

Constructing power in Augustus' Rome

Philanthropy & benefactors

... Capitolium et Pompeium
theatrum utrumque opus
impensa grandi refeci sine ulla
inscriptione nominis mei ...

... *the Capitolium and the theatre of
Pompey, both works involving great
expense, I rebuilt **without any**
inscription of my own name ...*

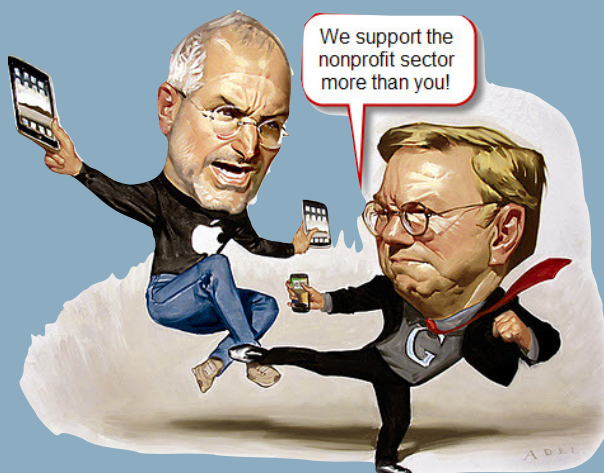
Res Gestae Divi Augusti, Augustus

Why would you put your name on a building, or decide not to?

How does Augustus ensure people knew the extent of his benefaction?

Can you be an anonymous benefactor but still be recognised for your generosity?

What examples of the commemoration of benefactors can you find locally?



From top left: Trump Tower (Las Vegas), Horseferry Road Estate (London), the Pantheon (Rome), cartoon from Bloomberg Businessweek featuring Steve Jobs & Bill Gates.