

# WINE, VILLA LANDSCAPES AND CITIES: THE IMPACT OF ROMAN COLONIALISM ON THE CENTRAL ADRIATIC COASTAL REGIONS OF ITALY

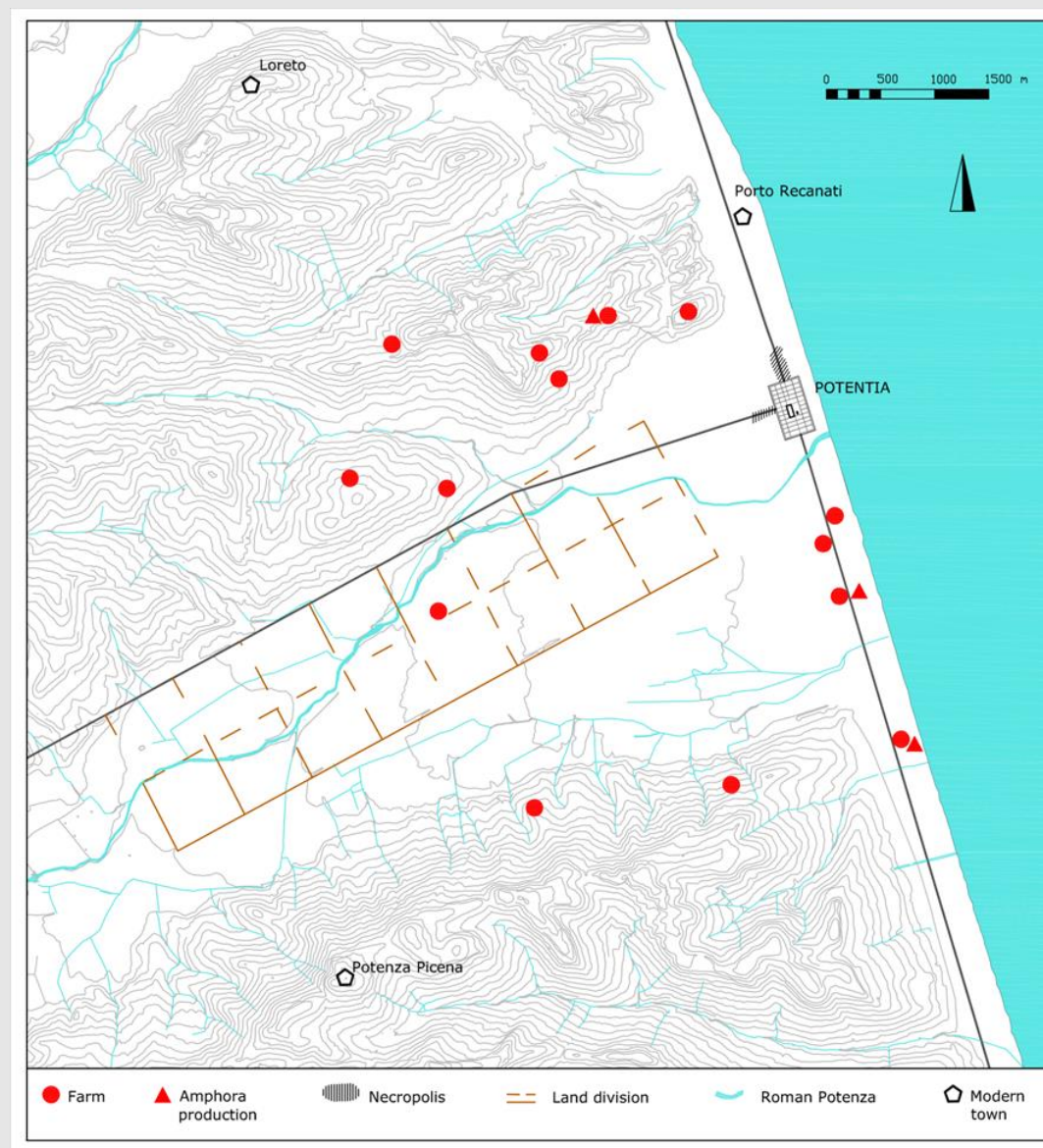
This research project (2015-2018) aims to disentangle the complex relationship between Roman colonialism, elite investment in wine production and commerce, and the urban and rural landscape changes which these developments brought about. The research is confined to the territories of the Roman colonies on the central Adriatic coast and to the Republican

phases of the Romanization of this part of Italy (3rd-1st centuries BCE). By combining original fieldwork, with focused studies of archaeological finds and the literature, the project aims to understand some of the complex processes triggered by the production and trade in wine in that period and region. Through the interplay of different methodological approaches

within the disciplines of ancient topography, landscape studies and ceramology, the project investigates the important role of wine in engaging Roman colonists and local peoples of Adriatic Italy in intricate webs of economic, cultural and political relations.



