

Cambridge University Press

978-1-107-04374-9 - Globalisation and the Roman World: World History, Connectivity and Material Culture

Edited by Martin Pitts and Miguel John Versluys

Frontmatter

[More information](#)

GLOBALISATION AND THE ROMAN WORLD

World history, connectivity and material culture

This book explores a new perspective for understanding the Roman world, using connectivity as a major point of departure. Globalisation is apparent in increased flows of objects, people and ideas, and in the creation of translocal consciousness in everyday life. Based on these criteria, there is a case for globalisation in the ancient Roman world. Essential for anyone interested in Romanisation, this volume provides the first sustained critical exploration of globalisation theories in Roman archaeology and history. It is written by an international group of scholars who address a broad range of subjects, including Roman imperialism, economics, consumption, urbanism, migration, visual culture and heritage. The contributors explore the implications of understanding material culture in an interconnected Roman world, highlighting several novel directions for future research.

Martin Pitts is Senior Lecturer in the Department of Classics and Ancient History at the University of Exeter. Specialising in the quantitative analysis of consumption patterns, his research addresses the origins of mass consumption and the role of artefacts in large-scale historical processes and how such processes impacted on local cultural practices. Although his focus is on the northwestern Roman Empire, he has also published on consumption in the seventeenth, eighteenth and twentieth centuries. He is co-author, with Dominic Perring, of *Alien Cities: Consumption and the Origins of Urbanism in Roman Britain*. He has published articles in the *American Journal of Archaeology*, the *European Journal of Archaeology*, the *Journal of Anthropological Archaeology*, *Britannia* and the *Journal of World-Systems Research*.

Miguel John Versluys is Associate Professor of Classical and Mediterranean Archaeology at the University of Leiden. In 2010, he obtained a VIDI grant from the Netherlands Organisation for Scientific Research to build his own research group, Cultural Innovation in a Globalising Society: Egypt in the Roman World. In 2011, he was a guest professor at Université de Toulouse II – Le Mirail. In 2013, he received the Zenobia Essay Prize. His main research interest is cultural interaction in the Hellenistic and Roman Mediterranean. He has published many articles in international journals and is the author of several books, including *Egyptian Gods in the Hellenistic and Roman Mediterranean: Image and Reality Between Local and Global* (2012).

Cambridge University Press

978-1-107-04374-9 - Globalisation and the Roman World: World History, Connectivity
and Material Culture

Edited by Martin Pitts and Miguel John Versluys

Frontmatter

[More information](#)

Cambridge University Press

978-1-107-04374-9 - Globalisation and the Roman World: World History, Connectivity
and Material Culture

Edited by Martin Pitts and Miguel John Versluys

Frontmatter

[More information](#)

GLOBALISATION AND THE ROMAN WORLD

*World history, connectivity and
material culture*

EDITED BY

Martin Pitts

University of Exeter

Miguel John Versluys

University of Leiden



CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press
978-1-107-04374-9 - Globalisation and the Roman World: World History, Connectivity
and Material Culture
Edited by Martin Pitts and Miguel John Versluys
Frontmatter
[More information](#)

CAMBRIDGE
UNIVERSITY PRESS

32 Avenue of the Americas, New York, NY 10013-2473, USA

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of
education, learning and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9781107043749

© Cambridge University Press 2015

This publication is in copyright. Subject to statutory exception
and to the provisions of relevant collective licensing agreements,
no reproduction of any part may take place without the written
permission of Cambridge University Press.

First published 2015

Printed in the United States of America

A catalog record for this publication is available from the British Library.

ISBN 978-1-107-04374-9 Hardback

Cambridge University Press has no responsibility for the persistence or accuracy of
URLs for external or third-party Internet Web sites referred to in this publication
and does not guarantee that any content on such Web sites is, or will remain,
accurate or appropriate.

Cambridge University Press

978-1-107-04374-9 - Globalisation and the Roman World: World History, Connectivity
and Material Culture

Edited by Martin Pitts and Miguel John Versluys

Frontmatter

[More information](#)

CONTENTS

<i>Contributor biographies</i>	<i>page</i> vii
<i>Acknowledgements</i>	ix
Part I Introduction	
1 Globalisation and the Roman world: perspectives and opportunities <i>Martin Pitts and Miguel John Versluys</i>	3
2 Post-colonial and global Rome: the genealogy of empire <i>Richard Hingley</i>	32
Part II Case studies	
3 Globalisation and the Roman economy <i>Neville Morley</i>	49
4 Globalisation, circulation and mass consumption in the Roman world <i>Martin Pitts</i>	69
5 The global and the local in the Roman empire: connectivity and mobility from an urban perspective <i>Ray Laurence and Francesco Trifilò</i>	99
6 Polybius's global moment and human mobility through ancient Italy <i>Elena Isayev</i>	123
7 Roman visual material culture as globalising <i>koine</i> <i>Miguel John Versluys</i>	141
8 <i>OIKOYMENH</i> : <i>longue durée</i> perspectives on ancient Mediterranean 'globality' <i>Michael Sommer</i>	175

