klinger</i>	81
 The Fantasy Novel as Commodity	
The Aesthetics of a Neomedieval Book Design	
<i>Theresa Specht</i>	121
 Medievalist Aesthetics and Marketing Strategies	
Some Thoughts on Cover Design from the 1980s to the Present	
<i>Miriam Strieder</i>	143

William Morris's Medievalist Visual Aesthetics and its Persistence in Fantasy
Hans Rudolf Velten 175

Unicorns in Contemporary Popular Culture
Joseph Imorde 205

Fantasy Medievalism
On the Aesthetic of the Mythical
Racha Kirakosian 217

Reception of Medieval Literature in Science Fiction Series
Isabella Managò 239

Biobibliographical Information 261