THE EMPORION IN THE ANCIENT WESTERN MEDITERRANEAN

Trade and Colonial Encounters from the Archaic to the Hellenistic Period

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Édité par Éric Gailledrat, Michael Dietler & Rosa Plana-Mallart

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MQM. Phoenician *Emporia* in the South of the Iberian Peninsula (9th to 7th Centuries BC)

José Luis LÓPEZ CASTRO

1 Introduction

The application of well-defined ancient Greek terms with a specific meaning to the material and cultural manifestations of other ancient peoples is an ongoing resource in modern research. This is the case with *polis*, *emporion*, *chora* or *basileus*, to cite some examples, which become applicable to the ancient world in universal concepts within a tradition of Hellenocentric studies. By analogy we apply these terms to realities that are not always completely comparable, but which have the advantage of expressing common and interchangeable elements in one concept that facilitate their understanding.

However, it is necessary to clarify that a term known in Phoenician language could be equivalent to that of emporion, such as mqm, or maqom, a trading place where exchange takes place and is permitted. This term, according to Garbini's interpretation, has been handed down to us as a place name in North Africa and Sardinia with different meanings such as "sanctuary", "temple" and also "place" for sacred or profane public functions, "place (for trading)" and "market", according to some documentary testimonies in the place name and numismatic sources (Garbini 1982: 181-87; Manfredi 1993: 95–102). It is a term that would signify open exchange points, similar to the place known as emporion, where people from different backgrounds exchanged goods. Another western Semitic word, mhz, or mahuza (Amadasi 1982: 31–37; Teixidor 1993: 85-87) would also have a similar meaning. However, magom seems preferable, not only because it is linguistically and geographically closer to western Phoenician society, but because it is well documented in the central and western Mediterranean and contains an important connotation of association with the temple.

At the beginning of the discovery of the Phoenician presence in the west in the '60s of the 20th century, a series of settlements and necropolises from the 8th and 7th centuries BC on the southern coast of the Iberian Peninsula became known, such as Almuñécar, Morro de Mezquitilla, Toscanos, Chorreras or Cerro del Villar de Guadalhorce (Aubet 2003: 305–16) (Fig. 1). These sites could be included under the concept of *emporia*, as colonial sites intended for trade. Initially they were interpreted as commercial *factoreries* or *comptoirs*

("trading posts") and their Phoenician inhabitants as traders in search of metals. Western silver and tin would supply the needs of the East, particularly those of the Assyrian Empire, in a commercial diaspora whose cause should be sought in the Assyrian pressure on Tyre (Frankenstein, 1979: 263-94; Aubet 1993: 68-74). The Phoenicians would establish trading terms with Tartessos and the native peoples to obtain these metals which would, in turn, give rise to the orientalising phenomenon in the Iberian Peninsula. Thus a dominant interpretation of the colonial phenomenon we have called the "commercial paradigm" was born and which explains all aspects of Phoenician society in the West in relation to trade: the Phoenicians are always presented as merchants in search of markets, their settlements as commercial "trading posts", their unique buildings as "warehouses" and their motivations as always profit-based (López Castro 2000: 123-36).

However, since the 1970s and 1980s some researchers have drawn attention to agricultural, subsistence and territorial aspects by proposing new explanatory models on colonisation in which the concentration and distribution of colonial settlements, as they were then known, or the analysis of recovered faunal remains, did not correspond exactly to a pattern of commercial colonisation, but to a colonisation in which the agricultural component was as important as trade (Whittaker 1974: 58–79; Alvar, González Wagner 1988: 169–85; González Wagner, Alvar 1989: 61–102).

Between 1980 and 2000, the number of Phoenician settlements discovered in the south of Spain significantly increased and the colonial sites extended to new, hitherto inconceivable geographical areas: the Phoenician presence reached the Atlantic coast of Portugal (Arruda 2000; Mayet, Tavares 2000), while to the East it reached the mouth of the Segura River (Rouillard et al. 2007; González Prats 2011) and the island of Ibiza (Ramón 2007). At the same time, methodological development in archaeological research made it possible to discover the metallurgical, agricultural, farming and fishing activities of colonial enclaves and the introduction from the East of new plant and animal species. From the beginning of the 21st century, the archaeological documentation available on the Phoenician presence in southern Iberia suggested the existence of a complex reality that was resistant to simplistic

