



Lecture 15. Markets, Traders and Artisans

Markets and Fairs: Vocabulary

Agora

Emporion

Panêgyris

Pratêrion

Polêtêrion

Trapeza

Forum

Portus

Taberna

Mercatus

Macellum

Nundinae

Atria (e.g. Atria
auctionaria)

Professionals: Traders, Sellers, Bankers

Negotiatores

Mercatores

Navicularii

Argentarii

Coactores

Nummularii

Pistores (baker)

Tonsores (barber)

Tabernarii (tavern keeper)

Purpurarii (purple seller)

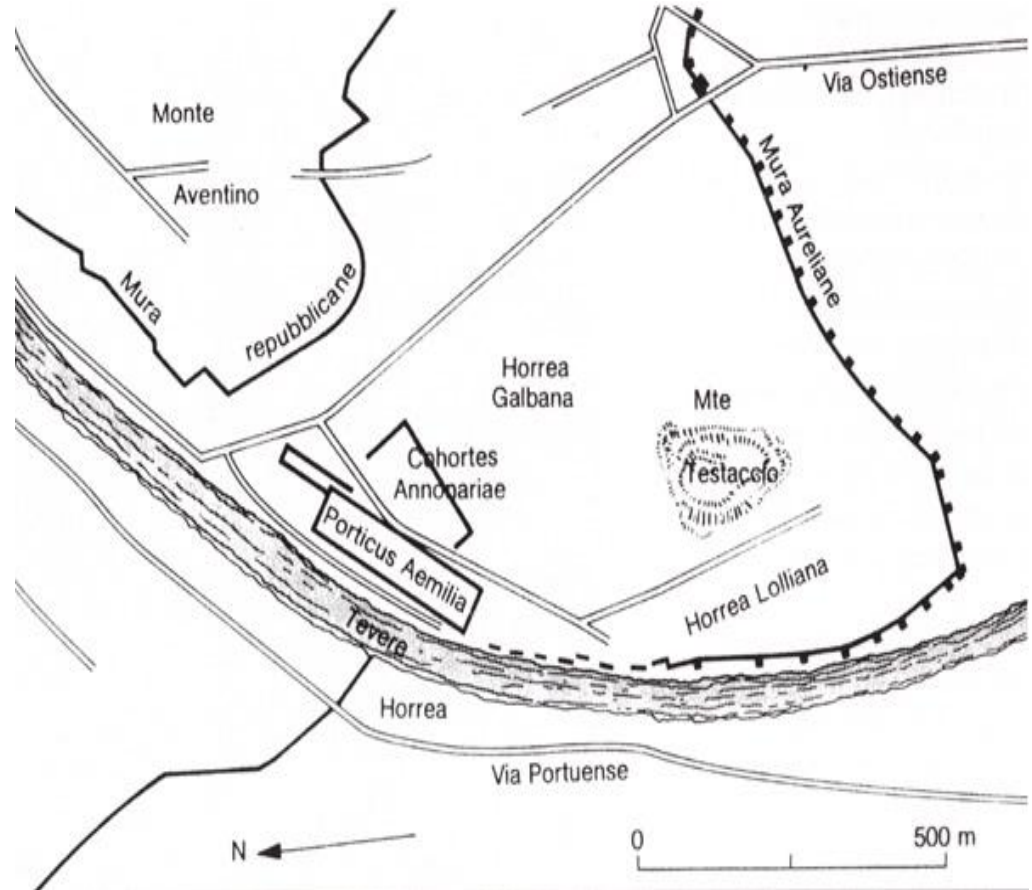
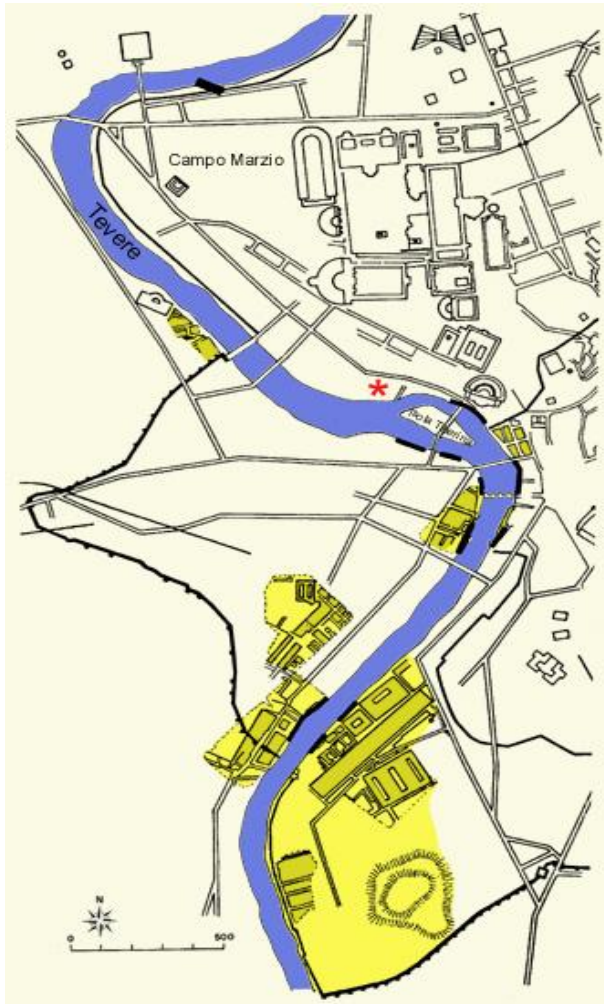
Margaritarii (pearls seller)

Fullo (fuller)

Caupo (tavern keeper)

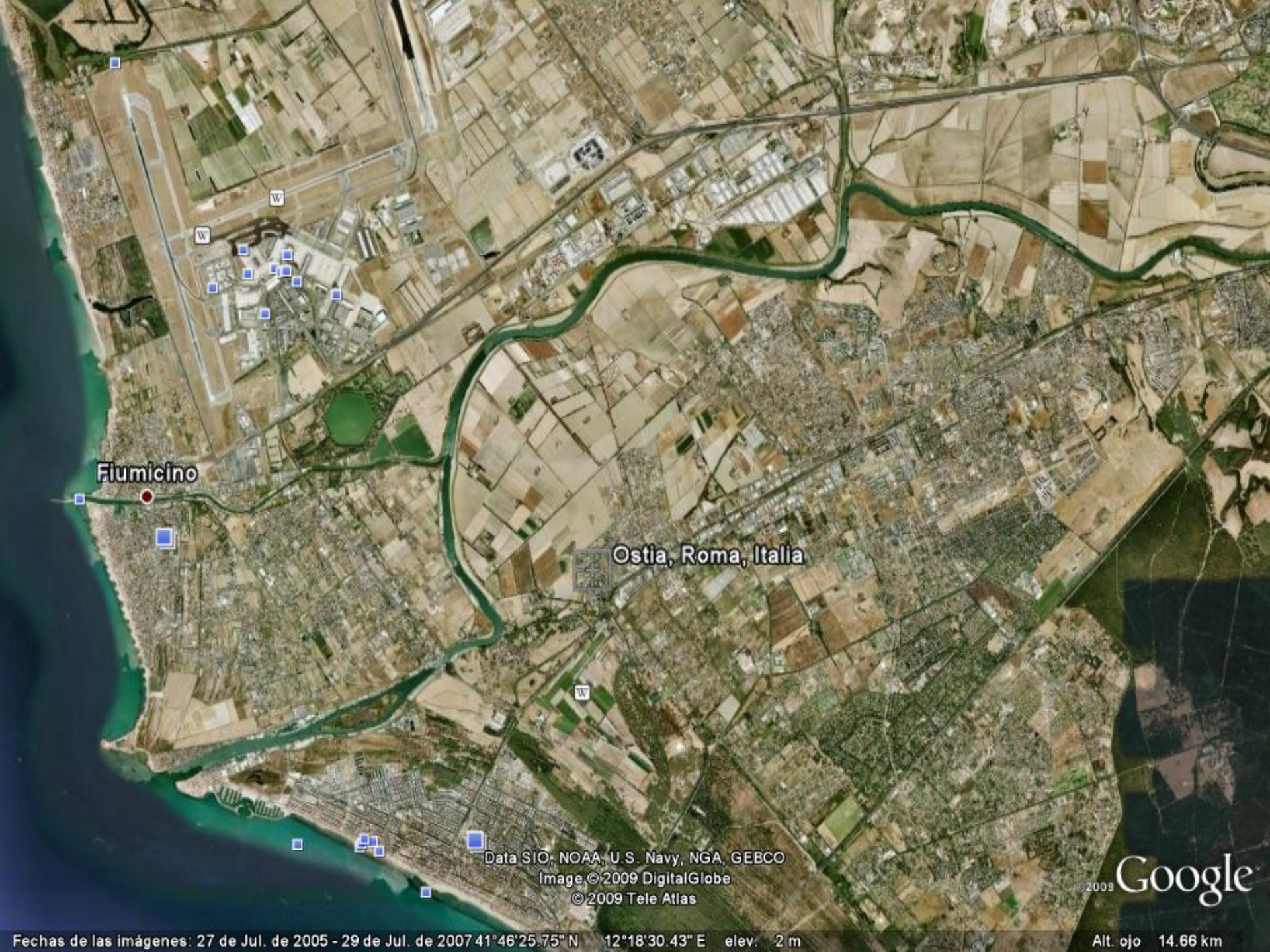
Vestiror (tailor)

Emporium



Emporium: Ancient port in Marmorata





Fiumicino

Ostia, Roma, Italia

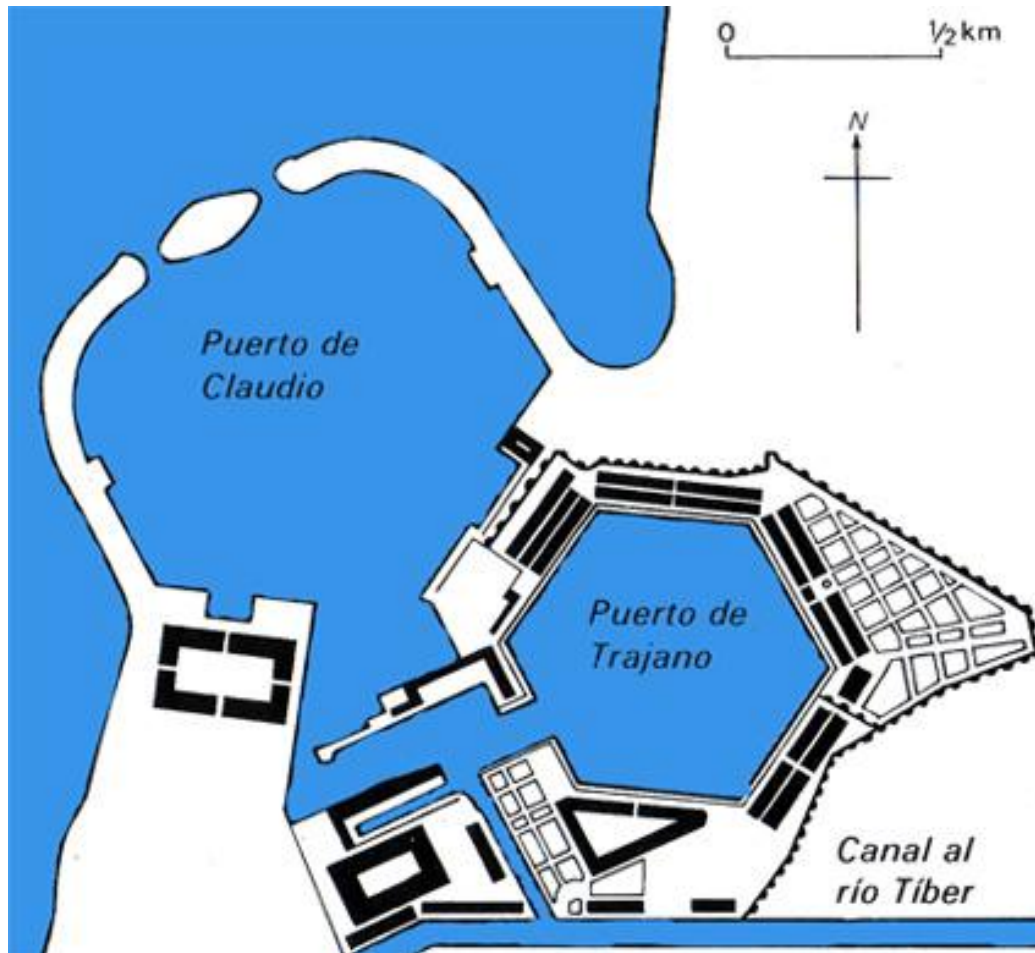
Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Image ©2009 DigitalGlobe
©2009 Tele Atlas

