

## SOUVENIRS AND THE EXPERIENCE OF EMPIRE IN ANCIENT ROME

In this book, Maggie L. Popkin offers an in-depth investigation of souvenirs, a type of ancient Roman object that has been understudied and is unfamiliar to many people. Souvenirs commemorated places, people, and spectacles in the Roman Empire. Straddling the spheres of religion, spectacle, leisure, and politics, they serve as a unique resource for exploring the experiences, interests, imaginations, and aspirations of a broad range of people – beyond elite, metropolitan men – who lived in the Roman world. Popkin shows how souvenirs generated and shaped memory and knowledge, as well as constructed imagined cultural affinities across the empire's heterogeneous population. At the same time, souvenirs strengthened local identities, but excluded certain groups from the social participation that souvenirs made available to so many others. Featuring a full illustration program of 137 color and black-and-white images, Popkin's book demonstrates the critical role that souvenirs played in shaping how Romans perceived and conceptualized their world, and their relationships to the empire that shaped it.

Maggie L. Popkin is Robson Junior Professor and Associate Professor of Art History in the Department of Art History and Art at Case Western Reserve University. She is the author of *The Architecture of the Roman Triumph: Monuments, Memory, and Identity* (Cambridge University Press, 2016) and numerous articles on Greek and Roman art and architecture. She has received fellowships from the Fulbright Organization and the National Endowment for the Humanities, and is a Fellow of the American Academy in Rome.

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MAGGIE L. POPKIN

Case Western Reserve University, Ohio



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*To Elliot, Toby, and Max*

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During my first semester as an MA student at the Institute of Fine Arts at New York University, I took a seminar with Katherine Welch in which I wrote my final paper on Puteoli (modern Pozzuoli on the Bay of Naples). It was here that I first encountered the remarkable glass flasks engraved with scenes of Puteoli and neighboring Baiae (modern Baia). By the end of that semester, I knew that these flasks were fascinating, and I was sure that there was more to be said about them than had been said, though at the time I wasn't sure what. The glass flasks receded to the recesses of my mind, replaced by the monumental triumphal architecture in Rome that formed the subject of my dissertation and first book. As my research on the architecture of the Roman triumph increasingly focused on how public architecture shaped individual and historical memory, however, I began to wonder how smaller, more personal objects might have shaped popular memories and group identities in antiquity. I began to think again about the glass flasks as things meant to evoke personal experiences and capable of shaping memories of Pozzuoli and Baiae: that is, as souvenirs. I soon found an extensive range of souvenirs from the Roman Empire: physically small but nonetheless valued personal possessions that facilitated cultural interaction and exchange, and shaped the impact of empire in the Roman world.

I feel a little as though I have come full circle, as I see in print a book the seeds of which were planted in the first course I ever took on Roman art and archaeology. I have accrued many debts in the writing of this book, not least to Katherine Welch for first introducing me to Puteoli and Baiae. Several colleagues and friends generously read individual chapters or the entire manuscript in draft form and offered thoughtful criticism and suggestions that have dramatically improved this book: Henry Adams, Evelyn Adkins, Erin Benay, Brian Clites, Lauren Ginsberg, Tina Howe, Jessica Hughes, Anne Hrychuk Kontokosta, Catherine Osborne, and Lindsay Sheedy. Others discussed Roman souvenirs of all shapes and sizes, as well as related themes, with me, sharing their insights and sharpening my own: Susan Ludi Blevins, Tolly Boatwright, Betsy Bolman, Tom Carpenter, Matthew Ellis, Karl Galinsky, Elina Gertsman, Dillon Gisch, Paul Hay, Peter Knox, Lynne Lancaster, Evan Levine, Rebecca Levitan, Jasmine Mitchell, Jenifer Neils, Diana Ng, Eric

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Kimberly Cassibry's book, *Destinations in Mind: Portraying Places on the Roman Empire's Souvenirs* (Oxford, 2021), was published just as I submitted this manuscript for production. I regret that her book is therefore absent from the following pages, because I admire Cassibry's work greatly and find it consistently thought-provoking and eye-opening. She once told me she hoped our projects would persuade our disciplines that seemingly ordinary objects of material culture can sustain as much debate and as many varied approaches as canonical artworks and monuments. I could not agree more, and I hope that this book, along with Cassibry's, stimulates further work on Roman souvenirs and memorabilia.