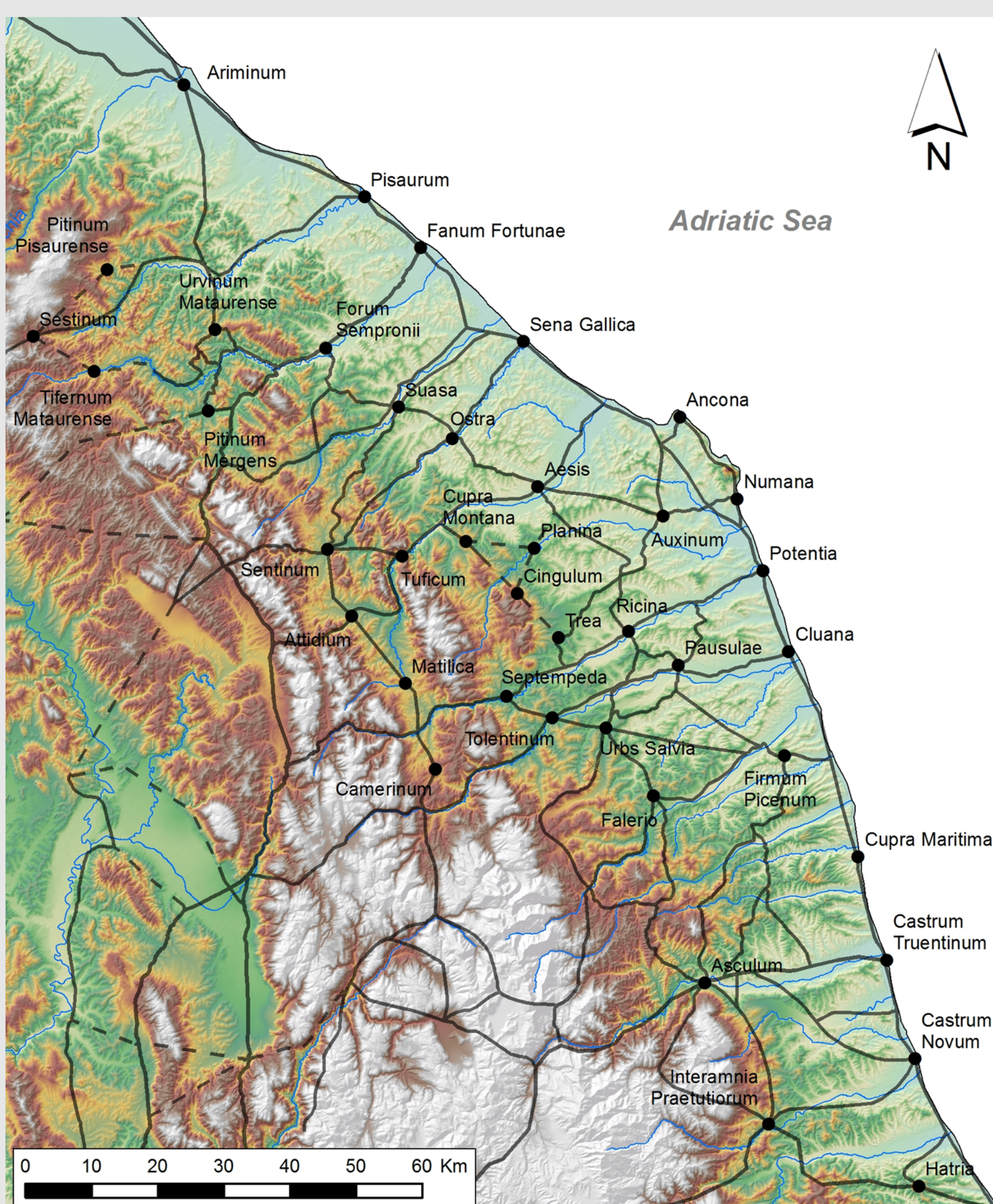
General view on the lower Potenza plain with location of Potentia (arrow) on the central Adriatic coast. In the background Monte Conero and the emporion for wine trade Numana.



