

# Ideology

of the Augustan regime



# Ideology

Gemma Augustea  
beginning 1<sup>st</sup> c. A.D.  
19 by 23 cm



# Ideology



*Raising the Flag  
on Iwo Jima  
23<sup>rd</sup> February 1945*



# Ideology

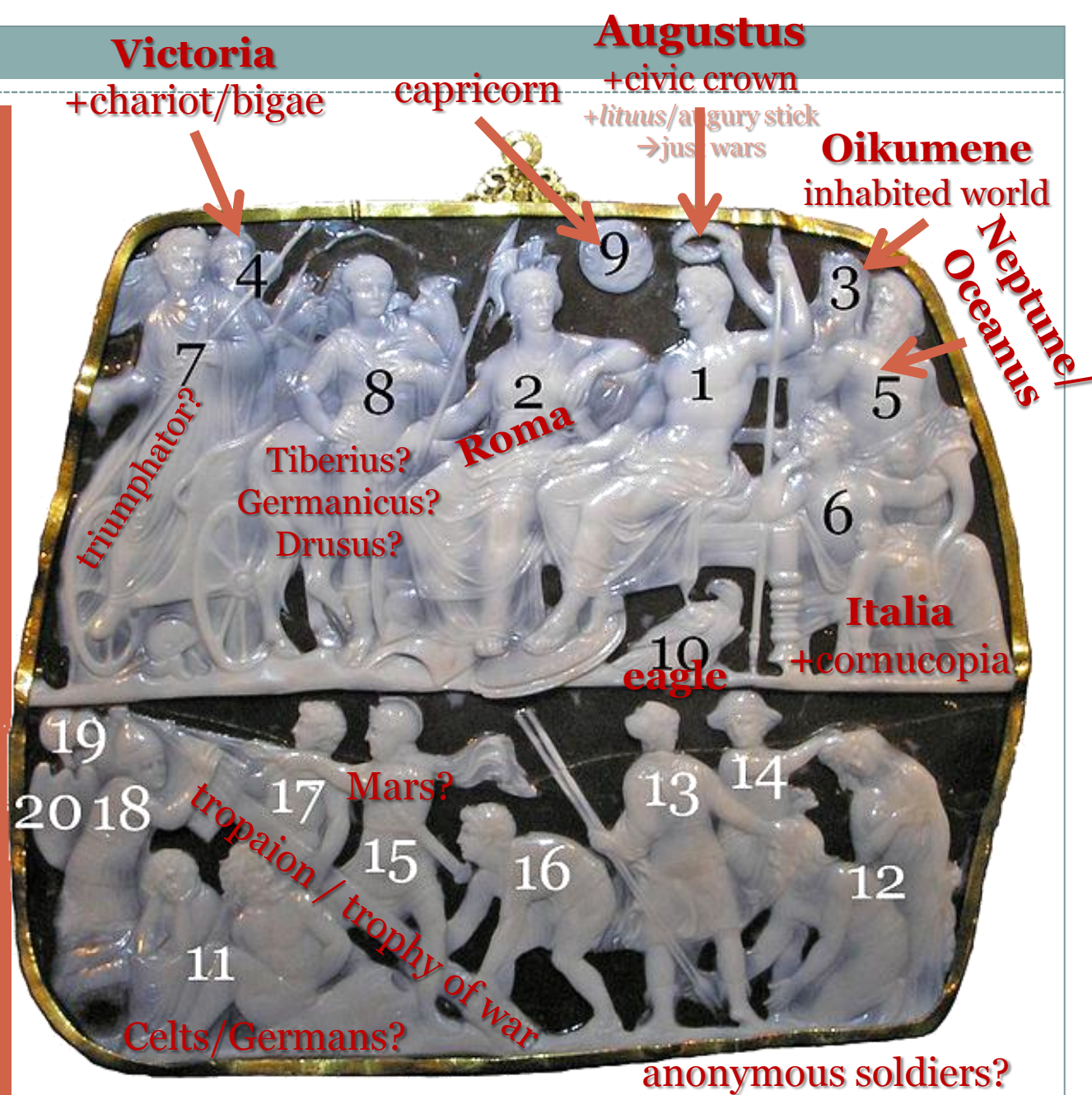
Centre: Augustus  
divine honours

Prosperity to the land

Ruling the known world

Victory

Pax

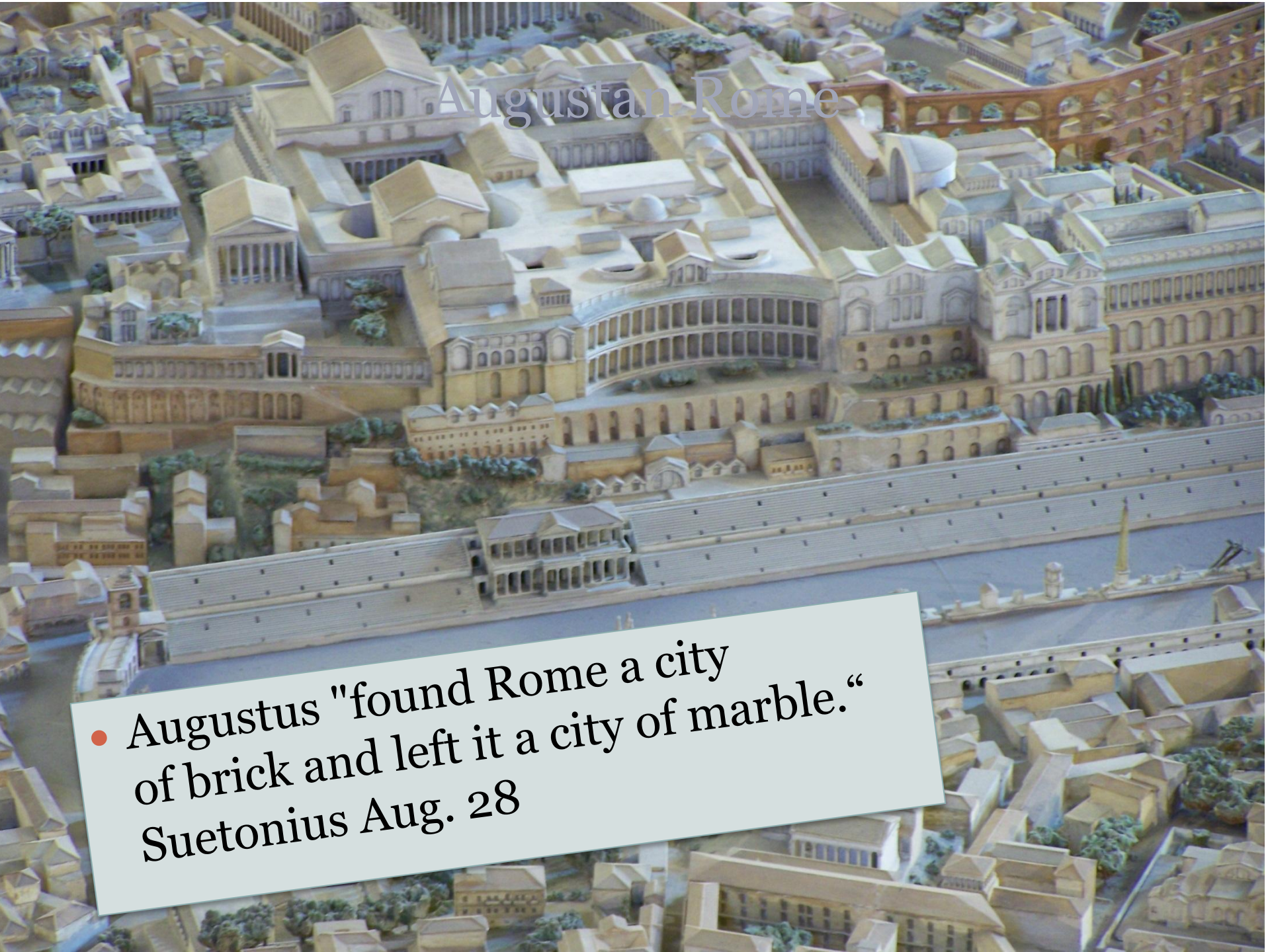


## Ideology



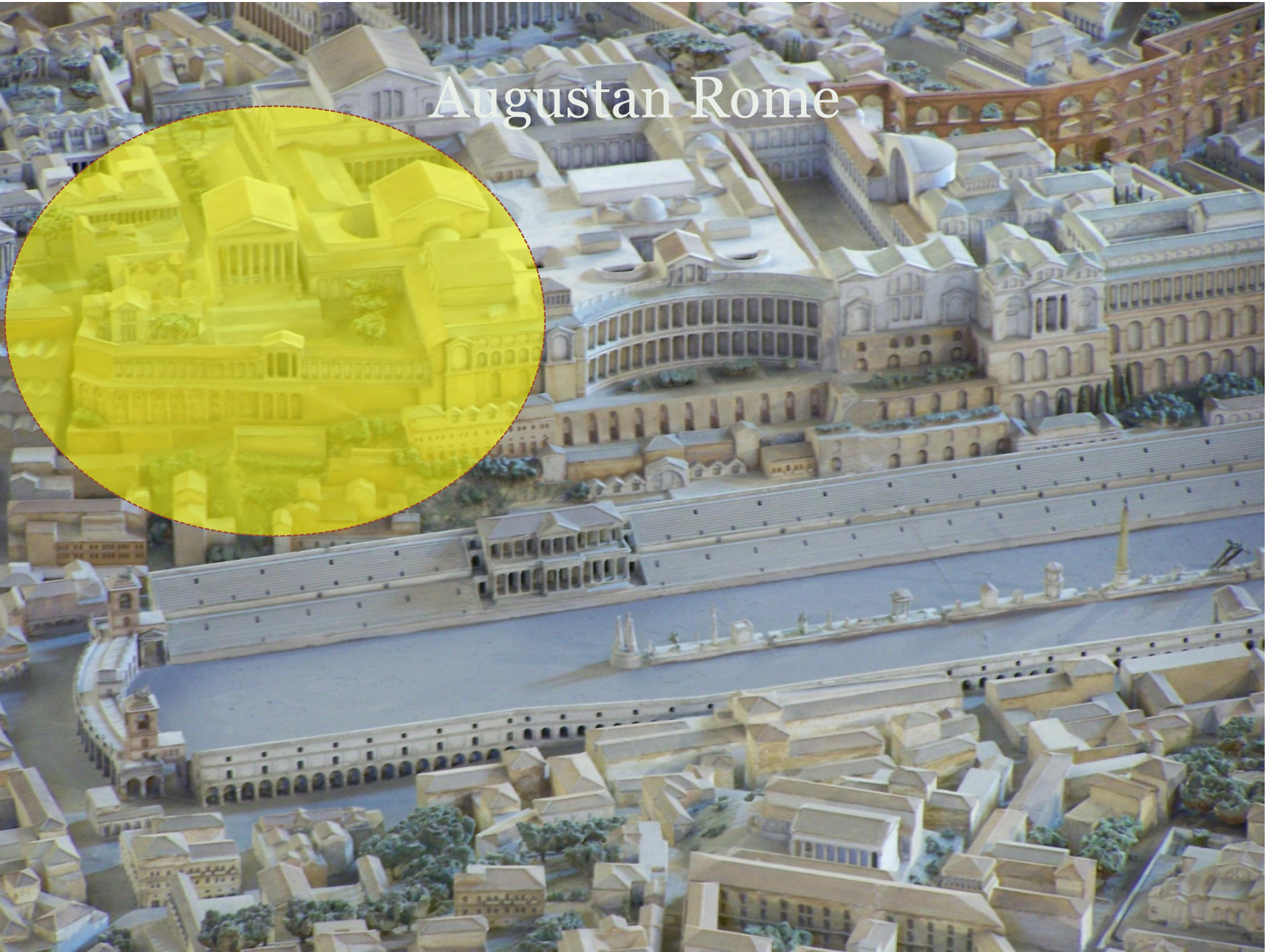
- Ideology & ‘Propaganda’ of Augustus and his ‘regime’
  - Augustus’ self-display
    - ✦ piety, clemency, “divine”
  - Augustus’ dynasty present in Rome
  - Victory
  - Religious Piety
  - Peace – Pax Augusta / Pax Romana
  - Prosperity
  - Morality
  - Rome & World Domination

# Augustan Rome

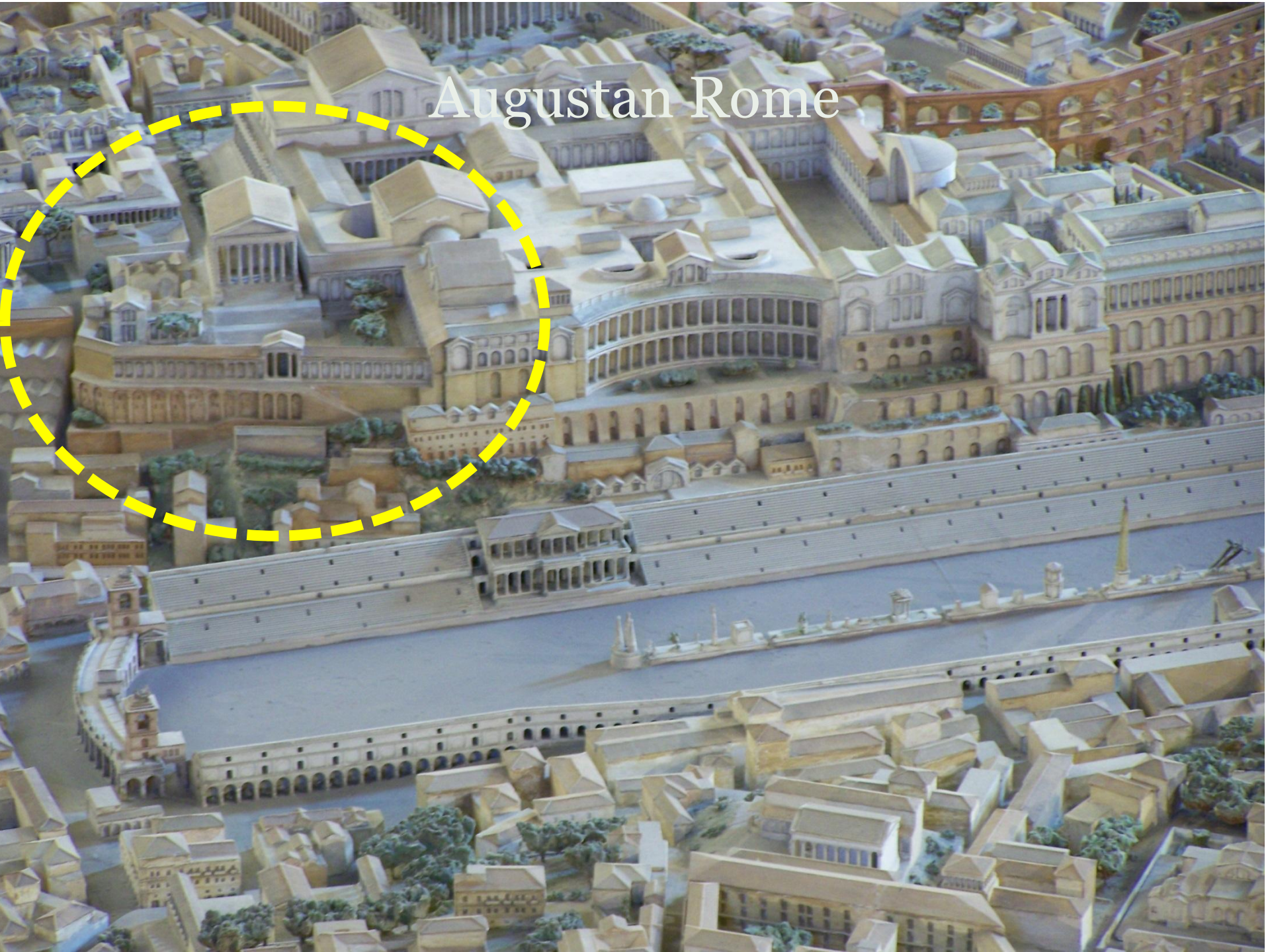
A detailed model of Augustan Rome, showing the city's layout with the Tiber River, the Colosseum, and various temples and public buildings. The model is made of light-colored material, possibly plaster or wood, and is set against a dark background. The Tiber River flows through the center of the city, with the Colosseum and other major structures built along its banks. The model captures the essence of the city's grandeur and the architectural achievements of the Augustan era.

- Augustus "found Rome a city of brick and left it a city of marble."  
Suetonius Aug. 28

# Augustan Rome



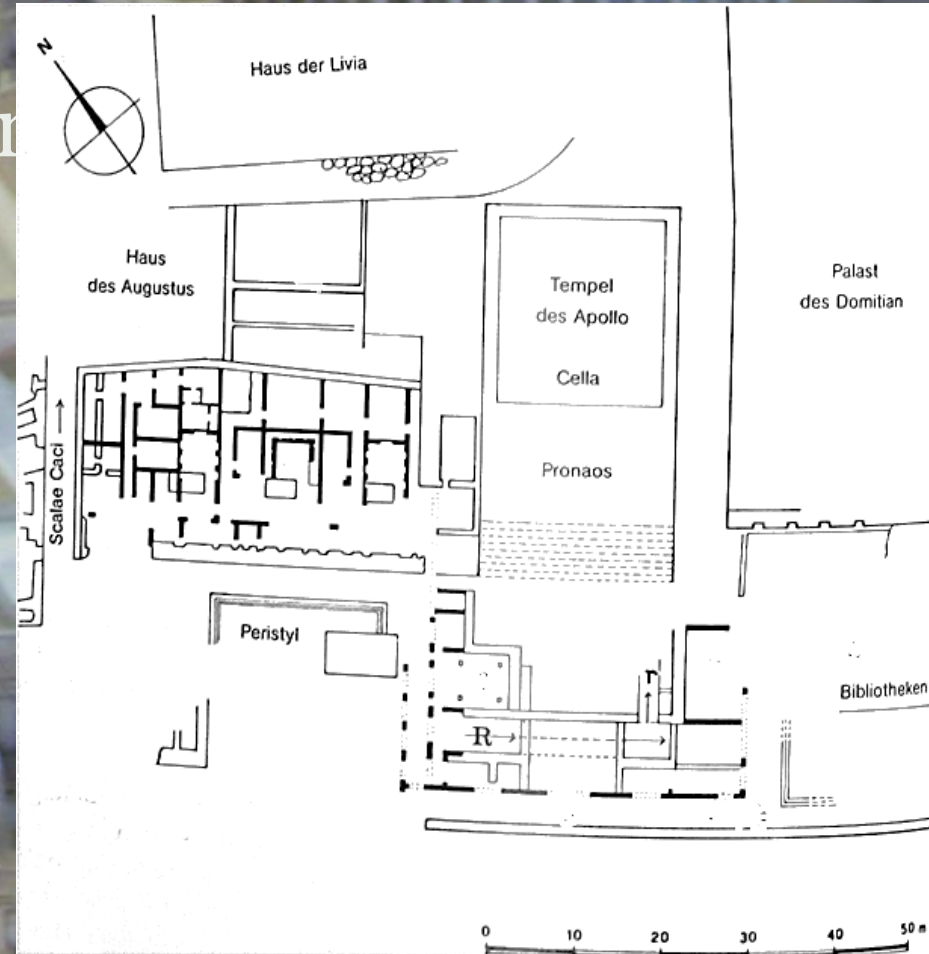
# Augustan Rome



# Augustan Rome

- House of Augustus on the Palatine
- 27 B.C.: honours for Augustus at his house
- Augustus melts down statues in his honour and turns them into tripods for Apollo
- Apollo: Augustus' patron god
- House and Apollo temple merge...