I completed this book in the time of Covid-19, when the pandemic upended my life in ways I could not have imagined. I have never been more grateful for my friends in Cleveland and elsewhere, who found ways to make the pandemic feel so much less isolating; for my parents, Grace and David, who shared with me and my husband the joy and the challenges of caring for children during a pandemic; for my children, Toby and Max, who mostly managed to stay out of my office when I was on Zoom and managed to make me laugh when I was off it, and who continuously amaze me with their creativity, goofiness, curiosity, and intelligence; and for my husband, Elliot, from whom our children inherited much of their creativity, goofiness, curiosity, and intelligence. Elliot has supported me in ways only he knows. He is the best partner in the world, I could not have written this book without him, and I love him. Period.



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Map 1. The Roman Empire and Central Asia with sites mentioned in the main text of the book. Drawing: Evan Levine.



Map 1. (cont.)

TABLE I *Concordance of ancient sites in the Roman Empire mentioned in the main text and their modern equivalents\**

Ancient site	Modern name
Alexandria	Alexandria, Egypt
Ampurias	Empúries, Spain
Antaradus	Tartus, Syria
Anticaria	Antequera, Spain
Antioch	Antakya, Turkey
Apulum	Alba Iulia, Romania
Aquae Apollinares	Vicarello, Italy
Aquae Sulis	Bath, England
Aquileia	Aquileia, Italy
Arelate	Arles, France
Asturica Augusta	Astorga, Spain
Athenae	Athens, Greece
Augusta Emerita	Mérida, Spain
Augusta Treverorum	Trier, Germany
Augustodunum	Autun, France
Aventicum	Avenches, Switzerland
Baiae	Baia, Italy
Berenice	Benghazi, Libya
Brixia	Brescia, Italy
Caesaraugusta	Zaragoza, Spain
Calagurris	Calahorra, Spain
Camulodunum	Colchester, England
Capua	Capua, Italy
Carnuntum	Petronell-Carnuntum, Austria
Carthago	Carthage, Tunisia
Clastidium	Casteggio, Italy
Colonia Claudia Ara Agrippinensium	Cologne, Germany
Colonia Ulpia Traiana	Xanten, Germany
Conimbriga	Condeixa-a-Nova, Portugal
Constantinople	Istanbul, Turkey
Corinthus	Corinth, Greece
Cyrene	Shahhat, Libya
Delos	Delos, Greece
Delphi	Delphi, Greece
Deva Victrix	Chester, England
Durocassium	Dreux, France
Durocortorum	Reims, France
Eldana	Saldaña, Spain
Ephesus	Selçuk, Turkey
Epidauros	Epidauros, Greece
Gades	Cádiz, Spain
Gerasa	Jerash, Jordan
Gerunda	Gerona, Spain
Herculaneum	Ercolano, Italy
Hierapolis	Kastabala, Turkey
Jerusalem	Jerusalem, Israel

(continued)

TABLE I (continued)

Ancient site	Modern name
Kartheia	Kea, Greece
Kellis	Ismant-el-Kharab, Egypt
Knidos	Knidos, Turkey
Kos	Kos, Greece
Leptis Magna	Khoms, Libya
Leukosia	Nicosia, Cyprus
Londinium	London, England
Lugdunum	Lyon, France
Memphis	Mit-Rahinah, Egypt
Messene	Messina, Italy
Misenum	Miseno, Italy
Mogontiacum	Mainz, Germany
Myrina	Sandarlik, Turkey
Nemausus	Nîmes, France
Nemrud Dağ	Nemrud Dağ, Turkey
Nola	Nola, Italy
Noviomagus	Nijmegen, Netherlands
Nuceria	Nocera Superiore, Italy
Olympia	Archaia Olympia, Greece
Ostia	Ostia Antica, Italy
Patras	Patras, Greece
Piombino	Populonia, Italy
Poetovio	Ptuj, Slovenia
Pompeii	Pompei, Italy
Praetorium Agrippinae	Valkenburg, Netherlands
Priene	Güllübahçe, Turkey
Puteoli	Pozzuoli, Italy
Rhodos	Rhodes, Greece
Roma	Rome, Italy
Samarobriva	Amiens, France
Scarbantia	Sopron, Hungary
Skopelos	Skopelos, Greece
Spina	Comacchio, Italy
Tarraco	Tarragona, Spain
Tarsus	Tarsus, Turkey
Theate	Chieti, Italy
Thebes	Luxor, Egypt
Thysdrus	El Djem, Tunisia
Tolbiacum	Zülpich-Ülpenich, Germany
Tralles	Aydın, Turkey
Urso	Osuna, Spain
Vienna	Vienne, France
Vindolanda	Bardon Mill, England
Vindonissa	Windisch, Switzerland
Zeugma	Gaziantep, Turkey

\* Sites mentioned in the main text without a known ancient equivalent are not listed in this table but appear on Map 1.

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