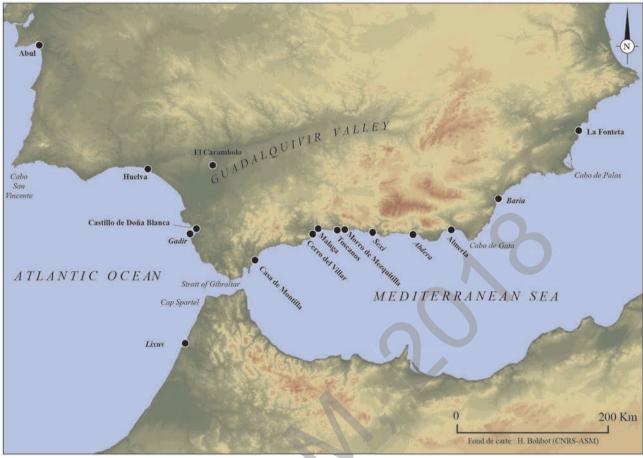


Fig. I — Main Phoenician sites of Southern Iberia.

classification attempts, in which different economic roles and activities overlapped in the same colonial settlements, be they commercial or in relation to the production of food and goods.

The new discoveries made in the 21st century have stirred up what we know. The publication in 2004 of the material collected from Huelva in Calle Méndez Núñez and subsequent excavations in El Carambolo (Sevilla), La Rebanadilla (Malaga) and Utica (Tunisia) (González de Canales et al. 2004; Fernández Flores, Rodríguez 2007; Sánchez et al. 2012; López Castro et al. 2016) have revealed the existence of a very early colonial phase, prior to the earliest known settlements of the 8th century BC. In south eastern Iberia, the deposit—likely ritual in nature—from the late Bronze Age in Cortijo Riquelme (Almeria) shows a collection of oriental and Greek-type Phoenician ceramic imports that are contemporaneous with those of the above-mentioned settlements, which leads us to think about the existence of a very old Phoenician settlement in the basin of the Almanzora River (López Castro et al. 2017). These new enclaves from the 9th century BC revive the idea of the existence of a first colonial impulse motivated by the metal trade. Such settlements are closer than the later ones from the 8th century BC to the concept of emporion or mgm, a foundation of a commercial nature protected by a sanctuary.

2 Initial Settlement and the Temple's Role

The first early settlements were founded after the "precolonial" contacts of the late Bronze Age, in which the Phoenicians used prior knowledge of the access routes to the Iberian Peninsula that made it possible to establish long-distance trade networks from the Aegean and in which Mycenaean, Canaanite, Cypriot and Sardinian people would participate (Mederos 2005a: 82-84). The geographical distribution of early Phoenician settlements in North Africa and in the south of the Iberian peninsula—Utica, La Rebanadilla and El Carambolo—appear to respond to a specific strategy: to establish intermediate points from the East to the most western foundation where there was access to Atlantic tin, such as Huelva. The known settlements were located using common patterns that sought calm waters for the boats and drinking water supply. They were located on promontories that dominated wide navigable inlets along river mouths, as in Utica, El Carambolo and Huelva, while La Rebanadilla was located on a river island (Fig. 2).

There is a decisive distinguishing feature in the Phoenician *mqm*: the presence of sanctuaries legitimising the activities carried out there under the protection of the divinities, such as Melqart and Astarte that ensured the peaceful character of the settlements and played an economic role (Grotanelli 1981: 116–20; Bonet, 1988: 97–98; Bonet 1996: 48–54). The settlement

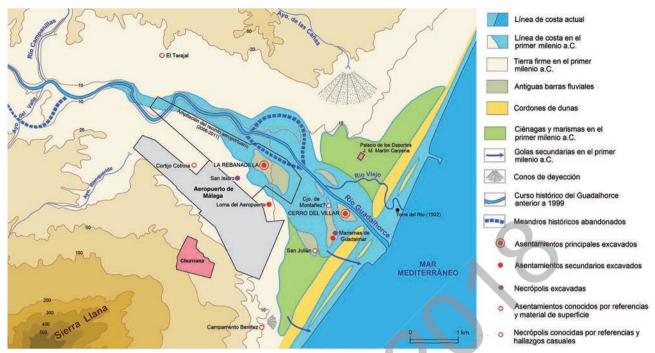


Fig. 2—Paleotopography of the mouth of the river Guadalhorce during the first millennium BC (after García Alfonso 2012: 35, Fig. 5).



