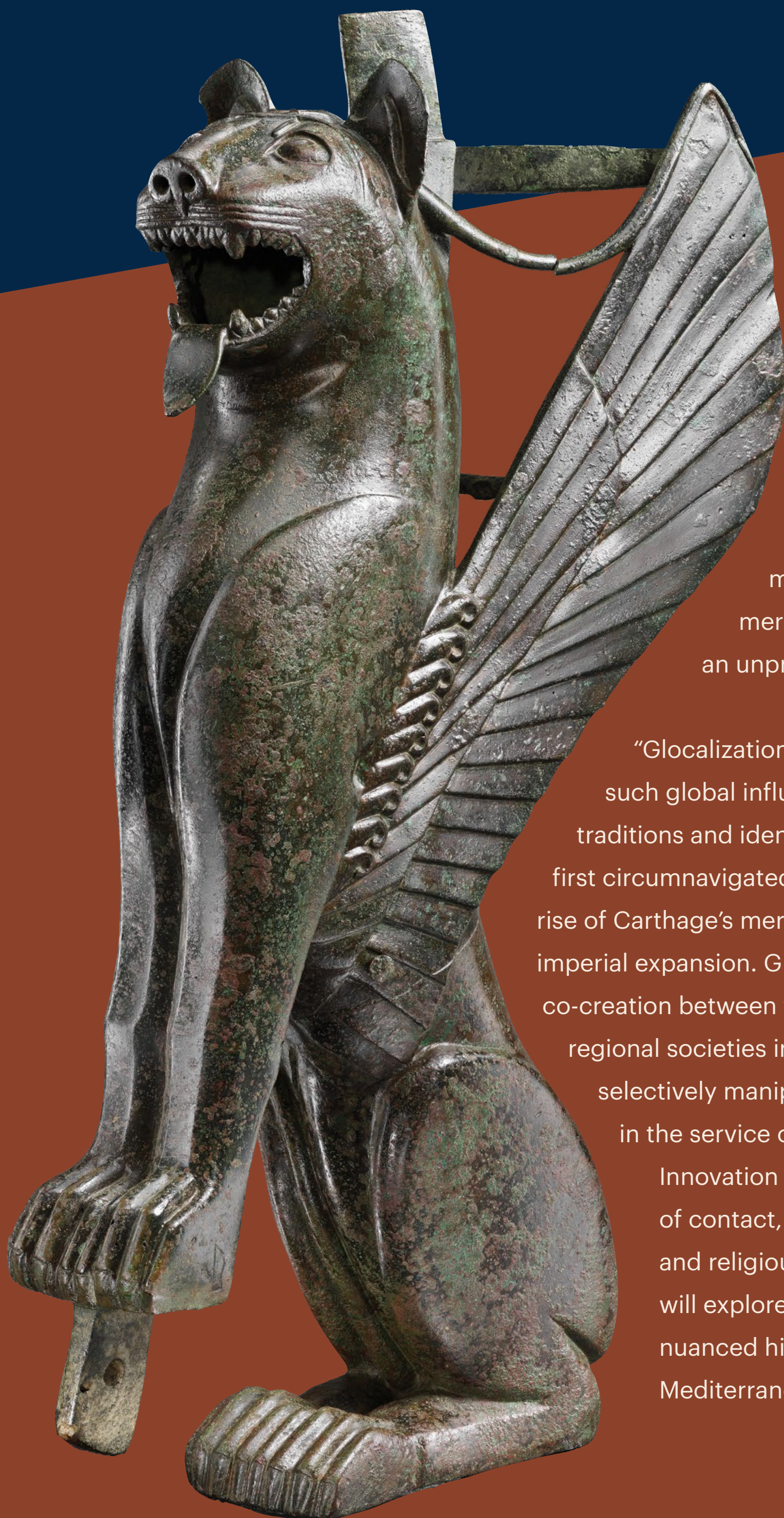


THE CLASSICAL WORLD IN CONTEXT **GLOCALIZATION** at the Getty Villa



Over the arc of the first millennium BCE, the Mediterranean became the stage for an era of sustained global interaction, linking the Levant, North Africa, central Europe, Iberia, and far beyond. Novel technologies, advanced engineering, and the spread of writing and coinage underpinned dynamic economic expansion. Population movements of migrants, merchants, and mercenaries amplified social transformation at an unprecedented pace and reach.

“Glocalization” entails the processes through which such global influences were reconfigured to serve local traditions and identities. Phoenician and Greek traders, who first circumnavigated the Mediterranean Sea, anticipated the rise of Carthage’s mercantile monopolies and ultimately Rome’s imperial expansion. Glocal perspectives foreground the mutual co-creation between these dominant powers and diverse regional societies in which communities and individuals selectively manipulated outside commodities and ideas in the service of new artistic and cultural practices.

Innovation and change took root at the crossroads of contact, in multicultural port cities, frontier zones, and religious precincts. At the Getty Villa, scholars will explore the capacity of a glocal lens to reveal nuanced historical contexts that reshaped the Mediterranean world.

DUE:
OCTOBER 1, 2026

Winged Feline, Ibero-Phoenician, 600–400 BCE, bronze. The J. Paul Getty Museum, Villa Collection, Malibu, California, 79.AC.140



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