

## GOLD, SILVER AND GLASS





# **GOLD, SILVER AND GLASS**

**Power Networks, Cultural Identities,  
Technology Transfers and Agency  
across the Old World  
(7th Century BC -  
1st Century AD)**

Proceedings of a Conference Held at the British  
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St John Simpson

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# Contents

<b>List of Figures and Tables.....</b>	<b>iii</b>
<b>Introduction .....</b>	<b>xiii</b>
St John Simpson	
<b>Acknowledgements .....</b>	<b>xxvi</b>
<b>Did Buddhist Concepts Reach Iron Age Scandinavia? The Gundestrup Cauldron, the 14-Spoked Wheel and the ‘Axial Age’ .....</b>	<b>3</b>
Timothy Taylor	
<b>The Persian Parthenon .....</b>	<b>19</b>
Thomas Harrison	
<b>Persian and Greek Arts in the World of the Scythian Warriors of Asia: from Monuments to Bodies, the Choice of the Nomads.....</b>	<b>26</b>
Henri-Paul Francfort	
<b>On the Problem of the Artistic and Manufacturing Centres in the Eurasian Nomadic World.....</b>	<b>47</b>
Elena Korolkova	
<b>Dragons in the Scythian Fantastic Bestiary .....</b>	<b>58</b>
Sergey Polin and Marina Daragan	
<b>Objects Made from Human Crania in Scythian Burials in the Northern Black Sea Region.....</b>	<b>92</b>
Marina Daragan and Sergei Polin	
<b>Ancient Armenia: Historical and Cultural Connections Based on the Collections in the History Museum of Armenia .....</b>	<b>118</b>
Nzhdeh Yeranyan, Ruben Vardanyan, Armine Zohrabyan, Hasmik Margaryan	
<b>Persian Gold.....</b>	<b>139</b>
Jack Ogden	
<b>Metrology 40 years on.....</b>	<b>155</b>
M. Vickers	
<b>Achaemenid Silver: An Essay on the Fungibility of Meaning.....</b>	<b>165</b>
Henry P. Colburn	
<b>An Achaemenid Silver ‘Rattling Bowl’.....</b>	<b>177</b>
Julien Cuny, Benoît Mille, Agnès Lattuati-Derieux	

<b>Achaemenid-Style Silverware and Gold Ornaments: a Taste for Luxury in Early Imperial China .....</b>	<b>195</b>
Yan Liu	
<b>Money Talks, Wealth Whispers: Iron Age Saka Microbead Goldsmithing Technology .....</b>	<b>211</b>
Saltanat Amir, Rinat Zhumatayev, Samat Shakenov, Akbar Yergabylov, Rebecca Roberts, Marcos Martín-Torres	
<b>Transparent Glass for an Elite Greek Society.....</b>	<b>237</b>
Despina Ignatiadou	
<b>Cut Gold Leaf Decoration on Hellenistic–Early Roman Glass and Marble Antiquities:a Comparison with the <i>Kirikane</i> Cut Gold Leaf Technique of Far Eastern Buddhist Art .....</b>	<b>251</b>
Yasuko Fujii and Hidetoshi Namiki	
<b>Conclusions .....</b>	<b>274</b>
St John Simpson	
<b>The Contributors.....</b>	<b>297</b>
<b>Bibliography .....</b>	<b>302</b>
<b>Index .....</b>	<b>343</b>

# List of Figures and Tables

## Introduction

Figure 1. The Rahim Irvani Gallery for Ancient Iran, 2012.....	xiv
Figure 2. Opening speech of the exhibition by Ms Iliana Iotova, Vice-President of Bulgaria.....	xv
Figure 3. The exhibition juxtaposes representations to symbolise the meeting between East and West.....	xvii
Figure 4. View of the opening section of the Achaemenid court display .....	xvii
Figure 5. Achaemenid silverwares mounted for display.....	xviii
Figure 6. Attic cups on display .....	xix
Figure 7. Hellenistic network glass bowl (left) with a recreation (right) made by acclaimed Japanese glass artist Iwao Matsushima after many years research and replication efforts (left, British Museum, inv. no. 1896,0630.2; right, British Museum, inv. no. 2016,6026.1, presented by the artist) .....	xix
Figure 8. The Panagyurishte treasure.....	xx
Figure 9. Getting a closer view of the Roman rhyton (British Museum, inv. no. 1868,0110.510) .....	xxi
Figure 10. The exhibition design divides public opinion.....	xxiii
Figure 11. Modelling a reconstruction of the Iranian ‘riding costume’ .....	xxiii
Figure 12. Modelling a reconstruction of the Iranian court robe .....	xxiii
Figure 13. Installing the ‘court robe’ recreation of dyed lamb’s wool and gold-sprayed resin appliques.....	xxiv
Figure 14. Inspecting the Iranian ‘riding costume’ display prop .....	xxiv
Figure 15. The climax of the exhibition receives careful scrutiny.....	xxv
Figure 16. Some of the speakers and attendees at the conference in June 2023 .....	xxv

## Did Buddhist Concepts Reach Iron Age Scandinavia? The Gundestrup Cauldron, the 14-Spoked Wheel and the ‘Axial Age’

Figure 1. The Gundestrup Cauldron (National Museum of Denmark, Copenhagen).....	5
Figure 2. Detail of Gundestrup Cauldron Plate C 6573 .....	8
Figure 3. Detail of Gundestrup Cauldron Plate C 6573 .....	8
Figure 4. Detail of the east gate at Sanchi Stupa, Madhya Pradesh, India .....	9
Figure 5. Gundestrup Cauldron Plate C 6565 .....	10
Figure 6. Silver roundel acquired in Rawalpindi (British Museum, inv. no. 1922,1109.1, presented by Mansell Longworth Dames).....	10
Figure 7. Gundestrup Cauldron Plate C 6574 (detail) .....	13
Figure 8. North gate at the Sanchi Stupa: panel depicting foreigners, Madhya Pradesh, India.....	13
Figure 9. Detail of the foreigner panel in the north gate at the Sanchi Stupa, Madhya Pradesh, India .....	13
Figure 10. Carved limestone panel from Amaravati, Andhra Pradesh, India (Musée Guimet, Paris) .....	14
Figure 11. Detail of a carved limestone panel from Amaravati, Andhra Pradesh, India.....	14
Figure 12. Detail of Gundestrup Cauldron Plate C 6572 .....	15

## Persian and Greek Arts in the World of the Scythian Warriors of Asia: from Monuments to Bodies, the Choice of the Nomads

Figure 1. General view of Aï Khanoum, northern Afghanistan (photograph: P. Bernard, archives of the Aï Khanoum archaeological mission) .....	27
Figure 2. Caravan of the Franco-Chinese expedition to Keriya, Taklamakan, north-western China (photograph C. Debaine-Francfort, CNRS) .....	27
Figure 3. Elangash in the Altai mountains, southern Russia, 18 June 1995 (photograph: H.-P. Francfort, archives of the Mission archéologique française en Asie centrale (MAFAC) / CNRS) .....	28
Figure 4. Zhaltyrak Tash in Kirghizstan (photograph: H.-P. Francfort, archives of the Mission archéologique française en Asie centrale (MAFAC) / CNRS) .....	28
Figure 5. Map of the region covered by steppe art (after Schiltz 1994; annotations in red by H.-P. Francfort) .....	29
Figure 6. Chronology of steppe kurgans and art (table by H.-P. Francfort).....	30
Figure 7. Pompeii, mosaic of the battle of Issus ( <a href="https://wikipedia.org/wiki/Mosaïque_d'Alexandre#/media/Fichier:Battle_of_Issus_mosaic_-_Museo_Archeologico_Nazionale_-_Naples_2013-05-16_16-25-06_BW.jpg">wikipedia.org/wiki/Mosaïque_d'Alexandre#/media/Fichier:Battle_of_Issus_mosaic_-_Museo_Archeologico_Nazionale_-_Naples_2013-05-16_16-25-06_BW.jpg</a> ) .....	31
Figure 8. Achaemenid torc with pendant (MIHO Museum, after Bernard and Inagaki 2000) .....	31
Figure 9. Audience scenes: a, Achaemenid relief, Persepolis (photograph: author); b, felt hanging, Pazyryk-5 (State Hermitage Museum; after Rudenko 1970: pl. 145) .....	32
Figure 10. Berel' 11 kurgan: a, view (photograph: MAFAC / CNRS); b, reconstruction (document MAFAC / CNRS) .....	33
Figure 11. Bronze eagle on coffin lid, Berel'11 (photograph: A. Pelle, MAFAC/CNRS, after Francfort, Ligabue and Samashev 2006: fig. 7).....	34
Figure 12. Wooden carved belt plaque, Berel'11 (photograph: A. Pelle, MAFAC/CNRS, after Francfort, Ligabue and Samashev 2006: fig. 10).....	34
Figure 13. Representations of griffins: a, wood, Berel'11 (photograph: A. Pelle, MAFAC, after Francfort, Ligabue and Samashev 2006: fig. 14); b, stone capital, Persepolis (photograph: author) .....	35
Figure 14. Representation of a lion head in gilded wood, Berel'11 (photograph: A. Pelle, MAFAC/CNRS, after Francfort, Ligabue and Samashev 2006: fig. 13) .....	35

Figure 15. Representations of horned-lions: a, wooden pendant, Berel'11 (photograph: A. Pelle, MAFAC/CNRS, after Francfort, Ligabue and Samashev 2006: fig. 15); b, glazed bricks, Susa (Louvre Museum; photograph: author) .....	36
Figure 16. Representations of lions: a, relief of a lion attacking a bull, Persepolis (photograph: author); b, horned-lions in face and profile, Pazyryk-5 (after Rudenko 1970: pl. 116f) .....	37
Figure 17. Lion with geese in 'split representation', Pazyryk-2 (after Rudenko 1970: fig. 159a) .....	38
Figure 18. 'Split representations' of dragons, Okunevo culture, Minusinsk basin (after Francfort 2001b) .....	38
Figure 19. 'Split representation' of a horned-lion on a gilded wooden frontlet, Berel'11 (photograph: A. Pelle, MAFAC/CNRS, after Francfort, Ligabue and Samashev 2006: fig. 17) .....	38
Figure 20. Representations of palmettoes: a, horse bridle with palmettoes, Ak-Alakha 3 kurgan 1, Altai, Siberia (after Polosmak 2001: fig. 59); b, terracotta antefix (roof ornament) with Greek palmetto, Ai Khanoum, Afghanistan (photograph: P. Bernard, Archives of the Ai Khanoum archaeological mission, after Cambon and Jarrige (eds) 2006: 158, cat. 25) .....	39
Figure 21. Representations of satyrs: a, satyr face on an Achaemenid jug, Susa (Musée du Louvre, inv. no. AO 2748; photograph: author); b, satyr-like face as a leather cut-out, Pazyryk-1 (after Rudenko 1970: fig. 138f–g) .....	39
Figure 22. Palmetto and raptor heads, bronze from Chenyangchuan (after Bunker, Bruce Chatwin and Farkas 1997: fig. A45) ...	40
Figure 23. Lotus designs: a, bronze plaque with lotus buds, Ai Khanoum (National Museum of Afghanistan, Kabul, photograph: P. Bernard, archives of the Mission archéologique d'Ai Khanoum; after Cambon and Jarrige (eds) 2006: 154, no. 17); b, lotus ornament on trousers from Djoumboulaq Qoum (Xinjiang Institute of Archaeology, Urumqi, PRC; photograph: CNRS/MAFCX); c, detail of lotus bud of a frieze bordering an audience scene on a felt hanging from Pazyryk-5 (State Hermitage Museum, St. Petersburg; after Rudenko 1970: pl. 145) .....	40
Figure 24. Representations of chariots: a, gilded silver plaque representing Cybele, Ai Khanoum (National Museum of Afghanistan, Kabul; after Cambon and Jarrige (eds) 2006: 156, cat. 23); b, Majiayuan (Gansu) reconstruction of type A chariot in burial M3-1 (after Sheng Wenwu Kaogu Yanjiusuo 2014: pl. 14) .....	41
Figure 25. Silk image of chariot and hunt: a, view from above; b, profile, Mashan (PRC) (after Jingzhou Museum 1985) .....	41
Figure 26. Achaemenid silver jug, Filippovka-1, Urals, southern Russia (after Treister and Yablonsky (eds) 2012: col. pl. 11.6) ..	42
Figure 27. Silver overlay of an Achaemenid throne leg, Filippovka (after Treister and Yablonsky (eds) 2012: col. pl. 58) .....	42
Figure 28. Silver <i>phalera</i> showing Bellerophon fighting Chimera, Volodarka, southern Russia (after Treister 2012b: 54, fig. 2) ...	43
Figure 29. Silver bowl with ivy scroll, Prokhorovka (after Treister and Yablonsky (eds) 2012: col. pl. 8) .....	43
Figure 30. Ivory scabbard with lion and deer, Takht-i Sangin (after Zaleski 2021: 46, cat. 12) .....	44
Figure 31. Representations of sphinxes: a, Achaemenid roundel, Oxus Treasure, British Museum, inv. no. 123928; b, stamp seal from Ai Khanoum (after Francfort 2013a: fig. 30a) .....	44
Figure 32. Rock engraving with scene of sacrifice of early Achaemenid date, Thalpan, upper Indus region, Pakistan (after Bandini-König 2003: pl. XIXb) .....	45