Fig. 3—Phoenician buildings of La Rebanadilla (Málaga) (phase III) (after Sánchez et al. 2012: 78, Fig. 15).

of El Carambolo has been identified as an Astarte sanctuary from its founding phase (Fernández Flores, Rodríguez 2007: 246–47) and a building has been interpreted as a sanctuary in La Rebanadilla (Sánchez et al. 2012: 80–81) (Fig. 3) while in Utica the classical sources mention the great antiquity of the cedar beams in the temple of Apollo, divinity identifiable with Eshmun (Lipiński 1995: 162–63) which would go back to the founding of the city (Pliny, Natural History: XVI.216). In Huelva, several stone baetyli are among the finds from the collection of archaeological materials from Calle Méndez Núñez, which would, very possibly, come from a sanctuary. In fact, a building was constructed in this occupation phase in the 8th century BC which was interpreted as a sanctuary (González de Canales et al. 2004:140; Osuna et al. 2001: 178–81).

In El Carambolo and La Rebanadilla, the Phoenicians used an oriental architecture based on the use of mud-brick

(adobe) as the main building material. The oldest building, the original temple called Carambolo V, was formed by an enclosure with an inner courtyard onto which two parallel rooms would open (Fernández Flores, Rodríguez 2005 and 2007: 211–14) (Fig. 4). It is the same model that we find in some of the La Rebanadilla dwellings, where seven buildings have been located in two occupation phases. Sacred elements associated with sanctuaries were found in two of them, such as baetyli, shell floors, long benches and a possible adobe altar. The layout of the buildings and their regular orientation suggest that the inhabited space was structured into streets and blocks (Sánchez et al. 2012: 75–81). The only known necropolis from this early colonial horizon belonged to the La Rebanadilla settlement and the excavated tombs are similar to the incineration tombs of phase II of the Al Bass necropolis in Tyre (Juzgado et al. 2016: 110 and 115).

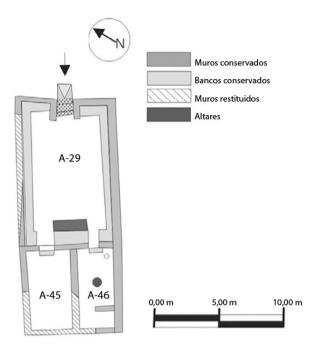


Fig. 4—The sanctuary of El Carambolo (phase V) (after Fernández Flores, Rodríguez 2005: I 16, Fig. 2).

Another distinctive feature of these early settlements is the practice of artisanal activities. In Huelva, ivory craft, the production of Tyr ian-type ceramics and bronze metallurgy are documented and in La Rebanadilla, metallurgical production is well attested (González de Canales et al. 2004: 145-49, 165-66; Sánchez et al. 2012: 68). The large amount of indigenous non-wheel-thrown ceramic would suppose in these settlements the existence of intense relationships with the native societies. Conversely, Tyrian-type oriental Phoenician fine ware imports, Nuragian Sardinian ceramics and Greek productions of the Subprotogeometric II and III and the Middle Geometric II testify that these settlements belonged to a trade network uniting Phoenicia and the Aegean with the Far West, in which Sardinia and Utica must have played an important role due to their intermediary status (López Castro et al. 2016: 84–85). The calibrated C14 datings from the colonial settlements of this early Phoenician colonisation period are largely homogeneous and would reach the 10th century cal BC and the late 9th century cal BC at the extremes of probability intervals, both in the Iberian peninsula and in North Africa (Ibid.: 81-83, tab. 1).

3 A Complex Territorial Model: Colonial Cities, Villages and Farms

Decades after the earliest foundations, dating back to the last years of the 9th century BC and the first decades of the 8th century BC, new colonial settlements were established in the south and in the southeast of the Iberian Peninsula that were different in kind and size. In general, these colonial enclaves follow a well-defined pattern, located on the coast near the mouths of the rivers, on peninsulas or promonto-

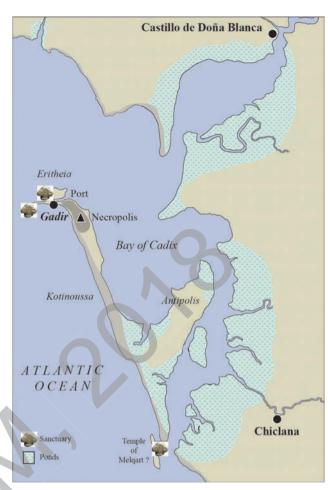


Fig. 5—The Bay of Cadix (after Sáez Romero 2014: 165, Fig. 4, modified).

