Paolo Fedeli

Cantare le gesta del principe
Azio, dal 31 a.C. a 15 anni dopo
(pagine 231-244)

Abstract: Before Actium the Latin poets emphasize the role of Italia and the Italici in the contrast between East and West. After Actium Italia and the Italici were soon left aside in their works, overshadowed by the perspective of an ecumenical empire.

Keywords: Actium, Virgil, Horace, Propertius.

John Scheid

La natura delle cosiddette riforme religiose di Augusto
(pagine 245-253)

Abstract: Augustus is often presented as the inventor of a new form of cult, the so-called imperial cult, which is supposed to have replaced the former religion. Such a view is exaggerated. In fact, Octavian/Augustus has given a new dynamism to the traditional ritualism by reforming it in a typical Roman way: he restored, so he pretended, on the one hand what had been neglected, on the other what had been forgotten. In this way he readapted the previous religious institutions to the new socio-political situation.

Keywords: Imperial cult, Ritualism, Reform, Piety.

Giuseppe Zecchini

Augusto dopo Augusto
Alcune riflessioni sulla fortuna di Augusto nell’antichità
(pagine 254-263)

Abstract: This paper investigates some phases of Augustus’ afterlife in antiquity. After his deification he became at once the beginner of a peace era (Philo) and the model for every good emperor (Vespasian); then the senatorial historical tradition considered him as the lenient founder of the principate (Cassius Dio) and the new Christian thought identified his peaceful reign as the necessary condition for the Incarnation (Meliton); this double positive image survived the crisis of the 3rd century: we find it anew in Orosius’ Augustustheology. The dark side of Augustus’ life – his role in the civil wars stressed by Ovid – reappeared soon under the Julio-Claudians (Seneca) and the Flavians (Pliny the Elder). From Trajan onward the revival of Julius Caesar as the first emperor could not be hindered any more, as stated by Suetonius, Florus and Fronto; apart from Orosius the remnant Christian tradition, drawing from Josephus, knows Caesar as the founder of the Empire; moreover Senators and Christians agreed that Augustus had been felix, but Trajan had been optimus: so in late antiquity Augustus withdrew in front of other more updated models of sovereignty.

Keywords: Roman historiography, Augustus’ Nachleben.
Andrew Wallace-Hadrill

The naming of Augustus
(pagine 264-271)

Abstract: The name of “Augustus” was formally proposed to the senate in January 27 BC by Munatius Plancus. This paper discusses Suetonius’ account of the naming, and suggestions that the name was thought up by Plancus, the grammarian Verrius Flaccus, or Augustus himself. It is argued that the process behind honorific decrees in the senate makes it implausible that Augustus personally suggested his new name. The role of learned antiquarians in the representation of imperial power links Verrius Flaccus to Suetonius himself.

Keywords: Augustus, Suetonius, Munatius Plancus, Verrius Flaccus, Honorific process.

Marisa Squillante

Velut inter ignes luna minores
Il mito di Augusto e della sua stirpe nella poesia del i secolo a.C.
(pagine 272-281)

Abstract: The metaphor of light and of the star is a primary element in the construction of Roman Imperial ideology, as shown both by the works of the Augustan poets and by their late antique commentators.

Keywords: Light, Myth, Augustus.

Werner Eck

Die augusteische Ehegesetzgebung und ihre Zielsetzung
Die lex Iulia de maritandis ordinibus, die lex Papia Poppaea und ein commentarius des Jahres 5 n.Chr. als Grundlage der lex Papia Poppaea
(pagine 282-299)

Abstract: Augustus introduced many new laws influencing the internal life of the Roman families and under certain aspects subordinating individuals to public control. The most important were the lex Iulia de maritandis ordinibus and the lex Papia Poppaea. A new inscription from Troesmis at the lower Danube shows that Augustus tried to intensify the control formulated in the lex de maritandis ordinibus already in 5 AD by the proposition of the draft of a lex, called commentarius, published on 28 June. But by a strong resistance of larger parts of the Roman society he suffered a severe setback which he could only overcome several years after by the lex Papia Poppaea, which had more or less the same content as the commentarius. The aim of these social laws introduced by Augustus was essentially to increase the number of Roman citizens.