# Augustan



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- 27 B.C.: honours for Augustus at his house
- Augustus melts down statues in his honour and turns them into tripods for Apollo
- Apollo: Augustus' patron god
- House and Apollo temple merge...

- ❖ Vowed by Octavian in return for the victory over Sextus Pompeius (36 BC) and over Mark Antony (31 BC)  
Built on a site where lightning bolt had struck the interior of Augustus' property on the Palatine.
- ❖ Dedicated: 9<sup>th</sup> October 28 B.C.
- ❖ Centre of the *ludi saeculares* in 17 BC



# Augustus

- Secular Games / *Ludi Seculare*
- 17 B.C.: revived by Augustus
  - every 110 years
  - key roles: Augustus and Agrippa (as *quindecimviri*)
  - Horace: *Carmen Seculare*  
focus on Palatine deities Apollo and Diana (→Augustus)
- Golden Age
  - era of great peace, security and prosperity

## Virgil Eclogue ll.5-8

*Now the last age by Cumae's Sibyl sung  
Has come and gone, and the majestic roll  
Of circling centuries begins anew:  
Astraea returns,  
Returns old Saturn's reign,  
With a new breed of men sent down from  
heaven*

## Ovid Metamorphoses

*The Golden Age was first; when Man, yet  
new,  
No rule but uncorrupted Reason knew:  
And, with a native bent, did good pursue.  
Unforc'd by punishment, un-aw'd by fear.  
His words were simple, and his soul  
sincere;  
Needless was written law, where none  
opprest:  
The law of Man was written in his breast*



# Augustan Rome

- Augustus' Religious Piety
- Horace (*Carm.* 3.6.1-4):

'although undeserving, you, Romans, shall suffer for the transgressions of your ancestors until you have repaired the temples and falling shrines of the gods and statues filthy from the black smoke'.