ries near natural anchorages, close to the fertile alluvial lands suitable for growing crops and possibly irrigation. At the same time, the rivers served as inland communication routes, where native populations were established and with whom Phoenician settlers maintained trade relationships. At other times we found the settlers occupying fluvial islands such as Gadir (Fig. 5) or Cerro del Villar (Fig. 2) (Aubet 2003: 237). One feature of these new colonial settlements is early territorial occupation, which differed from the previous phase. This archaeological reality corresponds to the existence of a specific vocabulary in the Phoenician language to name types of settlements: art (city), madl (rural tower), mar (farm or agricultural villa) or kfr (village). Similarly, there is a term to define the concept of the territory itself: 'rs, as a political territory, appropriated by a community to avail of its resources, with the sense of "district", "region", "land" or even "homeland" (Lipiński 1994: 122-28; Krahmalkov 2000: 73-74, 134, 240, 269, 307 and 433).

The most important foundation was undoubtedly *Gadir* (Cadix), to which the classic sources attribute a great antiquity and an urban character. Although authors like Velleius Paterculus (I.2.3) date its foundation as 1103 BC (Sánchez Manzano 2001: 50), the earliest available archaeological data are from the beginning of the 8th century BC, or in any event at the end of the 9th century BC. Research in the last few decades has enabled us to confirm *Gadir*'s urban character and offers

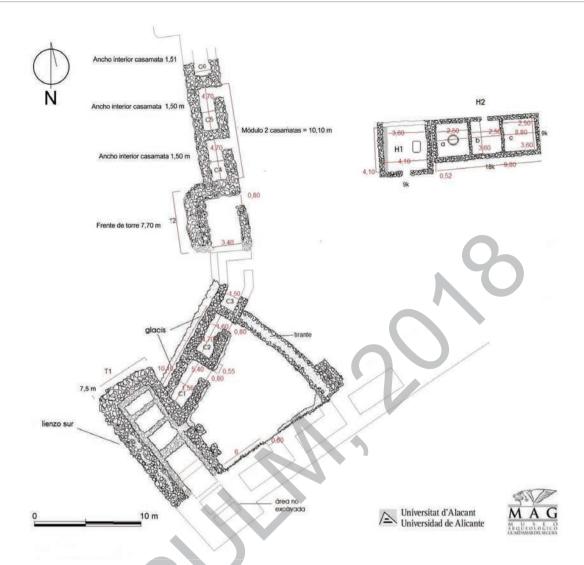


Fig. 6—The fortified settlement of Cabezo Pequeño del Estaño (Guardamar del Segura, Alicante). Site plan and metrological study according to a phoenician module of 0.52 m (after García Menárguez, Prados 2014: 121, Fig. 5).

an overview of the complex occupation of the surrounding territory during the 8th century BC. Initially the settlers inhabited the westernmost island of a coastal archipelago, under the modern city of Cadix, located at the entrance of today's Bay of Cadix (Fig. 5). On the easternmost island, today called *Sancti Petri*, the famous temple of Melqart was erected. Recent excavations in the modern city have located a district of the ancient Phoenician city from the late 9th century BC or early 8th century BC. Adobe houses with stone basements were two floors high, supported by wooden beams. They lined the streets built on a terrace system and the rooms were organised indoors around courtyards. Remains of domestic and artisanal activities have been found inside them in superimposed phases up to the 6th century BC (Gener *et al.* 2014: 16–17; Torres *et al.* 2014: 77–78).

Later, even in the first half of the 8th century BC, the city was planned towards the mainland in order to dominate the surrounding territory and its agricultural resources. To this effect, two fortified settlements with oriental casemate walls were founded to the north and south-east of the bay. The first, urban in character, is Castillo de Doña Blanca. It

covers an area of 7 hectares and the excavations show an organised urban enclosure in constructive terraces aligned in narrow streets providing access to three- or four-roomed houses with masonry, rammed earth or adobe walls and a flat roof over wooden beams. These houses' interiors were lined with clay and whitewashed; they had clay floors and were normally equipped with domestic ovens (Ruiz Mata 2001: 263). The second fortified settlement is in the current city of Chiclana, where urban excavations have partially discovered a stretch of a Phoenician casemate wall (Bueno 2014: 230–32).