Keywords: Lex Iulia de maritandis ordinibus, Lex Papia Poppaea, Vicesima hereditatium, Population increase, Roman army.
Diane Favro

Reverse Engineering Augustan Rome
(pagine 300-311)

Abstract: The study of ancient urban environments is hampered by the lack of extensive information on infill buildings and the technical challenges associated with the depiction of cityscapes over time. Researchers at the University of California at Los Angeles deployed procedural modeling techniques to address these difficulties. The project interrogates the first emperor Augustus’ boast that he found Rome of brick and left it of marble. Using procedural modeling the team generated numerous geo-temporal, hypothetical versions of the cityscape showing massing models of both monuments and randomly distributed infill structures color-coded by material. These digital environments facilitated the study of building distribution, sightlines, and material impact, resulting in new insights about the ancient city and modes of digital analysis.

Keywords: Construction process, Urban image, Procedural modeling [or digital reconstruction], Marble, Augustan Rome.

Arnaldo Marcone

Munificentia e rationes imperii
Augusto e l’inventario del suo operato
(pagine 312-320)

Abstract: During Augustus’ reign there was a clear shift to the Roman empire as a territory with boundaries which required to be known and mentally represented. The text of the Res gestae divi Augusti justifies Augustus’ boast in the preface, orbem terrarum imperio Romano subiecit. The catalogue of Augustus’ military and diplomatic successes, coupled with the list of his geographical explorations, substantiates the claim that he had extended the influence of the imperium p.R. over the known limits of the inhabited world. It is remarkable how many geographical or ethnic names are mentioned in the Res gestae. The state of geographical knowledge in the early Principate, the use of geography for Imperial propaganda, and Augustus’ methods of territorial organization delineate the real administrative workings of so vast a territorial empire.

Keywords: Geography, Political philosophy, Government, Territorial organization, Res gestae divi Augusti, Historiography.

Giovanna Daniela Merola

Augusto, le imposte, le province
(pagine 321-333)

Abstract: The essay examines specific tax-related interventions by Augustus particularly in Asia, known by us through epigraphic documents. Such measures are set in the frame of the general Augustan policy for the financial reorganization of the provinciae.

Keywords: Augustus, Publicans, Lex portus Asiae.
**Patrizia Arena**

Appellatus sum viciens et semel imperator

_Eredità augustee nella pratica della salutatio imperatoria in età giulio-claudia_

(pagine 334-350)

*Abstract:* The ritual of imperatorial salutation has a relevant role in the political, military and ceremonial life of the Roman Empire beginning from the late Republican age and especially under Augustus. This survey investigates the Augustan uses and re-uses of this ritual during the Julio-Claudian age, focusing on the number of the salutations taken over by each emperor, on the reasons for their acquisition, and on the ceremonies organized in Rome and other places. Through the analysis of our sources we can see on the one hand a strong continuity with the Augustan tradition and on the other hand some important divergences from it. For example Gaius and Claudius acquired several imperatorial salutations during a single military campaign. Under the same emperors and under Nero some salutations crowned successes that were more political than military. Furthermore they organized some ceremonies characterized by traditional elements consciously used in a different way for new purposes.

*Keywords:* Imperatorial salutation, Ceremonies, Military victory, Conjuration.

**Alfredina Storchi Marino**

Tra Cicerone e Augusto

_Tota Italia tra continuità e discontinuità_

(pagine 351-361)

*Abstract:* In this paper we study the deep differences which affect the slogan _tota Italia_ from Cicero to Augustus. The Italic people who take part in the Augustan project are quite different from those _Italici_ whose political involvement would save the republic in the thought of Cicero. In this perspective we think it is important to reread some of Ettore Lepore’s essays, especially _Da Cicerone ad Ovidio. Un saggio di storia sociale_, published in «Par. Pass.» 13 (1958), but still meaningful for the method he suggest and for the analysis of the Italic social groups involved each time.

*Keywords:* _Saeculum Augustum, Tota Italia, Ettore Lepore, Italic social groups._

**Claudio Buongiovanni**

Augusto “letterato” nella biografia svetoniana e la dimensione pubblica dell’_otium_

(pagine 362-373)

*Abstract:* The paper aims at investigating Suetonius’ representation of Augustus’ literary activity as well as of the emperor’s cultural ideology. In particular, the paper intends to demonstrate how Augustus gave his personal literary _otium_ a political and public meaning, considering it like both a useful _negoitium_ and a powerful tool for his wider propaganda.