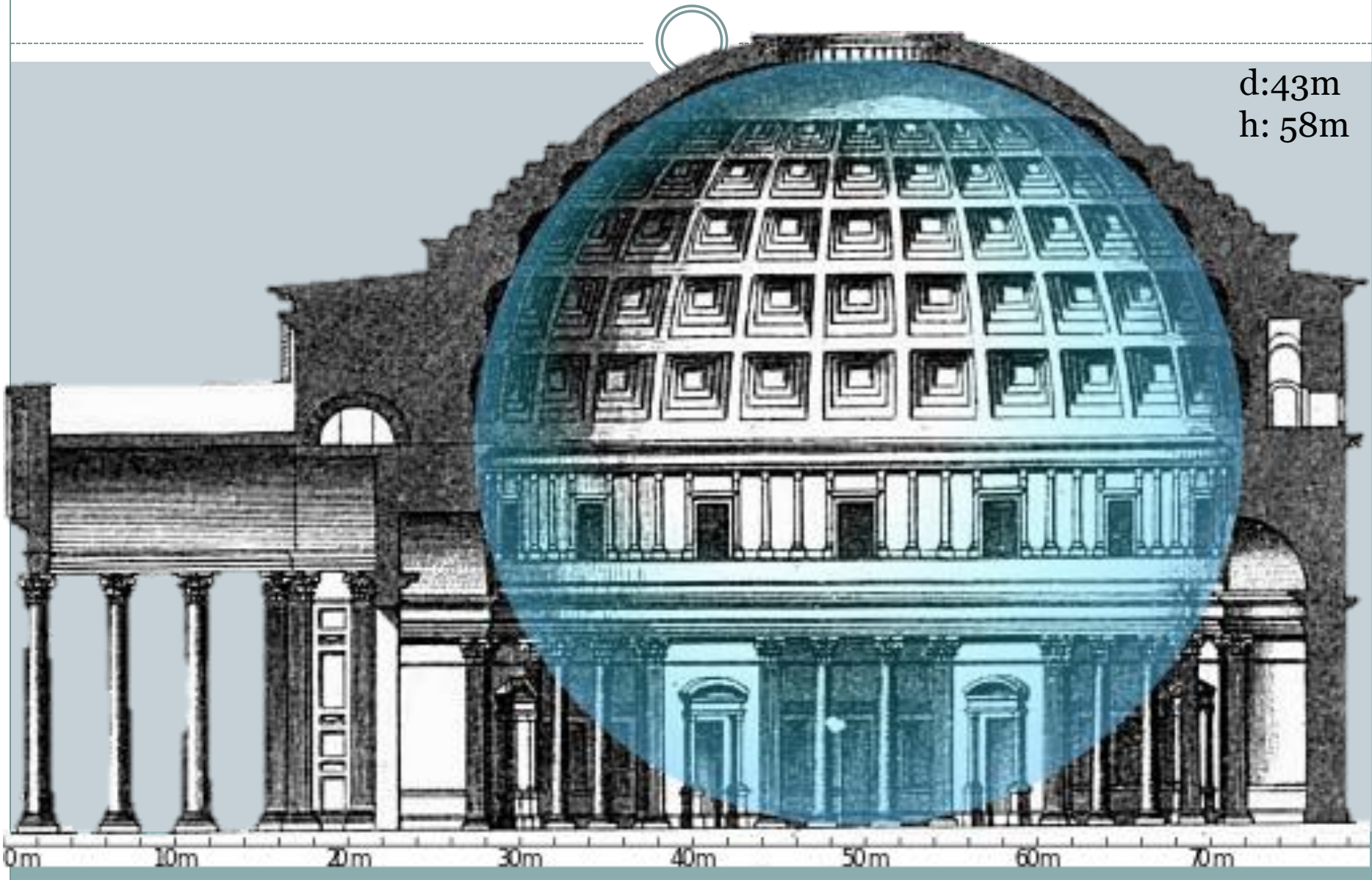


# Pantheon (< Πανθεον)

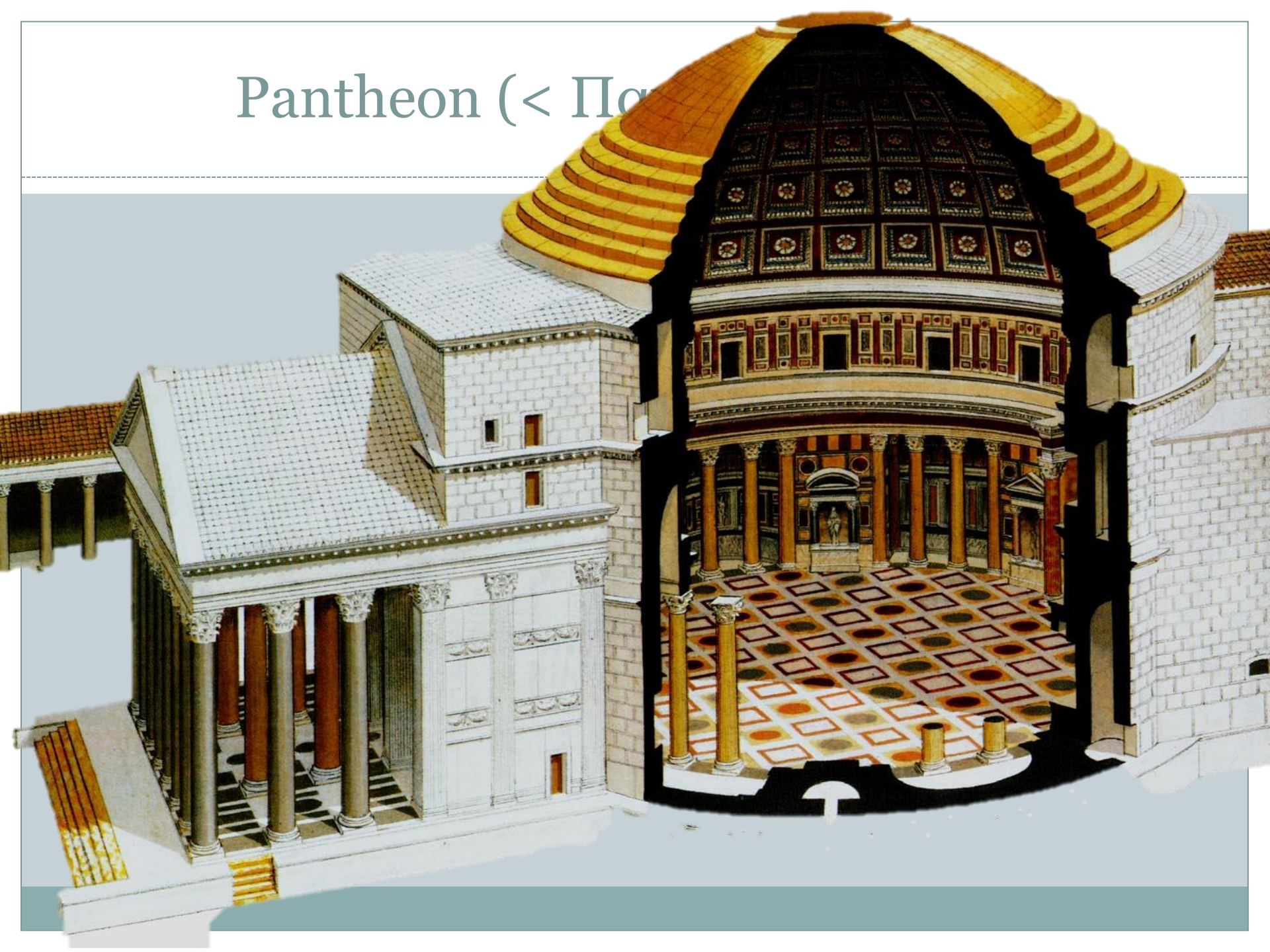


# Pantheon (< Πανθεον), 27 B.C.

d:43m  
h: 58m

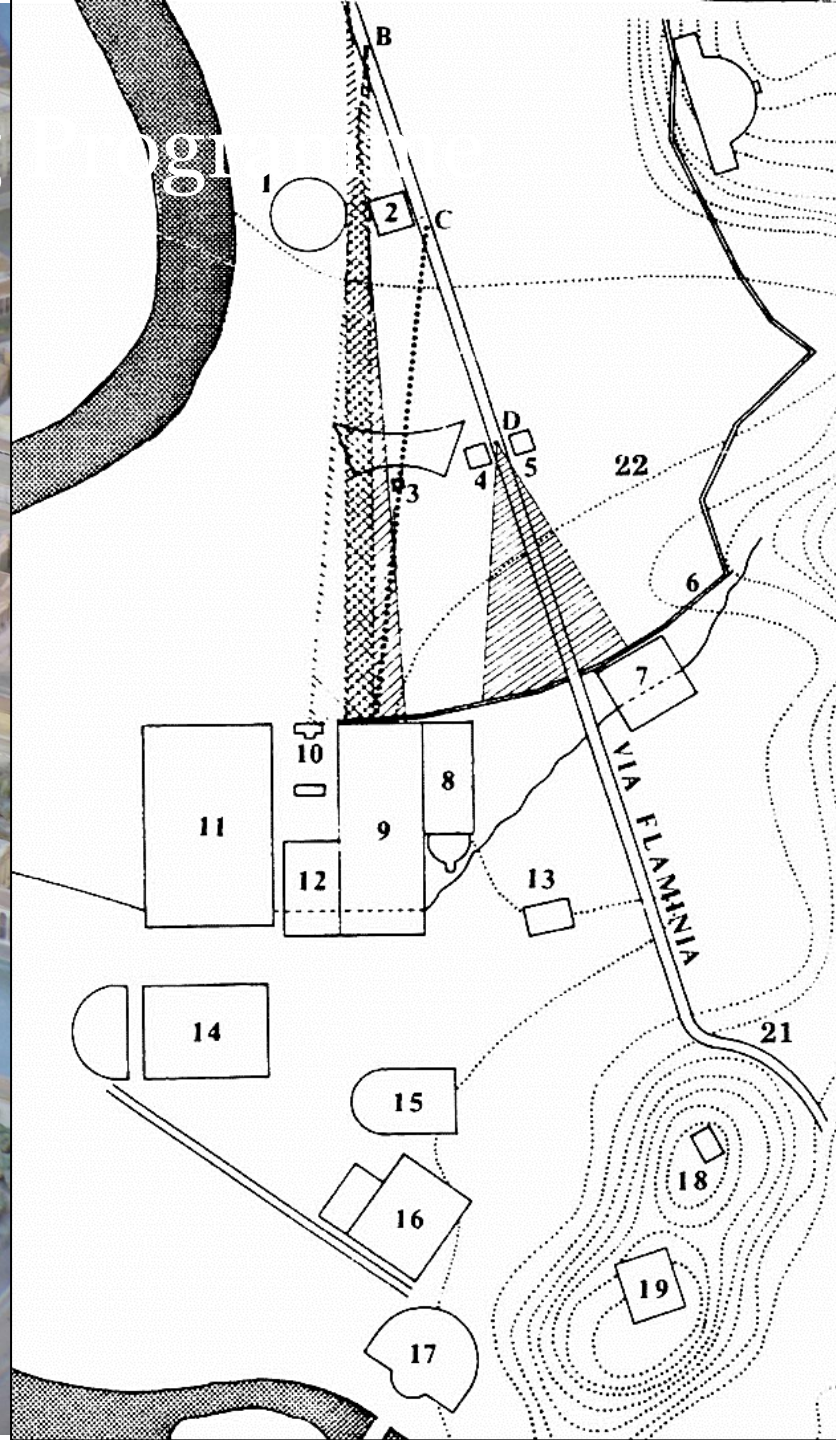


# Pantheon (< Πο

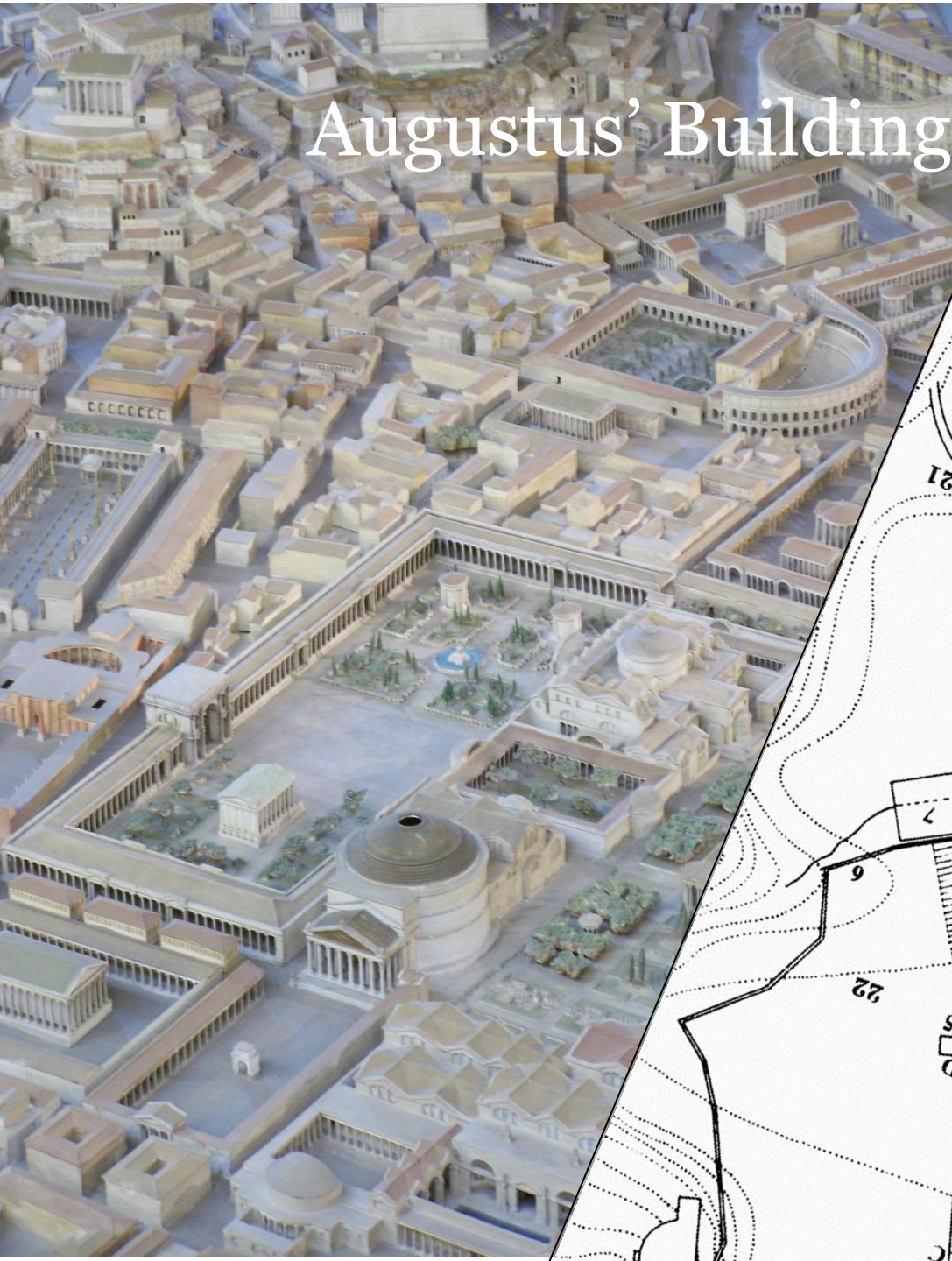


# Augustus' Building

campus Martius  
Mars field



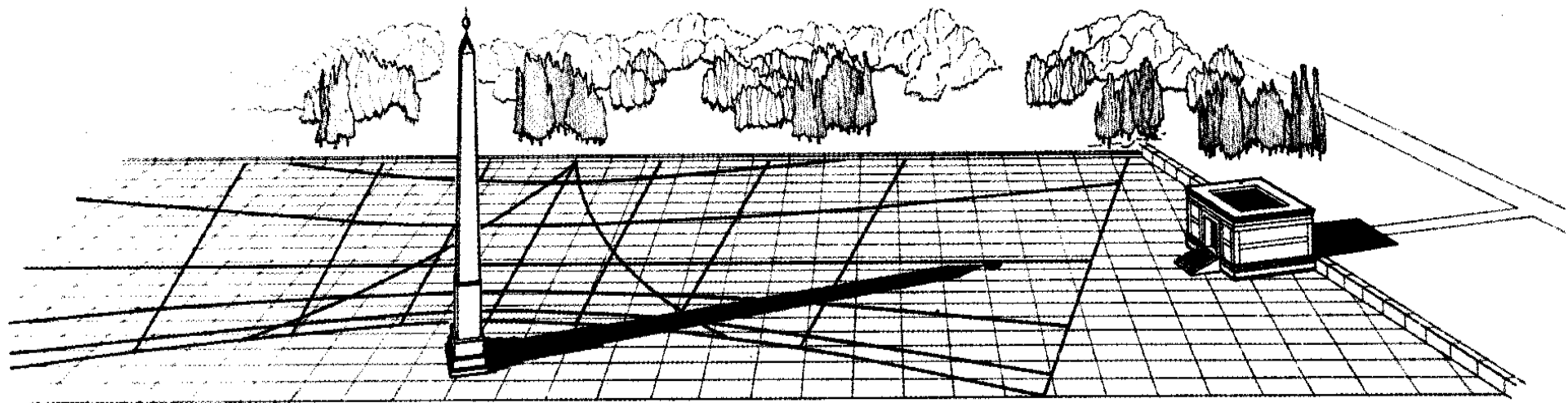
# Augustus' Building



# Augustus' Building Programme

## ♦ The Sun-Dial

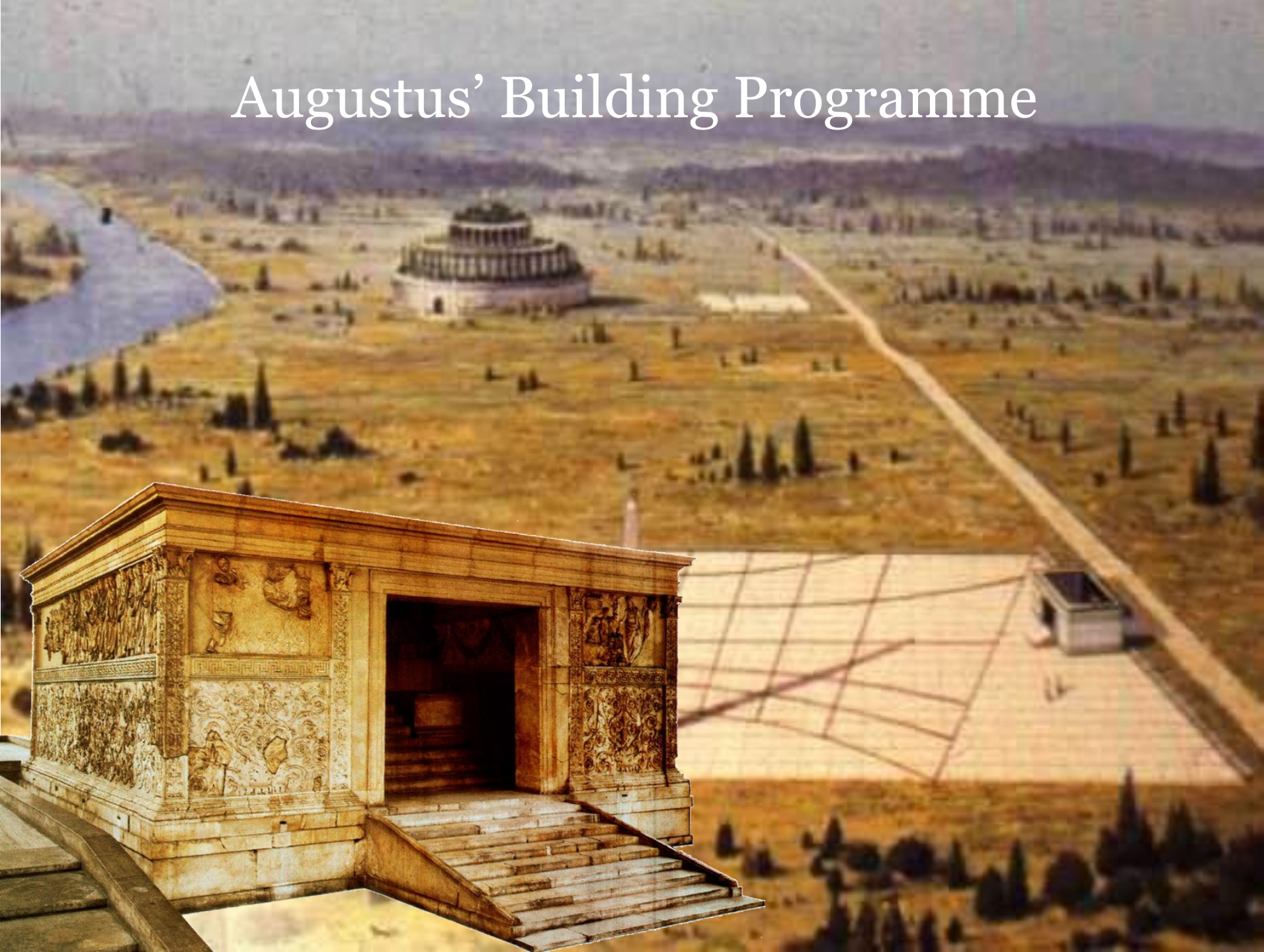
- Obelisk
  - conquest of Egypt 30 BC
- ara pacis
  - altar of the Augustan peace



# Augustus' Building P

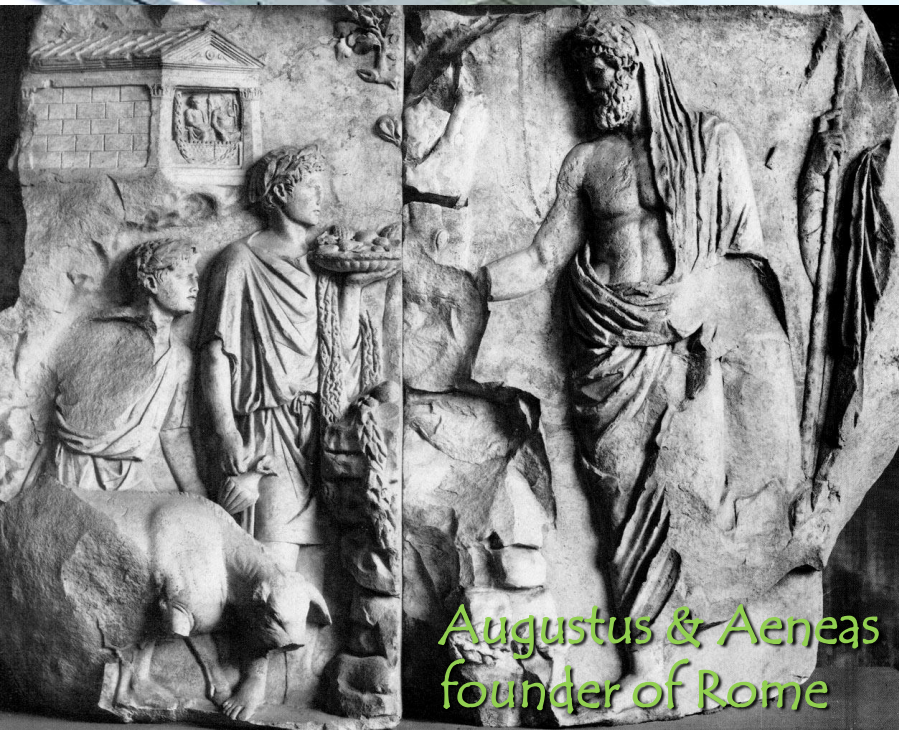


# Augustus' Building Programme





**Ara Pacis Augustae, 30<sup>th</sup> Jan 9 B.C.**



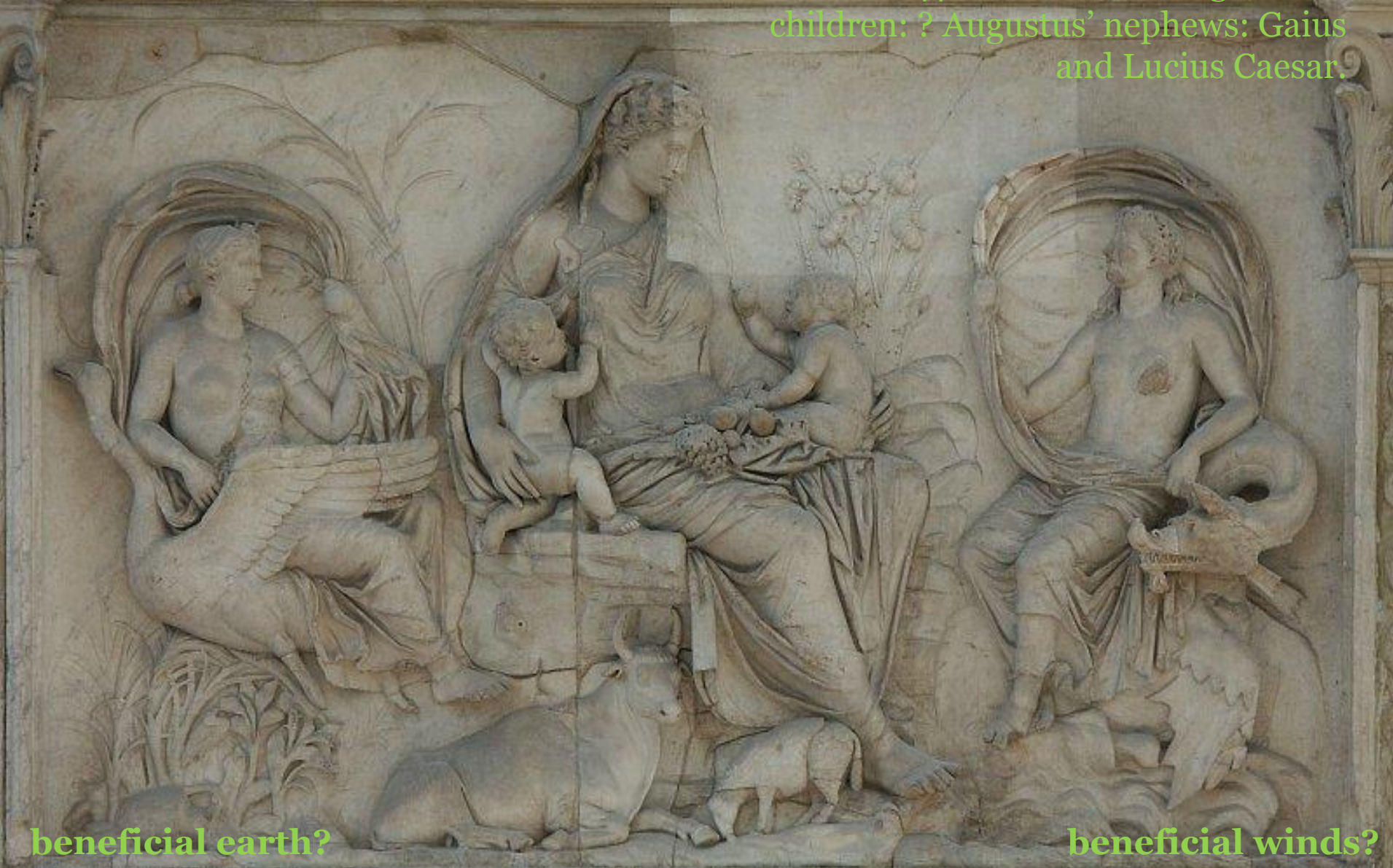
Augustus & Aeneas  
founder of Rome



Ara Pacis Augustae



**Tellus/Mother Earth // Italia or  
Venus genitrix // Pax  
// Ceres (harvest goddess)  
children: ? Augustus' nephews: Gaius  
and Lucius Caesar.**



**beneficial earth?**

**beneficial winds?  
(bringing grain to Rome...)**

# Pax Augusti / Pax Romana



AR 27mm, 12.05 gm -

Ephesus, 28-20 B.C.

**IMP CAESAR DIVI F COS VI LIBERTATIS P(opuli) R(omani) VINDEX**

laureate head of Augustus right

**“Protector of the Freedom of the Roman People”**

**PAX**, Pax standing left holding caduceus, snake emerging from Cista Mystica (→local coin: *cistophori*) to right, all within laurel wreath.

RIC 476. RPC 2203

# Victory Ideology



## Colonies et fondations urbaines romaines en Grèce

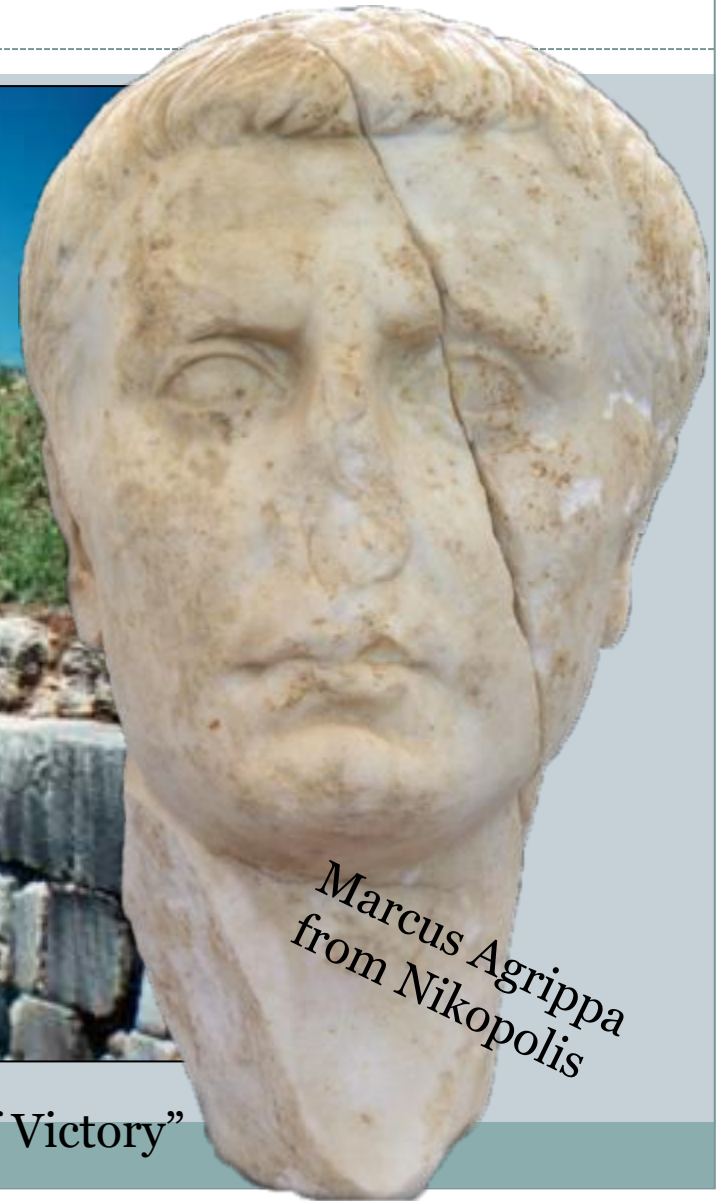
- Colonie fondée par César
- Colonie fondée par Q. Hortensius Hortalus
- Colonie fondée par Octavien-Auguste
- Cité grecque fondée par Octavien-Auguste

NIKOPOLIS “City of Victory”  
Nike - Victory

# Victory Ideology



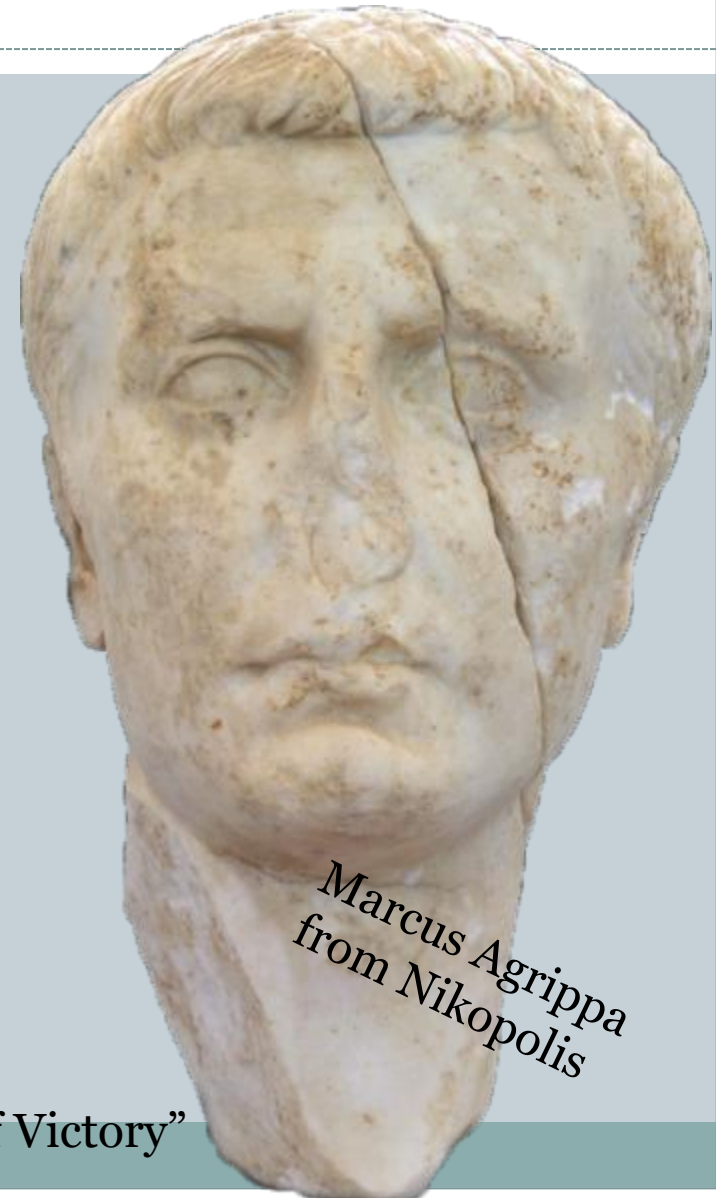
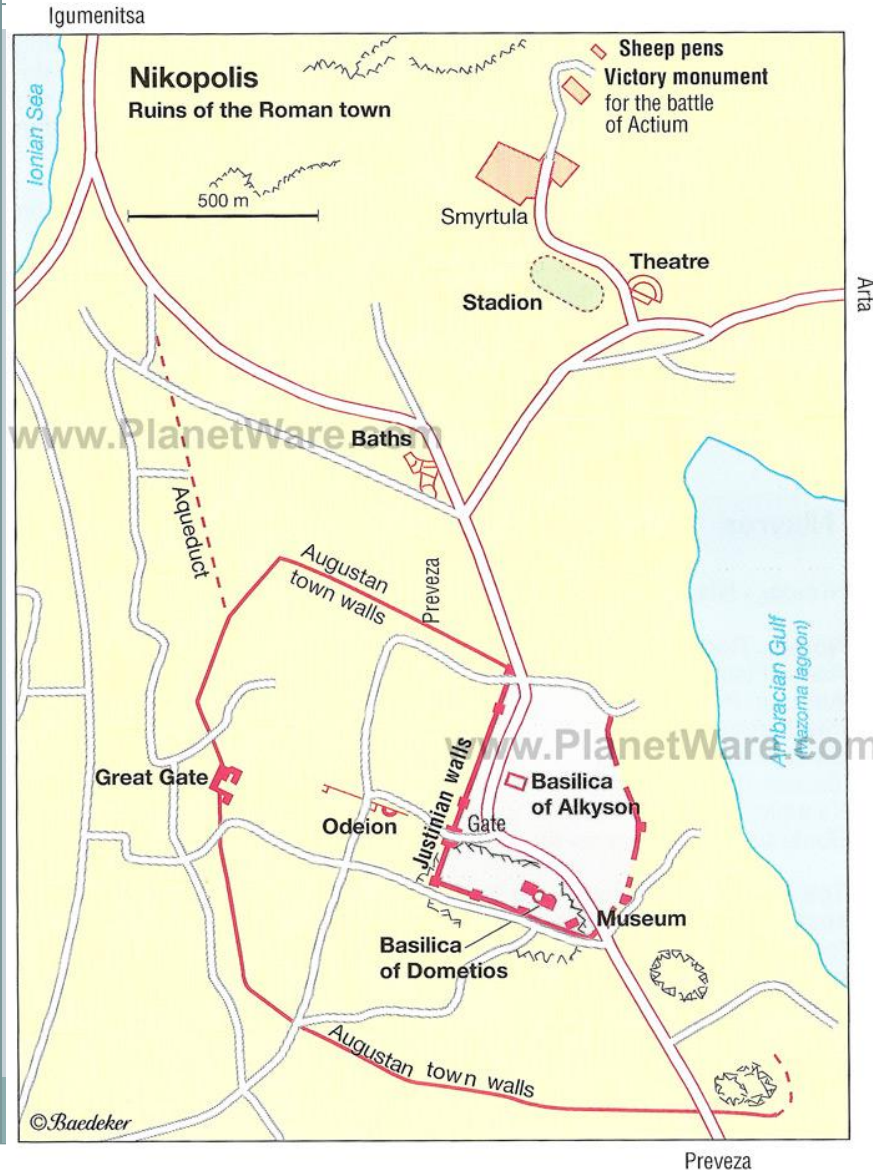
- 31 battle of Actium
- monument, beaks of the captured galleys/ships
- quinquennial Actian games in honor of **Apollo Actius**