2009 Google

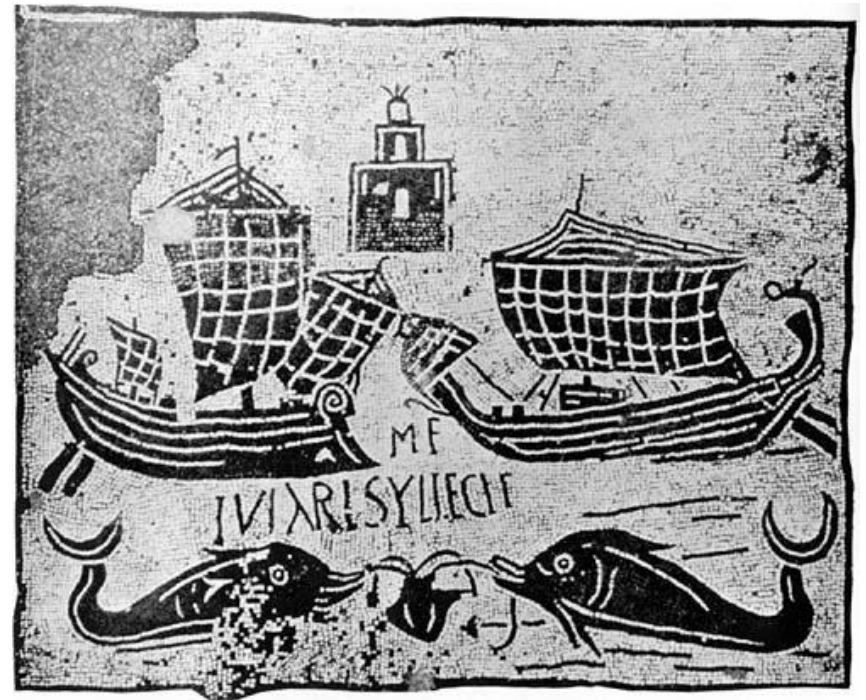
Fechas de las imágenes: 27 de Jul. de 2005 - 29 de Jul. de 2007 41°46'25.75" N 12°18'30.43" E elev. 2 m

Alt. ojo 14.66 km

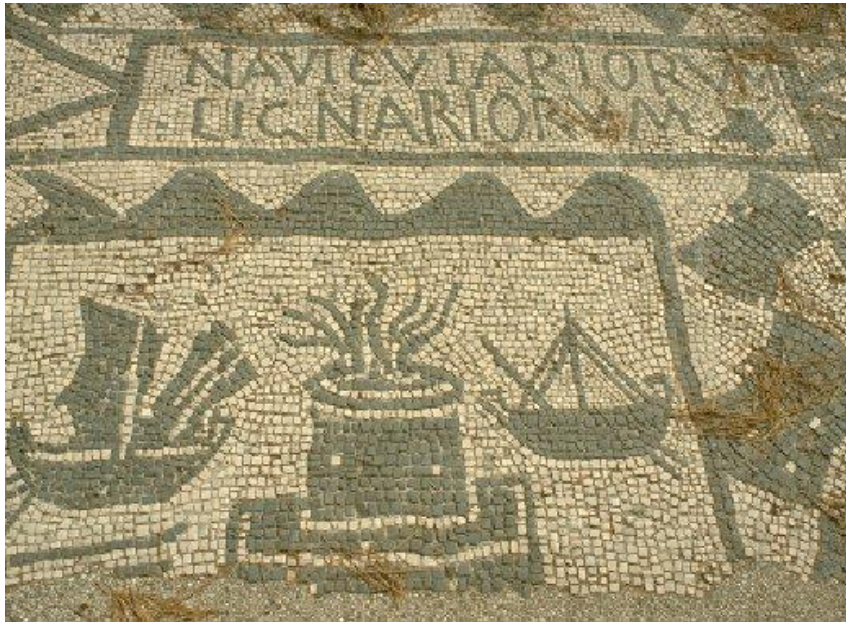
Portus: Claudius and Trajan's harbour



Trade and Food Supply. Ostia. Piazza delle corporazioni



Trade and Food Supply. Ostia. Piazza delle corporazioni



Portus

- The shore-line near Ostia did not offer natural protection to ships. Small boats could sail up the Tiber to Rome. Large ships unloaded at the Tiber quays of Ostia, very large ships out at sea. For these large ships Ostia was a dangerous place.
- In 42 AD Claudius started the construction of an artificial harbour, a few kilometres to the north of Ostia.