*Keywords:* Augustus, Suetonius’ _Augustus_, Augustus’ literary works, Augustus’ cultural propaganda.

**Federico Rausa**

I Niobidi e le “Thespiades” da Villa Adriana

_Echi augustei in due cicli statuari di età adrianea?

(pagine 374-388)
Abstract: Some of the choices of Emperor Hadrian, aimed to emphasize a connection with the reign of Augustus, although through his personal interpretation, have long been identified: the impulse given to the cult of Venus Genetrix, the repetition of Romulean themes – attested mainly by coin emissions – and the adoption of the architectural form of the funerary mausoleum. Two cycles of statues from Hadrian’s Villa, that of the Muses led by Apollo with a lyre (the so-called “Thespiades”), found at the end of the 15th century in the so-called Odeion, and one in grey marble, discovered in more recent times and representing the group of Niobids, provide new elements of a deliberate revival of Apollonian iconographic themes dear to Augustus.

Keywords: Augustus, Hadrian, Villa Hadriana, Niobids, Muses.

Elena Miranda De Martino

Augusto e i Sebasta
L’identità greca nell’impero
(pagine 389-398)

Abstract: About 800 fragments of agonistic catalogues have been found in Piazza Nicola Amore, one of the building sites of the new Naples metro. The inscriptions contain the lists of winners at the Italika Rhomaia Sebasta Isolympia in the years 74, 78, 82, 86, 90, 94 AD. One of the competitions quoted is the lampas for Augustus. The article analyzes the religious and political value of this race.

Keywords: Augustus, Neapolis, Sebasta, Ancient athletics.

Diva Di Nanni Durante

Gli encomi per Augusto e Livia ai Sebasta di Napoli
(pagine 399-411)

Abstract: The paper will present the lines 5-14 of one of the inscriptions found in the excavations of the Duomo station, along the route of Line 1 of the Naples Metro. The text at issue mentions numerous winners in the category of writers of encomiums in prose and verse at the Sebasta of Naples. The passage indicated records in particular the encomium competition for the Divus Caesar Augustus and the Diva Julia Augusta, celebrated in one of the editions of the Domitian age. The spread of this type of racing, sporadically attested since the first century B.C., is multiplied in the imperial age, in order to provide public celebration to representatives of political power, and reaches its peak in the second century A.D. The peculiarity of these lines is precisely the presence of Livia, a further evidence of the cult dedicated to the Empress deified by Claudius to equate her to Augustus: from that moment on, religious worship and political propaganda, recalling Augustus and Livia, will insist on the concept of full equality of husband and wife, as founders of the imperial form.

Keywords: Sebasta, Naples, Augustus, Livia, Encomium, Imperial cult.

Luisa Breglia

Augusto, Sorrento e la mantica Sibyllina
(pagine 412-426)

Abstract: The paper examines the relationship of Octavian/Augustus with Sorrento and in particular concentrates on the ideological and religious representations of power, the evaluation of Venus recorded on a “Virgilian” catalepton and the figure of the Sybil on the so-called base of Sorrento. The last image, able to be reconstructed thanks to a 19th century sketch, seems to include elements that depend on myth traditions from Cuma.

Keywords: Surrentum, Sibylline Books, Sibyl, Augustus, Roman Religion, Greek Identity.
Abstract: A few historical texts seem to be influenced, when speaking about Augustus, by scholastic exercises and the rhetorical training of their authors.

Keywords: Augustus, Latin Rhetoric, Scholastic Declamations and Exercises, Lucius Ampelius, Flavius Eutropius, Aurelius Victor, Paulus Orosius, Aurelius Augustinus.

Abstract: This study explores the institution of a public holiday on September 23rd, Augustus’ birthday, the related ceremonies and especially its commemoration along the centuries through epigraphical records. These documents mainly consist in Calendars, the so-called Fasti, but we also analyze inscriptions dedicated on this special day. We have noticed that this commemoration quickly became an instrument of propaganda and then one of the most important anniversaries of Rome’s history, celebrated for a long time.