*Marcus Agrippa  
from Nikopolis*

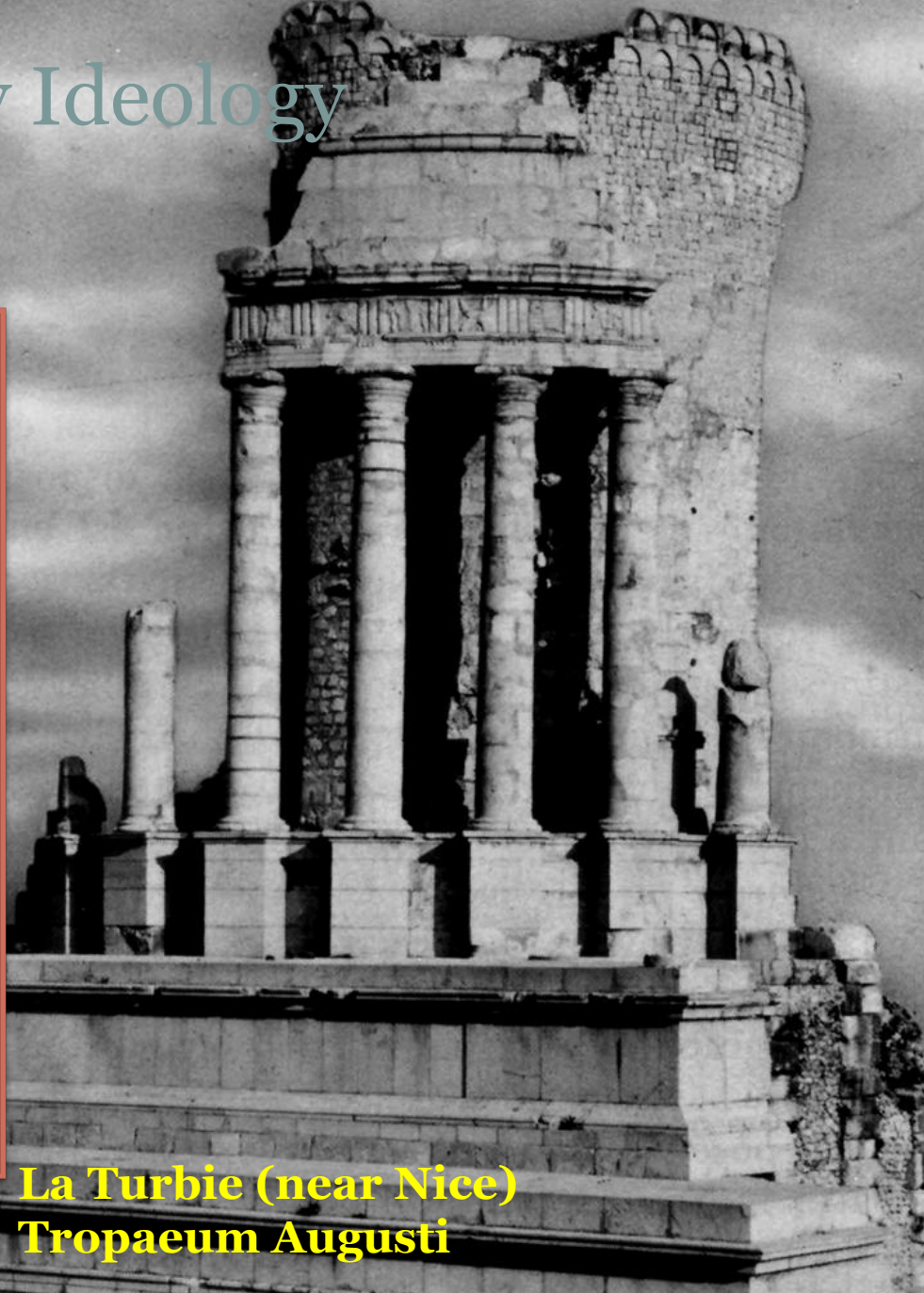
NIKOPOLIS “City of Victory”  
Nike - Victory

# Victory Ideology



Marcus Agrippa  
from Nikopolis

NIKOPOLIS “City of Victory”  
Victory



## La Turbie (near Nice) Tropaeum Augusti

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# La Turbie (near Nice) Tropaeum Augusti

# Consolidating his power



- his “achievements/behaviour”
- senators
- *equites*/knights
- *plebs*

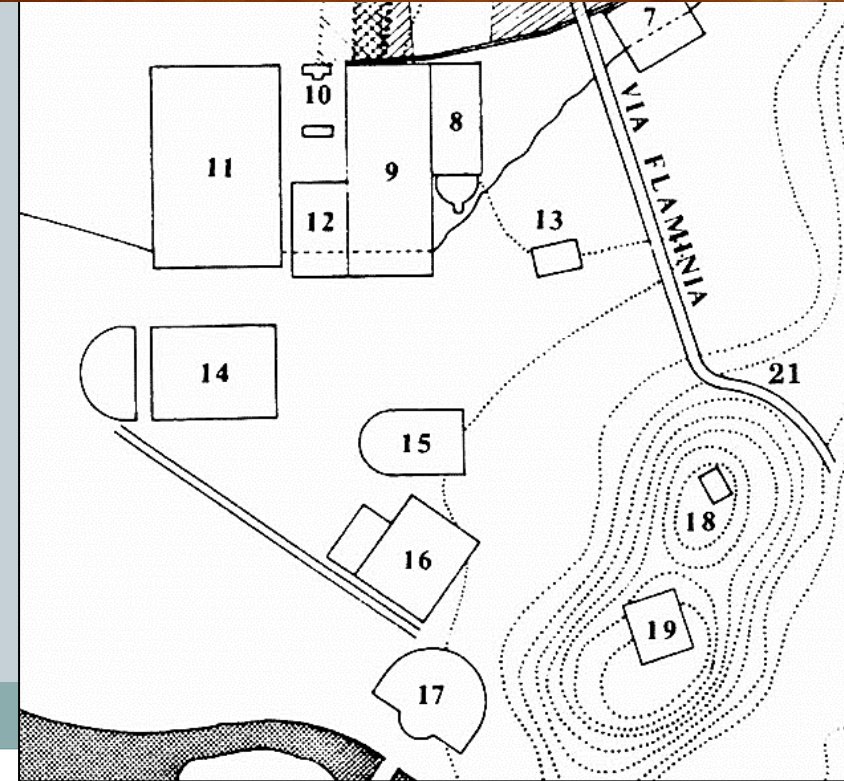
*Marcellus theatre*



# Consolidating

- his “achievements/behaviour”
- senators
- *equites*/knights
- ***plebs***
  - see *Res Gestae*
    - ✦ *money/grain*
  - *public parks*
  - *entertainment*
  - ...

*Marcellus theatre*



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  - *entertainment*
  - *etc.*

Cassius Dio 54, 1. 2.-4.

(2) The pestilence raged throughout all Italy so that no one tilled the land, and I suppose that the same was the case in foreign parts. The Romans, therefore, reduced to dire straits by the disease and by the consequent **famine**, believed that these woes had come upon them for no other reason than that they **did not have Augustus for consul** at this time also. (3) They accordingly wished to elect him **dictator**, and shutting the senators up in their meeting-place, they forced them to vote this measure by threatening to burn down the building over their heads. Next they took the twenty-four rods and approached Augustus, begging him to consent both to being named **dictator** and to becoming **commissioner of the grain supply**, as Pompey had once done.

# Consolidating his power



- his “achievements/behaviour”
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  - *see Res Gestae*
    - ✦ *money/grain*
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  - *entertainment*
  - *etc.*

(4) He accepted the latter duty under compulsion, and ordered that two men should be chosen annually, from among those who had served as praetors not less than five years previously in every case, to attend to the distribution of the grain. As for the dictatorship, however, he did not accept the office, but went so far as to rend his garments when he found himself unable to restrain the people in any other way, either by argument or by entreaty; (5) for, since he was superior to the dictators in the power and honour he already possessed, he properly guarded against the jealousy and hatred which the title would arouse.-

# Consolidating his power



- his “achievements/behaviour”
- senators
  - ancestral values / *mos maiorum*
  - restoring *res publica*
  - power of senate
  - morality laws
- *equites*/knights
- *plebs*

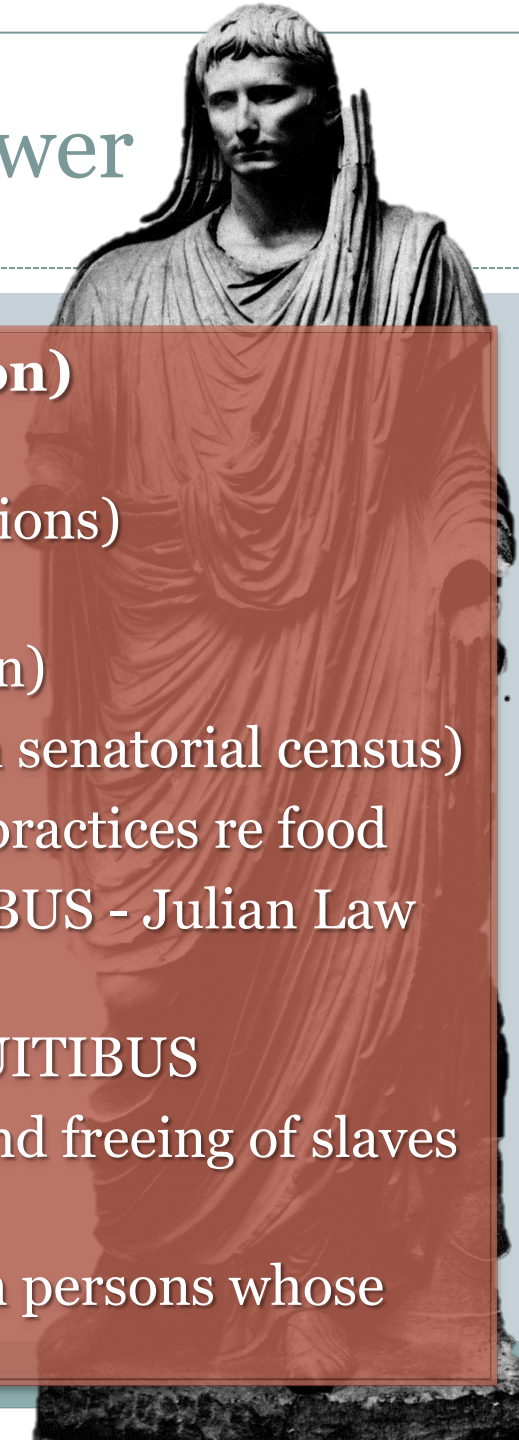


# Consolidating his power



## Augustan Legislation (Selection)

- 18 BC LEX IULIA DE ADULTERIIS  
(law on adultery and marriage regulations)
- 18 BC LEX IULIA DE AMBITU  
(to regulate and penalise electoral corruption)
- 18 BC LEX IULIA DE MAGISTRATIBUS (also on senatorial census)
- 18 BC(?) LEX IULIA ANNONAE: against unfair practices re food
- 18 BC(?) LEX IULIA DE MARITANDIS ORDINIBUS - Julian Law on Marriage (→AD 9: LEX PAPIA POPPAEA)
- 12 BC LEX IULIA DE MAGISTRATIBUS ET EQUITIBUS
- AD 2 LEX FUFIA CANINIA: regulated holding and freeing of slaves
- after AD 5 LEX IULIA THEATRALIS:  
first 14 rows of seats in the theatres only freeborn persons whose father had a patrimony of at least 400,000 HS

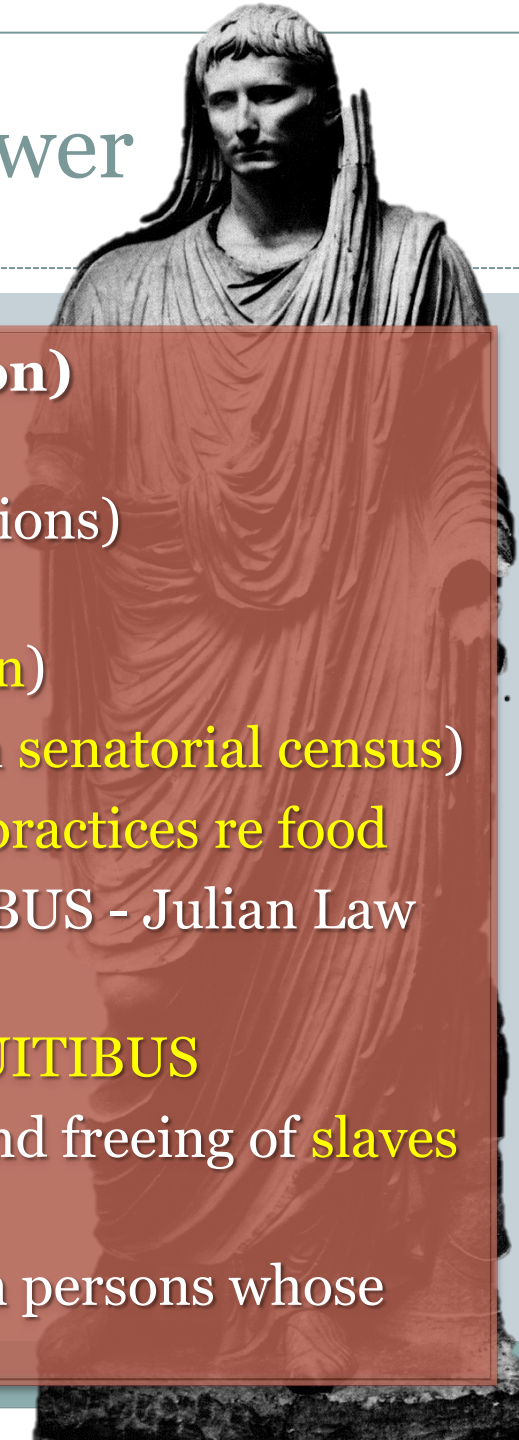


# Consolidating his power



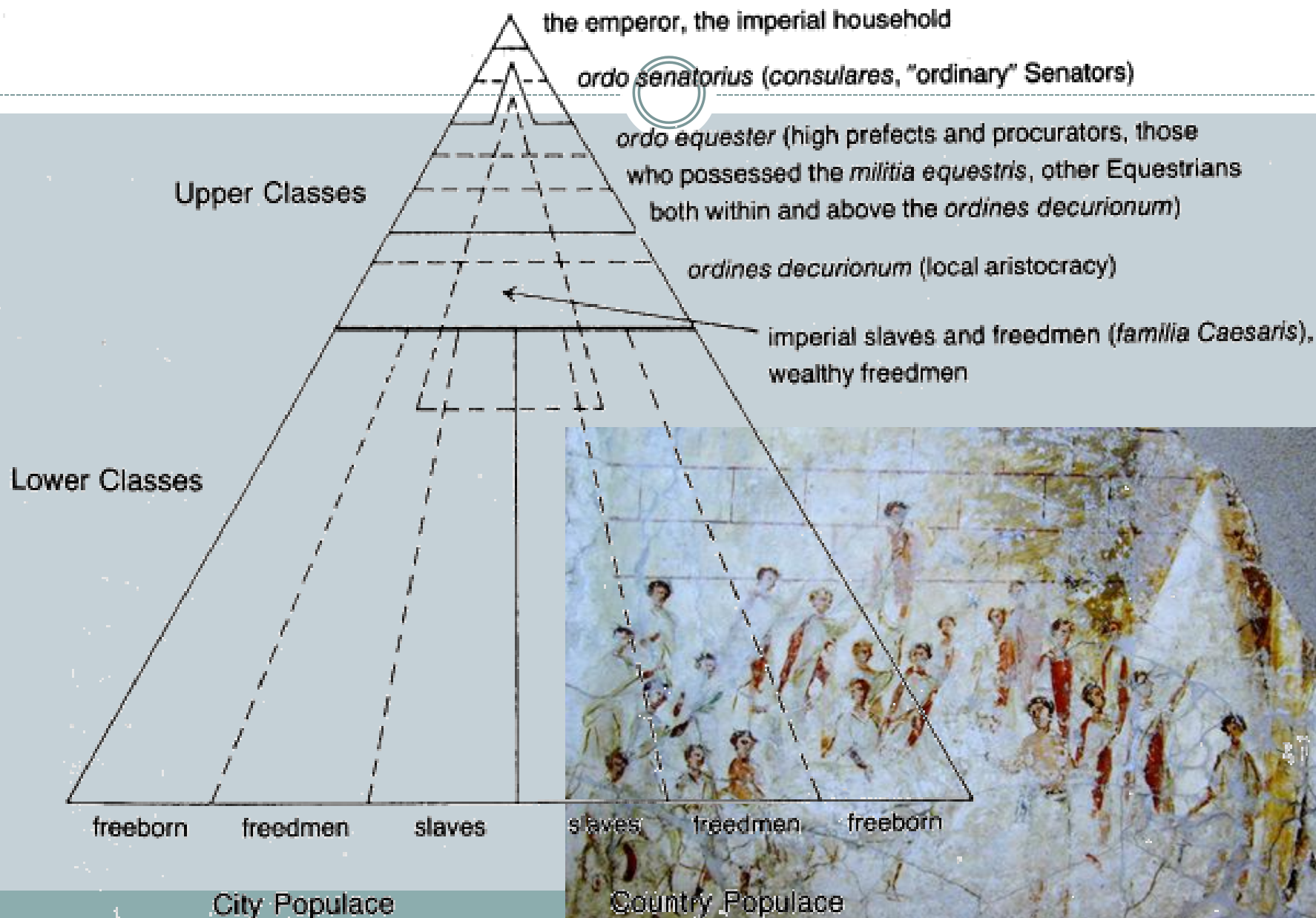
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# Orange