The immediate formal precedent of this territorial control model would be in Tyre, where the city consisted not only of the walled space situated on an island near the coast, but also extended to a district on the mainland called *Ushu*, where the extensive necropolises of the city, such as Al Bass, were also located (Aubet 2003: 34–35; Aubet *et al.* 2014). Another example of a colonial settlement could be Cabezo Pequeño del Estaño (Guardamar del Segura) (Fig. 6), located on the old Segura river estuary in the southeast of the Iberian Peninsula, where research shows a small-sized settlement with an urban appearance, protected by an oriental-type wall, which was

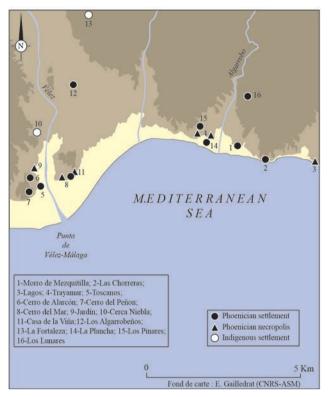


Fig. 7—Phoenician and native settlements on the coast of Vélez-Malaga.

inhabited until the late 8th century BC, when the population moved 2 km forwards to La Fonteta (Guardamar del Segura), near the coast (García Menárguez *et al.* 2014: 113–33).

Nevertheless, the majority of the colonial settlements in the south of the peninsular also founded in the 8th century BC are small in size. Morro de Mezquitilla (Algarrobo), Chorreras, Toscanos, Cerro del Villar de Guadalhorce, Abdera (Adra) and Sexi (Almuñecar) were founded in this century, as confirmed by the absolute datings (Aubet 1993: 249-72; Mederos 2005b: 307-10). They are small-sized, unfortified settlements, villages of between 0.5 and 2.5 hectares that were organized into terraces, into groups of houses with a rectangular plan, compartmentalized into several rooms with masonry walls usually made of adobes. Las Chorreras is of intermediate size, consisting of houses distributed into blocks running along the sides of streets on a terraced hill (Arnold, Marzoli 2009: 447-49). The necropolises were established in the nearby hills, sometimes on the other side of the river mouth next to which the settlements were sited.

Some archaeological research projects developed in the south of the Iberian Peninsula have shown that the Phoenician settlements appear to have small colonial territories, around 10 or 12 square kilometres, which reached the river valleys near the inhabited centres and the piedmont hills of the coastal mountains. In this territory, productive agriculture and livestock breeding were carried on in small settlements, dependent on the main coastal settlements (Aubet 1993: 265; López Castro 2012: 117–19).

Primary production farms or centres, such as Cerca Niebla, Los Pinares, Los Lunares or Benajarafe, in the area of Toscanos and Morro de Mezquitilla, are documented in the colonial period of the 8th–7th centuries BC (Fig. 7). They are small rural facilities measuring less than half a hectare in area and designed for productive activities. Likewise, there are settlements of an "industrial" nature; an example would be the amphora production workshops, such as La Pancha. Cerro de la Viña, the 7th century BC Phoenician site located in the vicinity of Toscanos, has been interpreted as a fortification linked to this colonial settlement (Martín Córdoba *et al.* 2008: 145–87), which could be evidence of a control of the colonial territory, similar to what occurred in *Gadir*.

The archaeobotanical analyses undertaken in the various settlements inform us of Phoenician crops in these centuries, mainly cereals, pulses, and fruit trees. Among the cereals, several types of wheat and barley are prominent, and peas, lentils and chickpeas are documented among the pulses, the latter introduced from the East. But the great Phoenician innovation in the West was the introduction of arboriculture, applied to the cultivation of the olive and the vine to obtain oil and wine, in addition to other fruit trees, such as the fig tree or the almond tree. In turn, the archaeozoological analyses showed evidence of stock-rearing in which bovines and ovicaprids, and to a lesser extent swine, dominated. Other documented domestic species are equines, canines and fowl, introduced from the East (Pardo 2015: 44–46).