Cambridge University Press

978-1-107-04374-9 - Globalisation and the Roman World: World History, Connectivity
and Material Culture

Edited by Martin Pitts and Miguel John Versluys

Frontmatter

[More information](#)

– Contents –

9	Globalisation and Roman cultural heritage <i>Robert Witcher</i>	198
Part III Perspectives		
10	Ancient Rome and globalisation: decentring Rome <i>Jan Nederveen Pieterse</i>	225
11	Global, local and in between: connectivity and the Mediterranean <i>Tamar Hodos</i>	240
	<i>Works cited</i>	255
	<i>Index</i>	295

Cambridge University Press

978-1-107-04374-9 - Globalisation and the Roman World: World History, Connectivity and Material Culture

Edited by Martin Pitts and Miguel John Versluys

Frontmatter

[More information](#)

CONTRIBUTOR BIOGRAPHIES

Dr Tamar Hodos

Department of Archaeology and Anthropology, University of Bristol

Material Culture and Social Identities in the Ancient World (with Shelley Hales; Cambridge, 2010)

Professor Richard Hingley

Department of Archaeology, Durham University

Globalizing Roman Culture: Unity, diversity and empire (Routledge, 2005)

Dr Elena Isayev

Department of Classics and Ancient History, University of Exeter

Ancient Italy: Regions without boundaries (with Guy Bradley and Corinna Riva, University of Exeter Press, 2007)

Professor Ray Laurence

Classical & Archaeological Studies, University of Kent

The City in the Roman West c. 250 BC–c. AD 250 (with Simon Esmonde Cleary and Gareth Sears; Cambridge, 2010)

Professor Neville Morley

Department of Classics & Ancient History, University of Bristol

Antiquity and Modernity (Blackwell, 2008)

Professor Jan Nederveen Pieterse

University of California, Santa Barbara

Globalization and Culture: Global mélange (Rowman and Littlefield, 2009)

Dr Martin Pitts

Department of Classics and Ancient History, University of Exeter

Alien Cities: Consumption and the origins of urbanism in Roman Britain (with Dominic Perring; Spoilheap Monograph 7, 2013)

Cambridge University Press

978-1-107-04374-9 - Globalisation and the Roman World: World History, Connectivity
and Material Culture

Edited by Martin Pitts and Miguel John Versluys

Frontmatter

[More information](#)

– Contributor biographies –

Dr Michael Sommer

Institut für Geschichte, Carl von Ossietzky Universität

*Roms orientalische Steppengrenze. Palmyra – Edessa – Dura Europos –
Hatra* (Franz Steiner Verlag, 2005)

Dr Francesco Trifilò

Classical & Archaeological Studies, University of Kent

Understanding Age in the Western Roman Empire: An epigraphic study
(with Ray Laurence; in preparation)

Dr Miguel John Versluys

Faculty of Archaeology, Leiden University

Isis on the Nile: Egyptian gods in Hellenistic and Roman Egypt (with
Laurent Bricault; Brill, 2010)

Dr Robert Witcher

Department of Archaeology, Durham University

‘Life of an Ancient Monument: Hadrian’s wall in history’ (*Antiquity* 86
(2012) 760–71, with R. Hingley and C. Nesbitt)

Cambridge University Press

978-1-107-04374-9 - Globalisation and the Roman World: World History, Connectivity
and Material Culture

Edited by Martin Pitts and Miguel John Versluys

Frontmatter

[More information](#)

ACKNOWLEDGEMENTS

This volume benefitted from a long genesis, with the idea arising following conversations between the editors and other contributors at the Theoretical Archaeology Conferences (TRAC) held in Amsterdam (2008) and Oxford (2010). The main impetus was a two-day workshop held at the Devon and Exeter Institution in April 2011, for which we are indebted to the financial assistance provided by the Department of Classics and Ancient History and the College of Humanities at the University of Exeter.

Martin Pitts would like to thank Professor Stephen Mitchell for advice and practical assistance with the organisation of the Exeter workshop, as well as his intellectual input at the event. He also thanks Classics and Ancient History students at Exeter who trialled an early draft of this book in 2013. Their varied reactions provoked some unexpected new perspectives and helped improve the overall clarity of the volume.

Miguel John Versluys would like to thank the Netherlands Organisation for Scientific Research (NWO) for granting him a VIDI project entitled ‘Cultural innovation in a globalising society: Egypt in the Roman world’, of which this book is a result; as well as Frederick G. Naerebout for the many fierce debates on ‘globalisation’ and the Roman world, and Thomas Späth for his kind invitation to the Center for Global Studies in Bern.

Both editors would like to thank the contributors to this book for their various forms of criticism and their intellectual engagement. For the editing process we are especially indebted to Tamar Hodos and two anonymous reviewers, as well as to Beatrice Rehl and her editorial team at Cambridge University Press. We thank Antonio Montesanti for contributing several illustrations, notably Fig. 1, and Marike van Aerde for her assistance with the editing and indexing of the volume.

Exeter & Leiden, November 2013