Abstract
This paper inquires the emergency of modern individualism and the role of Botticelli´s Primavera in their initial imaginary development. The focus is placed on four analytical levels: (1) the level of difference in a superficial representative naturalist order between human figures; (2) the level on contrast between human realism and unnatural stage; (3) the allegorical level; (4) the historical level and the Florentine riddle in the 15th century. Within this context this paper summarizes Botticelli´s contribution to discovery of modern individualism and its historical implications.

Keywords
Botticelli  modern individualism  secular imaginative  spiritual subject  Renaissance