## On the Problem of the Artistic and Manufacturing Centres in the Eurasian Nomadic World

Figure 1. Gold belt plaque, 4th–3rd century BC, Baikal region (State Hermitage Museum, inv. no. Si 1727 1/13) .....	50
Figure 2. Gold belt plaque, 4th–3rd century BC, Siberian Collection of Peter the Great (State Hermitage Museum, inv. no. Si 1727 1/5) .....	50
Figure 3. Gold aigrette, 4th–3rd century BC, Siberian Collection of Peter the Great (State Hermitage Museum, inv. no. Si 1727 1/131) .....	50
Figure 4. Mirror from Filippovka-1, kurgan 1, burial 2, 4th century BC (after Okorokov and Perevodchikova 2020: 41, fig. 7.1) ..	52
Figure 5. Gold plaques from vessels from Filippovka-1, kurgan 1, 4th century BC (drawings by E. Korolkova) .....	52
Figure 6. Gold bracelet, 4th–3rd century BC, Siberian Collection of Peter the Great (State Hermitage Museum, inv. no. Si 1727 1/68) .....	53
Figure 7. Gold bracelet, Siberian Collection of Peter the Great: panorama view (State Hermitage Museum, inv. no. Si 1727 1/68) .....	54
Figure 8. Gold bracelet, Siberian Collection of Peter the Great: panorama view (State Hermitage Museum, inv. no. Si 1727 1/68) (after Rudenko 1962: 20, fig. 16) .....	54
Figure 9. Fragmentary handle of a decorated ceremonial sword from Filippovka-1, kurgan 1, 4th century BC .....	55
Figure 10. An ornament from a dagger, Issyk kurgan, Kazakhstan, 4th–3rd century BC (drawing by E. Korolkova) .....	55
Figure 11. The reverse side of the bracelet has several irregular patches in the centre .....	56

## Dragons in the Scythian Fantastic Bestiary

Figure 1. Scythian dragon from Alexandropol' kurgan, cat. 1 (1, after Polin and Alekseev 2018: fig. 56: 6; 2–3, reconstruction, D. Podobed) .....	59
Figure 2. Scythian dragon. Alexandropol' kurgan, cat. 2 (1, after Polin and Alekseev 2018: 554, fig. 283.75; 2, after S. Polin; 3, reconstruction, D. Podobed) .....	59
Figure 3. Scythian dragons: 1, 6, Alexandropol' kurgan (after Polin and Alekseev 2018: fig. 263, 287: 108); 2, Babyna Mogyla (after Mozolevskiy and Polin 2005: table 12.30); 3, Gunovka kurgan 11 burial 2 (after Boltrik and Fialko 2007: fig. 1.24); 4, Kurgan Orel (after OAK 1909/10: fig. 205); 5, Zolotaya Balka kurgan 15 burial 3 (after Polin 2014: colour table fig. 77a.5); 7, Verkhniy Rogachik kurgan (after Lêskov 1974: fig. 32); 8, Odessa region (after OAM 1983: 70, 176, no. 130); 9, Peski, kurgan 1, burial 1 (after Polin and Alekseev 2018: 241, 5); 10, Nikopol'skiy kurgan (after Polin 2016: fig. 2.4); 11, Pryshyb kurgan 40 burial 1 (after Shaposhnikova <i>et al.</i> 1984: table 78.7) .....	60
Figure 4. Scythian dragon: Soboleva Mogyla (1, 3–4, after Mozolevskiy and Polin 2005: table 17.3; 2, reconstruction: D. Podobed) .....	61
Figure 5. Scythian dragon: Soboleva Mogyla (1–2, after Mozolevskiy and Polin 2005: table 18.1; 3, reconstruction: D. Podobed) ..	62
Figure 6. Scythian dragons: 1–4, Soboleva Mogyla (1, 3, after Mozolevskiy and Polin 2005: table 17.3; 2, image: M. Saratovskaya; 4, image: S. Polin); 5–8, Vodoslavka kurgan 6 (after Daragan and Polin 2022: figs 16–18; 7, image: M. Saratovskaya; 9, image: S. Polin) .....	62

Figure 7a. Scythian dragons: 1–5, Kamenka-Dneprovskaya, kurgan 1 burial 9 (1, 3–5, image: S. Polin, D. Podobed) .....	63
Figure 7b. Scythian dragons: 6–7, Deyev kurgan (6, reconstruction: D. Podobed; 7, images after Rostovtsev and Stepanov 1917: table VII); 8–9, Eighth Pyatibratniy Kurgan (8, reconstruction: D. Podobed; 9, after Shilov 1959: table XXXVI, 1).....	64
Figure 8. Scythian dragons: 1–2, L'vovo, kurgan 18 burial 1 (after Kubyshev, Nikolova and Polin 1982: fig. 7); 3–4, Ryzhanovskiy kurgan (after Skorij and Chohorovski 2018: fig. 176: 7, cats 1–4, image: S. Polin) .....	65
Figure 9. Scythian dragons: 1–2, Aksyutintsy, kurgan 5/1905 g. (after Firsov and Zhuravlev 2007: 289, pl. 17); 3, Bolshaya Bliznitsa (after OAK 1865b: table III.32); 4–6, Devitsa –V kurgan 7 burial 2 (after Gulyayev, Volodin and Shevchenko 2022: fig. 7) .....	66
Figure 10. Scythian dragon on pole-tops: 1–6, Krasnokutskiy kurgan (1–4, image: S. Polin; 5–6, after DGS-II 1872: 45, tables XXIV.1–2, XXV.3–4); 7, Vodoslavka (after Ivantchik 2013: fig. 5); 8–9, Tiligulskiy liman (after Polin and Alekseev 2018: fig. 243.7–8); 10, Gardovetskiy wood (after Polin and Alekseev 2018: fig. 243.10) .....	67
Figure 11. Griffins: 1, kurgan Kul'-Oba (after Piotrovsky, Galanina and Grach 1986: cat. 213); 2, Eighth Pyatybratniy kurgan (image: S. Polin); 3, kurgan Tashchenak (after Boltrik and Fialko 1991: fig. 2); 4, Gaymanova Mogyla (after Bidzilya and Polin 2012: fig. 762); 5, Vil'na Ukraina III kurgan 22 burial 1; 6, kurgan Chertomlyk (after Piotrovsky, Galanina and Grach 1986: cat. 264); 7, Petropavlovka (images: M. Daragan); 8, Vodoslavka kurgan 6 (after Daragan and Polin 2022: fig. 15: 1); 9, Tovsta Mogyla (after Mozolevskiy 1979: fig. 56); 10, 12, Alexandropol' kurgan (after Alekseev 2011: fig. 1A; 2012: 257); 11, Vil'na Ukraina III kurgan 22 burial 2 (after Leskov <i>et al.</i> 2023: figs 121.1, 134.6).....	68
Figure 12. Griffins: 1, Soboleva Mogyla (after Mozolevskiy and Polin 2005: 17.1); 2, Kamenka, kurgan 21, burial 2 (after Klochko 2021: fig. 13a); 3, Novokhortitsa kurgan (after Polin, Daragan and Bondar 2020: fig. 2); 4, Petropavlovka (images: M. Daragan); 5, Bliznitsa Slonovskaya (after Piotrovsky, Galanina and Grach 1986: cat. 148; 287); 6, Krasnokutskiy kurgan (image: S. Polin); 7, Alexandropol' kurgan (after Polin and Alekseev 2018: fig. 270, no. 7) .....	69
Figure 13. The hippocampus and sea-dragon: 1, Babyna Mogyla kurgan (after Mozolevskiy and Polin 2005: table 10.1); 2, 5, Kul'-Oba kurgan (after Piotrovsky, Galanina and Grach 1986: cat. 207; Alekseev 2012: 179); 3, kurgan Karagodeuashkh (after Piotrovsky, Galanina and Grach 1986: cat. 250); 4, Pavlovskiy kurgan (after Williams and Ogden 1994: 171, cat. 108); 6, Alexandropol' kurgan (after Polin and Alekseev 2018: fig. 289: 235); 7, Bolshaya Bliznitsa kurgan Crypt 1 (Kalashnik 2014: 164); 8, kurgan Chmyrevaya Mogyla (after Onayko 1970: table XV); 9, kurgan Chertomlyk (after Alekseev, Murzin and Rolle 1991: fig. 76, cats 212, 28); 9–10, Durovka kurgan 14 (after Gulyayev and Shevchenko 2022: figs 47–48) .....	70
Figure 14. Anthropomorphic deities: 1, kurgan Kul'-Oba (after Williams and Ogden 1994: 142–43, cat. 85); 2, Pesochin kurgan 8 (after Babenko 2017: fig. 4, 2b); 3, Alexandropol' kurgan (after Polin and Alekseev 2018: 268, cat. 1).....	71
Figure 15. Unidentified serpentine creatures: Gaymanova Mogyla burial 4 (after Bidzilya and Polin 2012: figs 728, 735); Tolstaya Mogyla (after Babenko 2021: fig. 7.12–15).....	73
Figure 16. Precursor of the Scythian dragon: 1, Fourth Semibratniy kurgan (after Artamonov 1966: no. 121); 2, Ushchakovskiy kurgan (after Artamonov 1966: cat. 325); 3, Akimovka kurgan 11 burial 3 (after Mannheim 2009: 42).....	74
Figure 17. Fantastic creatures of Sarmatian times: 1, Novouzensk (after Mordvintseva 2001: pl. 14:33); 2, Sidorovka kurgan 1 burial 2 (after Mordvintseva 2001: pl. 15.35); 3–4, Novocherkassk Museum (after Il'yukov 2000: fig.); 5–6, Kosika burial 1/1984 (after Treister 2023: fig. 10. 1, 4); 7–8, Grigor'yants collection.....	77
Figure 18. Beasts of Pazyryk kurgans: 1–6, Pazyryk-2 (after Rudenko 1953: fig. 180, table CIX.1–2; CX; Polosmak and Barkova 2005: fig. 3.12: a,6) .....	78
Figure 19. Eastern dragon: 1, Ordos, 2nd–1st century BC (after Rawson 1984: fig. 72g); 2–3, Noin-Ula kurgan 20, Han dynasty, 1st century AD (after Polosmak, Bogdanov and Tsevendorzh 2011: 93, 99, fig. 4.6; 4.22–6); 4, Han dynasty, 1st century BC (after Rawson 1984: fig. 73); 5, Tang dynasty, 7th–8th century (after Rawson 1984: fig. 74); 6, 11th–12th century (after Rawson 1984: fig. 77); 7, Yuan dynasty, 14th century (after Rawson 1984: fig. 79).....	79
Figure 20. Map of finds with the image of a Scythian dragon: 1, Odessa; 2, Tiligulskiy liman; 3, Peski; 4, Pryshyby; 5, L'vovo; 6, Zolotaya Balka; 7, Babyna Mogyla; 8, Soboleva Mogyla; 9, Nikopol'skiy kurgan; 10, Alexandropol'; 11, Krasnokutskiy kurgan; 12, Kamenka-Dneprovskaya; 13, Kurgan Orel; 14, Verkhniy Rogachik; 15, Gunovka; 16, Deyev kurgan; 17, Vodoslavka; 18, Bolshaya Bliznitsa; 19, Gardovetskiy wood; 20, Ryzhanovskiy kurgan; 21, Aksyutintsy; 22, Devitsa–V; 23, Eighth Pyatibratniy Kurgan.....	80