Marine resources were widely exploited in the colonial period: tuna, sea bass, and smaller fish, such as sea bream or sardines, are recorded. Several species of molluscs were also consumed and some were used in the manufacture of purple dye for fabrics, which became famous in Antiquity (Moya 2016: 42–46). Metallurgical production of iron and lead and silver extraction are documented in many of the colonial settlements, as well as the trade in galena to obtain silver by cupellation, a technique brought from the East (Renzi et al. 2009: 2584–96; Carpintero et al. 2015: 65–83; Murillo et al. 2016: 78–88).

4 A Class Society: Aristocrats, Artisans and Peasants

From the commercial paradigm that interpreted the settlements as "commercial factories" and their inhabitants as traders, it was proposed that the rich burials in monumental tombs of ashlars or hypogeal chambers would house a rich group of private traders representing the Eastern trading "firms" in the West that would have led to colonisation.

Other researchers, such as ourselves, have argued that Phoenician colonisation would have a very unequal social composition (López Castro 1995: 40–43; López Castro 2006: 74–88). In general, we can assert that colonial society would be made up of at least three major social groups: the aristocracy, artisans and producers who had Phoenician roots, and native individuals employed as a labour force, in addition to native women for the purpose of forming mixed marriages to ensure biological reproduction. The abundant existence of non-wheel-thrown pottery produced by native labour in the colonial settlements has been attributed to the existence of local inhabitants, in particular women. In the archaeological record, these women would incorporate recognisable culinary

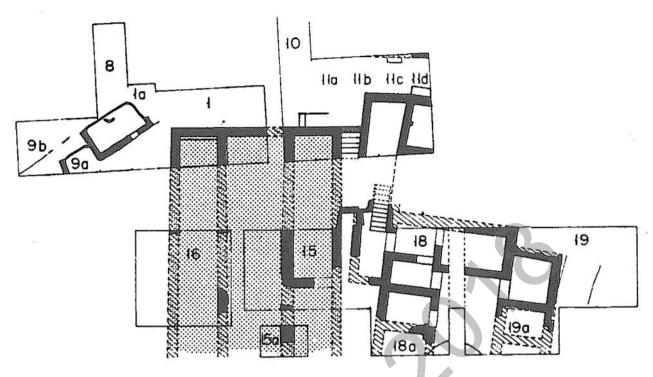


Fig. 8—Toscanos. The "storage house" (after Niemeyer 1985: 119, Fig. 6).

practices into colonial society, as well as knowledge of the territory and would form alliances with indigenous societies as a result of established kinship ties (López Castro: 2005: 405–21; Delgado, Ferrer 2007: 18–42).

The singular large buildings present in some colonial settlements, which have a large number of rooms for different functions, contrast with the contemporary three- or four -roomed urban houses of the Teatro Cómico in Cadix or the Castillo de Doña Blanca (Ruiz Mata 2001: 263). Following the "commercial paradigm", commercial functions are attributed to these buildings, although other interpretations are possible. This is the case of the complex formed by the Toscanos buildings C and H with 22 rooms in total (Fig. 8). The first has 165 m² of surface area in several rooms interpreted as a warehouse for goods or as a commercial building based on several eastern parallels (Arnold, Marzoli 2009: 449). The neighbouring Toscanos building H covers 110 m² in 6 rooms distributed around a courtvard and has a tripartite floor, interpreted as a warehouse or as a commercial building (Niemeyer 1986: 113; Aubet 2000: 231–32). Another unique building should be added to this example, such as Morro de Mezquitilla house K with at least 17 rooms, and the Abul building in Portugal, which basically follows a tripartite scheme in its initial phase, with 16 rooms. It has been interpreted by its excavators as a "commercial residence" and as testimony of a strong social hierarchy (Schubart 1986: 59–83; Mayet, Tayares 2000: 160-67). The evident parallelism of these buildings with the palace-sanctuary of Cancho Roano (Zalamea de la Serena) (Fig. 9) has meant that the Toscanos building C is identified as an example of palatial architecture by some authors (Almagro, Dominguez 1988–89: 368–69; Prados 2001-2002: 173-80). Tripartite floors and in general complex plans also find parallels in the civil and religious

architecture of the East (Almagro; Dominguez 1988–89: 348–57; Mayet, Tavares 2000: 160) where it is confirmed how this constructive scheme was used in particular residential, administrative and religious buildings; so the colonial constructive complexes could very well correspond to residential complexes of Phoenician aristocrats.