# Forum Augusti – 2 B.C.



*"On my own ground I built  
the temple of Mars Ultor and the  
Augustan Forum from the spoils of war." RG 21*

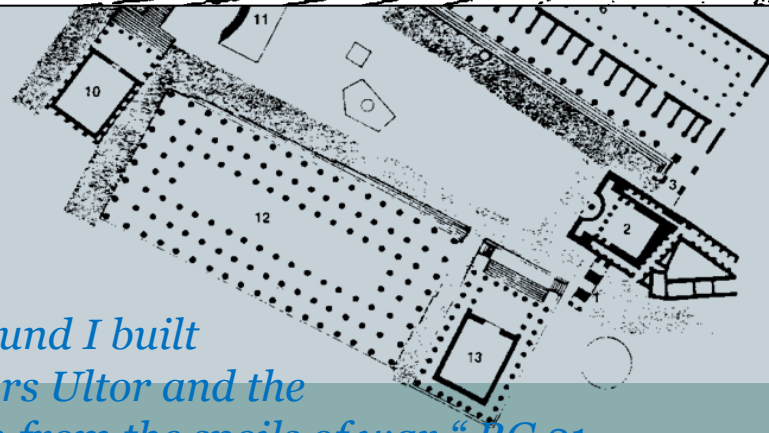
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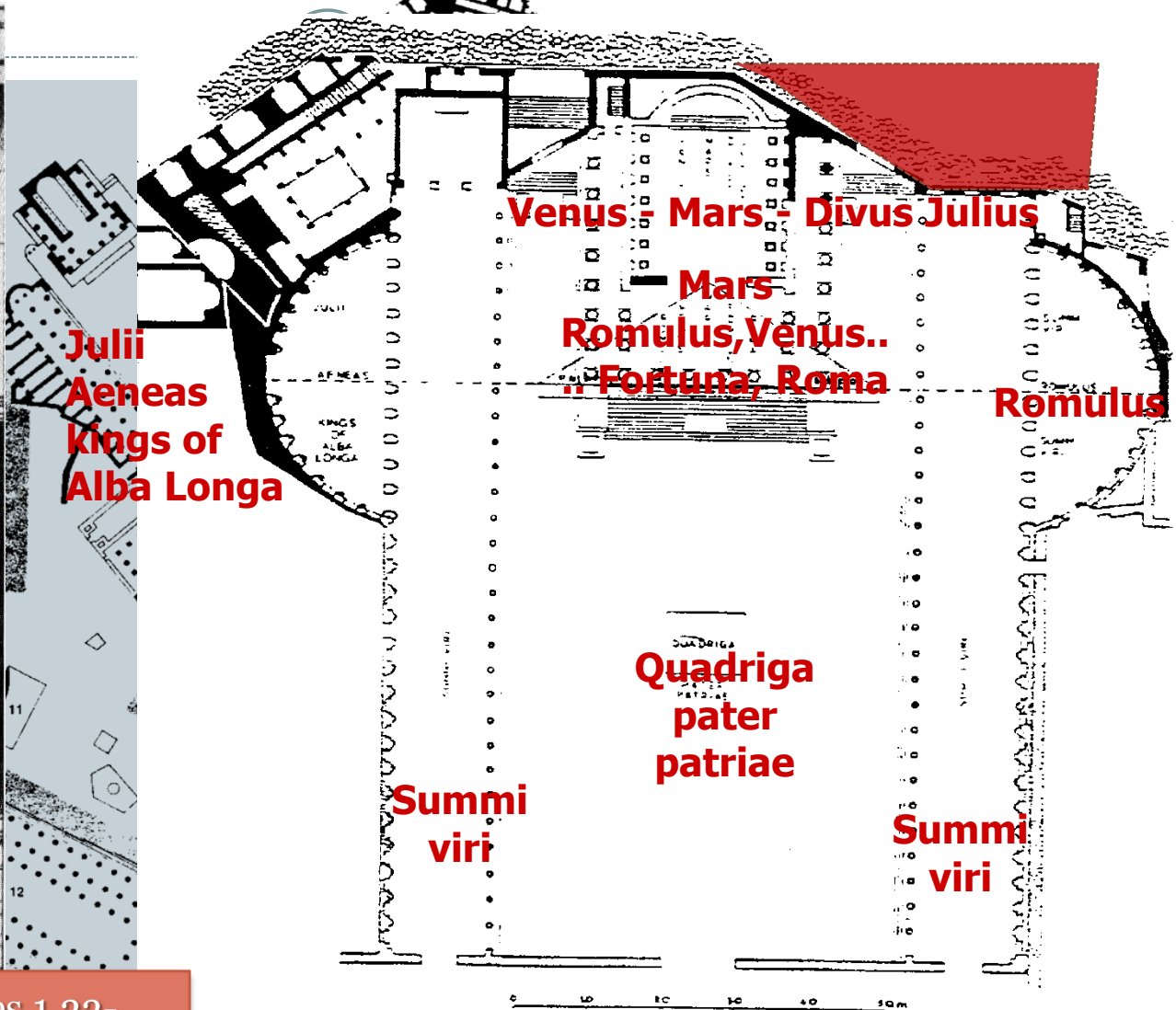
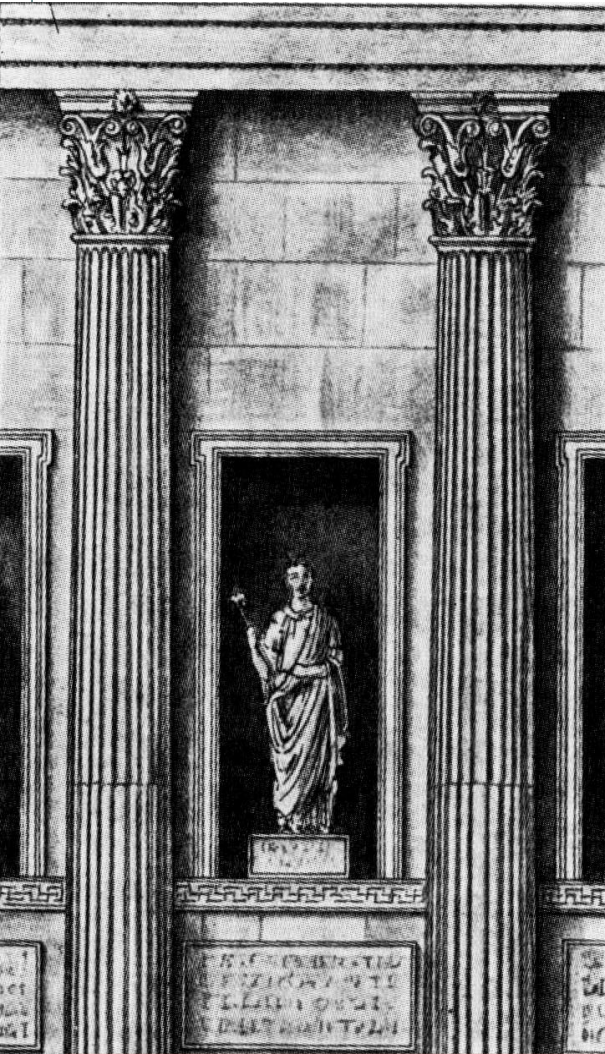
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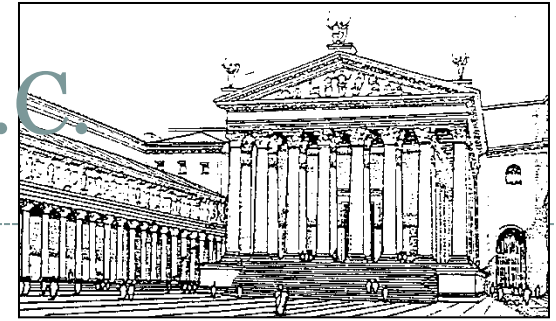


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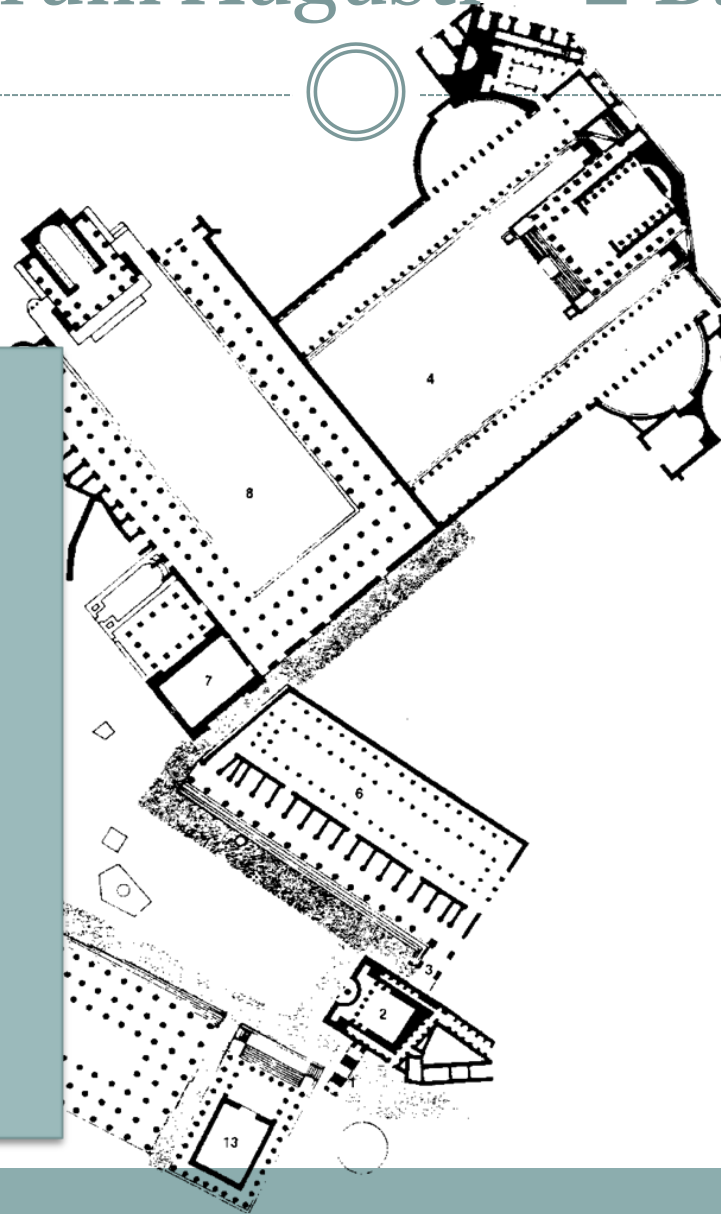


*summi viri*: cf. Horace, Odes 1.33-44; Vergil. Aen. 6.756ff  
also cf. LIVY, *ab urbe condita*

# Forum Augusti – 2 B.C.



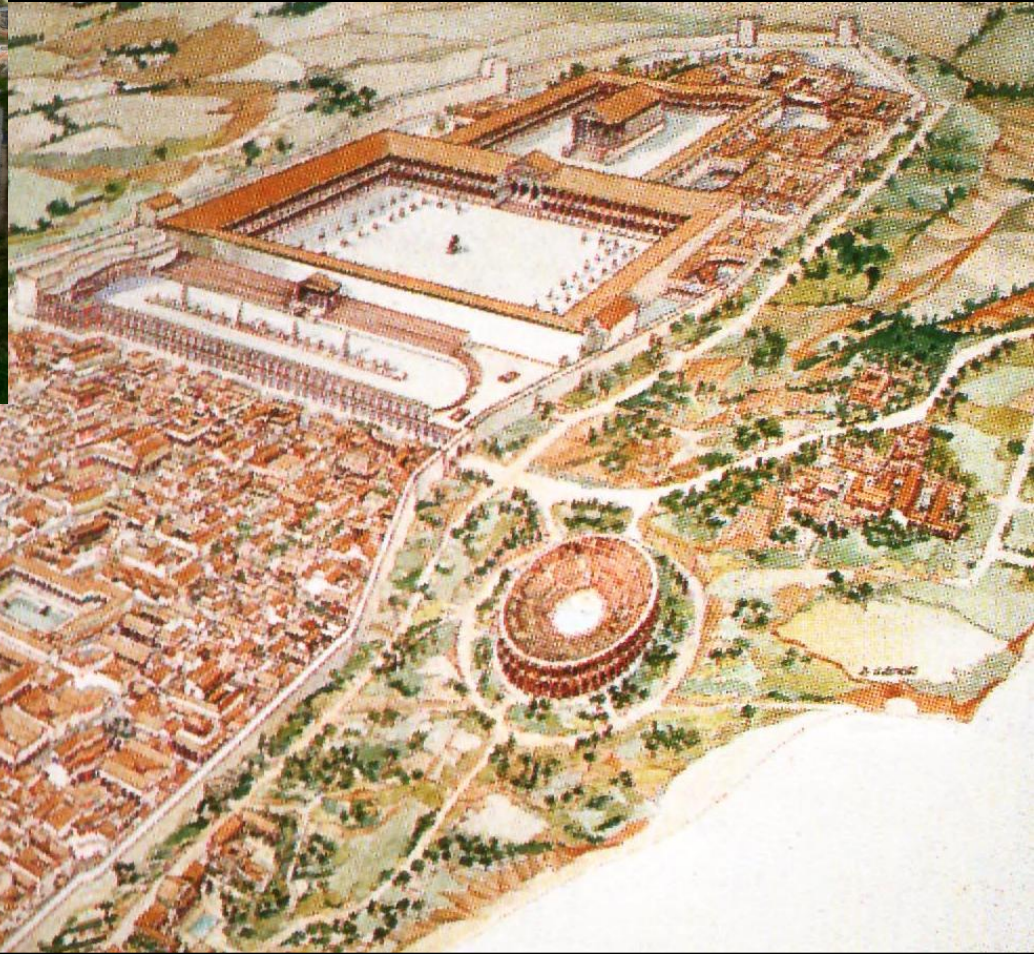
- The Forum Augusti as model for other towns–cities in the Roman empire?
- But why? Architectural language?
- How did people experience this architecture...?



## – Forum

- ◇ a closed space
- ◇ square
- ◇ basilica
- ◇ temple

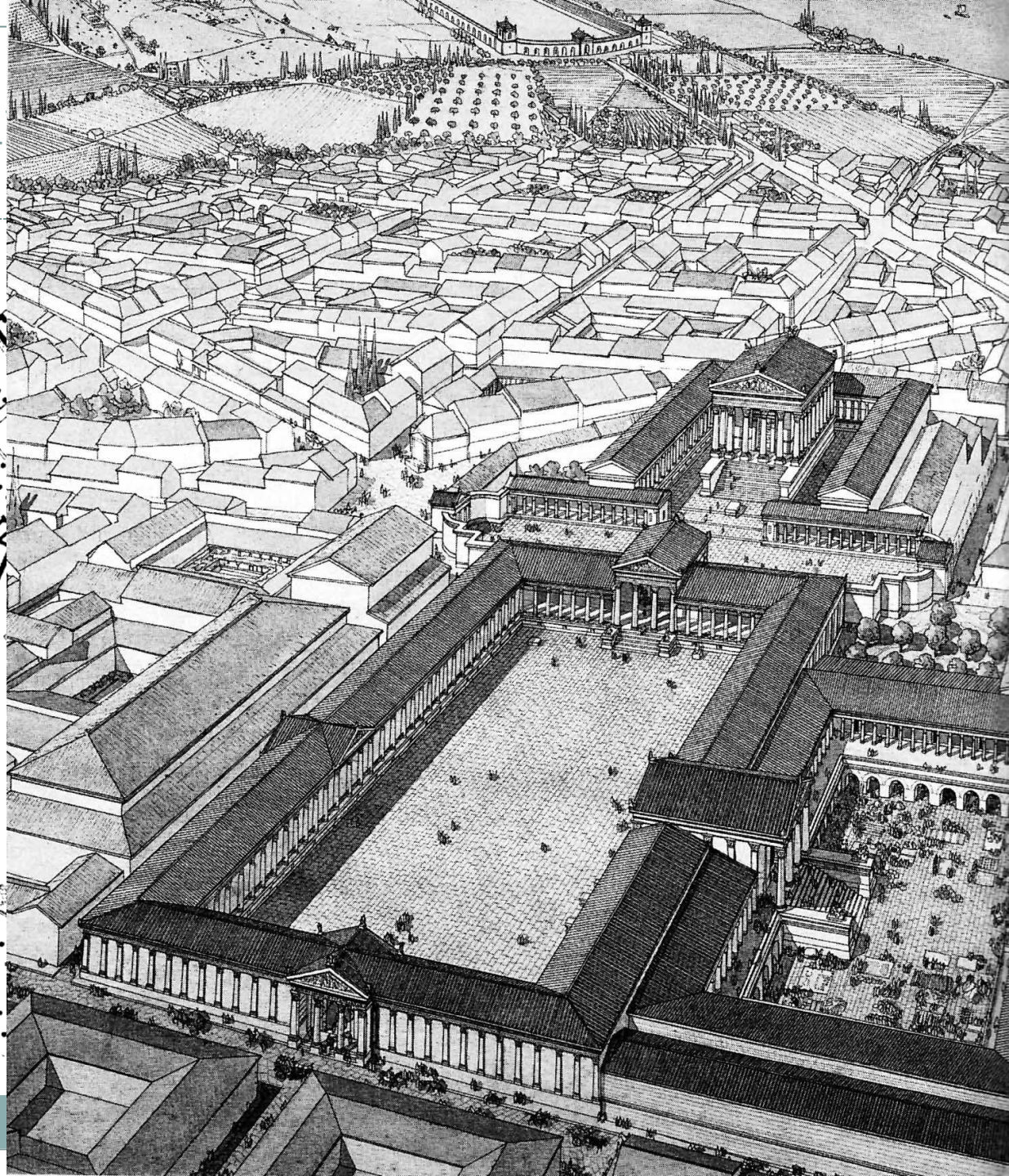
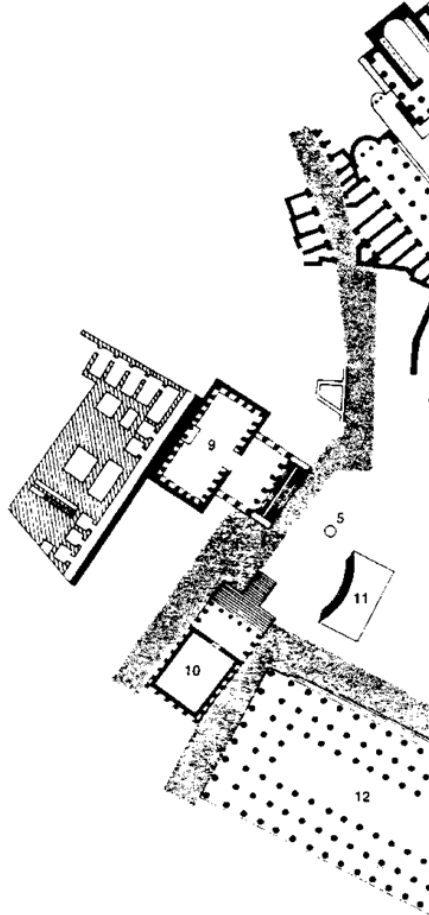
gusti – 2 B.C.