Keywords: Imperial anniversaries, Augustus’ birthday, Calendars, Epigraphy, Public holidays.

Abstract: This paper is focused on the role which the cult of Augustus and Roman magistrates played in this city. We can gain valuable information on this matter, beside the inscriptions, from a group of marble sculptures found in Cyme during 19th century excavations: they provide us with an insight into the relationship between Emperor Augustus and the city and contribute to resolve topographical questions affecting the agora and gymnasium of Cyme, which played a leading role in the civic cult given to rulers and benefactors. The present study will analyze in detail all the questions raised here.

Keywords: Asia Minor, Imperial and ruler cult, Monuments and statues voted to Augustus and Roman magistrates.

Abstract: This essay re-examines the scholarly views about the origin, context and function of Italy’s Augustan division into regions. It is in the purpose of this paper to argue that Augustus’ regions, generally interpreted either as census districts or as geographical units in the administration of Italy in the Early Empire, were possibly introduced by Augustus to check regularly, first of all, both the finances and the expenditure by the local administration of his 28 colonies. Moreover, a new interpretation is here proposed of the earlier parts (e.g. civitates Campaniae) of the so-called “First Book of Colonies” anonymous compilation, as the outcome of the practice of keeping precise and updated
records and registers of the areas where evocati (formally discharged Augustan veterans) had settled, in case they were requested to go on expeditions in emergencies.

Keywords: Augustan Italy, Italic Regions, Libri coloniarum, Veteran Settlement.

**Eduardo Federico**

«Ne fece proprietà privata» (Strab. V 4, 9)
*Usi e riusi augustei di Capri*
(pagine 501-514)

Abstract: This work investigates the ancient sources (Strabo, Suetonius, Cassius Dio) connected to the presence of Augustus at Capri, the island that for centuries used to belong to the Greek *Neapolis*, and that since 29 BC became the private property of the princeps. As in *Neapolis*, Augustus gave new life to the Greek culture and institutions in Capri: the island, called according to its Greek name *Apragopolis* (= “the city where nobody does anything”), became an exclusive space dedicated to the *otium* of the princeps and his *comitatus*. Furthermore, this work analyses the contemporary fortune of the Augustan Capri, from Humanism to the Fascist period, when the island, in 1938, hosted majestical events to celebrate the double millennium of the emperor’s birth.

Keywords: Augustus, Capri, *Apragopolis*, Masgaba, Double Millennium of Augustus’ Birth.

**Eliodoro Savino**

Augusto e il toponimo Ottaviano
*Un caso di “invenzione della tradizione”*
(pagine 515-530)

Abstract: Augustus died on August 19, 14 a.d., while visiting Nola, near Naples, where his father had died in 59 BC. Since the Renaissance this coincidence has led many scholars to believe mistakenly that Augustus and his family owned properties in Nola, and in particular a *praedium* that would have given the name to the locality on the slopes of Vesuvius, known as Ottiano, from the Middle Ages. The derivation of the toponym Ottiano from Emperor Augustus was reaffirmed with new arguments during the Fascist era, when the legacy of ancient Rome became a focal point of cultural policy. From 1930, the Italian archaeologist Matteo Della Corte supported the thesis of an even closer relationship between Augustus and the territory of Ottiano, the site of an ancient villa where, by misinterpreting ancient sources, he thought the emperor had died. Claiming these alleged historical links with the emperor, in 1934 the town changed its name to Ottaviano. The toponym Ottiano does not derive from the Roman emperor, but from an obscure landowner in the area, named Optajanus/Hoctaianus, attested in some tenth-century documents.

Keywords: Death of Emperor Augustus, Octavii and Nola, Matteo Della Corte, Origin of the toponym Ottiano/Ottaviano.

**Giovanna Greco**

Velia in età augustea
*La galleria dei ritratti della famiglia di Augusto*
(pagine 531-547)

Abstract: This paper is focused on a monumental building in Velia, lying on an *insula* of the coastal plain Hellenistic quarter. Since its discovery in the Fifties, the building has instigated an intense debate among scholars, becoming famous especially for the finding of a Parmenides portrait. Moreover, the discovery of some other sculptures and of a
portrait gallery of the Roman Imperial family allowed us to clarify and highlight some aspects of the ancient town during the Roman period, usually considered as a period of decline and recession due to the lack of archaeological record.