## Objects Made from Human Crania in Scythian Burials in the Northern Black Sea Region

Figure 1. Scythian wooden bowls of the 5th–4th centuries BC: 1, Zelenoye kurgan 2 burial 3; 2, Frunze; 3–7, First Zavadskaia Mogyla bowls 1–5; 8, Berdyanskiy kurgan (1–2, M. Daragan; 3–7, after Bilan <i>et al.</i> 2011; 8, after Murzin, Belan and Podvysotskaya 2017) .....	93
Figure 2. Lyubimovka kurgan 48 burial 3 (images: S. Polin) .....	97
Figure 3. Lyubimovka kurgan 48 burial 3: 1–5, burial 3-A; 6–9, burial 3-B (images 1–4, 6, 8, S. Polin; 5, 9, M. Daragan).....	98
Figure 4. 1. Reconstruction of a spindle from Lyubimovka kurgan 48 burial 3 (images, S. Polin); 2, Kul'-Oba; 3, Alexandropol kurgan (2–3, after Yakovenko 1973: fig. 1.1–2) .....	99
Figure 5. Soboleva Mogyla: bone composite spindle of Greek origin (1–6, after Mozolevskiy and Polin 2005: fig. 97; 7, M. Daragan) .....	101
Figure 6. Composite spindles: 1, Pervomaevka II kurgan 2 burial 2 (after Evdokimov and Fridman 1991; image by S. Didenko); 2, Denisova Mogyla (after Mozolevskiy 1980; image by M. Daragan); 3, Akimovka kurgan 11 burial 3 (after Boltrick and Fialko 2010); 4–5, Velikaya Znamenka kurgan 2 burial 1 (after Otroshchenko 1979); 6, Alexandropol kurgan (after Polin and Alekseev 2018).....	102
Figure 7. Composite spindles: 1–7, Elizavetovskiy kurgan 1 (© State Hermitage Museum, inv. no. TE.1911-3); 8–15, Chertomlyk kurgan (after Alekseev, Murzin and Rolle 1991); 16, Koshary (after Diamant 1984); 17–18, Artyukhovskiy kurgan (© State Hermitage Museum, inv. no. Apt.-70) .....	103

Figure 8. Composite spindles: 1–3, L'vovo kurgan 11 burial 3 (1, 3, after Terenozhkin <i>et al.</i> 1973a; 2, M. Daragan); 4, Kamenka-Dneprovskaya kurgan 1 burial 9 (M. Daragan) .....	104
Figure 9. Wooden spindles: 1–2, Bulgakovo kurgan 5 burial 2; 3, Otradnoe kurgan 3 burial 2; 4, Frunze (M. Daragan).....	105
Figure 10. Novoye Zaporozh'ye kurgan 9 burial 1 (1, 3–5, after Pleshivenko and Popandopulo 1986; Pleshivenko 1991; 2, M. Daragan).....	106
Figure 11. Novoye Zaporozh'ye kurgan 9 burial 1: bronze arrowheads (M. Daragan) .....	107
Figure 12. Novoye Zaporozh'ye kurgan 9 burial 1: bronze arrowheads (M. Daragan) .....	108
Figure 13. Sadovo-I kurgan 2 burial 2 (1–12, after Evdokimov and Gershkovich 1982; 13, M. Daragan) .....	110
Figure 14. Sadovo-I kurgan 2 burial 2: bronze arrowheads (M. Daragan) .....	111
Figure 15. Sadovo-I kurgan 2 burial 2: bronze arrowheads (M. Daragan) .....	112
Figure 16. Soldatskoye burial 1: bone composite spindle with ceramic spindle whorl (1–6, after Nikitin 1970; 7–8, N. Sophienko).....	113
Figure 17. 1, Mamai-Gora kurgan 6 burial 1 (A. Chernyavskaya); 2, Mamai-Gora kurgan 100 burial 1 (A. Chernyavskaya); 3–4, Svetlovodsk burial 155 (Images after Panchenko 2015); 5, Belen'koye III kurgan 24 (after Terenozhkin <i>et al.</i> 1973b: fig. 53.14); 6, Kislichevataya-I kurgan 9 burial 1 (after Kovaleva 1987: fig. 196); 7, Orlovskiy burial ground I, kurgan 5, catacomb 1 (© State Hermitage Museum, inv. no. 2490-35 ); 8, Dmitrievskiy burial ground kurgan 18, catacomb, skeleton 3 (© State Hermitage Museum, inv. no. 2489-77); 9, Verkhniy Rogachik kurgan 13 burial 1 (after Boltrik and Fialko 2007); 10, Volkovtsy kurgan 4 burial 1 (S. Didenko) .....	114
Figure 18. Stryukovka kurgan 20 burial 3 (1, after Chernenko <i>et al.</i> 1973; 2–15, M. Daragan) .....	115

## Ancient Armenia: Historical and Cultural Connections Based on the Collections in the History Museum of Armenia

Figure 1. Bird-shaped pottery vessel, Lori Berd, 6th–5th century BC (HMA, inv. no. 3205-130).....	120
Figure 2. Bird-shaped pottery vessel, Vagharshapat, 6th–5th century BC (HMA, inv. no. 556-13).....	120
Figure 3. Pottery bowl with bow-shaped handle, Tavush, 6th–5th century BC (HMA, inv. no. 2545-24).....	120
Figure 4. Pottery bowl with bow-shaped handle, Tavush, 6th–5th century BC (HMA, inv. no. 2545-28).....	120
Figure 5. Two-handed pottery jug, Lori Berd, 6th–5th century BC (HMA, inv. no. 3205-147) .....	121
Figure 6. Interconnected pottery flasks, Karmir Blur, 6th–5th century BC (HMA, inv. no. 2052-39) .....	121
Figure 7. Pottery bowl, Oshakan, 6th–5th century BC (HMA, inv. no. 2580-124) .....	121
Figure 8. Silver bowl, Lori Berd, 6th–5th century BC (HMA, inv. no. 3146-215).....	121
Figure 9. Pottery rhyton, Oshakan, 6th–5th century BC (HMA, inv. no. 2527-22) .....	121
Figure 10. Pottery bull-head rhyton, Armavir, 6th–5th century BC (HMA, inv. no. 2889-20) .....	121
Figure 11. Fired clay model of a temple, Astghi-blur, 6th–5th century BC (HMA, inv. no. 2428-246).....	122
Figure 12. Bear-shaped black pottery vessel, Artashat, 1st century BC (HMA, inv. no. 48-13).....	122
Figure 13. Pottery bear-shaped vessel, Artashat, 1st century BC (HMA, inv. no. 48-14).....	122
Figure 14. Bronze statuette of a soldier, Ayrum, 6th–5th century BC (HMA, inv. no. 2225-6) .....	123
Figure 15. Bronze statuette of a wolf, Ayrum, 6th–5th century BC (HMA, inv. no. 2225-21) .....	123
Figure 16. Bronze statuette of a woman, Ayrum, 6th–5th century BC (HMA, inv. no. 2225-3).....	123
Figure 17. Silver bowl, Sevan basin, 5th century BC (HMA, inv. no. 2980) .....	123
Figure 18. Bronze omphalos bowl, Lori Berd, 6th–5th century BC (HMA, inv. no. 3146-191) .....	124
Figure 19. Gold pectoral, Armavir, 5th century BC (HMA, inv. no. 2287-32).....	124
Figure 20. Bangle with zoomorphic terminals made of gold, silver and iron, Lori Berd, 6th–5th century BC (HMA, inv. no. 3146-214).....	124
Figure 21. Bronze eagle statuette on a stepped pedestal, Artashat, 1st century BC (HMA, inv. no. 2370).....	125
Figure 22. Silver statuette of a wild goat, Artashat, 1st century BC (HMA, inv. no. 2940/1).....	125
Figure 23. Gilt silver medallion with the image of the winged goddess Demeter-Isis, Sisian, 1st century BC (HMA, inv. no. 2618-13).....	125
Figure 24. Gold earrings with a female head, Artashat (HMA, inv. no. 1978-1).....	125
Figure 25. Glass vessel, Garni, 2nd–3rd century AD (HMA, inv. no. 2098-1).....	126
Figure 26. Glass vessel with the portrait of Caracalla, Nisibis / Tigranakert, 3rd century AD (HMA, inv. no. 2743-1) .....	126
Figure 27a-c. Glass goblets, Lori Berd, 6th century BC (HMA, inv. no. 3146-196–198) .....	126
Figure 28. Stela of a man, Tavush, limestone, 6th–5th century BC (HMA, inv. no. 2984) .....	127
Figure 29. Stela of woman, Tavush, limestone, 6th–5th century BC (HMA, inv. no. 2983) .....	127
Figure 30. Statue of the goddess Aphrodite, Artashat, marble, 1st century BC (HMA, inv. no. 2706-38).....	127
Figure 31. Foot and knee of human figure, Artashat, marble, 1st–2nd century (HMA, inv. no. 2706-31a, b).....	128
Figure 32. Female foot, Artashat, marble, 1st–2nd century (HMA, inv. no. 2008-1) .....	128
Figure 33. Head of female statuette, Karmraqr, tuff, 3rd–4th century (HMA, inv. no. 2631) .....	128
Figure 34. Fragment of the public bath mosaic floor made of glass and stone, Artashat, 2nd–3rd century (HMA, inv. no. 2003-1).....	129
Figure 35. Gypsum statuette of Aphrodite's head, Artashat, 1st–2nd century (HMA, inv. no. 1985-34) .....	130
Figure 36. Fired clay 'mother with child', Artashat, 1st century (HMA, inv. no. 48-39).....	130
Figure 37. Fired clay 'god Mithras', Artashat, 1st century (HMA, inv. no. 2947-155) .....	130
Figure 38. Glass gem with image of the Egyptian queen Arsinoe II, Artashat, 2nd century BC (HMA, inv. no. 1979-101).....	130
Figure 39. Bulla impressed with the image of a horseman, probably an Armenian king, 1st century BC (HMA, inv. no. 3229-101).....	131
Figure 40. Ionia, Miletus (late 6th–early 5th centuries BC), AR, obol, 0.79 g, 9 mm (HMA, inv. no. 17541-1, found in Erebusi (Yerevan), 1956) .....	131