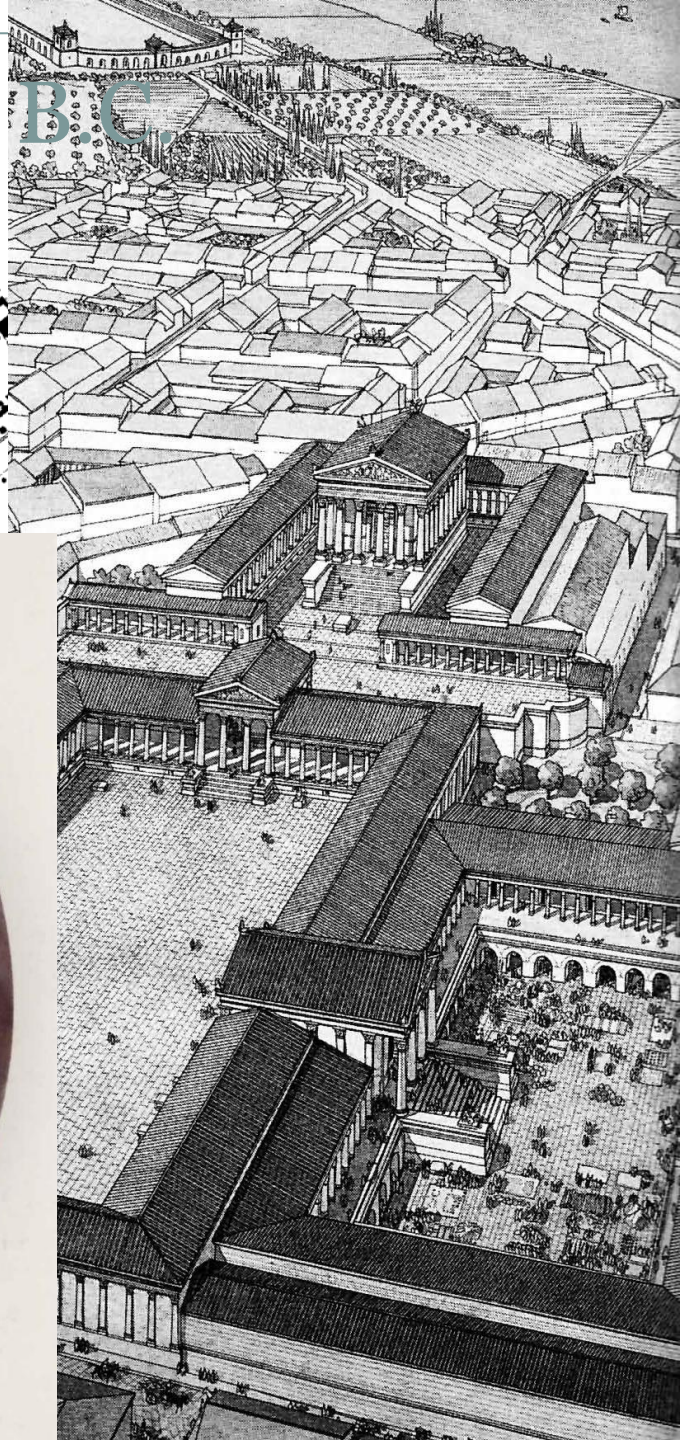
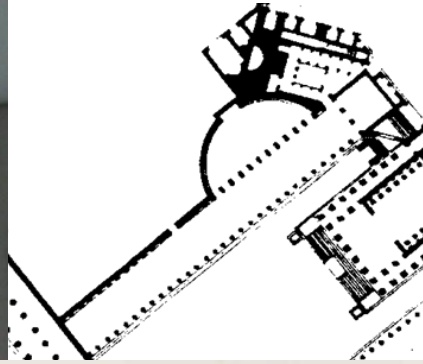
Tarragona – provincial capital

Foru

ARLES // Arelate



Augusti – 2 B.C.

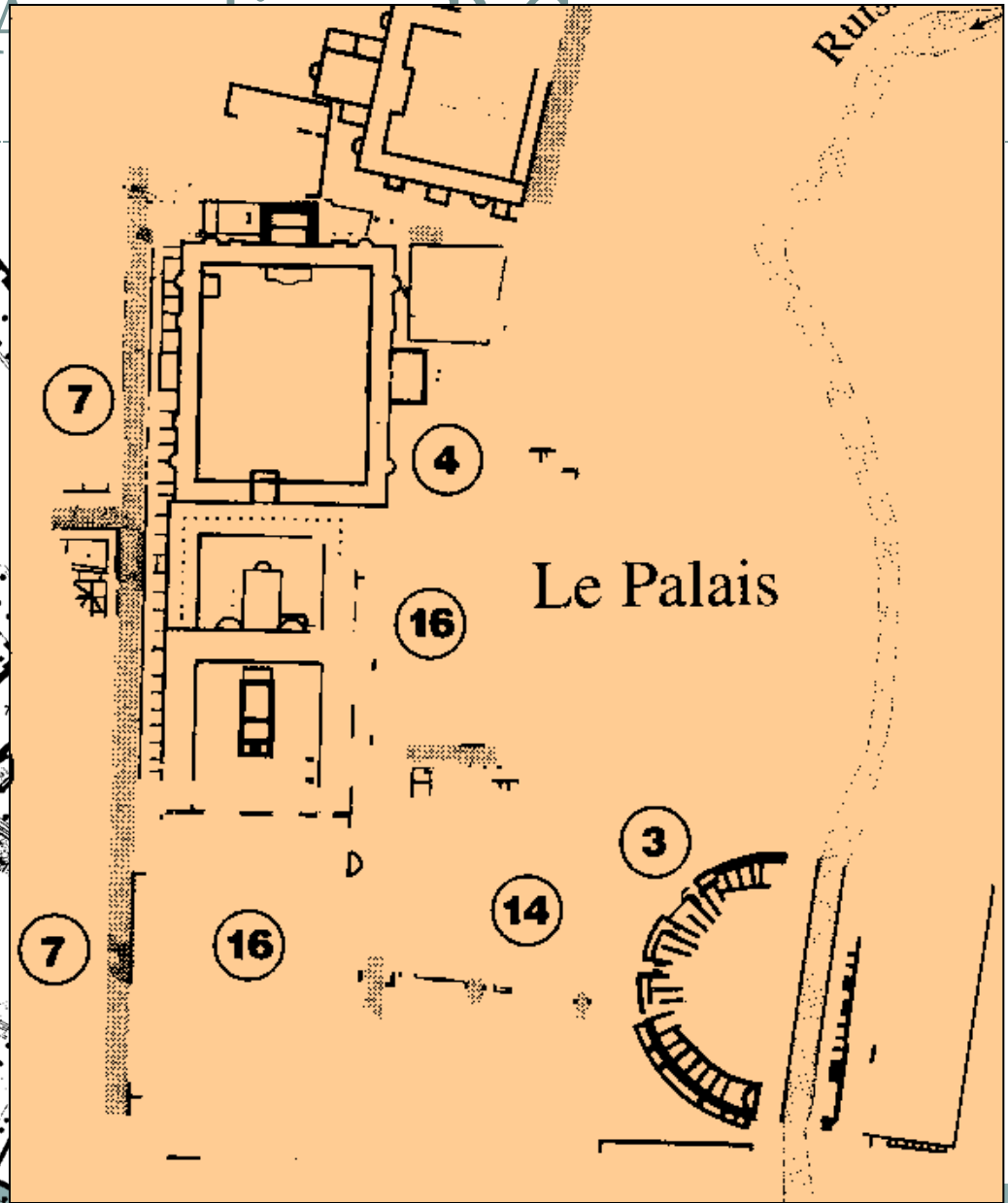
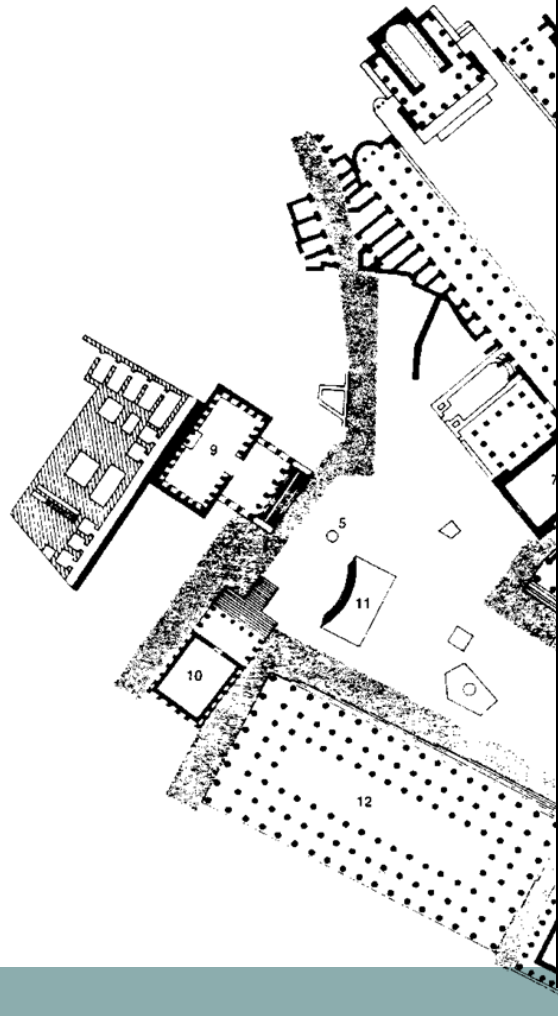


SEI IATVS  
POPVLVSQVE ROMAI IVS  
IMP CAESAR I DIVI AVG VSTO  
COS VIII DEDIT CLVPE VM  
VIRT VTIS CLEM ETIAE  
I VSTITIAE PIETATIS ERGA  
DEOS PATRIA MOVE

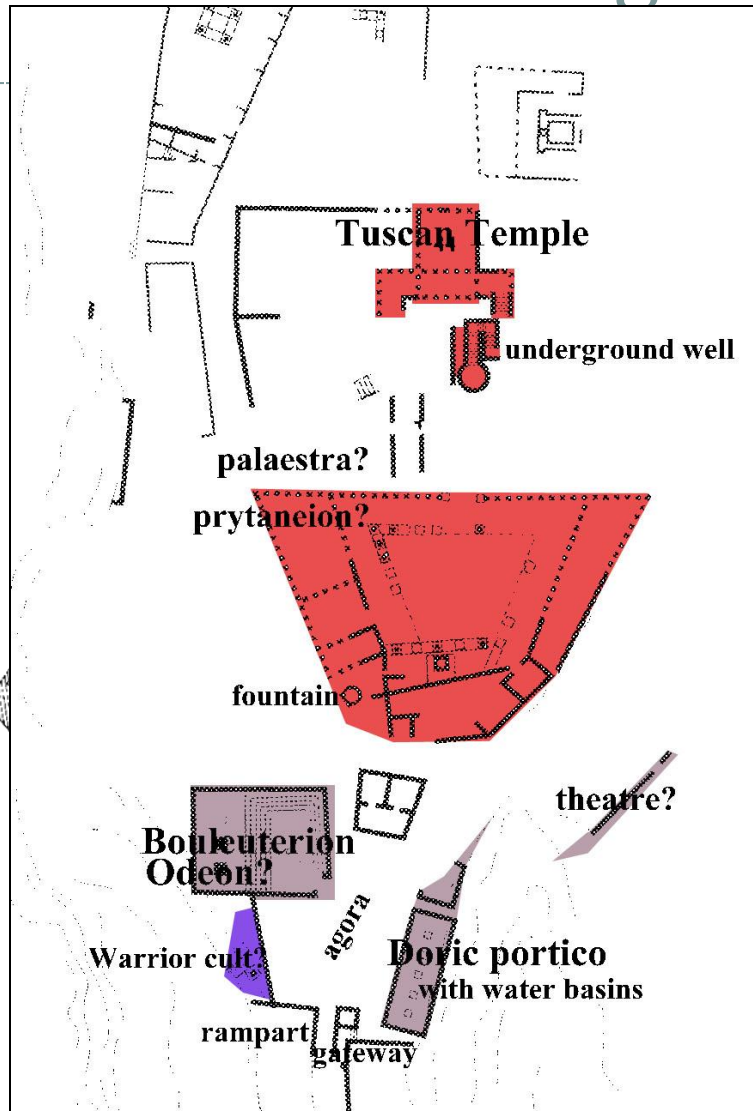


# Forum Augustum

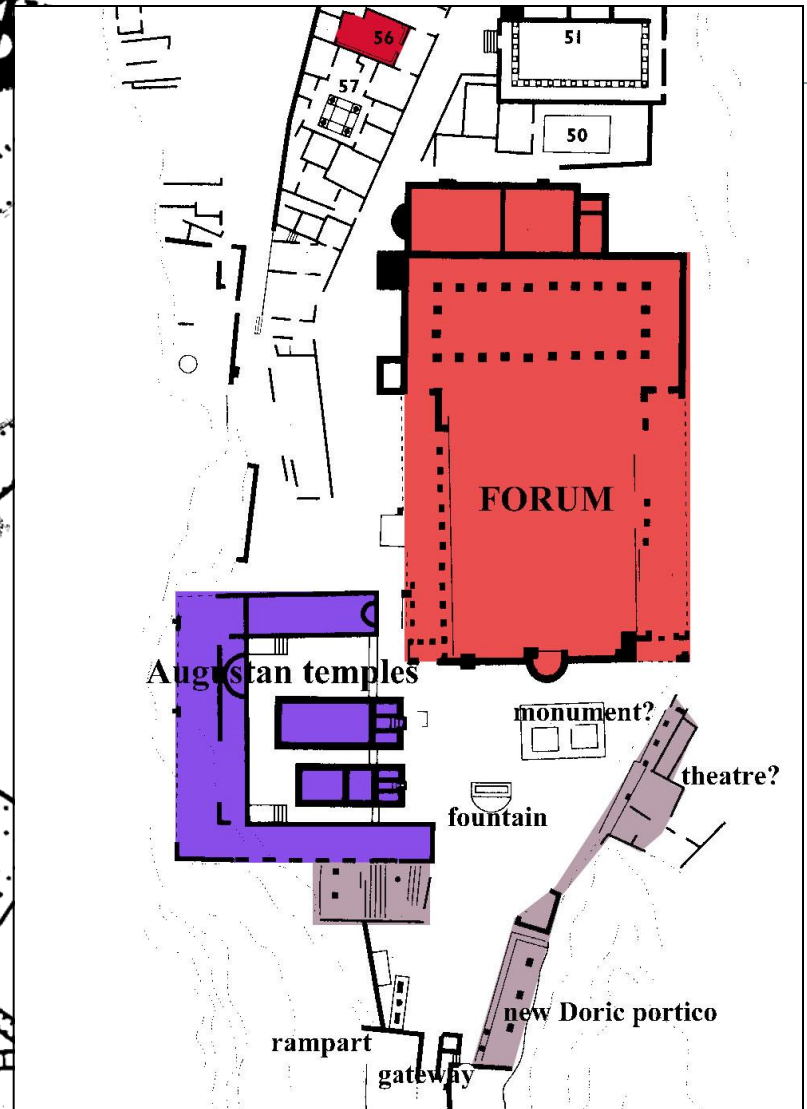
ALBA // Alba-la-Romaine



# Forum Augusti – 2 B.C.

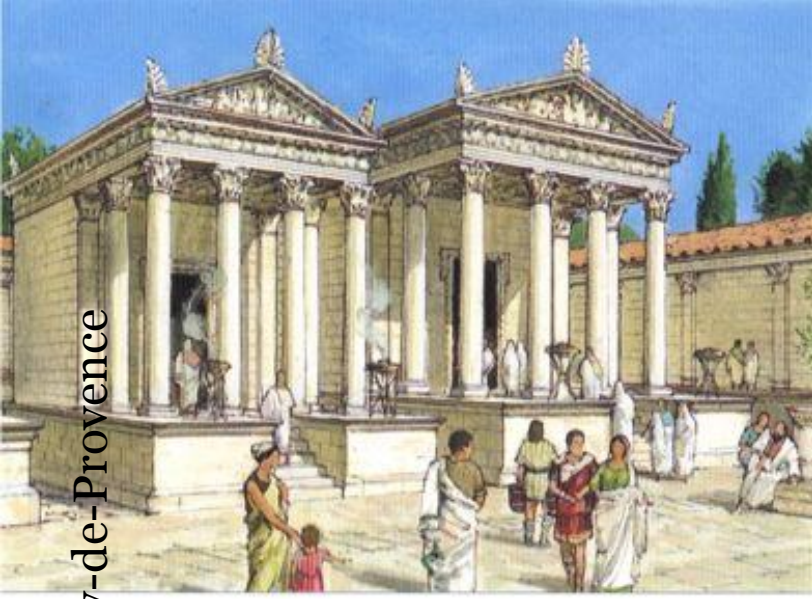


Agora – c. 100 B.C.



Forum – from c. 25 B.C.