Keywords: Velia Hellenistic quarter, Insula ii, Portraits, Julio-Claudian family.

Luigi Cicala

Velia nella prima età imperiale
Aspetti della documentazione archeologica
(pagine 548-566)

Abstract: The study of Velia in the Roman period has only recently begun. The paper focuses on some aspects of the archaeological data to discuss ways of diffusion of artistic and cultural patterns of the Augustan age. Public and private architecture and material culture are valuable markers in the wide panorama offered by the city. The data analyzed so far show a significant permeability of the local environment, which, however, does not lose identity and local traditions.

Keywords: Velia, Roman Architecture, Architectural Terracottas.

Luigi Vecchio

Ottaviano Augusto e Velia
(pagine 567-5581)

Abstract: The paper examines a passage by Appianus on the shipwreck of the fleet of Octavianus in 36 bc in the Gulf of Velia and two inscriptions in honor of eminent personalities (C. Iulius Naso and L. Nonius Asprenas), in relationship with Augustus. The analysis of these documents allows some reflections on the relationship of the princeps and of his entourage with Velia.

Keywords: Velia, Octavianus, Augustus, Iulius Naso, Nonius Asprenas.

Italo M. Iasiello

Per illum se vivere!
Rinnovamento sociale e gerarchie urbane nell’area beneventana
in età augustea
(pagine 582-593)

Abstract: The inscriptions of funerary monuments indicate that the veterans’ distribution on the territory of Beneventum was not homogeneous. Furthermore the recent survey projects indicate that, between the mid-1st century bc and the 1st century ad, there was a difference between the north-west and north-east area of the territory of Beneventum. In particular, a remarkable increase of sites in the north-west area is attested in comparison with the previous phase. A similar development is attested in the neighboring Regio i but differs from that in Regio ii. The analysis of the social structure of the Roman colony of Beneventum highlights the complexity of the local society, with the ascent of the veterans and their freedmen on one side, and the survival of the old families belonging to the local municipal élite on the other side.

Keywords: Beneventum, Colonisation, Veterans.
**Lorenzo Miletti**

Nola città augustea nel Rinascimento meridionale
*Intorno al De Nola di Ambrogio Leone*
(pagine 594-605)

Abstract: In his pioneering antiquarian work *De Nola* (Venice 1514), the Nolan humanist Ambrogio Leone discusses, among many other topics, the ancient sources connected with the death of Augustus at Nola, and with the presence, in the same city, of a temple dedicated to the Augustan cult. In this discussion, Leone displays his ability to manage Greek and Latin texts, and to match literary and epigraphic testimonies with the archaeological data which he collected on the basis of his own critical evaluation. Not without a certain manipulation of his sources, he proposes to identify the site of the temple of Augustus with some ruins that he considers the core of the ancient city, just outside the walls of the modern Nola.

*Keywords*: Ambrogio Leone, Classical studies, Renaissance antiquarianism, Augustus, Temple of Augustus at Nola, ancient Nola, Renaissance Nola, Renaissance reception of classical authors.

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**Serena Cannavale**

Augusto e la civiltà dello spettacolo della Campania settentrionale
(pagine 606-619)

Abstract: Augustus’ well-documented interest for the theatre, a powerful medium for the imperial propaganda, resulted in a significant financial commitment by the princeps, who favoured the construction and restoration of numerous entertainment-buildings (just to give two examples related to the city of Rome, the restoration of the theatre of Pompey and the building up of that of Marcello). This phenomenon can be observed fully in some sites of northern Campania, where the evergetism of the emperor and of the local ruling classes applied to the theatres of Sessa, Teano, Alife, and perhaps also to that of Capua, in an area whose spectacular vocation is already heavily outlined in the Republican era. The paper then tries to reconstruct, through an interdisciplinary approach, based on the weaving of archaeological, epigraphic and literary data, the image of the theatrical life in northern Campania in the Augustan age.

*Keywords*: Augustus, Theatre, Northern Campania.