Figure 41. Ionia, Miletus (late 6th–early 5th centuries BC), AR, obol, 0.79 g, 9 mm (HMA, inv. no. 17541-1, found in Erebuni (Yerevan), 1956).....	131
Figure 42. Attica, Athens (second half of 5th century BC), AR, tetradrachm, 16.84 g, 26 mm. (HMA, inv. no. 17878, found in Sisian (Syunik province), 1963).....	131
Figure 43. Macedonian empire, Alexander the Great (336–323 BC), AR, drachm, imitation, 3.84 g, 17 mm (HMA, inv. no. 17976-4, found in Armenia).....	131
Figure 44. Kingdom of Sophene, Xerxes (c. third quarter of the 3rd century BC); AE, 3.49 g, 17.5 mm (HMA, inv. no. 17620-2, gift from G. Galachyan).....	133
Figure 45. Kingdom of Armenia, Tigranes II the Great (95–55 BC), AR, tetradrachm, 15.14 g, 28 mm (HMA, inv. no. 17619-5, gift from G. Galachian).....	133
Figure 46. Kingdom of Armenia, Tigranes II the Great (95–55 BC), AR, tetradrachm, struck in Artashat, 15.14 g, 28 mm (HMA, inv. no. 18215-6, from Sarnakunq hoard (Syunik Province), 1945).....	133
Figure 47. Seleucid Kingdom, Antiochos VII Sidetes (138–129 BC), AR, tetradrachm, imitation, struck in Cappadocia (130–80 BC), 16.32 g, 28 mm (HMA, inv. no. 17824-8, from Sarnakunq hoard, 1945).....	133
Figure 48. Seleucid kingdom, Philip I Philadelphos (95/4–76/5 BC), AR, tetradrachm, posthumous issue, struck in Antioch on the Orontes (69–57 BC), 14.82 g, 27 mm (HMA, inv. no. 16100, from Sarnakunq hoard, 1945).....	133
Figure 49. Parthian kingdom, Mithridates II (132–88 BC), AR, drachm, 4.05 g, 21 mm, struck in Rhagae (HMA, inv. no. 18954, found in Tavush village (Tavush Province), 1979).....	133
Figure 50. Parthian kingdom, Orodes II (57–38 BC), AR, drachm, 3.70 g, 20 mm, struck in Ecbatana (HMA, inv. no. 18305-4, found in ancient Ani, now in Türkiye).....	133
Figure 51. Cappadocia, Ariobarzanes I Philoromaos (95–63 BC), AR, drachm, 3.55 g, 17.9 mm (HMA, inv. no. 19967-5, found in ancient Artashat, bought from G. Matevosyan).....	133
Figure 52. Pontos, Amisos (c. 105–90 BC), AE, struck under Mithridates VI, 7.00 g, 22 mm (HMA, inv. no. 19968-3, found in ancient Artashat).....	134
Figure 53. Attica, Athens (98/97 BC), AR, tetradrachm, 15.96 g, 30 mm (HMA, inv. no. 20029-1, found in ancient Artashat, 1970s).....	134
Figure 54. Phrygia, Apameia (c. 88–40 BC), AE, 6.21 g, 22.5 mm (HMA, inv. no. 19878-38, from the archaeological excavations at ancient Artashat, 1981).....	134
Figure 55. Kingdom of Armenia, Tigranes II the Great (95–55 BC), AE, 4.15 g, 18.5 mm (A. Aivazian collection).....	134
Figure 56. Kingdom of Armenia, Artavazdes II (55–34 BC), AR, drachm, 4.04 g, 18 mm (HMA, inv. no. 17824-54, from Sarnakunq hoard, 1945).....	134
Figure 57. Kingdom of Armenia, Tigranes IV and Erato (2 BC–1 AD) (FK), AE, 3.91 g, 18.6 mm (HMA, inv. no. 19992-78, found in ancient Artashat, bought from G. Matevosyan).....	134
Figure 58. Kingdom of Armenia, Erato (c. 13–15 AD), AE, oktochalkon, 14.49 g, 25.3 mm (HMA, inv. no. 20093-4, found in ancient Artashat, bought from S. Grigoryan).....	134
Figure 59. Kingdom of Armenia, Artashat, civic issue (1/2 AD), AE, 4.35 g, 19.5 mm (HMA, inv. no. 5374, received from Lazarian gymnasium, 1922).....	134
Figure 60. Roman Empire, Augustus (27 BC–AD 14), AR, denarius, struck in Lugdunum, 2 BC–AD 4, 3.53 g, 20 mm (HMA, inv. no. 19992-88, found in ancient Artashat).....	135
Figure 61. Roman Empire, Trajan (98–117), AE, as, struck in Nikopolis (Armenia Minor), 112–113 AD, 9.69 g, 24 mm (HMA, inv. no. 19878-2, from the archaeological excavations at ancient Artashat, 1984).....	135
Figure 62. Roman empire, Marcus Aurelius (161–180), AR, denarius, struck in Rome, 3.00 g, 19.5 mm (HMA, inv. no. 8703, found in Vagharshapat, Armavir province).....	135
Figure 63. Roman empire, Gordian III (238–244), AE, struck in Caesarea (Cappadocia), 10.62 g, 25 mm (HMA, inv. no. 8668, found in Vagharshapat, Armavir province).....	135
Figure 64. Kingdom of Nabatea, Aretas IV and Shaqilat (9–40), AE, as, struck in Petra, 3.00 g, 17 mm (HMA, inv. no. 20105-23, found in ancient Artashat).....	135
Figure 65. Judea, First Jewish War (66–70), AE, 8-shekel, 5.35 g, 19.5 mm (HMA, inv. no. 19992-126, found in ancient Artashat).....	135
Figure 66. Hatra, imitation of Antiochian coin (2nd–3rd centuries), AE, 7.89 g, 28.5 mm (HMA, inv. no. 20078-50, from a hoard found in Artashat archaeological excavations, 2005).....	135

## Persian Gold

Figure 1. Re-strung selection of pearls and semi-precious stone beads found in the Achaemenid jewellery hoard at Pasargadae (British Museum, inv. no. 1969,0211.18).....	140
Figure 2. Three different ways in which the recesses were formed to hold inlays in Achaemenid jewellery: cut into solid gold, made by deforming sheet gold or by constructing sheet gold walls and more than one of these approaches could be used in the same ornament (drawing: © Jack Ogden).....	141
Figure 3. Detail of the deep inlay recesses cut in the hindquarters of a standing solid gold lion. The top recess retains traces of cinnabar as a bedding material. Platinum metal inclusions can be seen to the left of the top recess and the right of the middle one. The width of the area shown is about 1.5 cm (ex-Vidal Collection, photograph: © Jack Ogden).....	141
Figure 4. An appliqué in the form of a horned griffin. Sheet gold with some integral and some applied recesses for inlays, H 2.3 cm (ex-Vidal Collection, photograph: © Jack Ogden).....	142
Figure 5. Detail of one of the horns on the griffin appliqué in Figure 4: there is a platinum metal inclusion to the right of the centre (photograph: © Jack Ogden).....	142
Figure 6. Back of the same section of the griffin head appliqué as shown in Figure 5 (photograph: © Jack Ogden).....	142
Figure 7. An Achaemenid sheet-gold pectoral with duck-head terminals, Armavir Hill, Armenia (History Museum of Armenia, Yerevan, inv. no. 2287/32, photograph: © Jack Ogden).....	143
Figure 8. Drawing of a detail of the pectoral in Figure 7 showing the use of pre-formed components for inlays (drawing: © Jack Ogden).....	143

Figure 9. A section of gold torc with lion-head terminals with reconstruction of the use of pre-formed inlay sections, L 4.2 cm, Oxus Treasure (British Museum, inv. no. 1897,1231.121, reconstruction: © Jack Ogden) .....	143
Figure 10. A miniature broad collar in gold with inlays, Egyptian, Tukh el-Qaramus treasure, W 10.3 cm (Metropolitan Museum of Art, New York, inv. no. 49.121.1, photograph: Metropolitan Museum of Art, open access) .....	144
Figure 11. A detail of miniature collar in Figure 10 shows the use of pre-assembled motifs on thin sheet gold plates soldered in place .....	144
Figure 12. Detail of an Egyptian miniature collar showing a rectangular, sheet gold backing plate for the central lotus motif (one of two in a private collection, photograph: © Jack Ogden).....	144
Figure 13. A pair of inlaid gold earrings with hinged fasteners and an inner line of granulation. Excavated at Susa in 1901: the width of each is 4.4 cm (Musée du Louvre, inv. nos Sb 2764, 2765) .....	145
Figure 14. An inlaid gold earring with some remaining traces of cinnabar bedding, D 6 cm (Metropolitan Museum of Art, New York, inv. no. 49.121.1, photograph: Metropolitan Museum of Art, open access).....	145
Figure 15. Detail of an inlay in an Achaemenid gold earring: the very precise fit and degradation suggest that this is some form of glass fused in place (private collection, photograph: © Jack Ogden) .....	146
Figure 16. A gold 'boat' earring with granulation and adhering green pigment, possibly intentional (ex-Vidal Collection, photograph: © Jack Ogden).....	147
Figure 17. Detail of the green material adhering to the earring in Figure 16: the presence of the green between the wires and grains but not on the interior of the earring, and its composition, suggest that it may have been deliberately applied (photograph: © Jack Ogden) .....	147
Figure 18. A simple sheet-gold hoop earring with a hinged fastener, D 2.8 cm, Oxus Treasure (British Museum, inv. no. 1897,1231.156) .....	147
Figure 19. Reconstruction of an elaborate inlaid earring in the Museum of Fine Arts Boston, likely a pair to that in Figure 14 (Museum of Fine Arts, Boston, inv. no. 1971.256, drawing: © Jack Ogden) .....	148
Figure 20. The typical Achaemenid hinge-fastener earring mechanism: one end is usually permanently closed while the other can be opened using a 'split pin' (as shown here) or a peg (drawing: © Jack Ogden) .....	148
Figure 21. A detail of the 'split pin' closure of an inlaid earring, from the same earring as in Figure 15 and a granulated border is just visible (private collection, photograph: © Jack Ogden).....	148
Figure 22. A carved ivory head showing an earring being worn, H 4.1 cm, Sardis (Istanbul Archaeological Museum, inv. no. 4657: (after Curtis 1925: pl. 8, fig. 9) .....	149
Figure 23. The manufacture of three types of beaded wire, from top to bottom: spiral beaded, use of a single-edge tool and use of double-edged tool (drawing: © Jack Ogden) .....	149
Figure 24. A sheet gold belt attachment (?) with a beaded wire border, L 3.7 cm, Oxus Treasure (British Museum, inv. no. 1897,1231.160) .....	150
Figure 25. Detail of the beaded border of the attachment in Figure 24: note the chisel marks cutting into the beaded wire showing that the sheet gold was trimmed after the border had been applied.....	150
Figure 26. One of a pair of elaborate gold earrings from the Pasargadae treasure: as shown, the hoop is an openwork tube constructed from around three hundred separate small gold rings soldered together, D 5.1 cm (originals in National Museum of Iran, inv. no. 3185; drawing: © Jack Ogden).....	151
Figure 27. An Achaemenid gold earring with hinge fastener and helicoid wire decoration (private collection, photograph: © Jack Ogden).....	152
Figure 28. A jeweller's die as used to shape various sheet gold motifs including a Classical Greek amphora pendant (on the side) and the fluted penannular halves of two different sizes of Achaemenid hoop earrings, probably from Asia Minor (State Collections of Antiquities and Sculpture, Munich, photograph: © Jack Ogden).....	152
Figure 29. Use of a die of the type in Figure 28 to make an earring such as that from the Oxus Treasure in Figure 18 (drawing: © Jack Ogden).....	153
Figure 30. Detail of the dotted inscription in Greek on the reverse of the pendant on an inlaid gold pectoral in the MIHO Museum: the width of the pendant is 6 cm (photograph: MIHO Museum) .....	153

## Metrology 40 years on

Table 1. Silver vessels in the keeping of the Treasurers of the Other Gods at Athens .....	156
Table 2. Silver vessels recorded on Parthenon lists (after Thompson ....: 305–306) .....	157
Figure 1. Rogozen handle, inv. B 612: wgt 24.71 g, H 67.05, W 46.4 mm .....	159
Figure 2. Rogozen handle, inv. B 613: wgt 11.81 g, H 81.71, W 56.26 mm .....	159
Figure 3. Rogozen handle, inv. B 614: wgt 20.62 g, H 84.25, W 36.73 mm .....	160
Figure 4. Rogozen handle, inv. B 615: wgt 8.38 g, H 58.06, W 29.57 mm .....	160
Figure 5. Rogozen handle, inv. B 616: wgt 12.70 g, H 62.49, W 37.88 mm .....	161
Figure 6. Rogozen handle, inv. B 617: wgt 23.44 g, H 82.55, W 56.01 mm.....	161
Figure 7. Rogozen handle, inv. B 618: wgt 16.81 g, H 73.34, W 55.30 mm .....	162
Figure 8. Rogozen handle, inv. B 619: wgt 14.02 g, H 65.75, W 37.69 mm .....	162
Figure 9. Rogozen handle, inv. B 620: wgt 14.01 g, H 61.14, W 39.32 mm .....	163
Table 3. Weights of the silver in the two groups from Rogozen .....	163
Table 4. Details on the handles from Rogozen: these presumably come from Group 2.....	163

## Achaemenid Silver: An Essay on the Fungibility of Meaning

Figure 1. Gold <i>daric</i> with obverse type depicting the Persian king, minted at Sardis, 4th century BC, wgt 8.41 g (New York, American Numismatic Society, inv. no. 1967.152.581, public domain image from the American Numismatic Society) .....	167
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Figure 2. Silver <i>siglos</i> with obverse type depicting the Persian king, minted at Sardis, c. 500–485 BC, wgt 5.31 g (New York, American Numismatic Society, inv. no. 1941.153.936, public domain image from the American Numismatic Society) .....	167
Figure 3. Silver handle in the form of a winged bull, excavated at Babylon, early 4th century BC, 13.1 × 3.6 cm (British Museum, inv. no. 1882.1220.24, image reproduced courtesy of the Trustees of the British Museum) .....	168
Table 1. <i>Phialai</i> with inscriptions naming Artaxerxes .....	169
Figure 4. Silver <i>phiale</i> , c. 550–330 BC, D 16.5 cm (Detroit, Detroit Institute of Arts, inv. no. 74.50; public domain image from the Detroit Institute of Arts).....	170
Figure 5. Silver <i>phiale</i> , 6th–5th century BC, D 29.8 cm (Baltimore, Walters Art Museum, inv. no. 57.1816, image reproduced under a Creative Commons license CC0) .....	170
Figure 6. Silver <i>phiale</i> inscribed in Old Persian, c. 465–424 BC, D 29.2 cm (New York, Metropolitan Museum of Art, inv. no. 47.100.84, public domain image from the Metropolitan Museum of Art).....	171
Figure 7. Relief depicting servants on the façade of the Palace of Darius, Persepolis, 5th–4th centuries BC (photograph by Carole Raddato, reproduced under a Creative Commons license, CC BY-SA 2.0) .....	172
Figure 8. Fluted bowl inscribed in Old Persian, Elamite and Akkadian, c. 6th–5th century BC, gold, H 11.1, D 18.4 cm (New York, Metropolitan Museum of Art, inv. no. 54.3.1, public domain image from the Metropolitan Museum of Art) .....	174

