

**VLAC II.  
Visual Languages of Ancient Coins**

**Tracing the local(s). The local world of Mediterranean landscapes in Greek  
and Roman coinage**

**November 29-30, 2019**

Venue: Goethe-University Frankfurt, Campus Westend I.G. Farbenhaus, Eisenhower Saal  
Norbert-Wollheim-Platz 1, 60323 Frankfurt am Main

Programme

**Friday 29<sup>th</sup> November**

14:30 Welcome: Fleur Kemmers (Goethe University Frankfurt)  
and Johannes Wienand (University of Braunschweig)

14:45 Introduction: Hülya Vidin (Goethe University Frankfurt)  
and Saskia Kerschbaum (DAI Munich)

**Panel Ia: How to localise: different strategies of localisation in regional patterns**

15:00 Gunnar Dumke (University of Halle): Eastern bulls in the west. Using  
animals as expression of local identity

15:45 Coffee break

16:15 Dario Calomino (Warwick University): Tracing the 'locals' in the agonistic  
festivals of the Roman east

17:00 Ulrike Peter (BBAW): Local traces in the coinages issued under Gordian III  
and Philip the Arab in the Balkan area

17:45 Break

**Panel Ib: How to localise: different strategies of localisation in the interaction with Roman culture**

- 18:00          Robyn Le Blanc (The University of North Carolina at Greensboro): Localizing a Roman colonial identity on civic coinage: the Marsyas of the forum type in its local contexts
- 18:45          Denise Wilding (Warwick University): Local worlds on local tokens? The Roman lead tokens of Gaul and Egypt as media of local expression
- 19:30          Wine reception
- 20:30          Dinner for speakers

**Saturday 30<sup>th</sup> November**

**Panel II: Between tribes and cities: the urbanification of local features**

- 9:00          Pero Ardjanliev (Archaeological Museum, Skopje): The coinage of the Dassaretai and their urban centre
- 9:45          Simone Vogt (August Kestner Museum, Hannover): Roman or Oscan? The coinage of Atella (Campania)
- 10:30          Coffee break
- 11:00          Saskia Kerschbaum (DAI Munich): Between image and language: local features on early Sicilian coinage
- 11:45          Johannes Heinisch (DAI Munich): The tetradrachms from Segesta - adoption of local patterns as a sign of victory
- 12:30          Lunch

**Panel III: The landscapes of Asia Minor dealing with new political impacts**

- 14:00          Hülya Vidin (Goethe University Frankfurt): Caria - autochthonous elements on coins between expression of local identity and making politics

- 14:45 Annalisa Polosa (Sapienza University, Rome): Coins of Cilician cities between Greek models, Seleucid ideologies and local traditions
- 15.30 Coffee break
- 16:00 Andrea Gorys (BBAW) – Bernhard Weisser (Münzkabinett Berlin), Thebe – Adramyttion – Edremit. Münzgeschichte und historisches Gedächtnis in einer myrischen Landschaft
- 16:45 Koray Konuk (CNRS – Bordeaux Montaigne University) Lycian coinage as a reflection of local identities
- 17:30 Discussion  
Moderation: Fleur Kemmers (Goethe University Frankfurt)
- 18:00 Close

**Organisers:**

**Saskia Kerschbaum** (DAI, Munich) and **Hülya Vidin** (Goethe University Frankfurt)  
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**Tracing the local(s). The local world of Mediterranean landscapes in Greek and Roman coinage**

The ancient Mediterranean was a cultural landscape inhabited by various local groups that formed these landscapes before the expansion of the Greeks and Romans. The term “local” is defined as a combination of special cultural characteristics which include language, religion, material culture and social structures, similarities in the outer habitus or customs that construct common ground. “Being local” could either be expressed by specific local features that only existed in a small geographic area but also by using an unusual combination of widespread and well-known attributes.

However, it can be observed that presumably local attributes also occur outside their sphere of influence and can be adapted by other cultures and societies. This raises the question as to how these local attributes were adapted and whether they retained their original context of meaning. This dynamic dimension of locality is particularly visible on the coins of the ancient cities, which used these coins also to highlight local features as part of their civic identity or to underline non-Greek or non-Roman origins. These civic coins can be addressed with several questions.

How is a specific local profile constructed? Is this profile tied to individual cities or are there also supra-regional conventions of design and representation that coincide with old, indigenous cultural areas? Are the depicted elements the result of persistence, acculturation or appropriation? Can different degrees of reception or acculturation processes be identified? What could be possible motives for the inclusion of local elements in the coinage and why are local features sometimes stressed and sometimes abolished?

In this year's VLAC II conference, entitled Tracing the local(s). The local world of the Mediterranean landscapes in the Greek and Roman coinage, the presence and reception of local elements of different peoples and cultural groups from Italy to Asia Minor and from Gaul to Egypt, will be examined on the basis of local coinage.