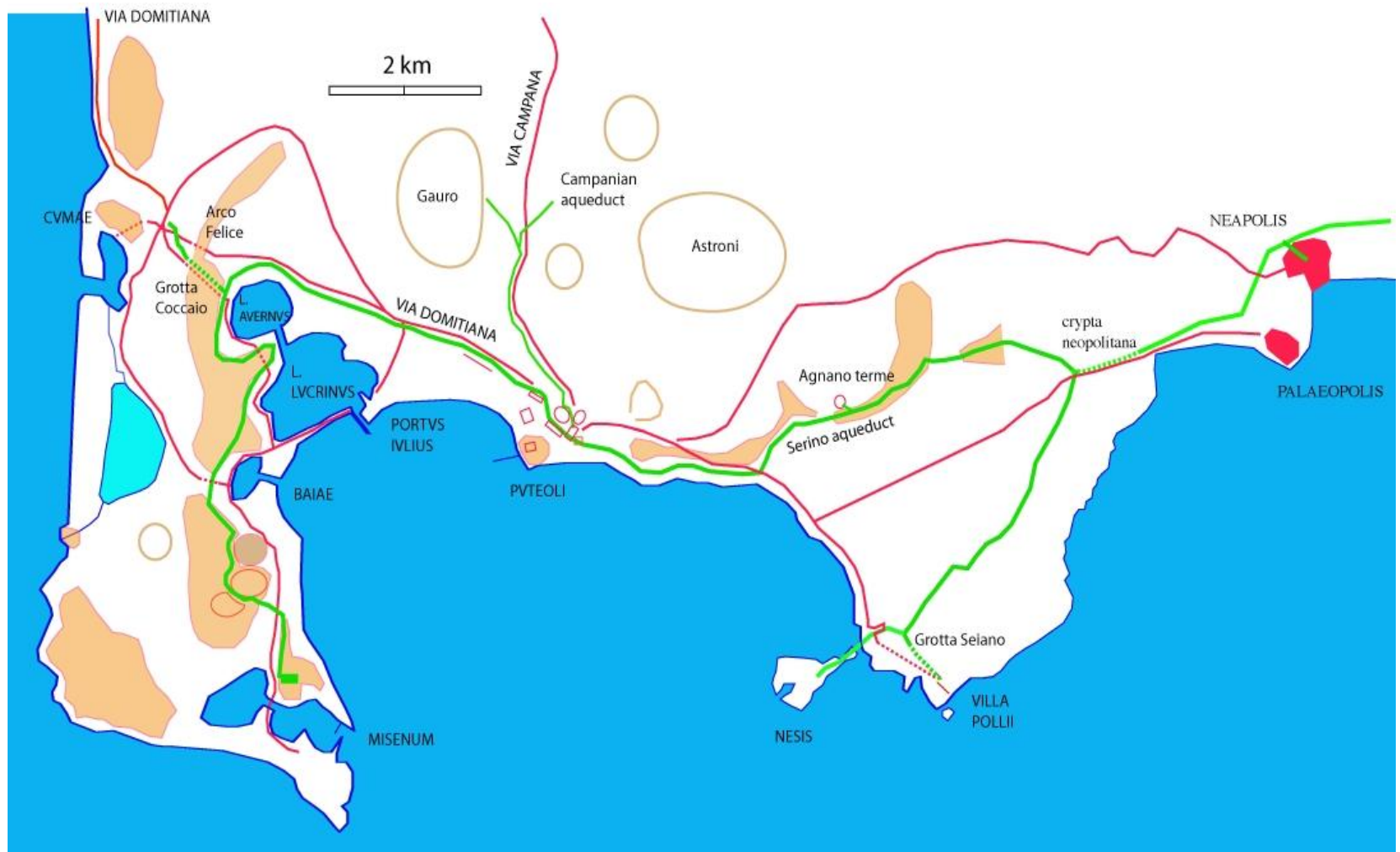
Portus

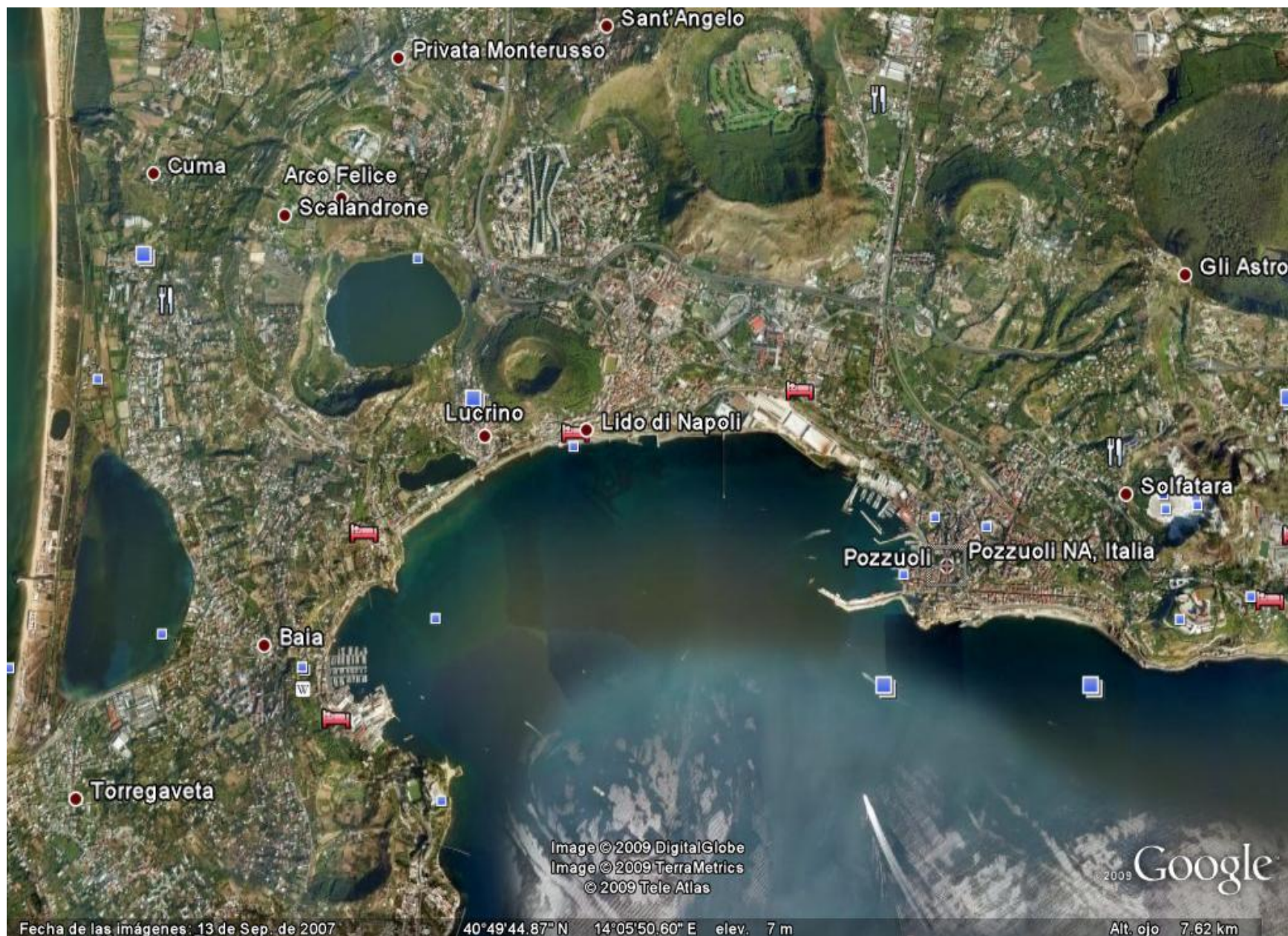
- Channels connected the basin with the Tiber, and created an artificial island between Ostia and Portus, called Isola Sacra ("Sacred Island") in late antiquity.
- From now on Ostia was the main harbour of Rome for goods from the western half of the Empire. Puteoli, in the Bay of Naples, remained Rome's "eastern" harbour.
- Trajan built a second, hexagonal basin behind the basin of Claudius. The work was carried out in the years 106-113 AD, and included improvements of the Claudian harbour. From now on the grain fleet from Alexandria in Egypt sailed to Ostia as well as to Puteoli.