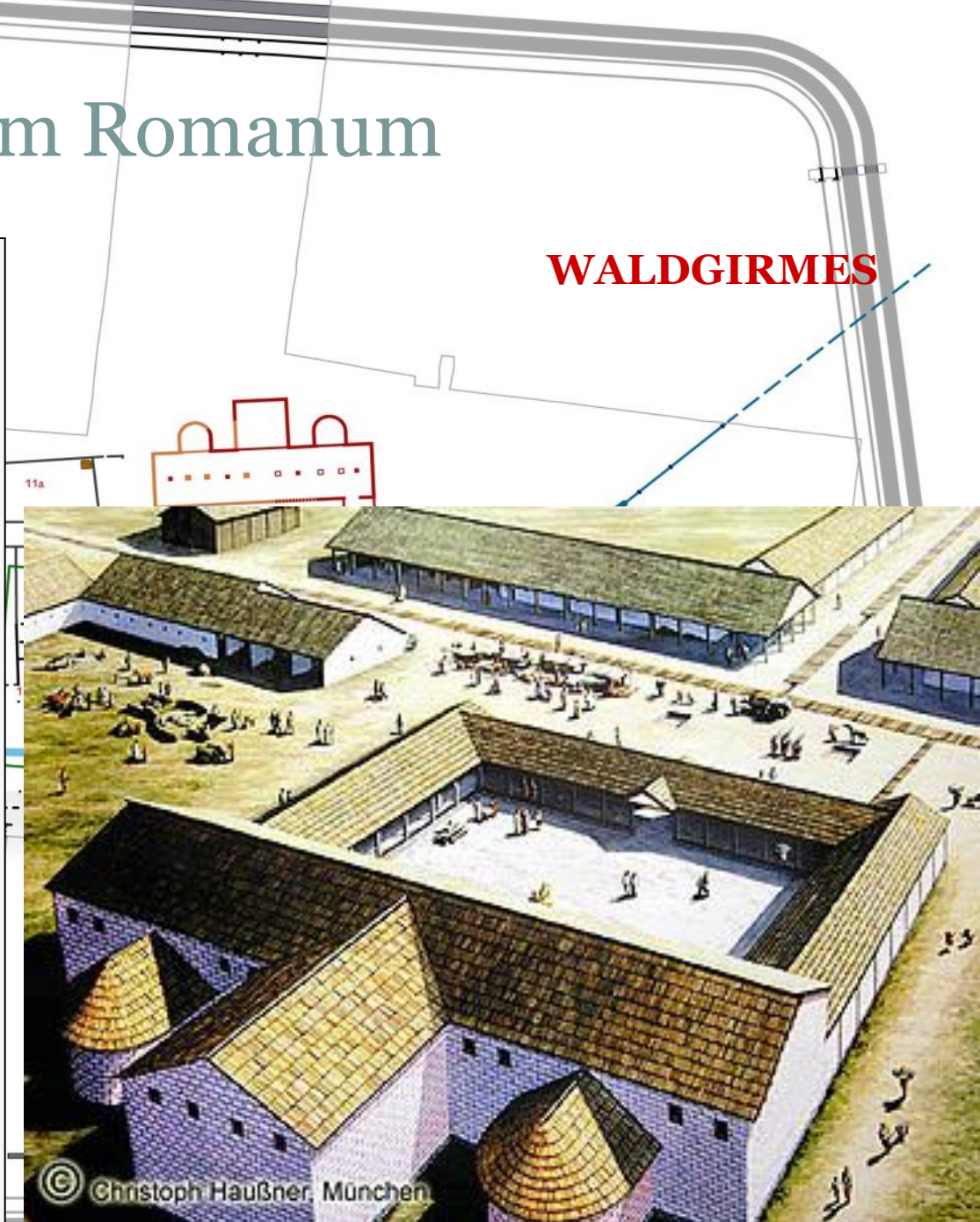
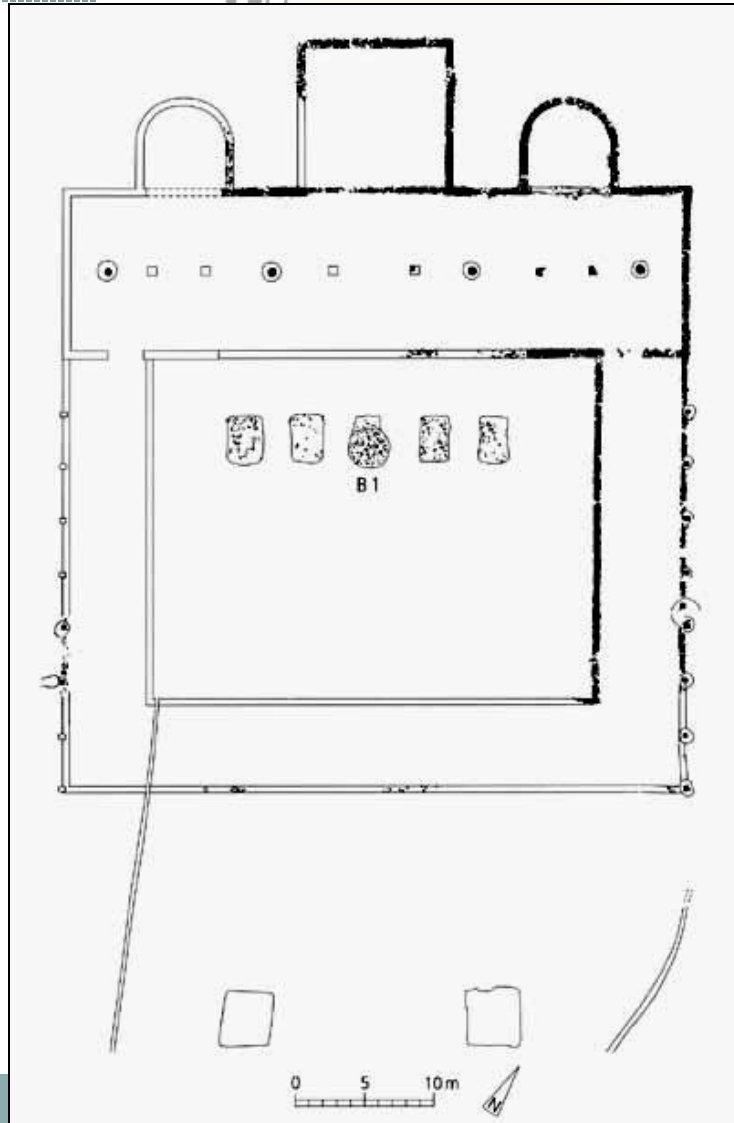
# Forum Augusti



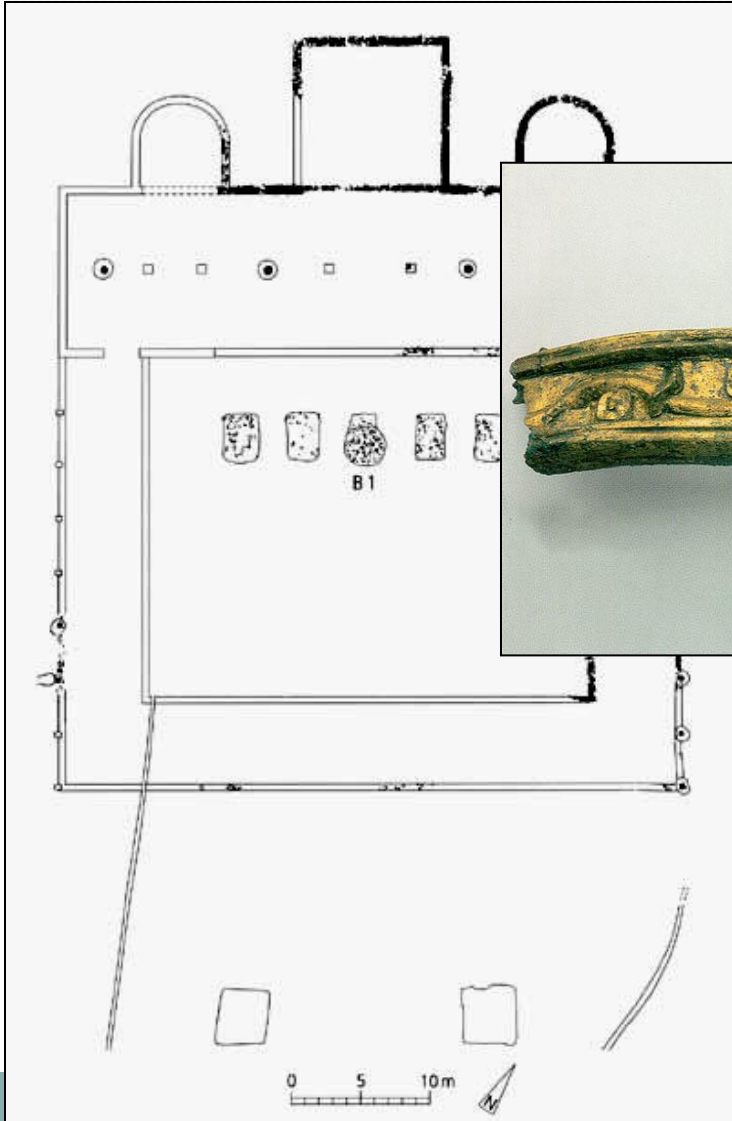
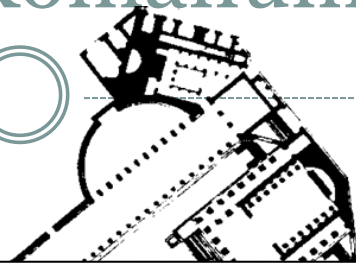


# Forum Romanum

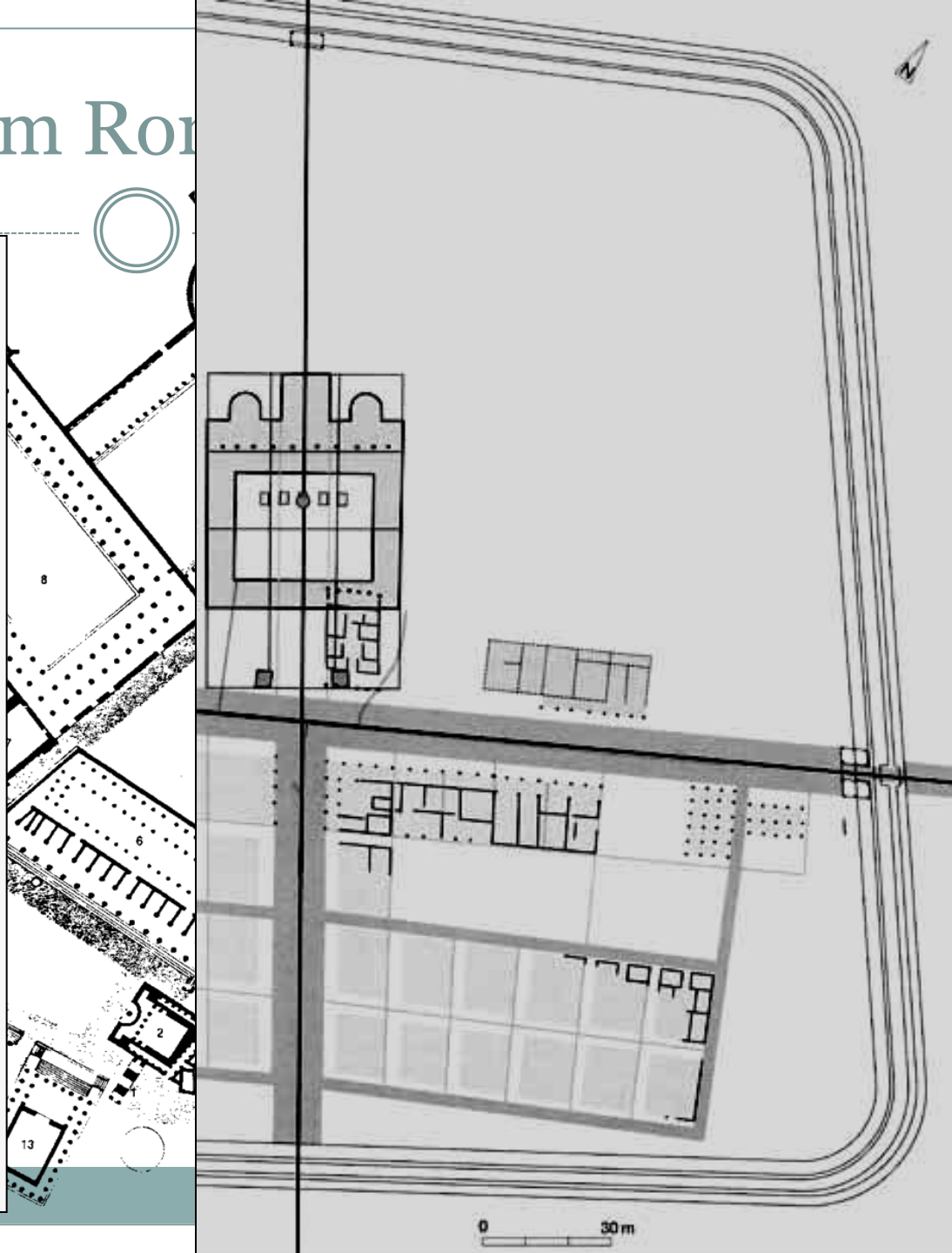
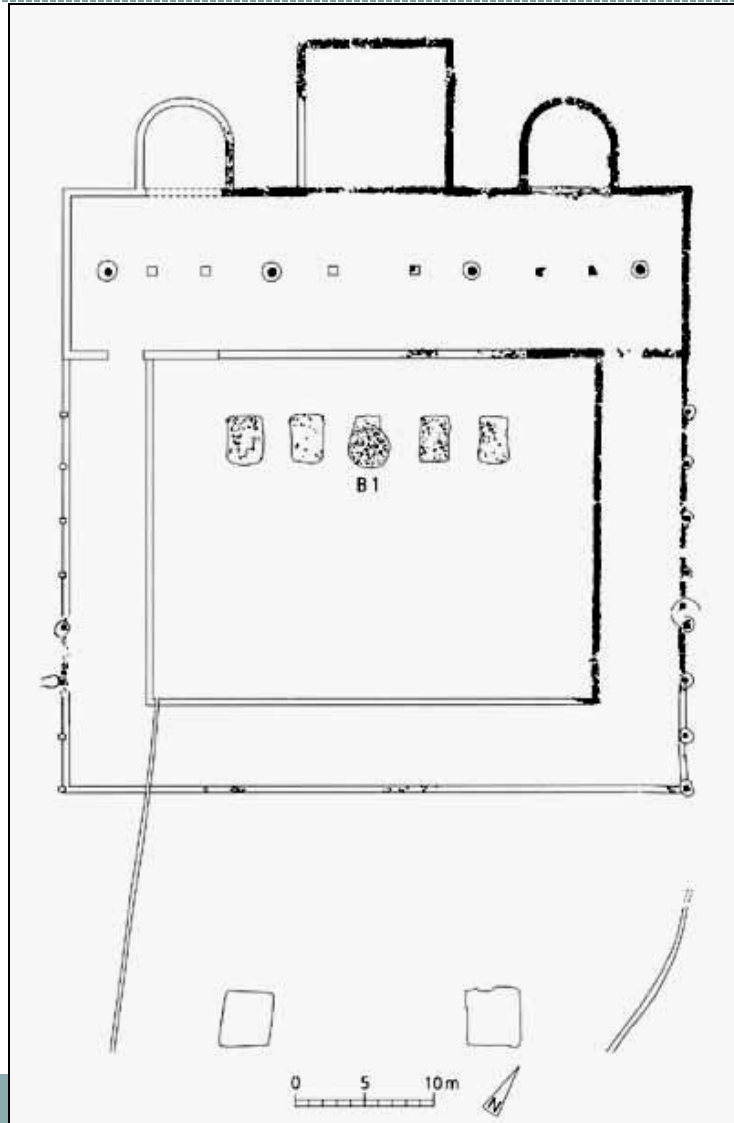
**WALDGIRMES**



# Forum Romanum

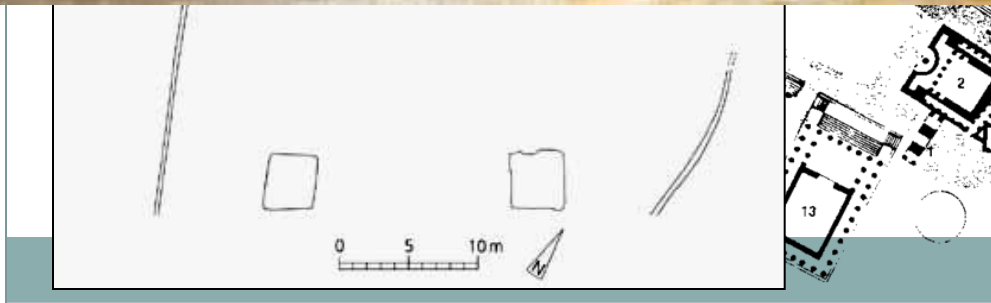


# Forum Romanum



# Forum Romanum

**A.D. 9**  
**Varus &**  
**Arminius**



# Some of the cities named after Augustus

- **AVGVSTA BAGIENNORVM**

(today: Bene)

- **AVGVSTA PRAETORIA**

25 BC (today: Aosta)

- **AVGVSTA EMERITA**

25 BC (today: Mérida)

- **AVGVSTA RAVRICA**

44 BC (Basel-Augst)

- **AVGVSTA TAURINORVM**

IVLIA ~ (today: Turin)