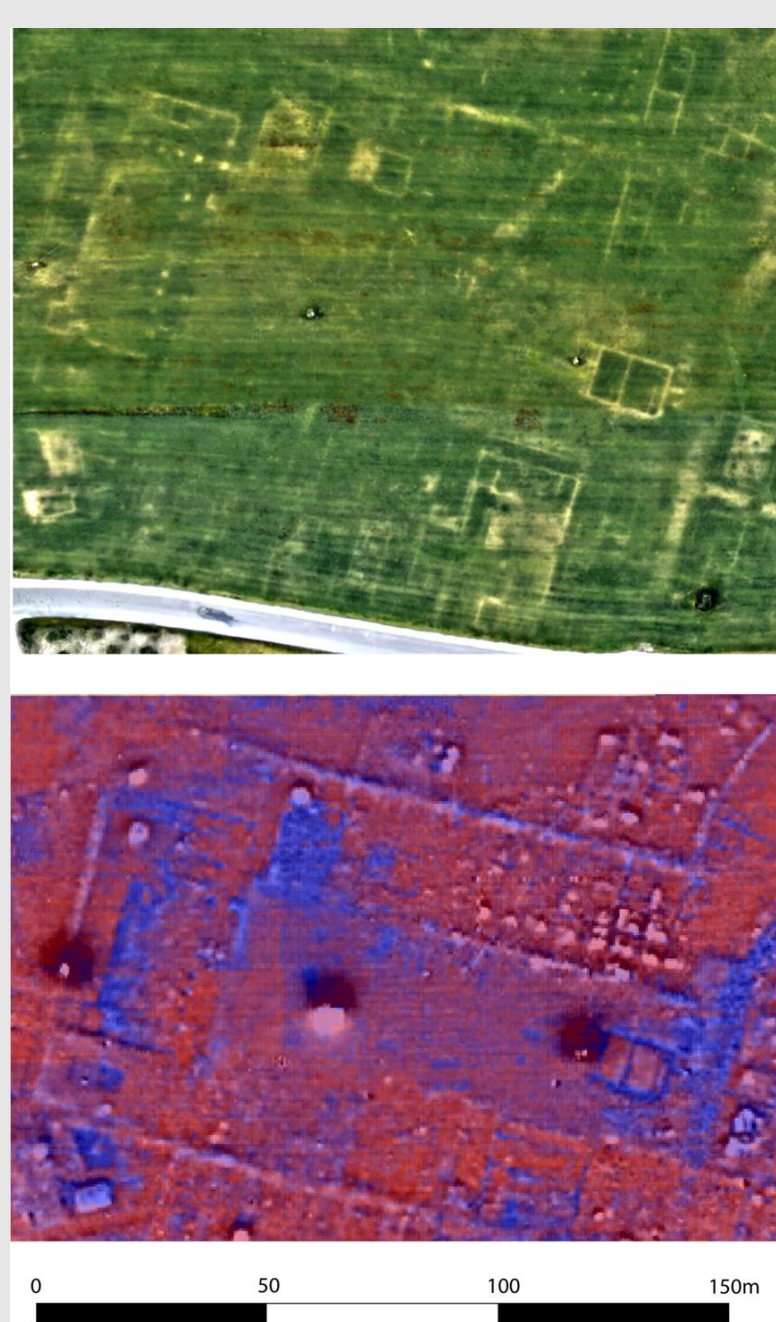
Evidence from artefact surveys and topographical research on the development of the immediate hinterland of Potentia, during the second and first centuries BCE.



Aerial view with cropmarks of the Roman Potentia river bed and probable location of harbour facilities for maritime and inland trade connected with the Republican colony and its hinterland.