The existence of aristocrats is supported in the funeral record. These individuals were buried in family cemeteries that we cannot properly call necropolises as they did not hold

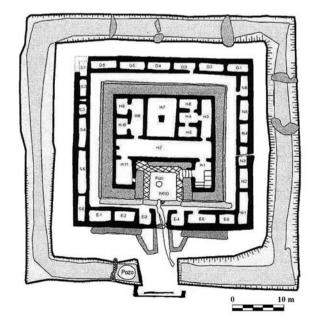


Fig. 9—The "Palace-Sanctuary" of Cancho Roano (after Celestino Pérez).

the entire deceased population. These are the cemeteries of Trayamar, belonging to Morro de Mezquitilla; Cerro del Mar, belonging to Toscanos; Lagos, belonging to Chorreras; Cerro de San Cristóbal and Puente de Nov, belonging to Sexi (Schubart, Niemeyer 1976; Arteaga 1977; Niemeyer 1979; Aubet et al. 1991; Pellicer 1963; Molina et al. 1982: 24, pl. 10–11; Molina, Huertas 1985: 31-42). They all consisted of a few sumptuous burials or chamber tombs, architecturally complex, exclusive, containing, in many cases, Egyptian-type alabaster vessels in funeral offerings as containers for cremated human remains. In Egypt and in the East these vessels were used as actual gifts or gifts to the gods to contain wine and perfumes. Outside Egypt, these vessels are concentrated mainly in the Iberian Peninsula, where their arrival, far from being plundered from Egyptian royal tombs as suggested by some authors, was due to their circulation in some cases as gifts between royalty and the aristocracy, while others would be manufactured and distributed in the trade networks, thereby fulfilling the same social function as items conferring prestige until their final amortization in the Phoenician tombs and in some cases in Tartessian tombs, where they are also found (López Castro 2006: 74-88).

These cemeteries did not welcome other social groups of the colonial population, for example, those located and associated with other establishments intended for agricultural exploitation such as Frigiliana (Arribas, Wilkins 1971), or those located in peripheral areas of the Far West, such as Can Partit in Ibiza (Gómez Bellard 1990; Costa et al. 1991) or Rachgoun on the Algerian coast (Vuillemot 1955), form necropolises that would be for the humblest social groups. These were made up of a hundred simple cremation burials in urns that in many cases contained no or meagre funeral offerings.

5 Exchange of Gifts and Mediterranean Trade

We have already mentioned how the temples in colonial areas were founded in the vicinity of urban areas, such as the Melqart temple of Cadix (Justin XLIV.5.2; Pomponius Mela III.46) or that of Lixus (Pliny XIX.63) and the performance of specific social functions constitutes the fundamental pillar of the ideological legitimation of colonisation and the exchange relationships created around it. In fact, the temple of Melqart and the cult to this divinity have been interpreted as one of the main bonds between the colonies and the Tyrian royal house (Aubet 1993: 234). The colonial temples also offered a model of social organisation, at the head of which were priests belonging to the Phoenician aristocracy, as can be seen, for example, from the account of the founding of Carthage (Justin XVIII.5.2) as well as other servants of the divinities who were of inferior rank and social position.

The Melqart cult is documented in *Sexi* and *Abdera* through written sources and late monetary iconography, as in *Malaka* (Malaga), where coins represent deities such as Reshef-Melqart and Shamash. The cult to the goddess Astarte, the sacred spouse of Melqart, is also documented in *Gadir*, *Sexi* and *Baria* (Villaricos) (López Castro 2003: 84–86).

The colonial aristocracy and the temples would be the two axes on which trade would be articulated, developing

two forms of parallel trade: aristocratic trade based on the exchange of gifts with native emerging elites and trade open to Phoenicians and other Mediterranean navigators, in the cities and in the mgm (López Castro 2000: 125-26). The indigenous societies of the late Bronze Age may well have maintained social relations based on the exchange of gifts. Individuals exchanging gifts established mutual obligations and were both debtors and creditors, which enabled bonds of solidarity to be established between them. With the exchange of gifts, social relations were established and reproduced, whether of reciprocity or dependence (Godelier 1998: 61-62 and 151-54). In the indigenous cultures it is very likely that the total reciprocal provision had already been surpassed in order to introduce asymmetrical forms in the exchange of gifts, such as the exchange of potlatch type competitive gifts, in which there would be competition for positions of rank and the existence of a dowry in marriage (Ibid. p. 217), traits that we can document in the Tartessian archaeological record (López Castro 2005: 408-409).