## An Achaemenid Silver ‘Rattling Bowl’

Figure 1. The newly acquired silver bowl in the Louvre (RFML.AO.2018.56.1: view from below (© 2019 Musée du Louvre, Dist. GrandPalaisRmn / Raphaël Chipault) .....	178
Figure 2. Side view showing the Aramaic inscription (© 2019 Musée du Louvre, Dist. GrandPalaisRmn / Raphaël Chipault) ....	179
Figure 3. View from the top (© 2019 Musée du Louvre, Dist. GrandPalaisRmn / Raphaël Chipault) .....	179
Figure 4. X-ray fluorescence maps of the outer face of the bowl for the four major chemical elements evidenced by MA-XRF analysis: the lighter the grey, the richer the concentration; for copper and lead, a logarithmic contrast is used to better highlight the composition differences (© C2RMF, E. Laval and B. Mille) .....	181
Figure 5. Location of PIXE analyses carried out with the AGLAE particle accelerator (© C2RMF, A. Maigret and B. Mille).....	182
Table 1: PIXE analyses made on the bowl, results in wt% (the numbers in light correspond to measurements below the limit of detection).....	183
Figure 6. X-radiography of the bowl seen from below, showing how the metal wall of the bowl is thicker for the petals of the central rosette, at the base of the lotus leaves and in the area of the lobes. The original lobes are locally thickened. The red stars indicate the thin-walled modern lobes. Two metal pellets are visible in seven of the lobes. At the centre of the rosette, the original thickness of the wax model was preserved by being clamped onto the lathe during the various operations carried out first on the wax, then on the metal. (© C2RMF, E. Lambert).....	184
Figure 7. X-radiography at 45° showing in more detail the hollow lobes and the metal pellets (© C2RMF, E. Lambert).....	184
Figure 8. Upper images: making of the central rosette. The cold-work is here confined solely to the accentuation of the cast decoration; note in particular the slippages of the chisel used to retrace the petal’s contour (green arrows). Lower images: the lotus leaves were also obtained from casting, but engraved lines were generally added to better delimit the leaves. The image in the right shows the top of two leaves, only one is here engraved (© C2RMF, B. Mille) .....	185
Figure 9. Top image: typical metal striations made during the finishing work with the lathe visible on the inside of the bowl. Bottom images: imprints left by the ‘centres’ used to hold the bowl in position on the lathe: left, imprint visible on the inside; right, imprint visible on the outside (© C2RMF, B. Mille).....	186
Figure 10. Detail of the lobes inlaying technique: on the left, a gap is clearly visible between the lobe and the vessel body, as well as the presence of a whitish material (cement?) whereas on the right, the pointed end of the lobe is observed at higher magnification showing that the metal of the bowl has been chiselled to pass over the tip of the lobe (© C2RMF, B. Mille) .....	187
Figure 11. Picture of a bowl from the Lydian Treasure with disassembled lobes revealing the presence of numerous bronze pellets (© Pierre Amandry’s papers, archives of the Département des Antiquités Orientales, Musée du Louvre) ....	190
Figure 12. Profile view of the bowl (British Museum negative D1277).....	192
Figure 13. Underside of the bowl (British Museum negative D1278).....	193
Figure 14. Profile view of the bowl (British Museum negative E917) .....	193

## Achaemenid-Style Silverware and Gold Ornaments: a Taste for Luxury in Early Imperial China

Figure 1. Geographical distribution of gold ornaments and silverware in early China (map with modifications based upon Liu <i>et al.</i> 2022b).....	196
Figure 2. Silverware from Dayunshan Han tomb: a, plate 01 (left); b, plate 02 (right) (after Nanjing 2020).....	196
Table 1. Achaemenid-style silver and bronze vessels found in China .....	197
Figure 3. a, silver box S01 from Dayunshan; b, lobed patten of Dayunshan box; c, silver box S02 of Nanyue Han tomb; d, bottom of Nanyue box; e, silver box S03 of Chaohu Han tomb; f, lobed pattern of Chaohu box; g, silver box S04 from Zibo Han tomb; h, soldering marks on the bottom; i, silver box S05 from Xixin, 4th–3rd centuries BC; j, silver box S06 from Xixin; (k) tinned bronze box 01 and (l) 02 from Shizhaishan Han tomb.....	198
Figure 4. a, silver <i>phiale</i> (Metropolitan Museum of Art, inv. no. 47.100.84); b, silver bowl (British Museum, inv. no. 1998.0117.1); c, silver bowl (British Museum, inv. no. 2006.0706.1); d, gold fluted bowl, 6th–5th century BC (Metropolitan Museum of Art, inv. no. 54.3.1); e, gold bowls with images of animals, 7th century BC, north-west Caucasus, Zakubanye (State Hermitage Museum, inv. no. ku 1903 2/37).....	199
Figure 5. a, front of Dayunshan plate 01, after Li 2014; b, lobed pattern of Dayunshan plate 01 (photograph by the author); c, detail of carved inscriptions of plate 01 (after Nanjing 2020); d, front of plate 02; e, detail of the lobed pattern; f, small crack on plate 02 (photographs by the author) .....	200

Figure 6. a, The first half of Dayunshan box; b, the soldering mark of Dayunshan box; c, the second half of Dayunshan box; d, detail of the lobed pattern (photographs by the author) .....	201
Figure 7. a, Front of silver <i>phiale</i> with punched inscription; b, detail of lobed pattern; c, detail of chiselling marks on the reverse; d, front of the British Museum <i>phiale</i> ; e, tool marks of repoussé on the lobed areas (photographs by the author) .....	202
Table 2. Elemental composition of silver plate 01 and silver box from Dayunshan (wt.%) .....	203
Figure 8. a, silver <i>phiale</i> from Prokhorovka; b, detail of repair (after Treister 2010); c, silver <i>phiale</i> from Filippovka (photograph courtesy of Maria Khayutina) .....	204
Figure 9. a, gold, silver and glass tablewares for royal banquet (after Simpson 2005: 105); b, kylix depicting a divine banquet with Achaemenid-style precious metal bowls (British Museum, inv. no. 1847,0909.6); c, silver bowl found in the Dayunshan Han tomb at Xuyi, Nanjing, 2nd century BC (after Nanjing 2011); d, silver <i>phiale</i> found in Filippovka-1 .....	205
Figure 10. a, gold buttons found the Nanyue Han tomb in Guangzhou, 2nd century BC; b, Shizishan Han tomb in Xuzhou, 2nd century BC; c, original condition of the buttons and gold belt buckle in Shizishan Han tomb; d, Dayunshan Han tomb in Xuyi, 2nd century BC (after Nanjing 2013); e, gold ornament, Gorgippia (after Musée Cernuschi 2001); f, chain with gold pendants decorated with granulation (after Bachmann 2006); g, gold plaques for ceremonial funerary robes, Sarmatian period, western Kazakhstan (after Ongaruly 2018: 355) .....	206
Figure 11. a, Gold button from Ta'erpo; b, granules in pyramid; c, back of the object; d, twisted wires; e, join between the twisted wire and the circular strip; f, the twisted wire with a teardrop design .....	207
Figure 12. Front and back of the bronze <i>yi</i> -vessel found in Jingzhou, 4th–3rd centuries BC .....	208
Figure 13. a-b, Gold plaques with raised animal figures, Xigoupan Tomb 12, front and back; c, details of double-sided carving; d, silver horse ornament inscribed with object weight and 'Palace Revenue' found in Xigoupan M2; e, clay model decorated with a hoofed animal from the Qin coppersmith's tomb in Xi'an .....	208
Figure 14. a, metalwork found in the Mancheng Han tomb, Dingxian, Hebei province, 2nd century BC (after Hebei 2014); b, headdress ornament depicting a lion-griffin, 6th–4th century BC, Achaemenid, Oxus Treasure, found at Takht-i Kuwad, British Museum, inv. no. 1897,1231.23; c, bronze bracelet with lion-griffin in Xinyuan, Xinjiang, 6th century BC (after Xinjiang 2002); d, a tributary in the procession of the Persepolis Apadana, a man was holding two armlets whose terminals are decorated with winged griffins .....	209

## Money Talks, Wealth Whispers: Iron Age Saka Microbead Goldsmithing Technology

Figure 1. Shilikty valley: the yellow dot defines the location of the Shilikty cemetery .....	212
Figure 2. Map of Shilikty-1 cemetery, showing kurgan groups 1–3 (scale 1:20,000, adapted from the original by G. Kiyabek) ..	213
Figure 3. Kurgan 16, Shilikty-1, before excavation .....	216
Figure 4. Excavation of kurgan 16: the stone stele was found at a depth of 1.6 m from the top of the mound .....	216
Figure 5. Central stone structure of kurgan 16, Shilikty 1 showing the stone-free central platform and opening to the east ....	217
Figure 6. The stone structure and two oval chambers after excavation .....	217
Figure 7. The chambers with remnants of the partially disintegrated larch logs .....	218
Figure 8. Left: wooden sarcophagus <i>in situ</i> ; right: drawings of the sarcophagus, side and plan views .....	219
Figure 9. Gold ornaments found within the sarcophagus .....	219
Figure 10. The dromos was covered by 22 logs .....	220
Table 1. Gold assemblage from kurgan 16, Shilikty-1 .....	221
Figure 11. Two deer plaque (Кно 92-38074) .....	221
Figure 12. Eagle (or flamingo?) plaque (Кно 92-38084) .....	222
Figure 13. Panther plaque (Кно 92-38118) .....	222
Figure 14. Map of Kazakhstan showing location of sites where mushroom microbeads have been excavated .....	223
Figure 15. Distribution map of mushroom microbeads on the territories of Kazakhstan and Ukraine .....	224
Figure 16. Archaeological mushroom microbead caps and hoops: note the brimmed edges of some of the caps .....	226
Figure 17. Archaeological mushroom microbeads hoops: note a longitudinal seam on the hoop, left side image .....	226
Figure 18. Joins between caps and hoops: note the presence of a distinctive 'as cast' metal surface .....	226
Figure 19. Archaeological mushroom beads .....	227
Table 2. Chemical composition of caps, hoops and joins. SEM-EDS data, averaged, normalised .....	227
Figure 20. SEM-EDS backscattered images of caps and hoops of mushroom microbeads .....	227
Table 3. Chemical composition of individual microbeads, SEM-EDS data, averaged, normalised .....	228
Figure 21. SEM-EDS backscattered images of joins .....	228
Figure 22. Wooden and metal doming blocks with metal dapping punch and gold granules (punched and non-punched) in depressions .....	229
Figure 23. Archaeological microbead, with a cap with visible brimmed edges and two-level depressions on the wooden doming block .....	229
Figure 24. Left, archaeological microbead with a cap potentially made of a granule; right, two replicas of spherule made caps .....	229
Figure 25. Set of hole punch hand tools of different diameters. Wooden doming block, metal punch and hole punch hand tool (d 2.5 mm) .....	230
Figure 26. Left, archaeological cap with angles. Right, cutting a hemisphere from gold sheet .....	231
Figure 27. Left, slightly domed hemisphere after cutting with the hole punch (second step), and Right, prior to further treatment with the dapping punch .....	231
Figure 28. Left, experimental gold sheet cap after doming. Right, comparison of experimental caps made of spherules, and gold sheet. Note the differences in thickness and depth .....	232
Figure 29. Left, gold sheet cap, replica and right, archaeological mushroom microbeads .....	232

Figure 30. Method of making small rings: a, gold wire is wrapped tightly over a core; b, cutting the block longitudinally; c, releasing the rings (source: Guerra et al. 2021: 203) .....	232
Figure 31. a, cutting a strip of gold with a scalpel; b, folding a strip once aiding by a metal or wooden fine needle/stick; c, folding the strip twice .....	233
Figure 32. Spiralling a two-folded strip over a core with its further cutting to release individual rings.....	233
Figure 33. Gold strips rolled manually over a wooden stick; archaeological microbead image .....	234
Figure 34. Left, replica of a hoop; right, archaeological microbead.....	234
Figure 35. Partially deformed and melted caps of archaeological mushroom microbeads .....	234

