



Forum Antike

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Greek Festivals and Emperor Worship through the lens of Roman Provincial Coinage

Greek festivals were key public events in the civic life of the eastern imperial provinces. By attracting exceptional numbers of visitors and pilgrims, they gave a major boost to the local economy and were the highest point of visibility for a community's political ambitions. Besides major athletic and theatrical contests, they hosted great religious ceremonies for the city's principal deities and were the key manifestation of the imperial cult in action. The paper will focus on this aspect in particular: by looking at the visual culture of civic coinages, it will discuss how the worship of Roman emperors was incorporated into the sacred and ritual framework of agonistic and religious festivals and was communicated on local media.