



## ABSTRACT SUBMISSION

# The inscriptions on Ennion's glass cups: a conscious marketing strategy?

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## Abstract

The glassmaker Ennion is renowned for his innovative moulded cups and jars, which were produced in the first half of the 1st CE, probably in Sidon. These high-quality goods were so plentiful that they not only circulated in Syria and its neighbouring provinces but also reached the distant areas of Italia, Baetica, and Tingitana.

A unique element of these wares is their inscription, displaying the master's signature and an address to the buyer, both inserted in separate *tabulae ansatae*. Such a design not only speaks for a deliberate aesthetic arrangement but also the desire to attain an equilibrium between both texts in terms of locations and dimensions.

Ennion's conception for his selected products may well have resulted from a measured approach, which aimed at enhancing their attractiveness on the Roman market. Still, it raises questions about his true intentions. Did he strive to create a luxury product? Was it simply an effort to build up his clientele? Perhaps he concentrated his efforts on tapping new clients? Or maybe he stepped beyond the commercial aspects?

A material analysis of Ennion's inscribed products and a comparison with his followers and competitors are expected to bring new perspectives to this little-debated issue.

## Keywords

Ennion, glass, Greek inscription, trade, Syria

## Session

4. The materiality of inscribed and figurative objects

## Type of paper

Oral presentation