Puteoli

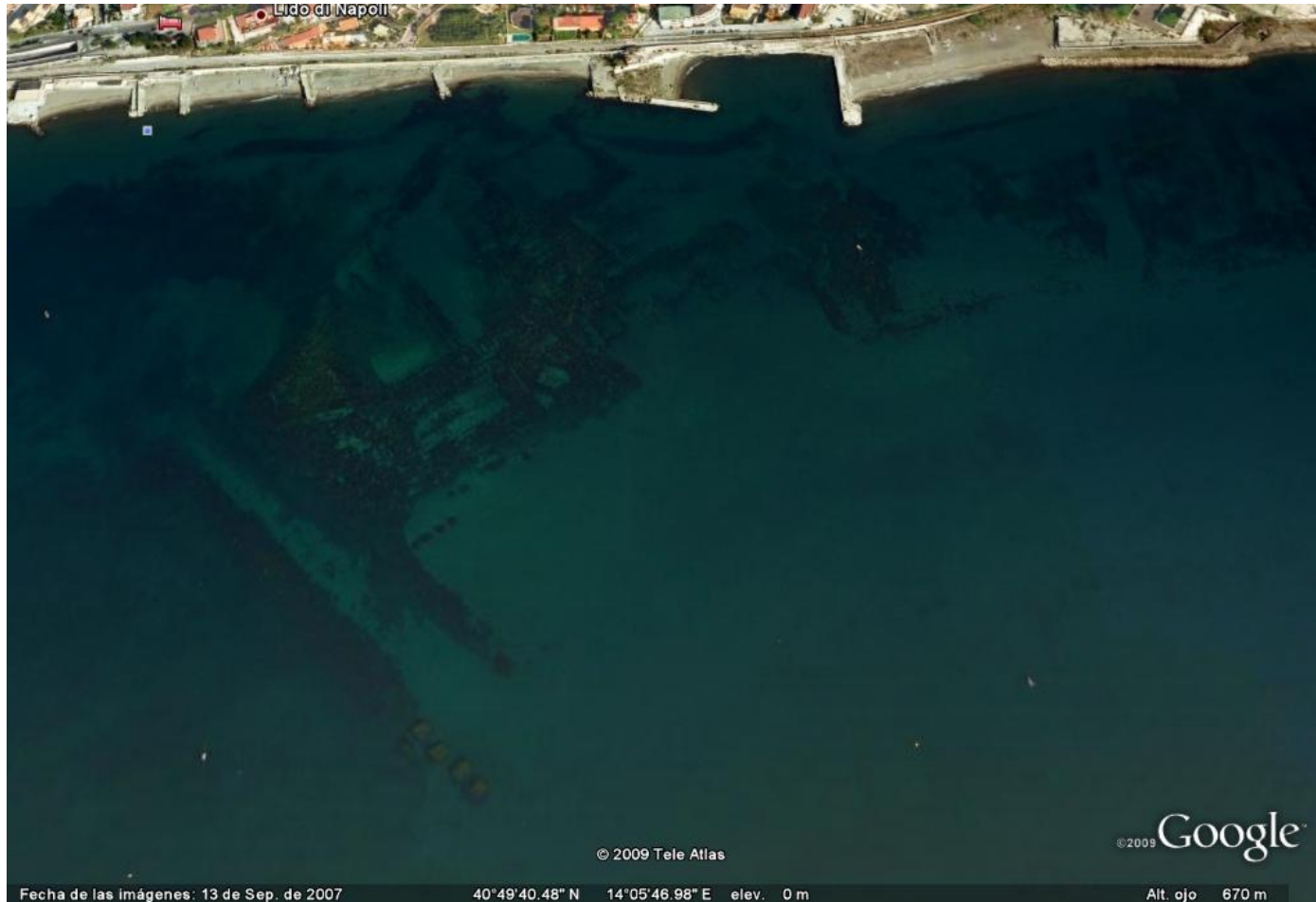


Misenum, Baiae, Puteoli

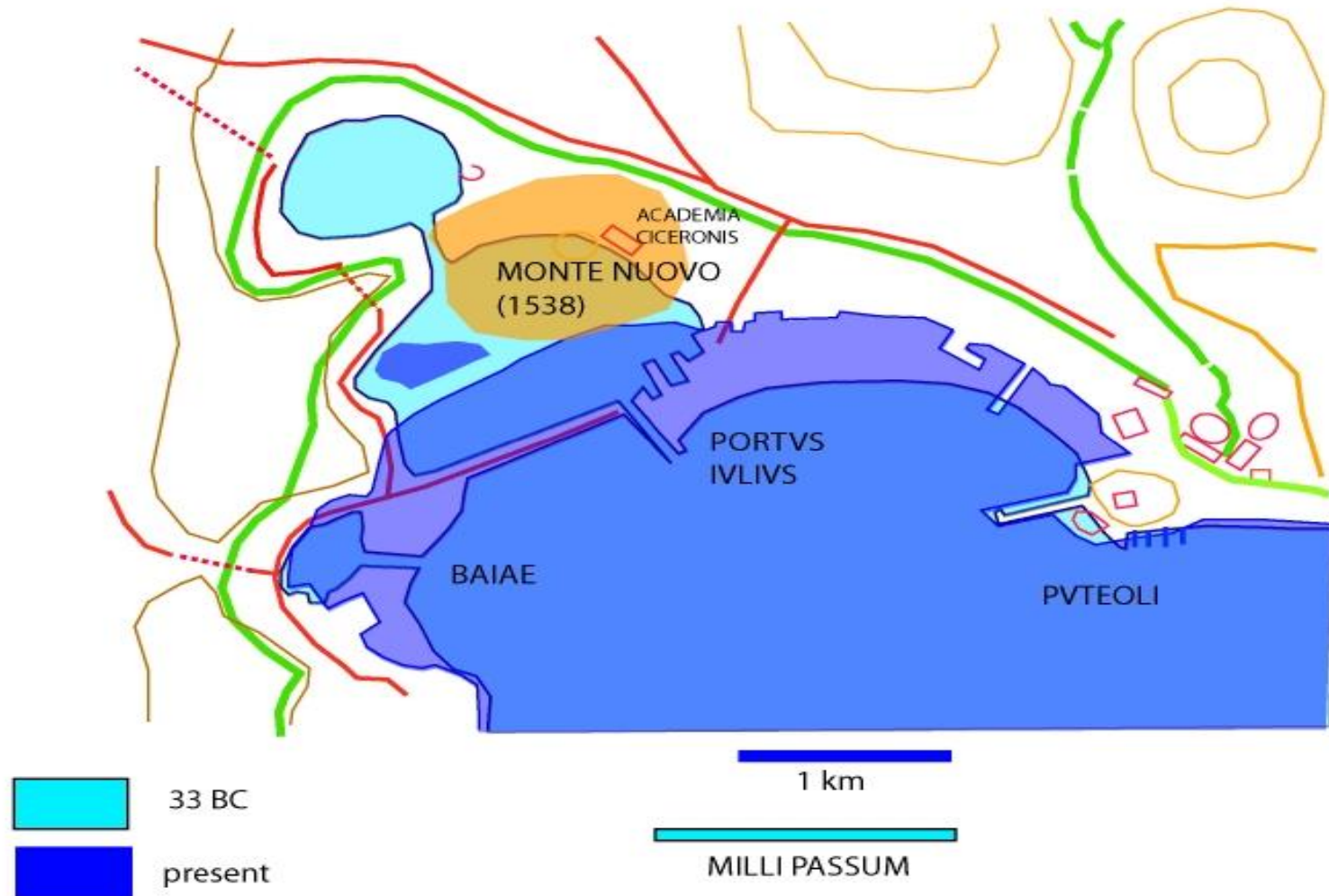




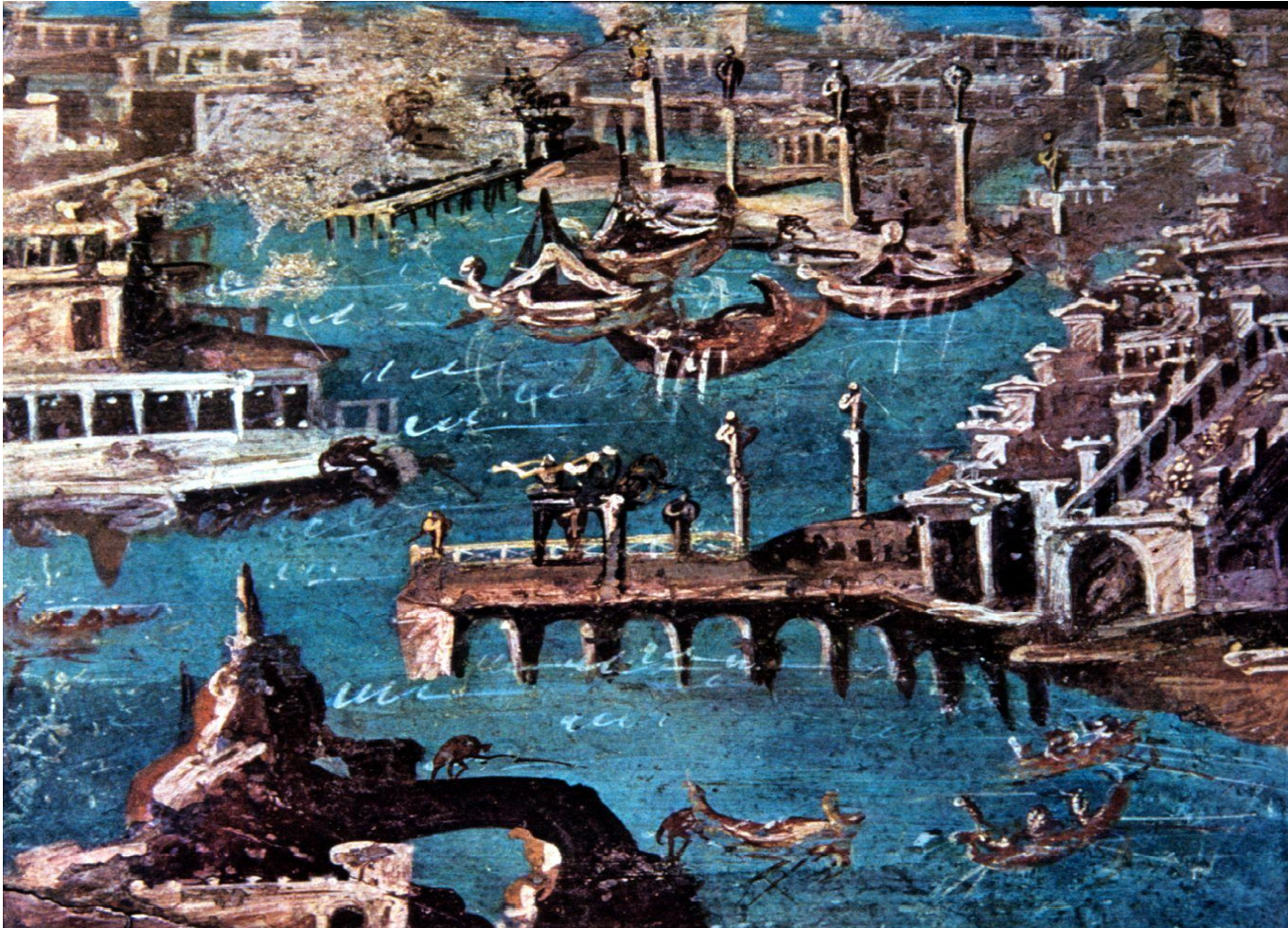
Puteoli. Harbour remains



Baiae and Puteoli



Puteoli, Harbour. Fresco from Stabiae



Engraved glass representing the city of Puteoli

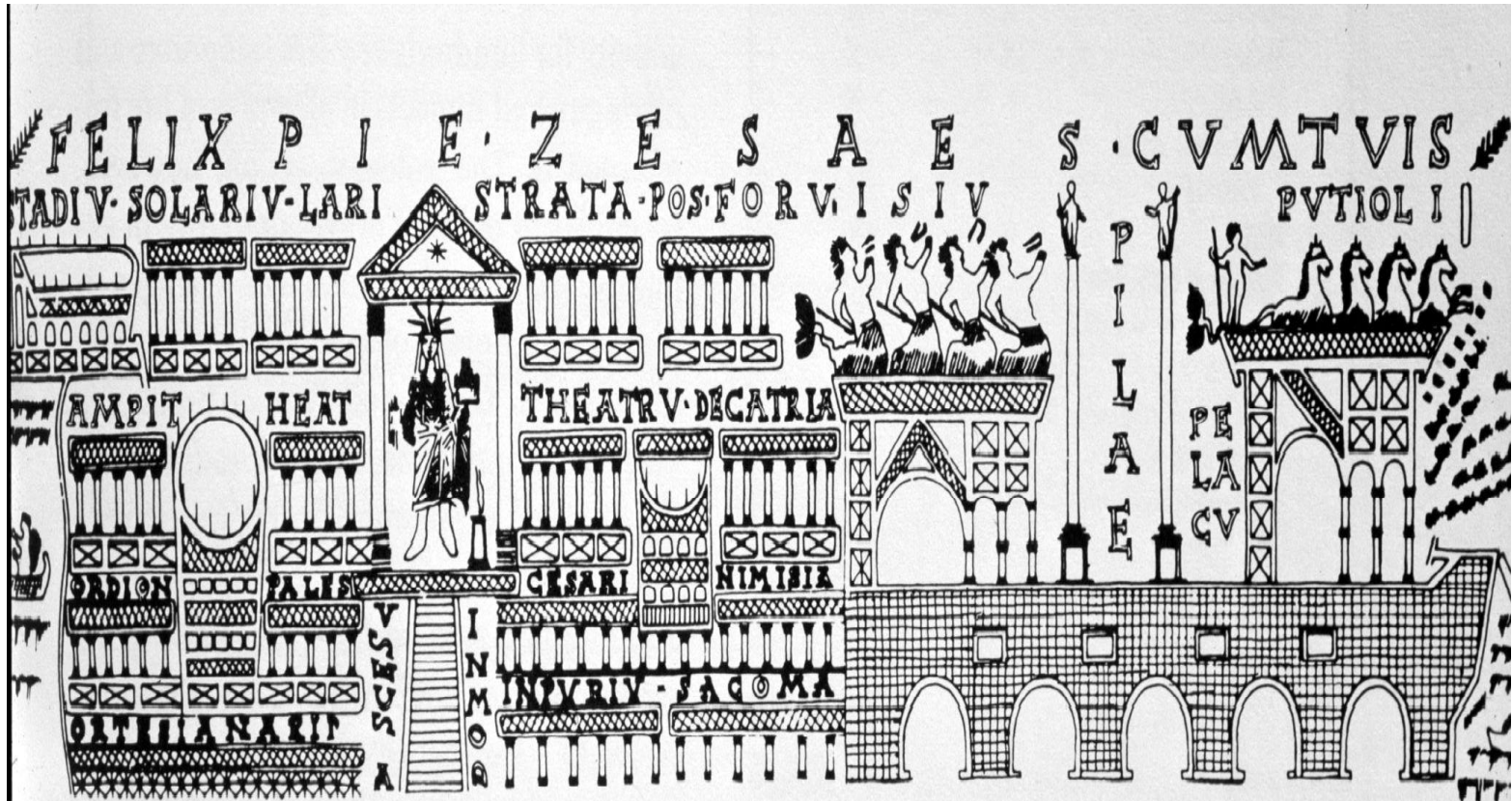
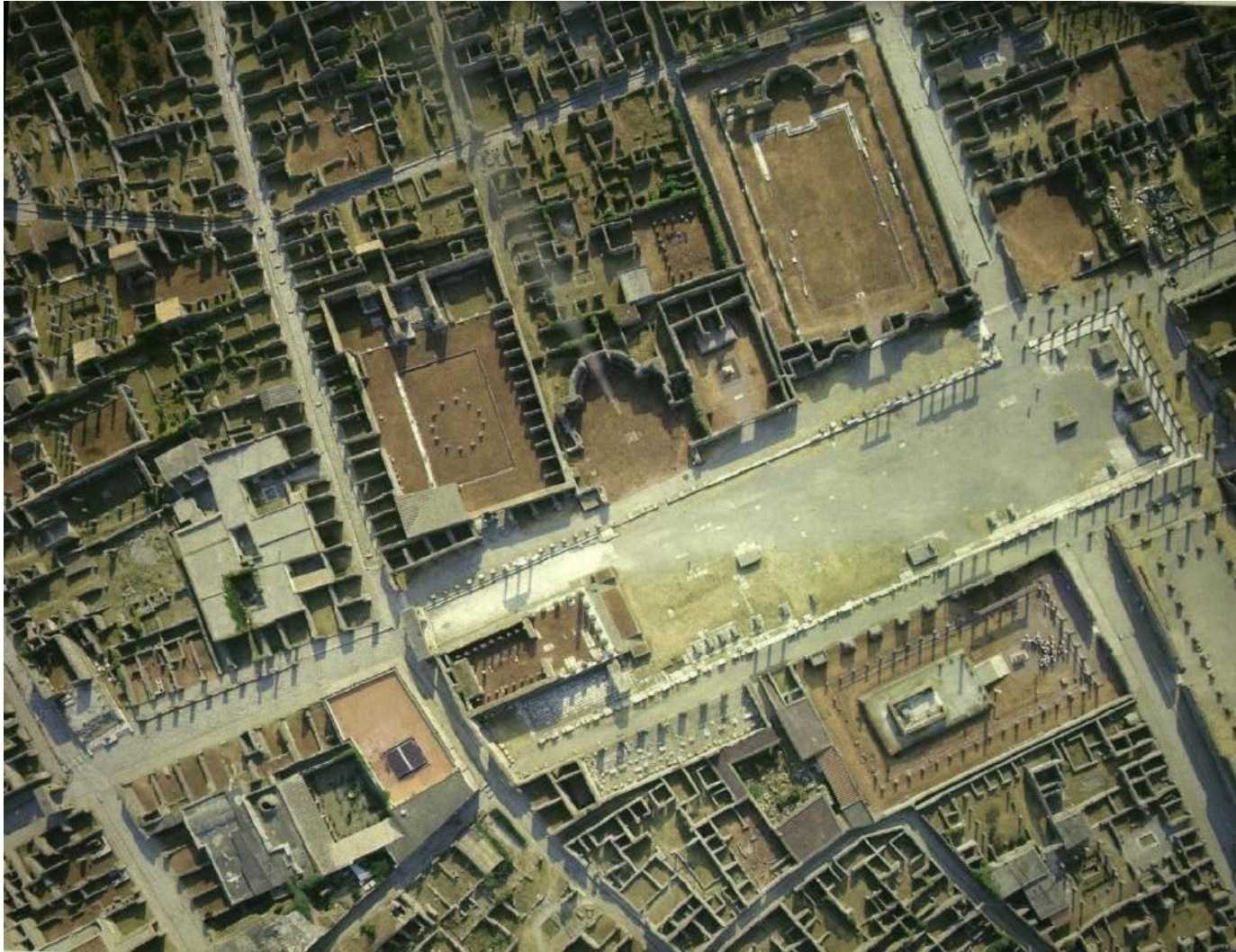
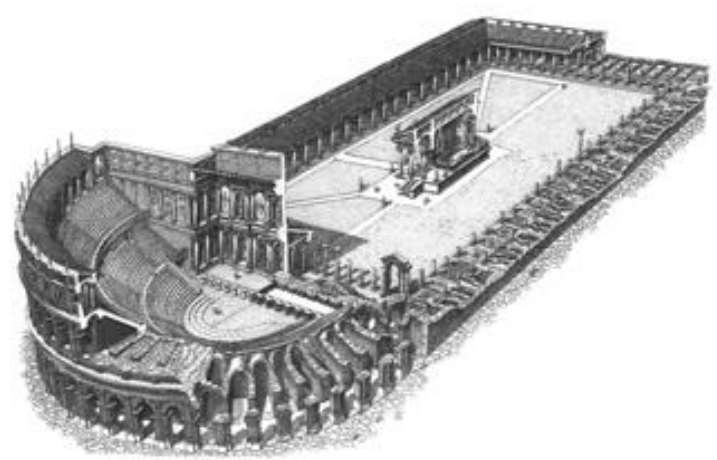
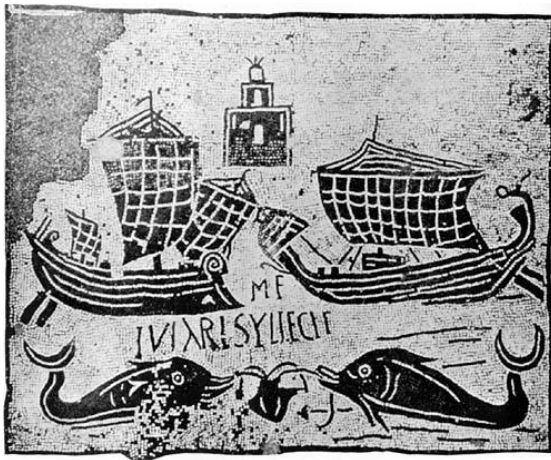
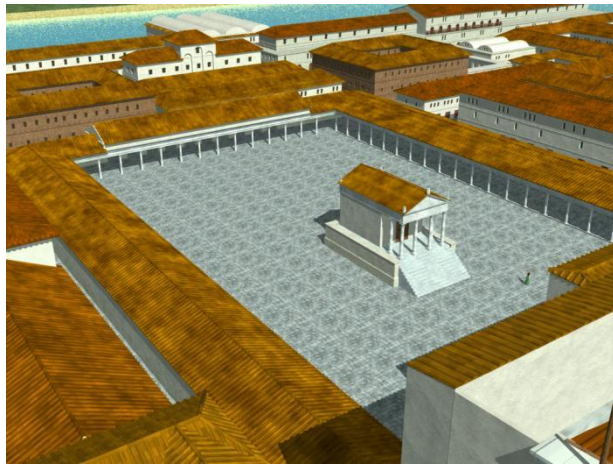