These exchange relationships would procure raw materials from the native networks for the Phoenician aristocracies, mainly metals, in exchange for rich products from the Orient or manufactured in western settlements by Phoenician craftsmen for the emerging native aristocracies. These products were objects of high quality craftsmanship, which were part of the eastern aristocracy's and royalty's social practices. Representation of social differentiation was made possible in indigenous society by entering into the gift circuits and contributed to the elites in the process of consolidating themselves as hereditary aristocracies that reproduced themselves as dominant classes.

The evidence for these social practices can be traced in the archaeological record of local societies in a catalogue of objects that begins with the personal aspect, through the use of elements for the headdress and clothing, such as the rich purple-dyed garments, fibulas, perfumed oils, bronze mirrors and ivory combs, and especially gold and silver jewelry. The Phoenician aristocrats spread a new way of life among the emerging Tartessian aristocracy that reflected that of oriental royalty and the luxury characteristic of the archaic aristocracies of the eastern Mediterranean (López Castro 2005: 411–12). Forms of luxury that transformed interiors with the introduction of refined furniture including pieces of ivory and bronze for the decoration of seats, couches, boxes, and chests. The celebration of the banquet as a social expression among the eastern aristocracies of the Iberian South, spread over these centuries through a series of bronze objects such as skewers, cauldrons and jars, so-called braseros, and other containers such as trays and ladles (Jiménez Avila 2002: 135–51), not to mention the consumption of imported wine.

Unlike the exchanges between aristocrats, the Mediterranean trade appears to have been open to large segments of the population. In Cerro del Villar, a porticoed street divided into compartments of the *tabernae* type has been interpreted as a market place (Aubet 1997: 200–205). Small traders seemingly sold goods in a specific space as a specialized activity. In this context, the find of low-weight Phoenician weights (Aubet 2002: 31–35) would confirm that in this market place small daily exchanges apparently took place between socially



Fig. 10—Pedestal altar (limestone) from the Bajo de la Campana shipwreck (after Polzer 2014: 236, no. 125).

independent individuals, with the capacity to acquire goods in a society with a high degree of social division of labour.

We can reconstruct some aspects of the Mediterranean trade that took place in the colonial settlements from the amphoric finds and trace the formation of trade circuits between the Phoenician colonists of the south of the Iberian Peninsula and those of the central Mediterranean. Wine and oil. probably transported in Ramón T10-type amphorae, reached their widest circulation in the Far West in the second half of the 7th century and the first third of the 6th century BC, and were also distributed in areas of the central Mediterranean (Pardo 2015: 206-10). From the end of the 8th century BC a significant increase in imports of Greek, Carthaginian and Etruscan amphorae to be used to transport products such as wine and oil, as well as Greek and Etruscan fine ware, have been documented in the Phoenician settlements of the Far West that reached its zenith in the second half of the 7th century and in the first quarter of the 6th century BC (Docter 1999; Cabrera 2000; Domínguez, Sánchez 2001).

The Phoenician shipwreck of Bajo de la Campana sank on the southeast coast of the Iberian Peninsula in the late 7th century BC and is a good example of the products traded by western Phoenicians. The ship's cargo consisted of raw materials such as metals, in the form of tin, copper and lead ingots and elephant tusks for ivory (Mederos, Ruiz Cabrero 2004). Other raw materials were amber and resin. It was also transporting food in western Phoenician and Sardinian amphorae and ceramic vessels for wine consumption. The ship also stored luxury items such as bottles for perfume,

ostrich eggs, daggers decorated with ivory, alabaster vessels, of which some fragments have been recovered; pieces of bronze and carved ivory furniture, ritual bronze objects such as an incense burner and a cauldron, and also a stone altar (Polzer 2014) (Fig. 10).

At the end of the 8th century BC and during the first half of the 7th century BC, two major processes took place in the western colonial sphere: the expansion of the first growing colonies and the creation of trade networks in the western Mediterranean that replaced relations with the Phoenician East. The generalisation among the western Phoenicians of the city-state as a form of political articulation towards the end of the 7th century BC would end with the concept of mqm. The city-state institutions would, through alliances and treaties, regulate the trade relationships between cities, such as those described in the treaties between Rome and Carthage (Polybius III.24). New forms of managed commerce took over in the organization of trade, although some temples like that of Melqart in Gadir would continue playing an economic role in the subsequent centuries.

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