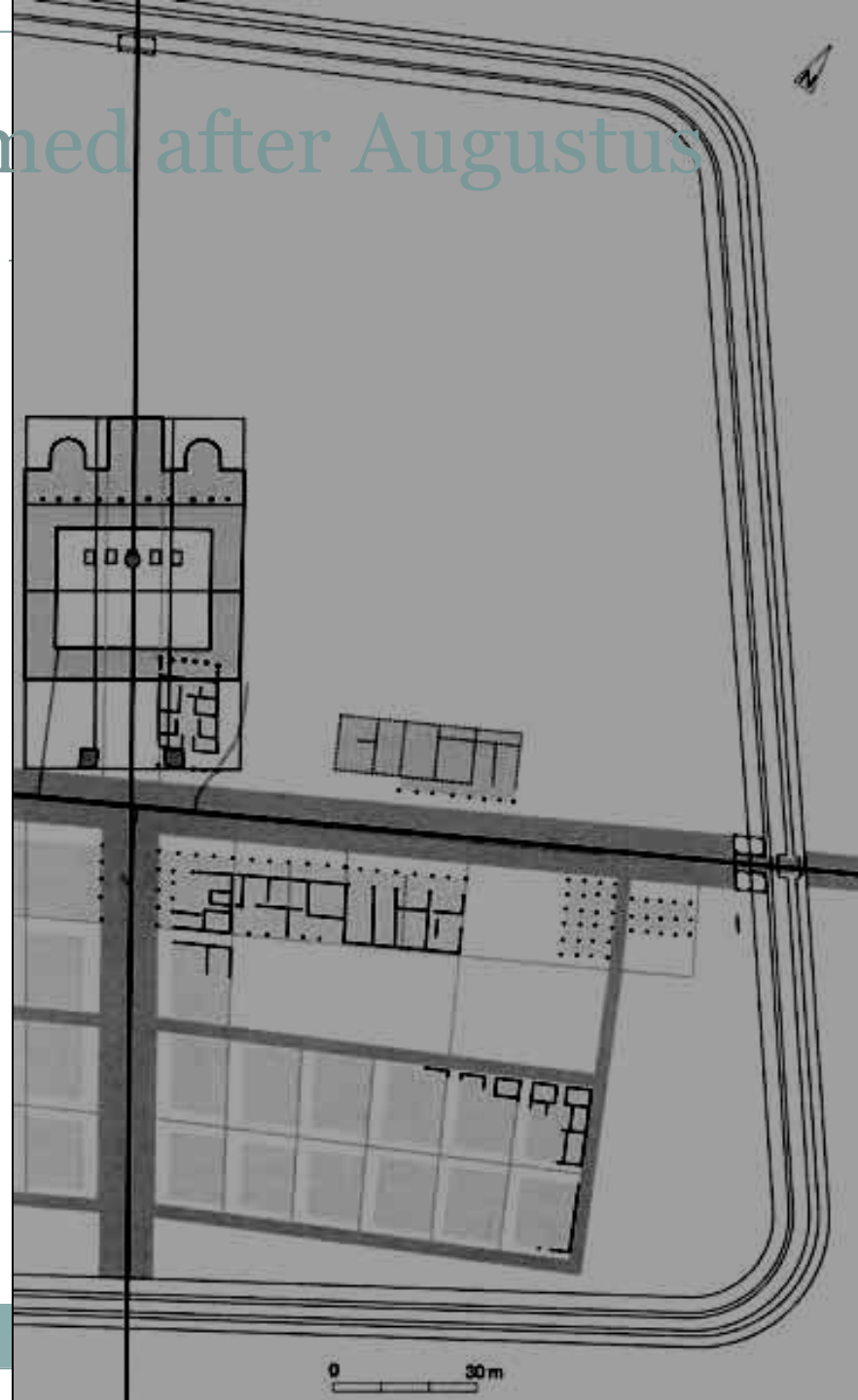
- **AVGUVSTA TREVERORVM**

- **AVGVSTA VINDELICVM**

(today: Augsburg)

- **AVGVSTODVNUM** (today: Autun)

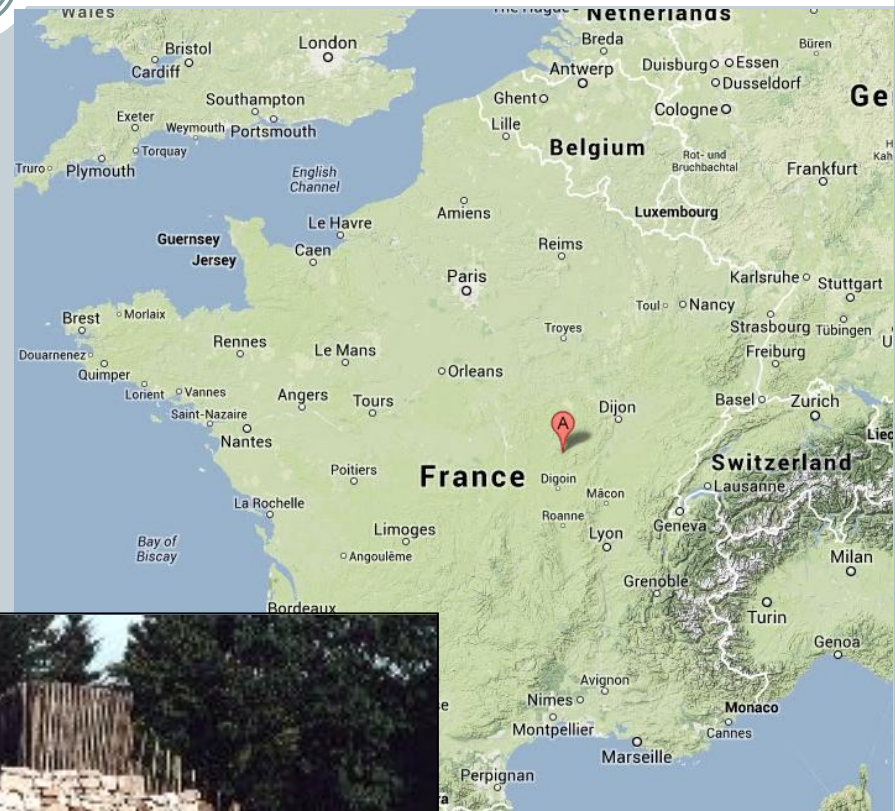
- and many more...



# Urban Foundations

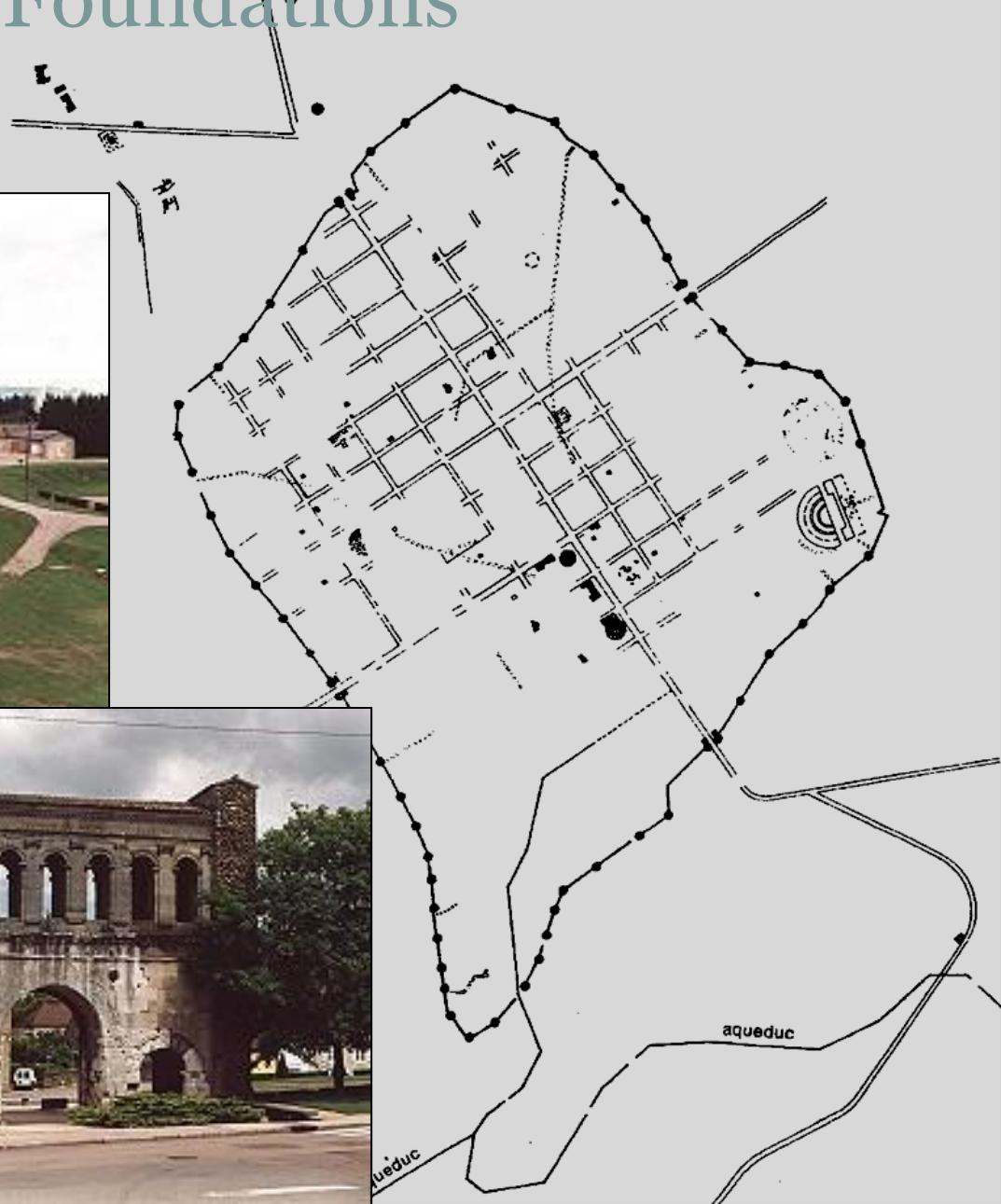


**BIBRACTE**  
**Mont Beuvray**



← *muris Gallicus*

# Urban Foundations

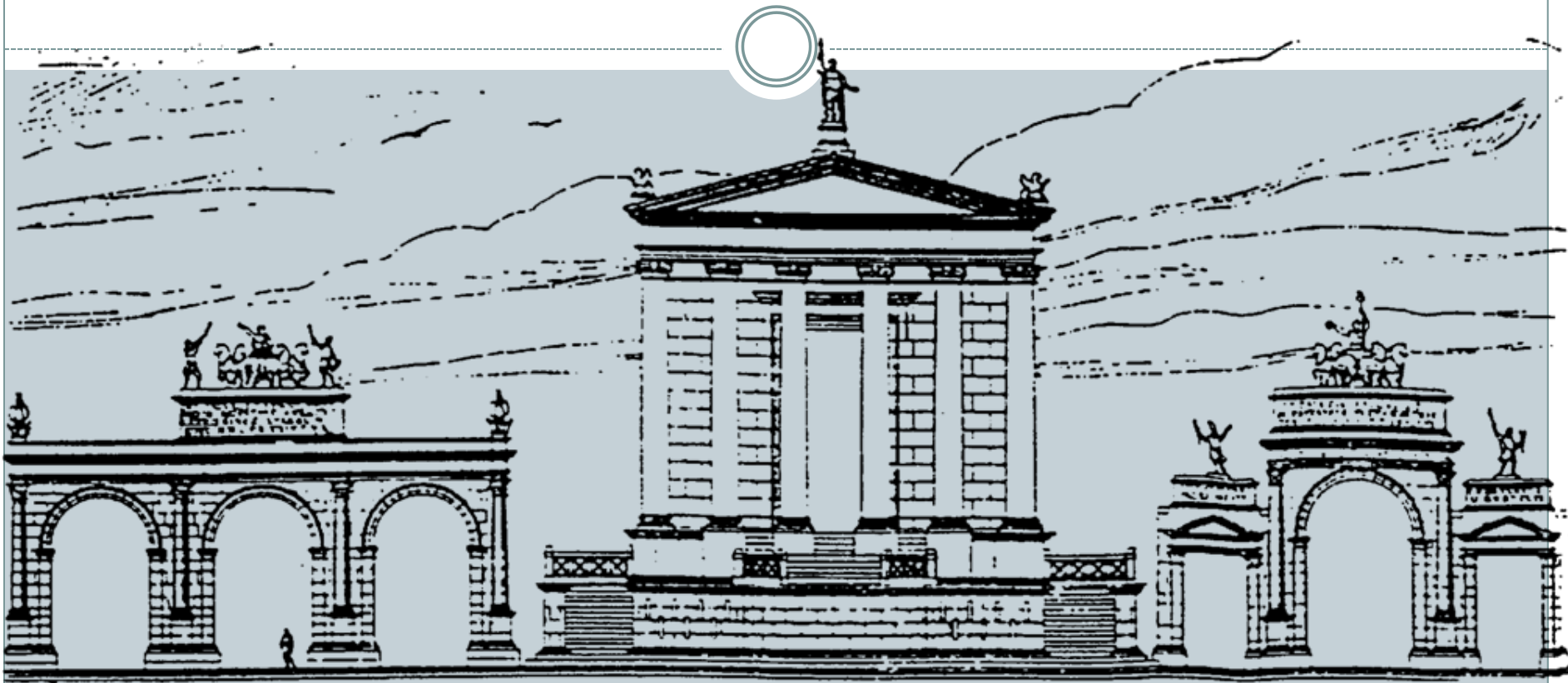


**AVGVSTODVNVM**  
**Autun**

# Triumphal Arches



# Triumphal arches

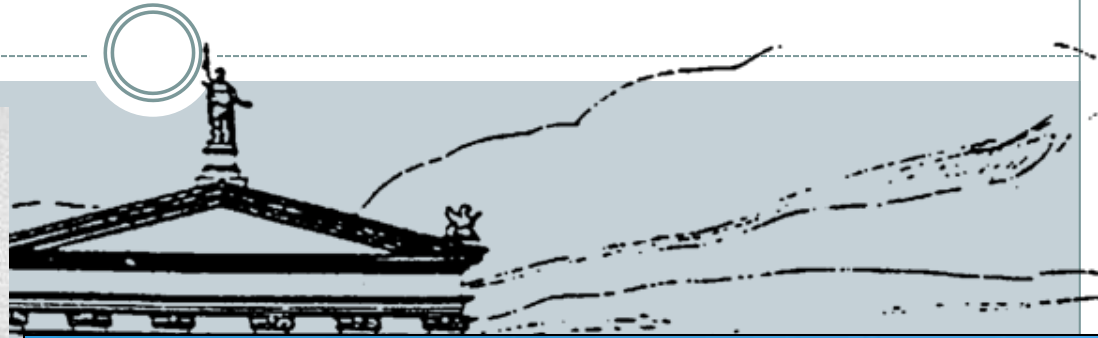
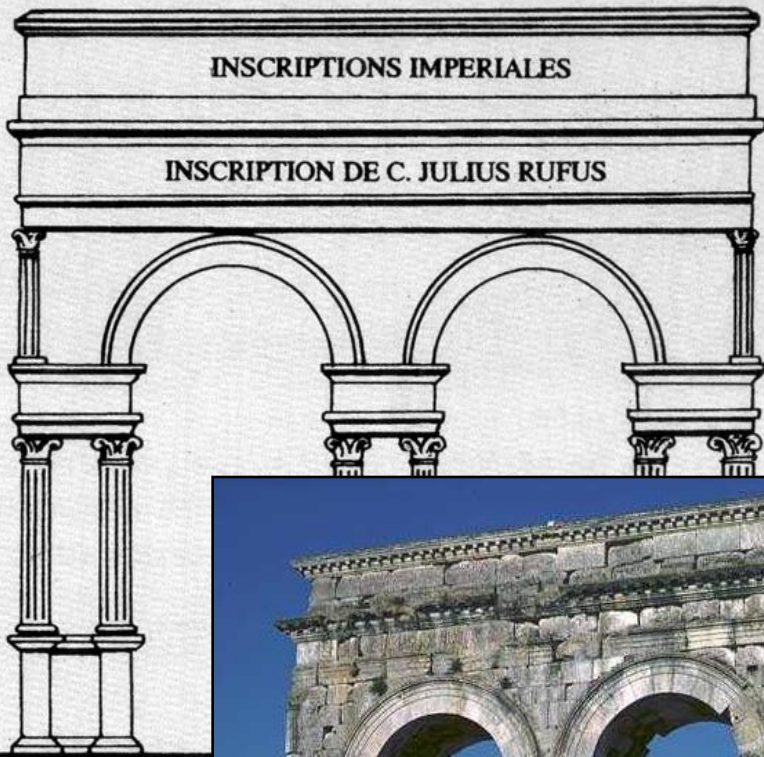


Forum Romanum, Rome

Temple of Divus Iulius  
18th August 29 BC

Parthian Arch  
Arch of Augustus, 29BC

# Triumphal arches

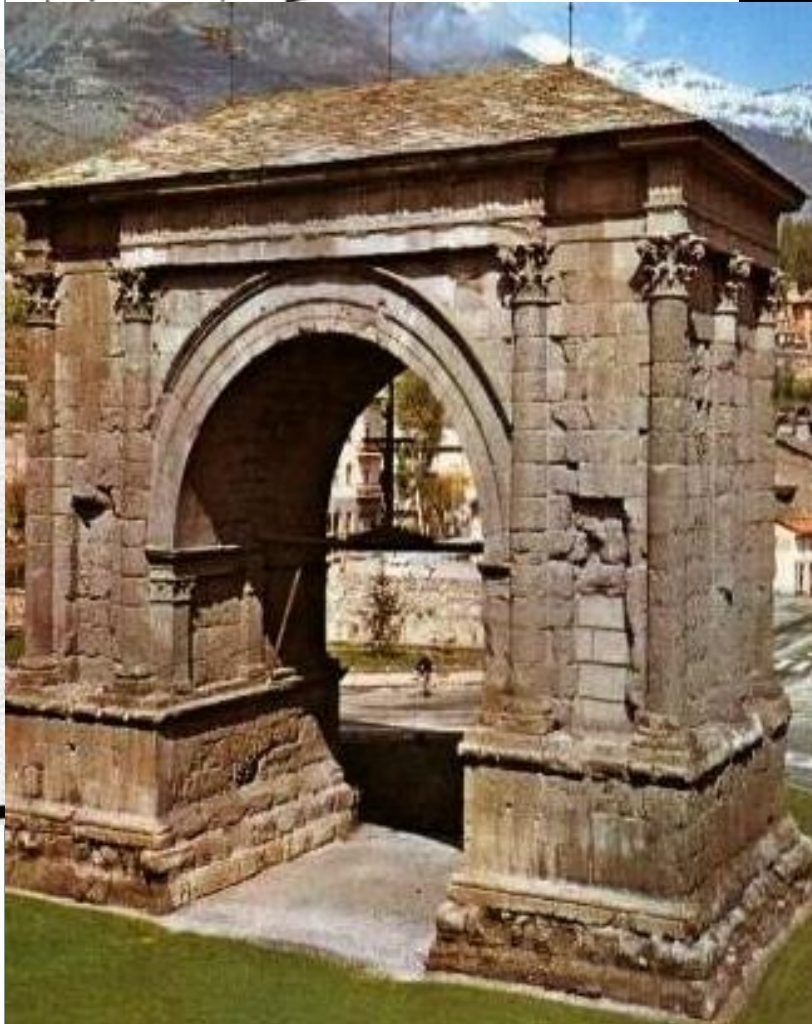


Saintes



Tarragona

# Triumphal arches



Saintes

Aosta (Augusta Praetoria)

Glanum

# Triumph-

Susa/Segusio

Cottius, the son of king Donnus

→ praefect of his father's  
kingdom

→ Alpes Cottiae



# Ideology // Imperial Discourse

An ideology not just for Rome and the Romans,  
but for an entire empire

- *pax* / Peace
- Prosperity
- Justice, Clemency  
(anti-corruption)
- Benevolence / Philanthropy
- Participation / Integration
- *humanitas* / Civilisation
- Consolidation
- Princeps
- Pater Patriae  
“Father of the Fatherland”
- Tribunician Power  
→ protector of plebs