## Transparent Glass for an Elite Greek Society

Figure 1. Early colourless glass, 8th century BC: the ‘Sargon vase’ and Gordion bowl, a reverse-painted glass plaque and a glass plaque inlaid in ivory .....	238
Figure 2. Colourless glass vessels, Maussolleion, Halicarnassus, before 353/352 BC .....	239
Figure 3. Colourless and monochrome glass vessels considered to be Persian, excavated in the Royal Treasury at Persepolis, and dating before its destruction in 330 BC (after Schmidt 1957: pl. 67) .....	240
Figure 4. Colourless glass vessels of the Ionian and Macedonian groups, Macedonia, 4th century BC .....	241
Figure 5. Macedonia, 4th century BC: colourless glass vessels .....	242
Figure 6. Colourless glass finger-rings, and gold glass finger-ring and bezel, Macedonia and Thessaly, 4th century BC .....	243
Figure 7. Colourless glass seals (Ignatiadou 2013: 395–96), Macedonia, 4th century BC .....	244
Figure 8. Colourless glass inlays and gold decorations for wood-and-ivory couches, Macedonia, 4th century BC .....	245
Figure 9. Colourless glass inlays and their clay moulds, possibly designed by the sculptor Leochares for an enthroned statue in the Philippeion, Olympia, ‘Pheidias’ workshop, mid-4th century BC .....	245
Figure 10. Colourless glass inlays over gold decorations on the wood-and-ivory shield of Philip II, Vergina/Aigai, 4th century BC .....	246
Figure 11. Derveni, 4th century BC: glass gaming counters associated with a folding wooden game board with iron corner reinforcements and folding feet .....	247
Figure 12. The symbolic decoration of colourless glass vessels: a, the blue and white lotus; b, the long petals emulating the top of the opium poppy seedpod; c, the almond and shell.....	249

## Cut Gold Leaf Decoration on Hellenistic–Early Roman Glass and Marble Antiquities: a Comparison with the Kirikane Cut Gold Leaf Technique of Far Eastern Buddhist Art

Figure 1. <i>Kirikane</i> (cut gold leaf) patterns on statues and their distribution 1st century BC – 8th century AD .....	254
Figure 2. Hypothetical reconstruction drawing of <i>kirikane</i> decoration on the <i>Shiragi-goto</i> zither in the Shōsōin treasure (Treasure Number: North Section 35), Japan by H. Namiki .....	255
Figure 3. The basic technique of <i>kirikane</i> in three steps by H. Namiki .....	256
Figure 4. Researched Cut Gold Leaf <i>Kirikane</i> Glass from the Hellenistic to the Early Roman period.....	259
Figure 5. ‘Cut Gold Leaf Sandwich Glass’ type fragment from Tanis (British Museum, inv. no. EA15835; left: photograph © The Trustees of the British Museum; right, components of the cut gold leaf decoration drawn by H. Namiki) .....	259
Figure 6. ‘Reverse Cut Gold Leaf and Painted Glass’ type: lid component of a lidded shallow bowl from Olbia, northern Black Sea (State Hermitage Museum, inv. no. E805; left, actual state of the remaining decoration, drawn by H. Namiki; right, hypothetical 3D reconstruction image by H. Namiki of the front and back of the lid).....	260
Figure 7. ‘Painted and Cut Gold Leaf Glass’ type, pane with zodiac motif from Tanis (British Museum, inv. no. EA29137; left, photograph © The Trustees of the British Museum; centre, hypothetical reconstruction drawing by H. Namiki; right, components of the Aries section as recorded by H. Namiki) .....	260
Figure 8. ‘Cut Gold Leaf and Black painted Glass’ type, Begram ewer 154 (National Museum of Afghanistan, inv. no. 04.1.33: hypothetical 3D reconstruction image transparent colourless glass version by H. Namiki).....	261
Figure 9. The IMA bowl (photograph: H. Namiki; © Idemitsu Museum of Art) .....	262
Figure 10. Sandwich gold glass fragments from New Nisa in the National History Museum in Tashkent, Uzbekistan (photograph: Otabek Aripdjanov; © The National History Museum in Tashkent) .....	262
Figure 11. One of the pair of the Svyatoslav bowls in Konkin Art Gallery .....	262
Figure 12. One of the pair of Canosa bowls (© The Trustees of the British Museum) .....	264
Figure 13. <i>Kirikane</i> reproduction of the Canosa bowl by H. Namiki, without the outer glass bowl (the inner glass bowl was made by Takeomi Sakoda).....	264
Figure 14. Drawing of one of the pair of the Canosa bowls by H. Namiki .....	265
Figure 15. Drawing of one of the pair of the GHMA bowls by H. Namiki .....	265
Figure 16.1–5. Drawing of the Canosa bowls’ decoration by H. Namiki .....	266
Figure 17. Variation of pre-cut shapes of gold leaf that were to be used for the <i>kirikane</i> of the Canosa bowls by H. Namiki .....	267
Figures 18–19. Variation of <i>kirikane</i> ’s application methods, comparing the original parts with those reproduced by H. Namiki .....	267
Figure 20. The base fragment from New Nisa (photograph: Otabek Aripdjanov; © The National History Museum in Tashkent).....	268
Figure 21. The Amlash bowl (after Byvanck-Quarles van Ufford 1972: fig. 3) .....	269
Figure 22. The CMG bowl (© The Corning Museum of Glass) .....	270
Figure 23. Close-up of the base of the IMA bowl (photograph: H. Namiki; © Idemitsu Museum of Art) .....	270
Figure 24. Drawing of the IMA bowl by H. Namiki.....	270
Figure 25. Drawing of the CMG bowl by H. Namiki.....	270
Figure 26. Drawing of the hypothetical reconstruction of the New Nisa base fragment by Y. Fujii and H. Namiki .....	270
Figure 27. Variations of the cut shapes of gold leaf that were to be used for the <i>kirikane</i> of the IMA bowl by H. Namiki .....	270
Figure 28. <i>Kirikane</i> reproduction process of the ‘Venus in Bikini’ of Pompeii by H. Namiki .....	272

## Conclusions

Figure 1. Delegations bringing tribute depicted on the west wing of the northern staircase of the Apadana at Persepolis: the Scythian delegation forms the second row (drawing by Ann Searight).....	276
Figure 2. Argentina's Lionel Messi, Emir of Qatar Sheikh Tamim bin Hamad Al Thani and FIFA President Gianni Infantino during the trophy ceremony at the Lusail Stadium, Doha, Qatar 18 December 2022 (Reuters).....	277
Figure 3. Karzai's <i>chapan</i> on special exhibition at the British Museum, 2025 (The British Museum, inv. no. 2015,6014.1, presented by His Excellency Hamid Karzai) .....	277
Figure 4. View of the interior of Grave 9 at Chinge-Tey I (after Chugunov and Sutiagina 2022: fig. 3, photograph by V.I. Nikiforov).....	279
Figure 5. Plain and bleached beads found at a site or sites in Assyria (display, Iraq Museum: author's photograph, 2024).....	279
Figure 6. Reconstruction of a Harappan shell-inlaid box excavated in a wealthy woman's grave at Nippur, D 12 cm (after Simpson 2022: fig. 1; drawing by Kate Morton).....	280
Figure 7. Shouldered pot from Ur (The British Museum, inv. no. 1928,1010.577) .....	281
Figure 8. Templates compared with the skin of a small sheep, soaked and dried to make a shrink-wrapped seal (after Laursen and Steinkeller 2017: fig. 13).....	281
Figure 9. Detail of grave-finds from Gonur-depe (after Sarianidi 2008: fig. 84).....	281
Figure 10. The 'Basse-Yutz' flagons (The British Museum, inv. no. 1929,0511.1-2).....	282
Figure 11. Gilded silver statuette, H 29.2 cm, wgt 1852.5 g (British Museum, inv. no. 123905) .....	284
Figure 12. Hollow gold object in the form most likely of a Turkestan barbel ( <i>Luciobarbus conocephalus</i> ), L 24.5 cm, wgt 370 g (British Museum, inv. no. 123917).....	285
Figure 13. Hollow gold head, H 11.3 cm, wgt 399 g (British Museum, inv. no. 123906).....	285
Figure 14. Map of mineral resources of Afghanistan: note the concentration of gold sources in the north-east part (Geokart [1986]: 15) .....	286
Figure 15. 19th century engraving showing gold panning in southern Uzbekistan (de Zeltner 1904: 188, fig. 3; British Museum, inv. no. EPH-ME.9564) .....	286
Figure 16. Vintage postcard produced by Granberg showing men panning the banks of the river Chirchik, near Tashkent, in search of gold, c. 1905–1914 (British Museum, inv. no. EPH-ME.8647) .....	288
Figure 17. Metal plain and fluted shouldered bowls and beakers carried by delegation XV (Parthians or Bactrians) on the eastern façade of the Apadana, Persepolis (photograph: author).....	289
Figure 18. Ancient South Arabian limestone cuboid incense-burner (British Museum, inv. no. 113230) .....	289
Figure 19. Late Babylonian pottery cuboid incense-burners found at Sakheri (British Museum, inv. no. 1930,1213.343) and Ur (inv. nos. 120914, 123245–123247).....	289
Figure 20. 19th century engraving of a traditional Indian gold mine in Kerala illustrated in <i>The Graphic</i> 20 September 1884: 308 (British Museum, inv. no. EPH-ME.9572) .....	290
Figure 21. The stacking of <i>phialai</i> illustrated on the so-called 'Darius vase' (Naples 3253) (after Furtwängler 1906: pl. 88).....	291
Figure 22. Cast silver ingot excavated at Babylon: a, smooth, slightly convex, upper surface; b, rough underside where the molten silver was poured into a slight hollow or depression in the earth; 8 x 6.8 cm, thickness 0.4 cm, wgt 159 g (British Museum, inv. no. 1882,1220.38) .....	292
Figure 23. Satellite image of the mound of Takht-i Kuwad (Google Earth, 2023) .....	292
Figure 24. Limestone pilaster base (photograph: R. Ord-Smith, September 2014).....	293
Figure 25. View across the summit of Takht-i Kuwad with abandoned military trenches cutting through the upper deposits (photograph: R. Ord-Smith, September 2014) .....	293
Figure 26. Group photograph of part of the Erzincan silver hoard in the British Museum.....	294
Figure 27. Fragment and reconstruction of a gold-glass pyxis lid excavated by Rassam at Babylon (British Museum, inv. no. R[assa]m-IV.505) .....	295

# Introduction

St John Simpson

The story behind this volume of papers is closely connected with that of the 2023 British Museum exhibition *Luxury and power: Persia to Greece*; an understanding of how this was conceived, developed and received is crucial as the backdrop to the conference for which these are the proceedings. Those who work in museums – regardless of country – know and share the same issues, uncertainties, challenges and excitement, united by a love of collections and a desire to preserve and promote them as we develop improved forms of conservation, storage, documentation, research and public access. But those who do not work in museums often know little about what goes on behind the galleries or out of public hours. It is our duty to try and share this: to extend the work and collections of the museum beyond its walls as well as allow the public to view the working of the museum. In this introduction I can therefore share something of the making of an exhibition, a subject rarely explained by the curators concerned.<sup>1</sup> This gap has indeed been remarked on by ex-Trustee Sir Barry Cunliffe in connection with another exhibition-related publication:

‘While this may be familiar ground for museum professionals, for the general reader, it introduces an intriguing new world, not least by explaining the creative decisions needed to make the exhibition the success that it was’.<sup>2</sup>

*Luxury and power: Persia to Greece* opened to the public at the British Museum on 4 May 2023. Curated by my former colleague Dr James Fraser,<sup>3</sup> with the assistance of successive project curators Henry Cosmo Bishop-Wright and Kelly Accetta Crowe, the exhibition was supported by the American Friends of the British Museum and BullionVault, with additional support from Julie Fitzgerald, Stephen Fitzgerald AO, Steven Larcombe and Sonya Leydecker.