FIG. 12. Italy. No. 5. Drawing: The National Museum, Prague.

Forum as economic centre: Pompeii



Ostia. Piazza delle corporazioni

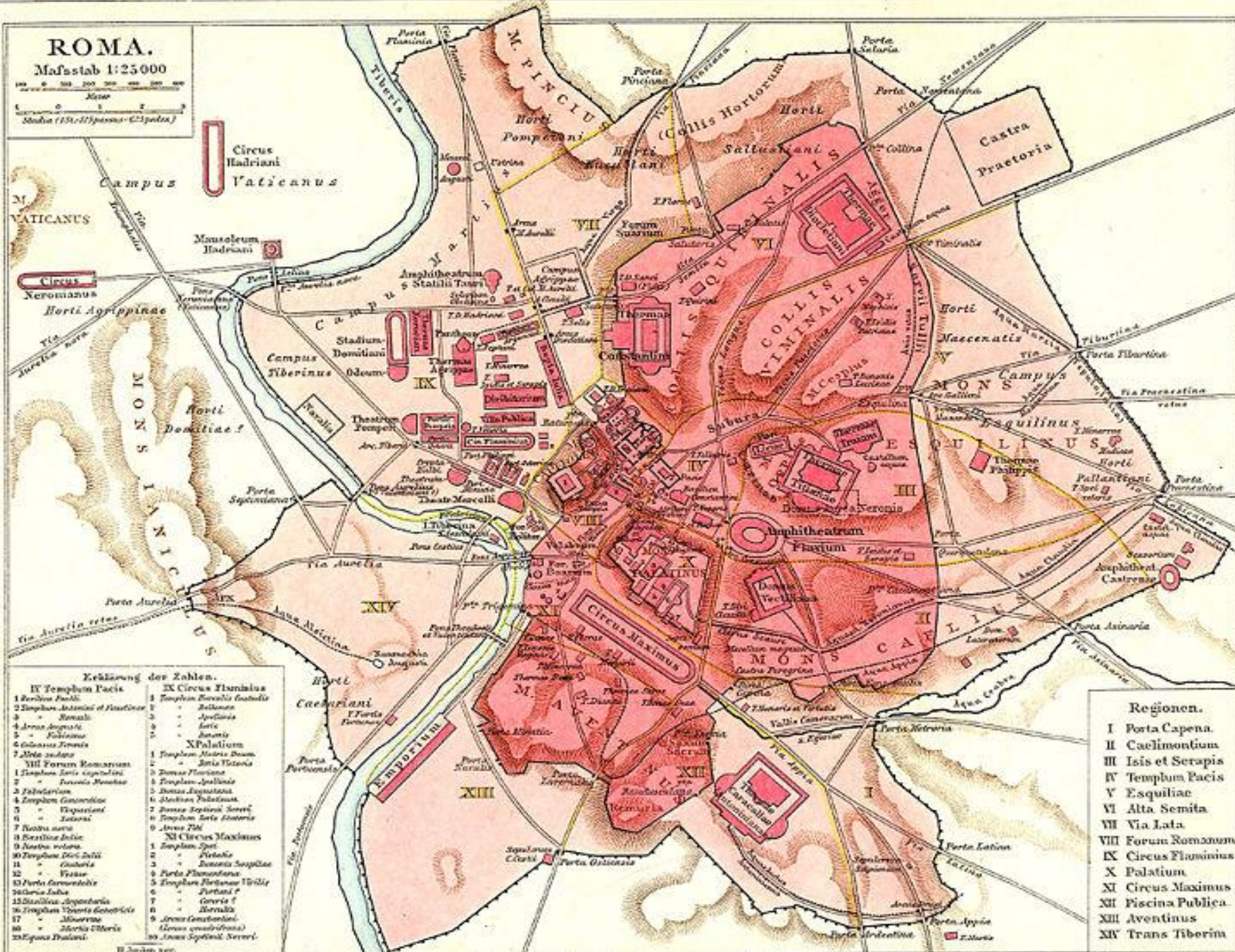
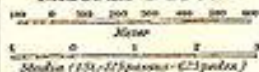


Ostia: Negotiator from the forum vinarium. AE 1940, 0064

- L(ucius) Caecilius / Aemilianus / veteranus
ex coh(orte) / pr(ima) praetoria decu/rio
duovir Aeliae / Uluzibbirae Africae /
corporatus in tem/plo fori vinari
inpor/tatorum negotian/tium fecit sibi

ROMA.

Maßstab 1:25 000



Erklärung der Zahlen.

I Templum Pacis

- 1 Basilica Pacis
- 2 Templum Antonini et Faustinae
- 3 Basilica
- 4 Atrium Augustae
- 5 Basilica
- 6 Basilica Traiana
- 7 Atrium Traiani
- 8 Basilica Traiana
- 9 Basilica Traiana
- 10 Basilica Traiana
- 11 Basilica Traiana
- 12 Basilica Traiana
- 13 Basilica Traiana
- 14 Basilica Traiana
- 15 Basilica Traiana
- 16 Basilica Traiana
- 17 Basilica Traiana
- 18 Basilica Traiana
- 19 Basilica Traiana
- 20 Basilica Traiana

IX Circus Flaminius

- 1 Templum Bonae Castitatis
- 2 Basilica
- 3 Basilica
- 4 Basilica
- 5 Basilica
- 6 Basilica
- 7 Basilica
- 8 Basilica
- 9 Basilica
- 10 Basilica
- 11 Basilica
- 12 Basilica
- 13 Basilica
- 14 Basilica
- 15 Basilica
- 16 Basilica
- 17 Basilica
- 18 Basilica
- 19 Basilica
- 20 Basilica

X Palatium

- 1 Templum Martis
- 2 Basilica
- 3 Basilica
- 4 Basilica
- 5 Basilica
- 6 Basilica
- 7 Basilica
- 8 Basilica
- 9 Basilica
- 10 Basilica
- 11 Basilica
- 12 Basilica
- 13 Basilica
- 14 Basilica
- 15 Basilica
- 16 Basilica
- 17 Basilica
- 18 Basilica
- 19 Basilica
- 20 Basilica

XI Circus Maximus

- 1 Templum Jovis
- 2 Basilica
- 3 Basilica
- 4 Basilica
- 5 Basilica
- 6 Basilica
- 7 Basilica
- 8 Basilica
- 9 Basilica
- 10 Basilica
- 11 Basilica
- 12 Basilica
- 13 Basilica
- 14 Basilica
- 15 Basilica
- 16 Basilica
- 17 Basilica
- 18 Basilica
- 19 Basilica
- 20 Basilica

XII Circus Sestius

- 1 Templum Sestii
- 2 Basilica
- 3 Basilica
- 4 Basilica
- 5 Basilica
- 6 Basilica
- 7 Basilica
- 8 Basilica
- 9 Basilica
- 10 Basilica
- 11 Basilica
- 12 Basilica
- 13 Basilica
- 14 Basilica
- 15 Basilica
- 16 Basilica
- 17 Basilica
- 18 Basilica
- 19 Basilica
- 20 Basilica

