

## **ROMAN STREETS AND URBAN ECONOMY**

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### **The Commercial Streetscape of the Hellenistic Cities and the Development of the Roman Streetscape**

The name of some streets, evidenced in inscriptions and texts, suggests the importance of the economic activities along these urban thoroughfares. Moreover, archaeological evidence from Athens or Delos for example shows that Hellenistic streets are a space of economic interactions between indoor and outdoor so that they play a key role in patterning the economy of cities. Nevertheless, these interactions haven't been studied in detail so far. How commercial and craft activities are distributed across the urban fabric? How they shape the streetscape of Hellenistic cities? In contrast, how street architecture influences the development of urban economy?

During the Hellenistic period, craftsmen and merchants occupies the agora and its immediate surrounding as well as the streets, where could lay groups of the same speciality. The workshops' layout, in all likelihood, follows a precise organization across the urban fabric. For instance, access to water seems the principal criterion of organization, but the proximity to important thoroughfares also attracts workshops where products are manufactured and sold, as well as shops where goods are retailed. First, this paper aims to expand these relationships between streets and urban economy in Hellenistic cities. Then, as this economic logic of space seems similar to the Roman logic, this inquiry will focus on the continuity and discontinuity between the Hellenistic and the Roman commercial streetscape.

Laura FICUCIELLO (Università di Napoli « L'Orientale »)

### **The Roman Streets Development and the Place of Economic Activities in the Urban Fabric**

The imperial streets of Ostia and Rome – as they appear on the severian Forma Urbis Romae – were edged by many shops, which shaped the streetscape of these cities. This situation is common in modern downtown, but it was not in Antiquity. In greek cities such as Priene or Olynthus, the space of the street is so different : since there is few doorways in the buildings façades, the frontages are more simple and the buildings more segregated from the thoroughfares. We observe the same characteristics in some italian cities, like Norba, destroyed at the beginning of the 1st century BC. Indeed, the streetscape seems to change from the Late-Republic in Italy : at Ostia for instance, we observe late-republican tabernae along the Decumanus, under the Horrea of Hortensius.

The progressive development of shops along urban thoroughfares shows evidence of the economic facilities offered by the space of the street, made up of building façades, roadway and street furnitures. This built framework hosts shopkeepers and their commercial activities, because it gave some market opportunities to them, just as a macellum, but far and wide throughout the city. So far, this architectural environment has been neglected in favor of the street network and the traffic. This paper would consider the evolution of the architecture of the streets in Italy, between the Mid-Republican time and the Severian period, and highlight the role played by the “street-as-market” in the organisation of urban economy.

Grégory MAINET (Université de Liège / La Sapienza, Università di Roma)

## **Tonsor, copo, cocus, lanus sua limina seruant (Mart. VII, 61): spazi di commercio e architettura delle facciate lungo la Via di Nola a Pompei**

In the cityscape of the Vesuvian towns domestic buildings played a key role in shaping the architectural and aesthetic features of the built environment and in the development of a variety of activities that took place in the streets, fulfilling also several functions beginning with those related to trade.

The presence of shops and spaces for commercial activities in the façades of the houses was a frequent occurrence, especially along the busiest thoroughfares and near major crossroads, and most likely influenced the architecture of the frontage of the domus, becoming sometimes its most significant feature.

This paper aims to analyze how the opportunities of economic growth of individual business might have affected the façades, influencing architectural arrangements and decoration choices; this issue will be addressed from a diachronic perspective, taking all the above into consideration the last phase of life of Pompeii and Herculaneum. Via Di Nola will be analyzed as case study an important yet lesser known street.

The layout of this street has been largely altered by centuries of large-scale archaeological excavations and lack of proper conservation that have compromised our understanding of its original appearance; yet, a careful analysis of its architectural fabric combined with the retrieval of archival records enables to recover part of the original aspect of this important urban thoroughfare and re-establish the function it had in the carrying out of urban trades.

Riccardo HELG (Independent Researcher)

## **The road system of ancient Alba Fucens: town planning, trade and economy**

This paper aims at discussing the connection between town planning, monumental development and the functions of the urban spaces in ancient Alba Fucens, with specific consideration for the economic facilities, trade activities and the social life of the city.

New information is provided by recent archaeological exploration of a *taberna* facing the Forum, which shed new light on the shape of a key space of the city and its transformations throughout centuries. It also allowed to re-examine the stratigraphic history of the Roman streets and their role, both inside and outside the city walls, from the foundation of the Latin colony at the end of the IV cent. B.C. until the abandonment of the valley floor after Late Roman Times.

The urban stratigraphy starts with the deduction of the colony, whose strategic position emerges from its location and connection with Rome and the surrounding areas, fulfilled by a well-organized road system.

This phase is followed by a second main stage during the Late Republican period, when the whole city was renovated, buildings were added such as porches and *tabernae* along the main roadways and the Forum. This urban shape remains unchanged during the Imperial age.

In Late Antiquity, general economic and social changes affect also the urban landscape: the road network of the city now mirrors the altered functions of the city and its economic life.

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## **Network of streets and shops in the upper town of Lugdunum between the 1st century BC and the 3rd century AD**

The heart of the ancient colony of Lugdunum, at the top of the hill of Fourvière, shows well how dynamic and long-standing the economical activities were for the four centuries of her occupation. Lots of shops / workshops used for local commerce and retail have been recognized in close contact with the neighbouring domestic spaces. They keep close ties with the surrounding streets particularly well-known in the upper town. This one is structured since its foundation by an important urban network which mix different complementary layouts of streets and adapt to the difficult topography of the hill. It's interesting to study the way the workplaces take place in the urban structure and their interactions with the major thoroughfares inside of urban blocks where the part of commerce / craftsmanship is significant. This presentation will deal with the notion of access and the fact that the shops overlook the streets, with the encroachment of the sales structures on the street or even with the hydraulic connections. The role of the portico, the distribution of the commercial activities and their potential specialisation will be discussed. Moreover, the modifications of the streets' layout are particularly striking in Lyon and affect directly the economic spaces which are located in most cases on the facade of the urban blocks, thereby showing the evolution of the patterns of settlement.

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