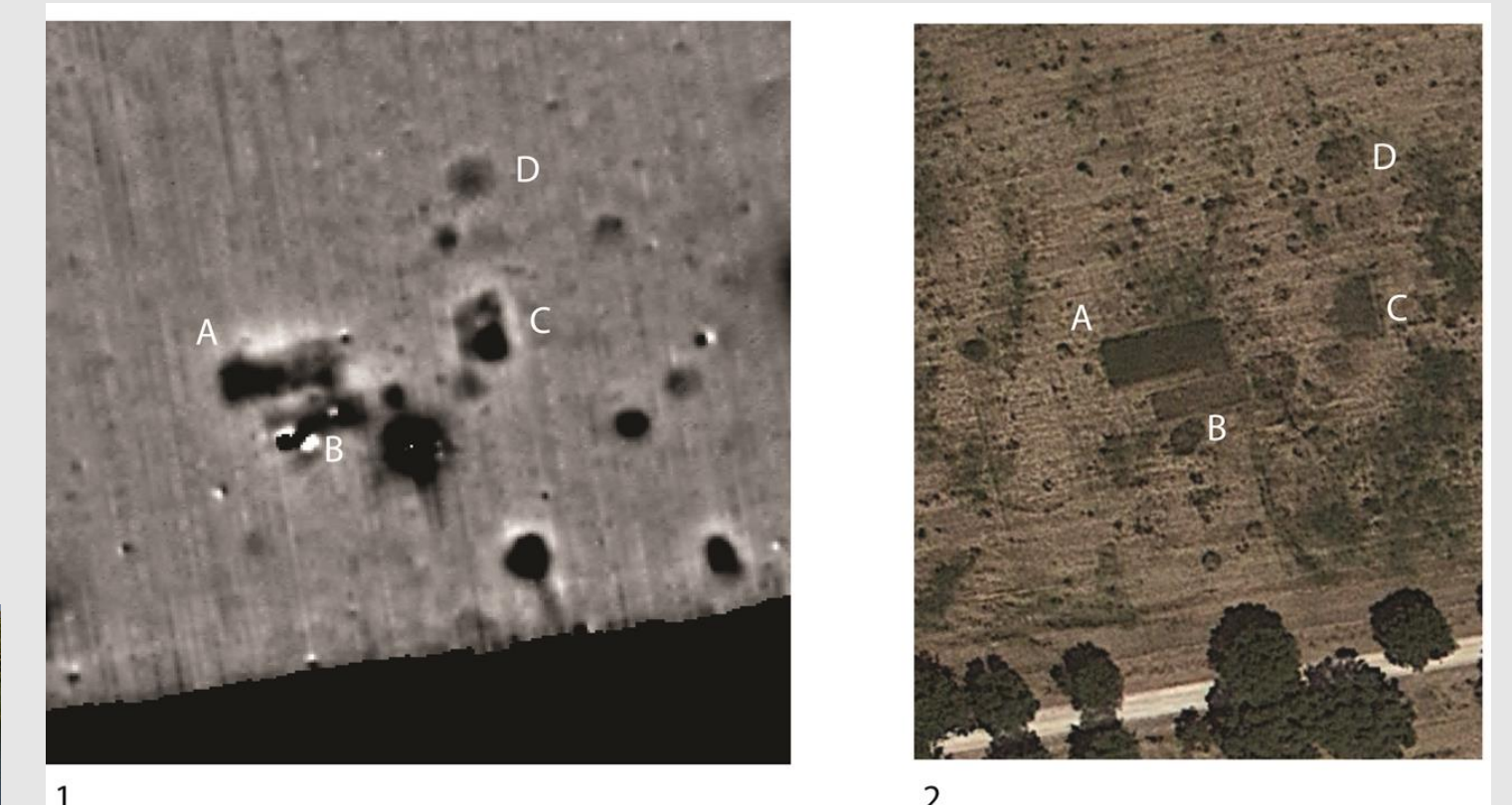
The Roman towns and road network of central Adriatic Italy at the end of the Republic (circa 30 BCE).



Prospection evidence from the buried structures of the forum of Treia which was partly developed by Roman colonists in the second half of the first century BCE: 1. Orthophoto based on oblique aerial photographs of cropmarks, 2. Fused imagery from geomagnetic and earth resistance survey.



View on the Ghent University excavations on a wine amphora production site south of Potentia (2007-2008).



Discovery via remote sensing of a colonial late Republican farm complex and amphora workshop on Colle Burchio (Porto Recanati): (1) geomagnetic survey (2) satellite imagery. Several buildings (A, B, C, D), wells, possible ovens and pits can be distinguished. Surface artefacts suggest that this site, connected with the production of early wine amphorae, was active only during the second century BCE.

## POTENZA VALLEY SURVEY project

The current project on the impact of colonialism is framed within the long term multidisciplinary research effort (since 2000) by the team from Ghent University, directed by Prof. Frank Vermeulen, within the Potenza Valley Survey (PVS) project. This PVS project contributes to the study of protohistoric and early historic settlement dynamics, and in particular on Roman urbanization and its impact in the central Adriatic part of the Italian peninsula. It focuses on the integrated use of archaeological survey methods and other non-destructive techniques combined with more traditional approaches, such as excavation and historical topography. Especially the study of the urban layout and evolution of the colonial city of Potentia (founded in 184 BC), and the inland towns of Ricina, Treia and Septempeda, are state of the art examples of the intense use of low altitude aerial detection combined with regular grid-walking, geomorphological and geophysical survey, material studies and excavation to investigate abandoned classical town sites. The integration of the valuable stratigraphic data from different excavations in the town areas with the newly obtained survey data from urban centres and their territories, demonstrate that this work can be of crucial importance for our understanding of the Roman city dynamics in central Adriatic Italy and beyond.