XIII Circus Flaminius

- 1 Templum Flamini
- 2 Basilica
- 3 Basilica
- 4 Basilica
- 5 Basilica
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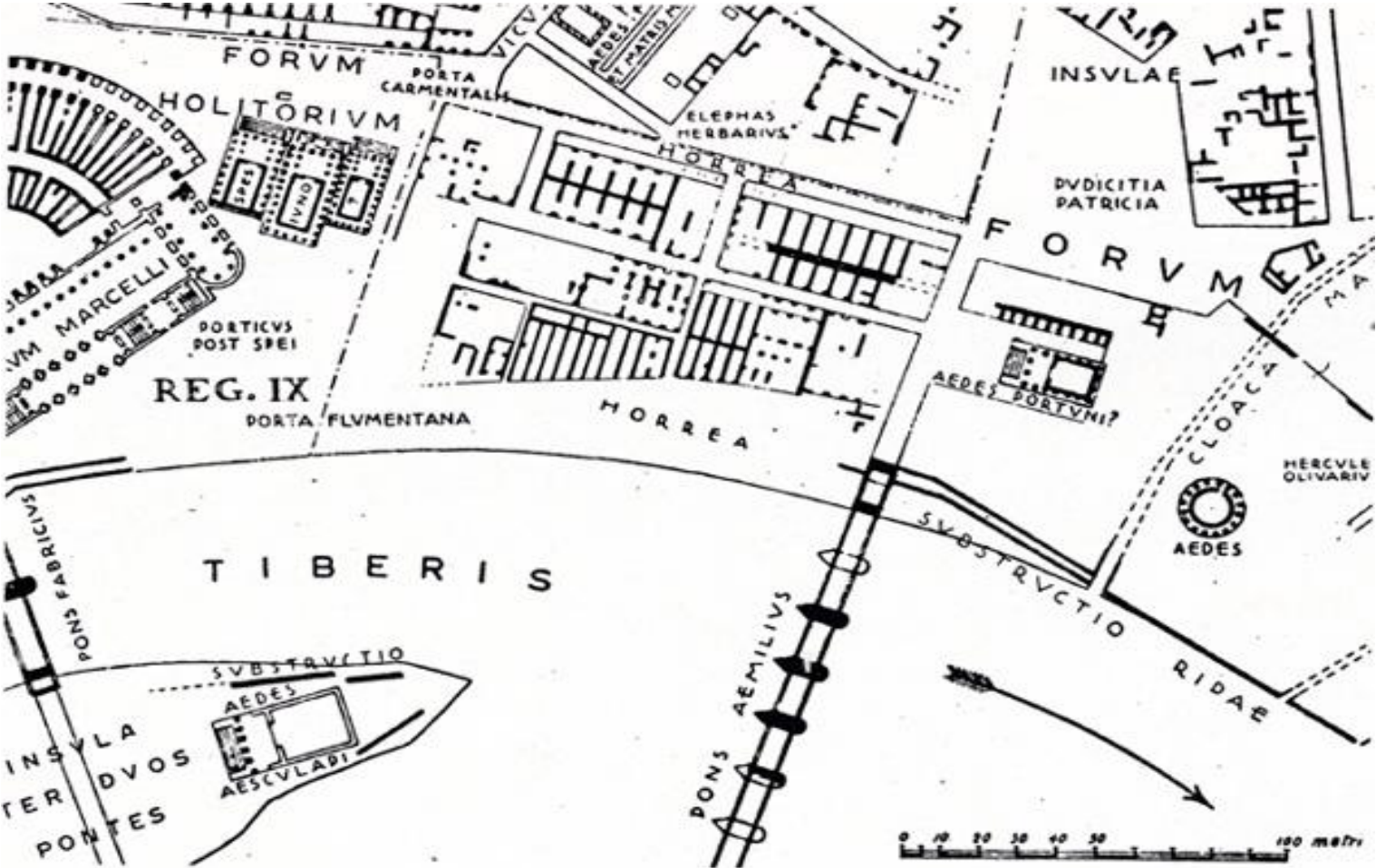
XIV Trans Tiberina

- 1 Templum Trans Tiberina
- 2 Basilica
- 3 Basilica
- 4 Basilica
- 5 Basilica
- 6 Basilica
- 7 Basilica
- 8 Basilica
- 9 Basilica
- 10 Basilica
- 11 Basilica
- 12 Basilica
- 13 Basilica
- 14 Basilica
- 15 Basilica
- 16 Basilica
- 17 Basilica
- 18 Basilica
- 19 Basilica
- 20 Basilica

Regionen.

- I Porta Capena
- II Caecilientium
- III Isis et Serapis
- IV Templum Pacis
- V Esquiliae
- VI Alta Semita
- VII Via Lata
- VIII Forum Romanum
- IX Circus Flaminius
- X Palatium
- XI Circus Maximus
- XII Piscina Publica
- XIII Aventinus
- XIV Trans Tiberina

The Forum Boarium. Portus Tiberinus



Forum Boarium



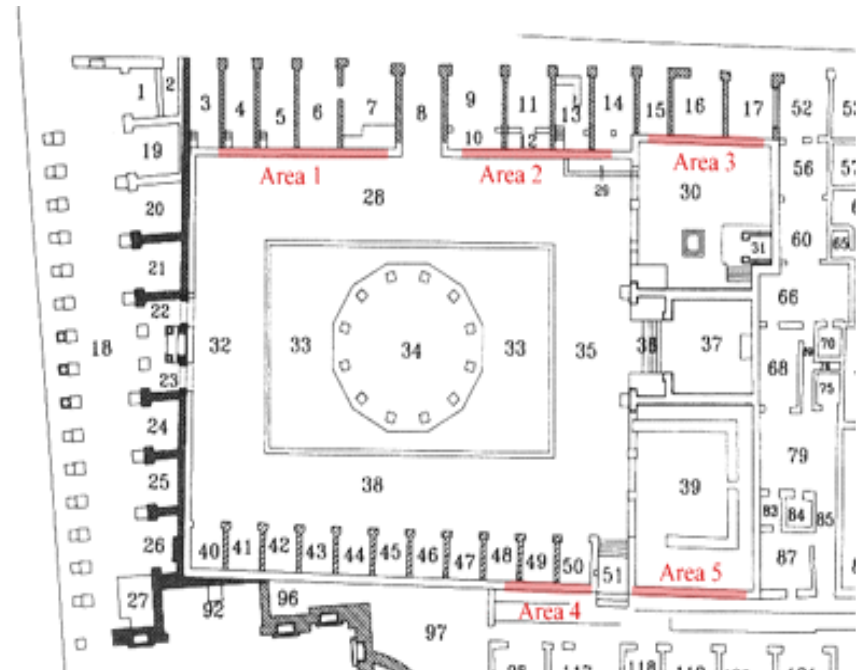
Macella

- Urban food-markets
- Fish, meat, spices,...
- Macella were submitted to the supervision of the authorities and to taxes for import and sale: e.g. the *macellum vectigal*.

Macellum. Puteoli



Macellum. Pompeii



Macellum. Ostia



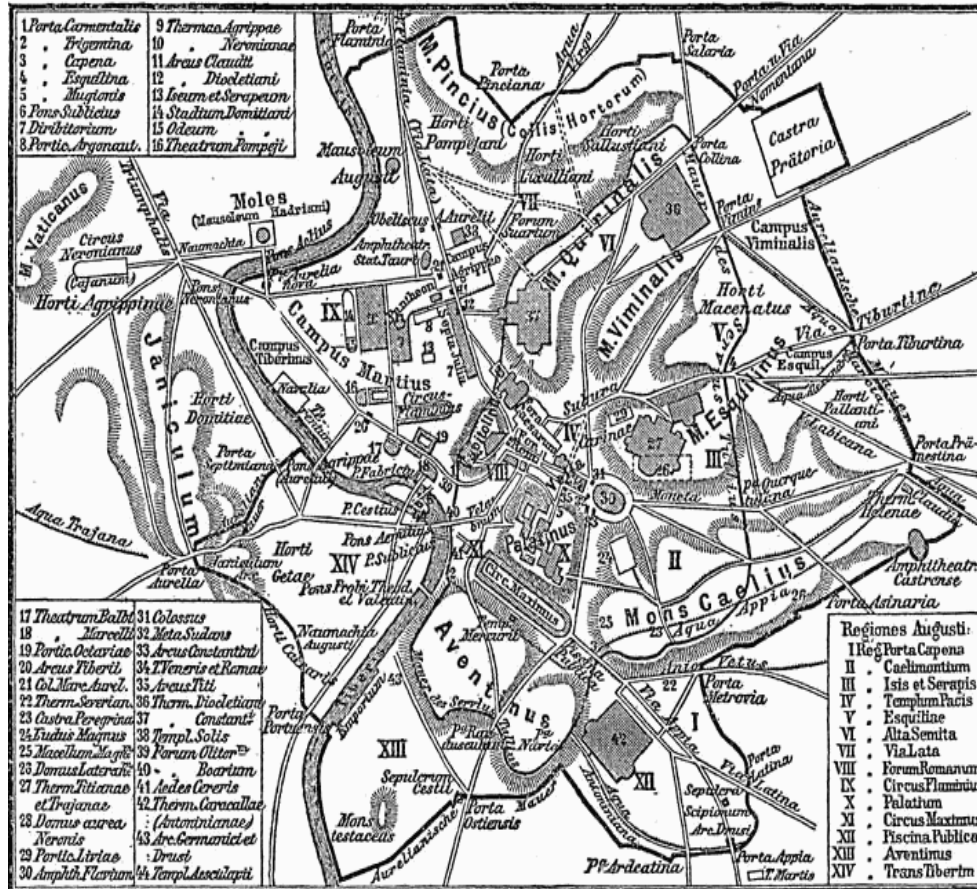
Rome: Selling fish at the macellum.

“ Seneca, epistulae 95, 42 “ A mullet of monstrous size was presented to the Emperor Tiberius. They say it weighed four and one half pounds... Tiberius ordered it to be sent to the *macellum* and put up for sale, remarking: "I shall be taken entirely by surprise, my friends, if either Apicius or P. Octavius does not buy that mullet." The guess came true beyond his expectation: the two men bid, and Octavius won, thereby acquiring a great reputation among his intimates because he had bought for five thousand sesterces a fish which the Emperor had sold, and which even Apicius did not succeed in buying. To pay such a price was disgraceful for Octavius, but not for the individual who purchased the fish in order to present it to Tiberius - though I should be inclined to blame the latter as well; but at any rate he admired a gift of which he thought Caesar worthy.”

Macellum Magnum. Literary Evidences

- When? Cassius Dio (61, 18, 3) mentions the inauguration of the MM in the year 59 AD
- Where? The *Notitia Urbis Romae Regionum XIII* locates the market on the Caelium, between the Templum Divi Claudii and the Lupanarii

Location. Caelium. Santo Stefano Rotondo?



MM. CIL VI 41296, Honorific inscription



...] / [--- p]roc(uratori) famil(iarum) /
[glad(iatoriarum) per] Ital(iam)
proc(uratori) Mini/[ciae et m]acell(i)
magni et / [frumenti? p]opuli
proc(uratori) / [mon(etae)?
scri]b(ae) aedil(ium) cur(ulium) / [ob
insignem erg]a se amorem
[c]oll(egae) et / [patron(o) optim(o)?
c]urant(e) Crepereio / [---]
ark(ario)(!)

Date: 251-300 AD (terminus a. q.)