Unlike most Museum exhibitions which focus on a culture, period or historical figure, this was a concept-driven show exploring concepts of luxury and how those enmeshed with expressions of power. Its inception began as a small commercial touring exhibition entitled *An age of luxury: the Assyrians to Alexander* which opened in the Hong Kong Museum of History on 9 May 2018, closing on 3 September that year, and then going on to tour three La Caixa Forum venues in Spain, namely Barcelona (5 April–11 August 2019), Madrid (19 September 2019–12 January 2020), and Zaragoza (20 February–25 October 2020).<sup>4</sup> This exhibition of mostly small items, supplemented by a few Assyrian reliefs, drew exclusively on the Museum’s own collection. These were mostly from reserve, spanned a broad period from the 9th to 3rd centuries BC and the concept was loosely inspired by the works of Marion Feldman on earlier periods.<sup>5</sup> It was accompanied by a slim collection of heavily abridged essays.<sup>6</sup>

An unexpected projected gap in the Museum programme in 2022 led to the proposal by the Exhibitions department that this touring exhibition be shown in Bloomsbury. However, this drew a strong reaction from curatorial staff who agreed that it lacked sufficient intellectual credibility to stand serious scrutiny, and felt it needed a heavy re-focus with higher-quality star objects to justify a revised topic and title. This entailed removing more objects off display in the permanent galleries, particularly the Rahim Irvani Gallery for Ancient Iran (Figure 1). The lazy response to such requests is to regard them as a nuisance and leave showcases littered with apologetic removal slips. A more constructive reaction is to see this as an opportunity for rotation of the display while taking care not to compromise its messaging and aesthetic. We immediately chose the latter option by inserting alternative objects into the main Achaemenid case as a year-long intervention highlighting the reception of Iran in the West. For this purpose, the following items were selected from the reserve collection in the department: an 18th century print of

<sup>1</sup> I have tried to do the same for a previous exhibition of mine, *Afghanistan: Crossroads of the Ancient World* (Simpson 2012); the formative and summative reports and press reviews for this and other exhibitions are available as open access files on my Academia pages.

<sup>2</sup> Cunliffe 2020.

<sup>3</sup> Jamie left at the end of September 2023 to take up the role as Dorot Director of the W.F. Albright Institute of Archaeological Research in Jerusalem.

<sup>4</sup> The respective visitor figures for these were 220,536 (Hong Kong), 98,894 (Barcelona), 142,000 (Madrid) and 49,305 (Zaragoza). My thanks to Nadja Race, Head of International Engagement at the British Museum, for kindly supplying these.

<sup>5</sup> Casanova and Feldman 2014; Feldman 2006; 2015.

<sup>6</sup> Fletcher (ed.) 2018.



Figure 1. The Rahim Irvani Gallery for Ancient Iran, 2012

the north face of the Apadana at Persepolis,<sup>7</sup> an 1820s plaster cast of a disappeared sculpture from the same façade,<sup>8</sup> one of the first objects to be excavated at the site (a bronze bucket found by the Weld expedition in a corner tower of the Apadana in 1892),<sup>9</sup> and a display of vintage postcards showing the transformation of Persepolis from site to monument over the course of the 20th century. At the same time, small items from the Oxus Treasure display were removed for analysis in the Department of Scientific Research as part of a longer-term research project.<sup>10</sup> Moreover, sensitive conversations were had with Directorate and our Department of Greece and Rome over the inclusion in the exhibition of key objects from their collection, including selected sculptures exhibited in the Parthenon and Lycia galleries.

<sup>7</sup> The British Museum, inv. no. 2015,6007.4.

<sup>8</sup> The British Museum, inv. no. 1827,0501.14; cf. Simpson 2007: 159–60. These were the first casts to be struck from standing reliefs at a site in the Near East and represent an extraordinarily enlightened early attitude that contrasts with the norm of removing portable fragments. The process of moulding did not visibly affect these already partly weathered sculptures and to condemn the moulding as bad practice – as one modern scholar has done (Neumann 2024) – is more than a little harsh.

<sup>9</sup> The British Museum, inv. no. 1892,1214.1 / 91163; cf. Simpson 2007: 162–63.

<sup>10</sup> Building on an exploratory paper published by Mongiatti, Meeks and Simpson (2010), two more papers on the results have been published by Mongiatti (2017; 2018).

But charging entry to an exhibition relying mostly on objects otherwise on free display in the permanent galleries is something unconscionable and star loans were also needed. Building on long-term personal contacts and successful collaboration over a huge loan of Scythian and related antiquities from St. Petersburg for *Scythians: warriors of ancient Siberia* (2017/18)<sup>11</sup> and a reciprocal loan of Assyrian sculpture and other objects for their exhibition *'I founded therein my royal palace': Assyrian art from the British Museum* (2019/20),<sup>12</sup> a positive expression of interest was made for a loan from the State Hermitage Museum, accompanied by a second agreement in principle from the State Museum of Oriental Art in Moscow. Unfortunately, neither proved possible owing to the imposition of sanctions on Russia after the major escalation of its war with Ukraine on 24 February that year, and alternatives had to be found, and fast. Some key Achaemenid silverwares were identified for loan from the Musée du Louvre, a sister institution with whom we have long close relations. The second lending country was Armenia, where the National History Museum and Erebuni Museum in Yerevan both agreed to loan objects to the Museum for the first time, with the reciprocal loan agreed of a bronze head of Aphrodite (popularly called Anahita) found at Satala in eastern Turkey.<sup>13</sup> The last major lender was the National Museum of History in Sofia. This developed from a chance meeting at the Bulgarian Embassy in London on the occasion of an official handover of trafficked antiquities by the Metropolitan Police on 15 July 2021, whereupon the embassy learned of the possibility that the Museum could instead host future such events and that it was seeking possible loans for the forthcoming exhibition. Further talks were had in the Department and Embassy leading to the ambassador, His Excellency Marin Raykov visiting the Museum to meet our then director, Hartwig Fischer, when he expressed his willingness to facilitate a loan of the stunning Panagyurishte treasure held in the National Museum of History in Sofia. The occasion of this loan brought the Vice-President of Bulgaria, Ms Iliana Iotova, to open the exhibition on 3 May (Figure 2), with her speech reflecting on the role of cultural diplomacy in the past and the present:

‘in the anxious world of today, when instead of building bridges we build walls, we need events like this exhibition. Because it is through culture and spirituality that people are brought closer together, and this is the only path that is not mined by hatred and division’.<sup>14</sup>



Figure 2. Opening speech of the exhibition by Ms Iliana Iotova, Vice-President of Bulgaria

<sup>11</sup> Simpson and Pankova (eds) 2017.

<sup>12</sup> Dandamaeva (ed.) 2019.

<sup>13</sup> The British Museum, inv. no. 1873,0820.1.

<sup>14</sup> Quoted by Fraser 2023a.

The Museum has a long-established process for developing special exhibitions, in the past considering these with a four-year lead time to allow sufficient research, loan negotiation, conservation, new photography and the catalogue to be delivered to press, before working intensively on the interpretation and design, writing panels, labels, web and/or audiovisual content, supporting the press and marketing campaign up to the opening, followed by an intensive round of lectures, gallery tours, further press and associated events. This lead time has been progressively reduced to as little as two years, with challenging clashes of priorities and pressure on delivery. This exhibition was no exception as the proposal was given to the curator with the opening date already fixed and the space designated as Room 35, a 400 sq m exhibition space within the Great Court, and the venue for many similar exhibitions, including *Queen of Sheba: Treasures of ancient Yemen* (2002), *Babylon* (2008), *Afghanistan: Crossroads of the ancient world* (2011), and *Inspired by the East: how the Islamic world influenced Western Art* (2019/20).

An early test of the exhibition concept was in March 2022 with a formative evaluation involving five 90-minute qualitative focus groups, the results presented the following month.<sup>15</sup> Recruitment ensured representation of individuals of Iranian and Greek heritage and Muslim belief, and the separate groups arranged according to non-members who had attended a previous Museum exhibition; others who had not but who had visited other exhibitions elsewhere; non-member exhibition-goers interested in the theme of Luxury; and British Museum Members (online and in-person). The participants were explained the exhibition theme and asked what visitors might expect from one called *Luxury*, how they felt about exhibitions at the Museum, and specifically Room 35 as a venue, what they knew about ancient Iran and Greece, where they thought luxury might fit into the interaction between those states, what their reactions were to the exhibition concept, narrative, content and interpretation; and, finally, to consider titles and marketing, and deliver recommendations to assist attracting an audience. The results indicated that the theme was popular, with an expectation that the content would be of beautiful valuable objects, but with concerns that it might be wordy and would therefore benefit from maps, audio, animation or experiential elements as part of the interpretation. Several wanted to see textiles and fabric, others wanted to see the antithesis of luxury shown in contrast to the elite treasures. One commented that 'I liked the propaganda element – the symbolism of how the Greeks depicted the Persians as half-human', and another remarked that

'We glorify the Greeks which sets us up to think that the Persians are full of decadence and corruption and then there is a plot twist as we see how it's impacted our view of luxury today'.

Others were wary of making analogies with the present, one arguing that 'the ties to the modern world seem tenuous' and another that 'I don't think this exhibition needs that comparison with the modern world. The rest was a really good story'. As is customary with these formative evaluations, the groups were shown a selection of exhibition titles to see which best met their expectation of a successful show: *Luxury in ancient Greece and Persia*; *Athens to Persepolis: the borders of luxury*; *Culture clash: luxury from Cyrus to Alexander*; *An age of Luxury*; *Luxury: power and politics*; and *Riches and ruin: visions of ancient luxury*. The responses were telling as many liked the evocative associations, sense of rivalry and the placing in historical context through references to countries, but an aversion expressed to what was compared with the title of an academic thesis: *Luxury in ancient Greece and Persia*. The final decision was made to subtly adapt it to *Luxury and power: Persia to Greece*.

The exhibition opened with an introduction panel and two facing portraits from antiquity intended to symbolise the meeting of the Achaemenid East with the Greek West: each was found in a sanctuary of Apollo on Cyprus, but one with Persian coiffure and the other in strongly Classical style (Figure 3).<sup>16</sup> The exhibition then flowed through three sections based on separate narratives. The first was *Fearing like kings: Luxury in Achaemenid Persia*, an examination of the role of luxury in the Persian court and its effect across the empire as Persian 'Court Style' rippled across provinces, and precious plate and forms of tableware were emulated in more affordable materials and local copies.<sup>17</sup> A rich purple backdrop set off some of the objects intended to display king and court, with Darius as Pharaoh, the royal hunt, tribute and tribute-bearers, inscribed vessels, and representation of women at the court (Figure 4). In a central case, silver tablewares were mounted at jaunty angles to symbolise a royal banquet (Figure 5), although with an inexplicable combination of a rhyton posed to pour into a lobed dish (rather than a drinking bowl). A massive silver rhyton found at Erebuni in Armenia, with a rider in Persian dress straddling the protome, was a star piece in this section. Further sections highlighted chariotry, weaponry, dress, jewellery, perfume, cosmetics, incense, dyes, lion/griffin imagery and the adoption of Persian 'Court Style' across the empire with trickle-down effects as lower-

<sup>15</sup> TWResearch 2023.

<sup>16</sup> The British Museum, inv. no. 1873,0320.8 (from Pyla, dated to c. 490/80 BC), 1958,0418.1 (from Tamassos, c. 460/50 BC, donated by Her Majesty's Treasury).

<sup>17</sup> Moorey 1985; Simpson 2005; Treister 2010; Khatchadourian 2016. A number of objects illustrated by Llewellyn-Jones (2023) were selected and newly photographed with this in mind.



Figure 3. The exhibition juxtaposes representations to symbolise the meeting between East and West



Figure 4. View of the opening section of the Achaemenid court display

cost equivalents were made for those who could not afford luxury materials yet who aspired to be part of this social system.

Passing through a dark narrow doorway with objects of violence and conflict to illustrate the Greco-Persian wars, the second section explored how Achaemenid-style luxury was adopted in Athenian society, one where ostentatious display could be seen as anti-democratic or pro-Persian: *Guilty pleasures: Luxury in Classical Athens*. An inscription



Figure 5. Achaemenid silverwares mounted for display

from the temple of Apollo at Delphi declared ‘nothing in excess’, yet exotic luxuries continued to be sought after. As Athens rose within the league of Greek cities allied against Persia, so did its wealth and revenues from its silver mines. Representational caricatures of Persians, Phrygians and Scythians feature on Attic pottery. Banqueting reappears as the *symposion* and red-figure Attic pottery animal-head drinking cups were displayed as if to imitate or mock the Achaemenid silverwares in the previous section (Figure 6). The displays also highlighted consumption of fish as a sign of elitism, peacocks as the epitome of luxury, the adoption of the Persian parasol by women rather than kings and the emulation of Achaemenid silverwares in black-gloss pottery.