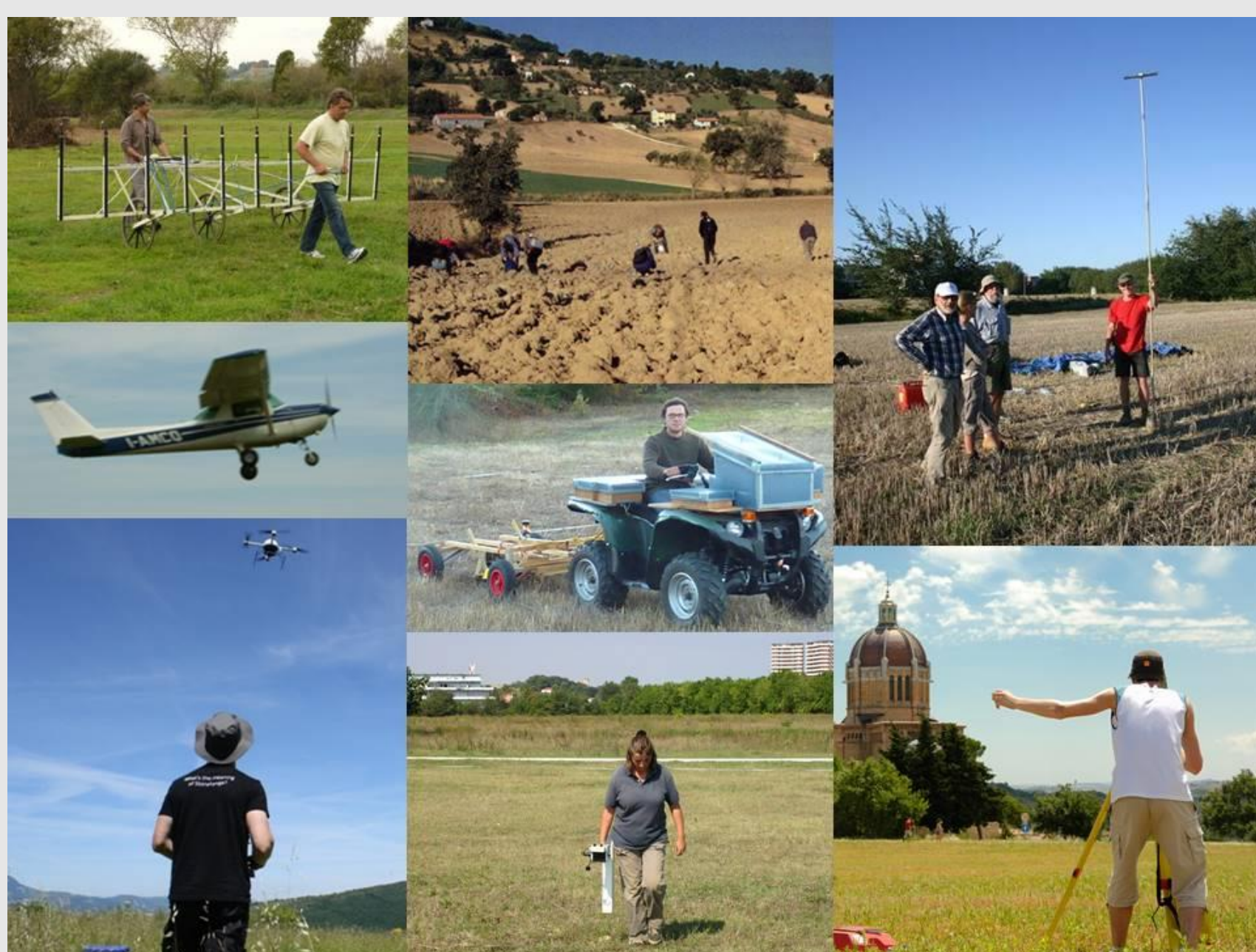
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Urban survey procedures on a series of abandoned towns in northern Picenum in the framework of the Potenza Valley Survey project.

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