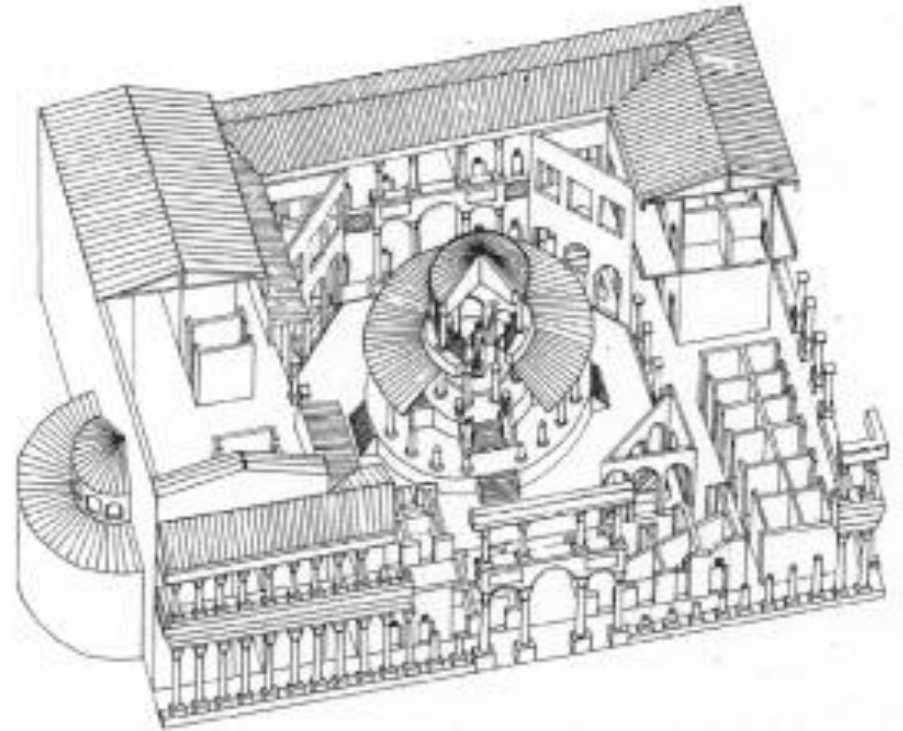
Dupondii. Mac. Aug. 63-68 AD



Forma Urbis Romae. Fragment. Macellum Magnum

PIANTA MARMOREA DI ROMA ANTICA

TAV. XXXIX



Carettoni, Gianfilippo; Colini, Antonio;
Cozza, Lucos; and Gatti, Guglielmo, eds.
La pianta marmorea di Roma antica.
Forma urbis Romae (Rome 1960).

**L. Calpurnius Daphnus. Argentarius
Macellum Magnum, CIL VI 9183**



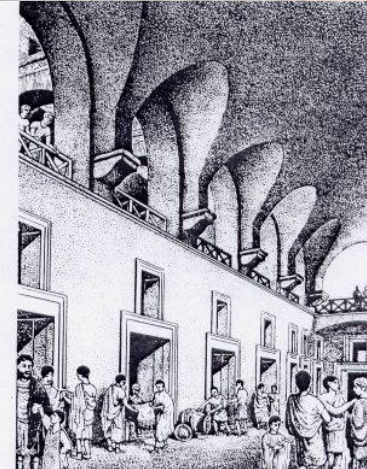
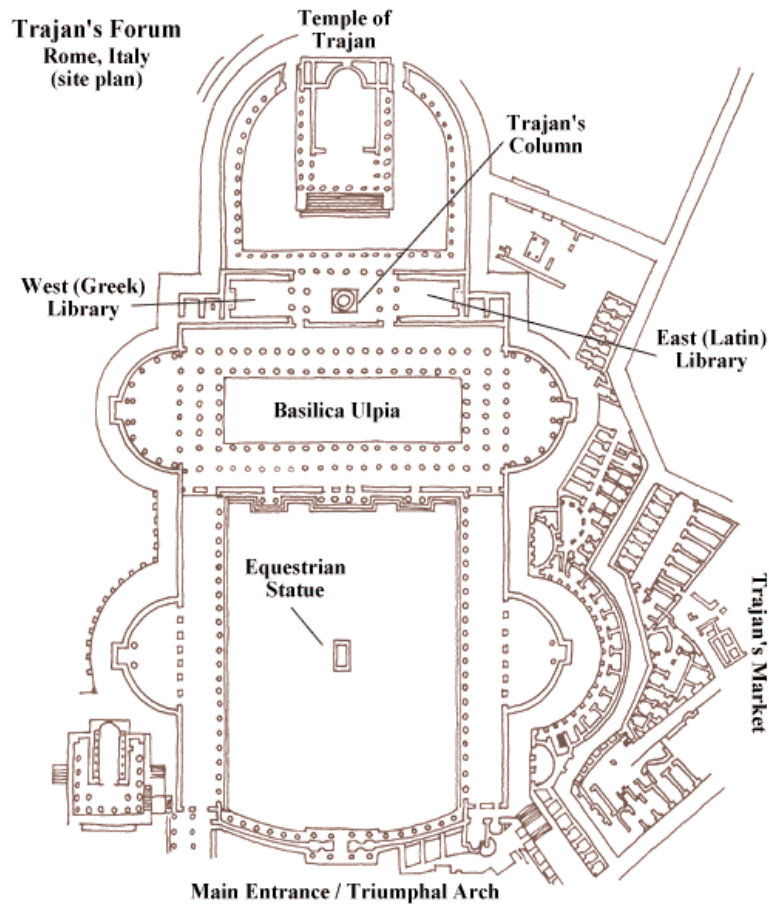
Macella. Bad Kreuznach. Ozeanummosaik





**Other markets, Shops,
Workshops, Manufacturing
and Professionals**

The Trajan Markets



Rome. High professional specialization

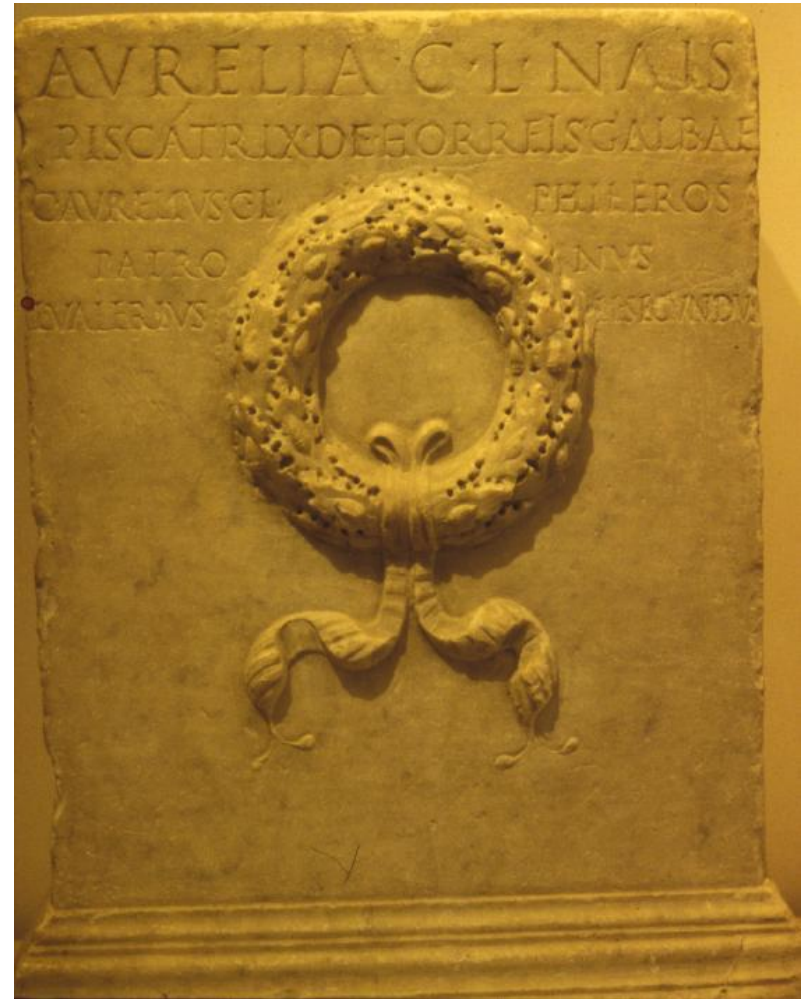
- 160 different professions attested in imperial Rome (225 for the whole Western Empire) (parallel: 101 in Paris in the 13th century and 99 in Florence 16th)

Ostia. *Tabula ponderaria*

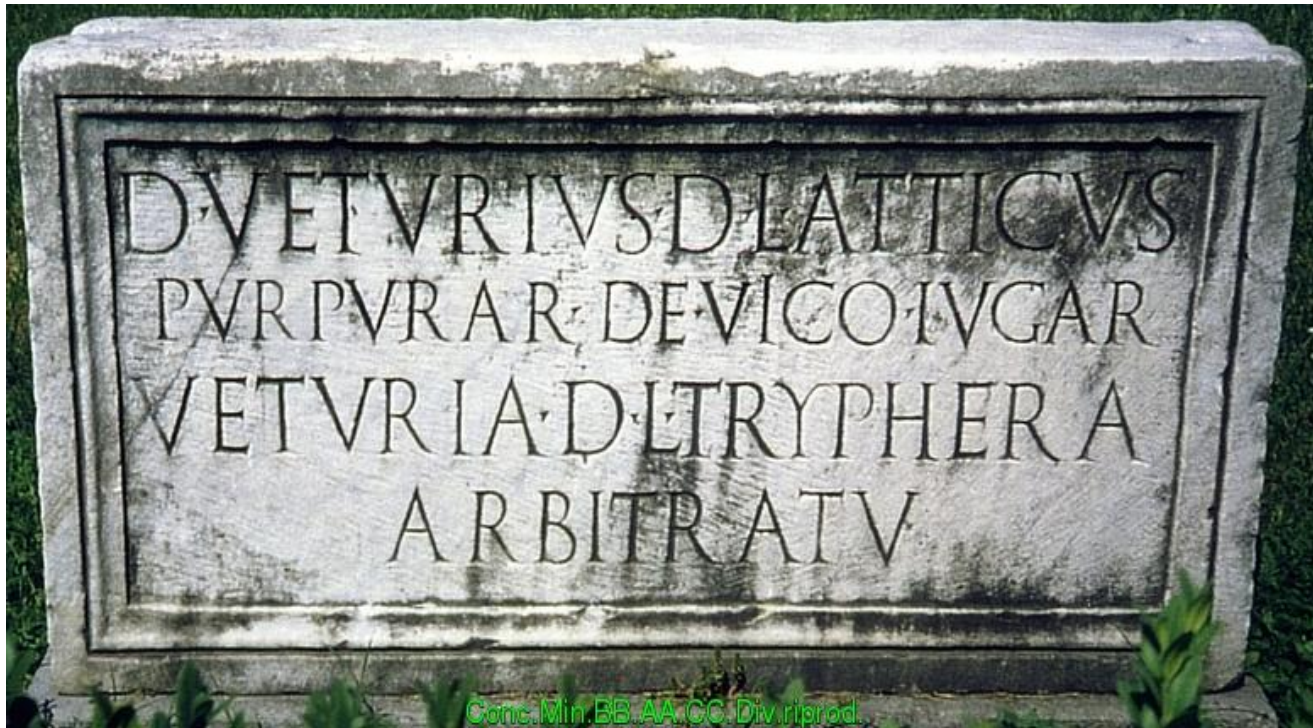


Piscatrix (fish seller from the Horrea Galbana)

- CIL 6.9801; ILS 7500
AVRELIA C L NAIS
PISCATRIX DE
HORREIS GALBAE C
AVRELIVS C L
PHILEROS
PATRONVS L
VALERIVS L L
SECVNDVS



Purpurarius from the Vicus Iugarius, Rome



Jewel-gem manufacturer (margaritarius) in Velabrum

- AE 1907, 0129

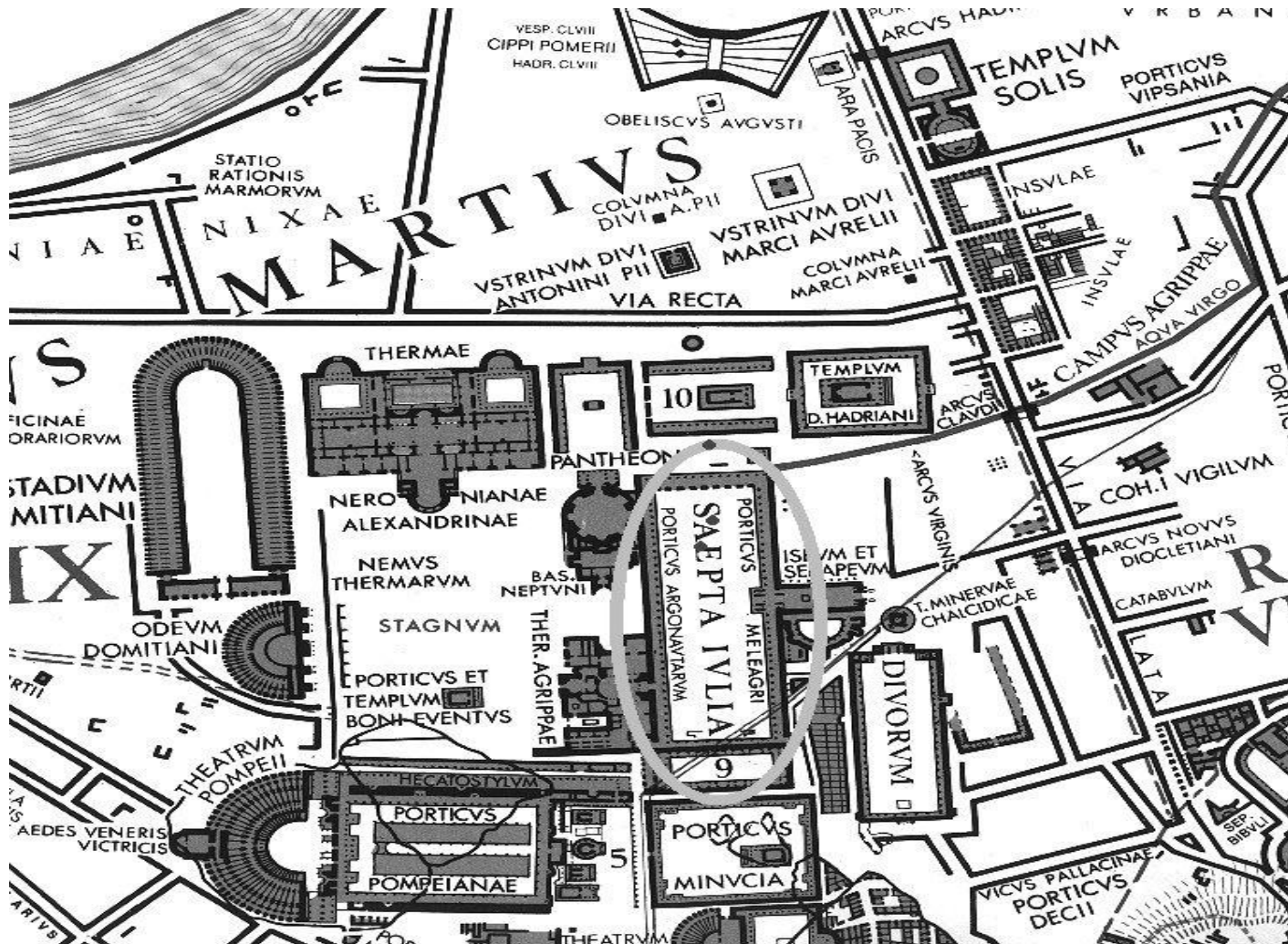
Euhodus **ma[rgari]=**

[t]arius de Vela[bro]

sibi et Tampiae L(uci) l(ibertae)

Stratonice et liber[is? ---]

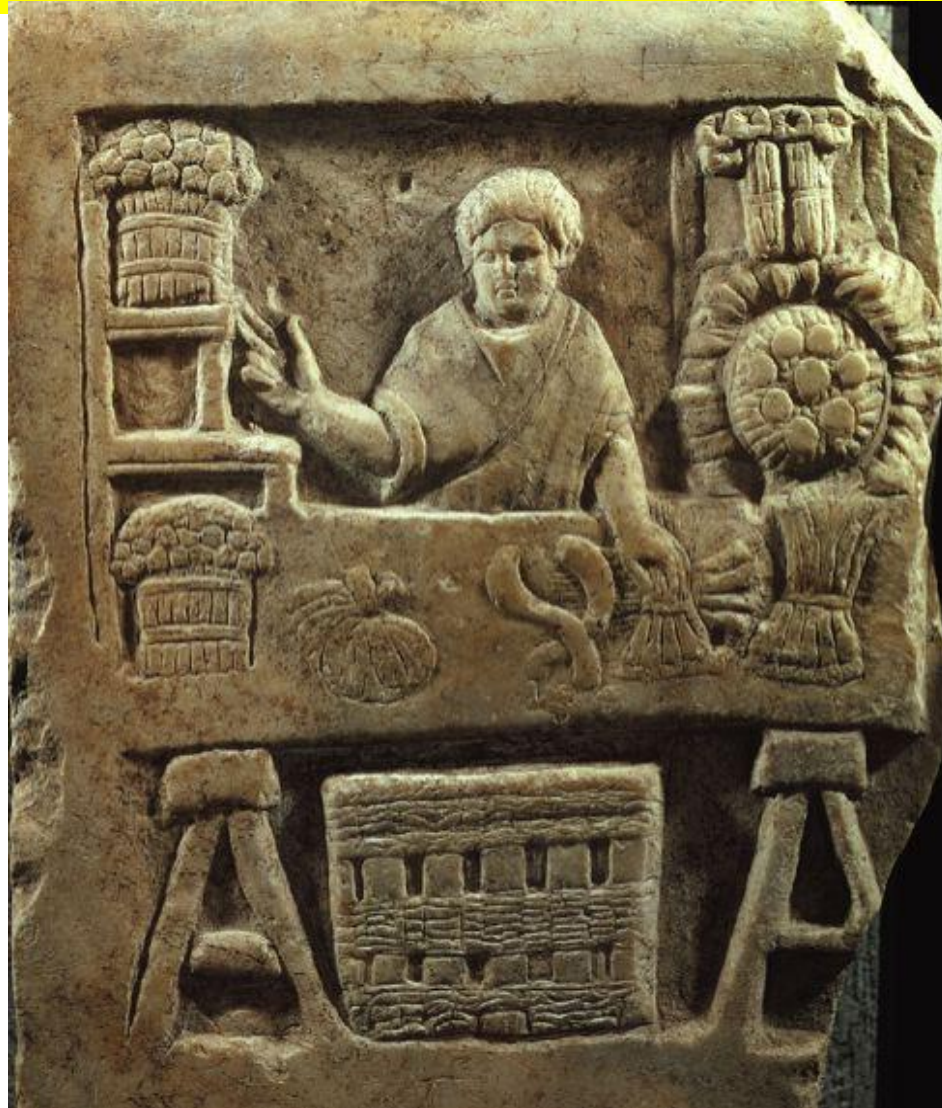
Saepta Iulia. Camp of Mars



Corinthiarius (artisan of corinthian bronzes) from the Theatrum Balbi



Tabernae. Example



Roman Bankers



Arch of the Argentarii, Forum Boarium

The Sulpicii Archive (wax tablets)



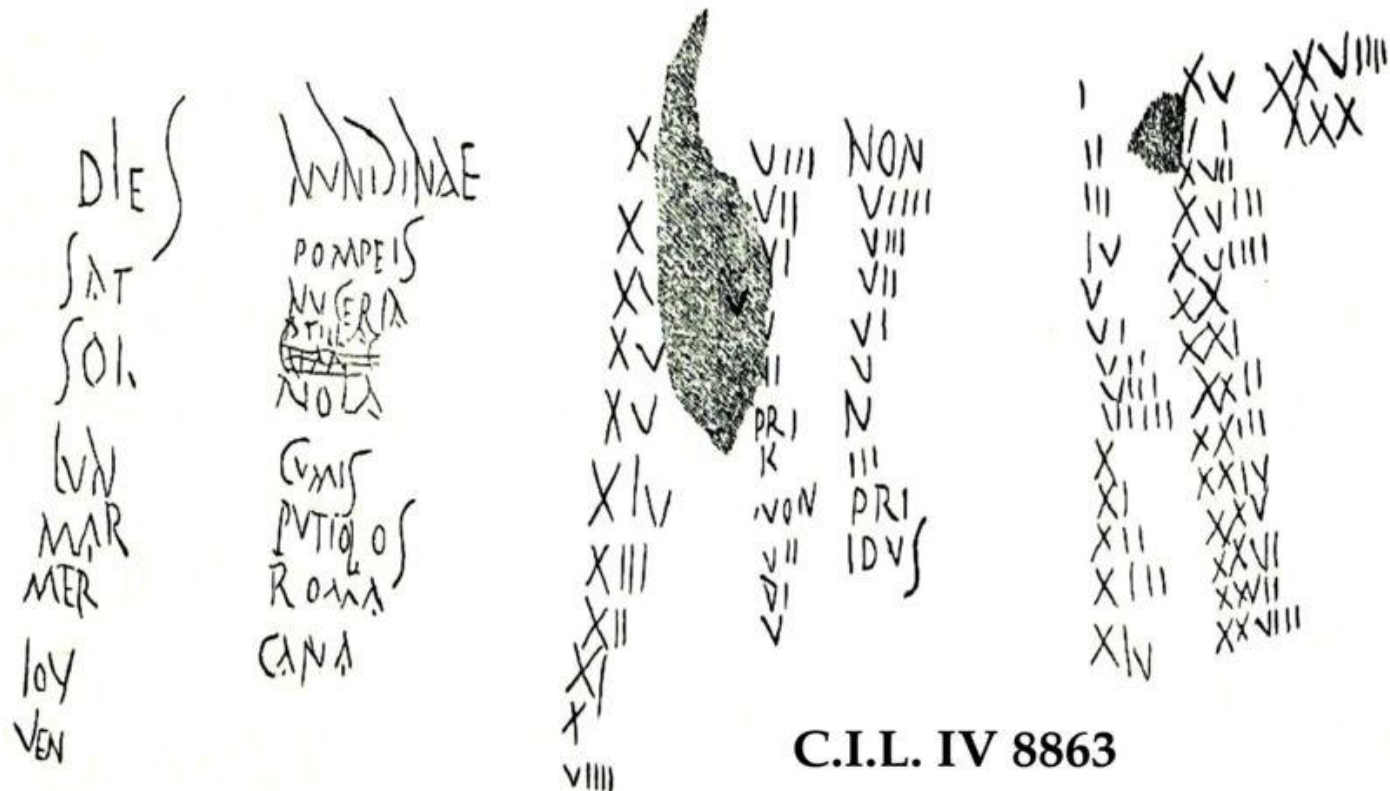
Nundinae:

**Temporary markets taking
place in towns every seven
or eight days**

Nundinae in Rome



Nundinae in Rome



The Market days (*nundinae*) of several cities in Campania and Latium, found on the wall of a Pompeian shop