A second dark passage dwelling on Alexander the Great’s military conquest of the Persian empire offered a transition to the third and final section of the exhibition. This explored hybridisation of Greco-Persian culture as the Persian empire was carved up under Hellenistic kings: *Feasting like Persians: Luxury under Alexander the Great*. Alexander was a successor to the Persians but, to the horror of his troops, adopted certain Persian ways before he died aged only 32 on 11 June at Babylon, an astronomical diary written in cuneiform script noting that ‘it was cloudy’ that night.<sup>18</sup> He was commemorated on coins but his empire divided between Antigonids (Macedon), Seleucids (Middle East and Central Asia), Ptolemies (Egypt) and Attalids (western Anatolia). The Greeks brought new forms of thinking and urban planning, and Classical divinities were adopted in eastern lands: Aphrodite appears here at Byblos (Lebanon) and Satala (eastern Anatolia), which has been regarded there as representing Anahita. Dionysos appears on a gilded silver plate found in northern Afghanistan. Other sections returned to themes of dress, craft production, the significance of the Herakles knot as a symbol of healing and matrimony, the transformation of Persian traditions of jewellery with animal-head terminals into new styles, pottery emulating silver, the spice trade and the making of new forms of marbled, banded, *millefiori* (‘thousand flower’) and cane network glass (Figure 7). The highlight of this final section and dominating the centre of the display was the Panagyurishte treasure (Figure 8). This was a chance

<sup>18</sup> The British Museum, inv. no. 1881,0706.403.



Figure 6. Attic cups on display



Figure 7. Hellenistic network glass bowl (left) with a recreation (right) made by acclaimed Japanese glass artist Iwao Matsushima after many years research and replication efforts (left, British Museum, inv. no. 1896,0630.2; right, British Museum, inv. no. 2016,6026.1, presented by the artist)

find made in 1949 of 6.5 kg of Thracian gold dating to the 4th century BC and including animal-head rhyta, jugs, a *phiale* and amphora decorated with scenes from Greek mythology.<sup>19</sup>

Within these sections there were photographs of frankincense harvesting, removal of the dye gland from a murex shall, pouring molten silver, a marble quarry and alabaster workshop as illustrative support for small case displays of sought-after materials (frankincense, silver, marble, alabaster, ivory), plus four silent

<sup>19</sup> Megalla 2023; cf. Sofia 1969.



Figure 8. The Panagyurishte treasure

90-second videos. The latter showed the ‘making of a royal costume’ (explained through captions by Professor L. Llewellyn-Jones), ‘making purple dye from murex’ (demonstrated by Mohammed Ghassen Nouira, Carthage), ‘making black glaze pottery’ (shot at ‘Attic Black’, the Athens workshop of THETIS Authentics Ltd), and ‘making a Hellenistic glass bowl’ (demonstrated by the leading Japanese glass artist, Iwao Matsushima).<sup>20</sup> Other graphic content included maps, high-level quotes from historical sources and colour reconstructions of architecture at Persepolis, Athens, and the Greek theatre at Ai Khanum. There were also young learner labels designed to encourage a closer look at particular objects to search for animal designs, the dog on a Lycian banqueting scene from Xanthos, a joke cup, whistling a love-song, describing a bear personality and air-brushing a duck.

The exhibition ended with a single Roman glass rhyton said to be from Corfu, a re-imagined version and distant memory of an Achaemenid form also shown on a wall-painting at Pompeii (Figure 9). This choice of antiquity was intended to maintain the exhibition theme and replace a strong initial aspiration to exhibit images from the film 300 and a menu box from the Shah of Iran’s *Celebration of 2500 Years of Iranian Monarchy* at Persepolis in 1971. It also responded to the views of many in the focus groups who concluded that they knew of these already, were frustrated with ‘forced’ examples of contemporary relevance, and actively disagreed with the closing line of the exhibition theme:

<sup>20</sup> This collaboration arose from an initial personal encounter at the 16e Congrès de l’Association Internationale pour l’Histoire du Verre held at Imperial College London in 2003, where a group of leading Japanese glass artists participated through the inspirational input of Ryuji Shikaku, curator at the Okayama Orient Museum and specialist of Sasanian glass. The conversations which occurred then, and thereafter in Okayama, resulted in Tami Ishida replicating and presenting an identical copy of a late Sasanian cut glass bowl to the British Museum (British Museum, inv. no. 2007,6004.1; cf. British Museum, inv. no. 1964,0415.1 / 134373) and publishing her ground-breaking research results (Ishida 2022), Iwao Matsushima making and presenting a replication of a Hellenistic ‘network’ mosaic glass bowl in the British Museum (British Museum, inv. no. 2016,6026.1; cf. British Museum, inv. no. 1896,0630.2), and ongoing replication research by Hidetoshi Namiki on gold-leaf glass (this volume). Their collaborative work and research have extended to other ancient glass in the British Museum – exemplified in the catalogue of the special exhibition of glass entitled *Ancient Glass: Feast of Color*, held first at the MIHO Museum near Kyoto (9 March–9 June 2013) and then at the Okayama Orient Museum (3 July–7 September 2013) – and continuing with scientific research on Sasanian glass as part of a separate research project.



Figure 9. Getting a closer view of the Roman rhyton (British Museum, inv. no. 1868,0110.510)

‘Luxury was embraced by the rulers of ancient Persia to signal power and prestige, yet it was rejected by the newly democratic city of Athens as eastern, decadent and corrupt; these competing historical perspectives shape our uneasy relationship with luxury today’.

The exhibition ended on 13 August with a total of 77,999 visits over 102 days. The summative evaluation drawn up in September that year gives an interesting insight into how the exhibition performed.<sup>21</sup> It is based on a sample size of 2,616 responses to an online survey sent to exhibition viewers after their visit over the full exhibition period of 4 May–13 August, and the data weighted using the Museum’s exhibition ticketing data. Visits were relatively consistent during the first 12 weeks with a daily average of 498, followed by a sharp peak in the final weeks, coinciding with the school holidays, as weekly visits peaked at 6.8k from 3–9 August and the highest daily attendance recorded on Friday 4 August at 1,240 visits (775 paid and 465 Member visits). 52% of visits were intellectually motivated, with as much as 78% citing the desire ‘to improve my own knowledge and understanding’ (this being given as the main outcome on 33% of visits), with a propensity to select this statement increasing with age. The next most-cited motivations were ‘to gain a deeper insight into the subject’ (67%) and ‘to experience awe-inspiring, fascinating or beautiful things or places’ (57%). A minority felt the experience could have been made richer for those with an academic interest. Members made up over a third of visits (35%), meaning that it attracted an older and less diverse audience than some other exhibitions (68% were aged 55 or older), but underlining how the subject matter appeals to one of the Museum’s core audiences and encourages them to renew their membership and encourage others to join. However, 7% were by families (mostly first-time visitors) and these were particularly positive on the use of videos, commodities such as frankincense and the accessible size of the space. The videos on the Museum Youtube website were very popular and cited as stimulating visits and exhibition enjoyment, attracting a total of 271,046 views with a total of seven videos, although some attracted much higher numbers than others:

- *Curator’s introduction to Luxury and power: Persia to Greece* (17,628 views)

<sup>21</sup> Morris Hargreaves McIntyre 2023.

- *Crafting Persian luxuries* (3,908), *The Parthenon: art and empire* (2,380)
- *Why Peacocking in Ancient Athens might get you ostracised (ostrich-sized?)* (33,650)
- *The Gold of Thrace: the Panagyurishte Treasure* (Dr B. Petrunova: 3,746)
- *How the Greco-Persian Wars changed the way Athenians drank their wine* (208,654)
- *Persia and Greece, Objects in Focus: Oxus Treasure figures* (Dr L. Llewellyn-Jones: 1,080).

Perhaps unsurprisingly given the visitor demographic, 28% of interviewed visitors cited awareness of the exhibition through Museum emails, followed by the website (25%) and the Members' magazine (14%), but with much less awareness of transport poster marketing or social media. 39% of visitors were from London, 51% from the rest of the UK and only 11% from overseas (although this reflects the fact that international tourism had not yet recovered to pre-pandemic levels at that stage). Dwell time in the exhibition was as high as 84 minutes, exceeding the Room 35 target average by 34 minutes, but contributing to some comments on the crowding negatively impacting on their experience. Finally, just over half rated the exhibition 'excellent', with 56% 'very satisfied' on the tone of information, themes and narrative, and 51% on the amount of information, and a similar proportion said they would certainly recommend it to friends and family. Critically, 90% strongly agreed/agreed that the exhibition helped them better understand the concepts of luxury in and inter-relationship between the Achaemenid, Classical Greek and Hellenistic worlds, and a strong endorsement of the concept advanced by its curator. However, there were also many criticisms of the Museum's choice to only publish a hardback book (priced at £35), and forego the opportunity to produce a slim affordable guide or online version as it had for many previous exhibitions.

The design of the exhibition by Aaron Jones elicited even stronger responses. Some visitors liked the 'simple yet effective' use of 'line drawings in monumental scale providing the ambience of what it may have been like to be at the Achaemenid court', but another was more ambivalent in their remark that 'ambience is always important to create that sense of awe in relation to the deep past – the BM does it very well, though perhaps not quite as well in this exhibition as some others (e.g. Stonehenge)'. The summative valuation also cited the dark narrow partitions intended to connect the main exhibition sections as causing bottlenecks. Some of the leading press reviews were even more frank as they criticised a design which left objects floating in glass cases against white backgrounds, with drapery evoking tents awkwardly juxtaposed with outlines of columns representing courtly Persian or Greek religious architecture (Figure 10). One remarked on how 'the gallery has been swathed with white draperies and faux columns like a tackily overdone Greek restaurant, or maybe a shop selling repro antiques'.<sup>22</sup> The reviewer also picked up on the connecting displays: 'a Hoplite helmet, sounds of clashing weapons, that's your lot', before questioning the spelling of Herodotus' name and a perceived marginalisation of his grasp of world culture.<sup>23</sup> *The Sunday Times* went further by praising the contents and the videos, hoping to 'dream covetous dreams about the pair of gold, carnelian, emerald and pearl earrings with pendants in the shape of amphorae. Luxury – it's powerful stuff', but panned the design:

'This haul of utterly beautiful booty from the two empires is presented against the naffest of exhibition set-dressings: gauze swags, glittering curtains, purple cabinet liners – pure *Carry On Artaxerxes*. The British Museum's Stonehenge show last year was a masterclass in presentation. Flints and collars seemed suspended in space. Here, some of the cabinets might be windows on Hatton Garden. The backing track is little better. Sounds of battle clang on repeat. Not only is it intrusive, but it undermines the message that luxury was a form of power subtler and more persuasive than the usual brawny clashing at the borders of empire'.<sup>24</sup>

A third review in *Time Out* summed up the exhibition thus: 'there are plenty of gorgeous objects here, though I can't figure out why they've draped the whole place in silk sheets, making it all look like an Essex swingers' party'.<sup>25</sup> The addition of modern recreations of Persian riding costume and court dress – so-called 'Median' and 'Persian' dress – in dyed lambs' wool was innovative in a British Museum exhibition (Figures 11–14). These props were made by a costume-maker, Rebecca Southall, under the guidance of Dr Lloyd Llewellyn-Jones, and the costs met by a grant from the British Institute of Persian Studies and the exhibition budget.<sup>26</sup> However, they also attracted polarised views as some liked the colours whereas others criticised the choice of materials and condemned them as kitsch. But everyone was overwhelmed by the impact of the Panagyurishte treasure: 'if it glisters, it's almost

<sup>22</sup> Jones 2023.

<sup>23</sup> Jones 2023.

<sup>24</sup> Freeman 2023.

<sup>25</sup> Frankel 2023.

<sup>26</sup> Llewellyn-Jones 2023a. The props were returned to the British Institute of Persian Studies after the exhibition closed.



Figure 10. The exhibition design divides public opinion



Figure 11. Modelling a reconstruction of the Iranian 'riding costume'



Figure 12. Modelling a reconstruction of the Iranian court robe

certainly gold',<sup>27</sup> 'the drinking horns steal the show',<sup>28</sup> revelling in its 'aesthetic free-for-all',<sup>29</sup> and adding that this is 'drunk history in which stiff classicism melts into "oriental" splendour. At last, we get a draught of intoxicating exuberance' (Figure 15).<sup>30</sup> Another reviewer concluded that this 'is the type of exhibition the British Museum does very well and this one's another hit'.<sup>31</sup>

<sup>27</sup> Freeman 2023.

<sup>28</sup> McDonagh 2023.

<sup>29</sup> Jones 2023.

<sup>30</sup> Jones 2023.

<sup>31</sup> Khan 2023.



Figure 13. Installing the 'court robe' recreation of dyed lamb's wool and gold-sprayed resin appliques



Figure 14. Inspecting the Iranian 'riding costume' display prop

The underlying message is clear and lessons easily learnt: design must enhance rather than distract the core message, and a clear synergy sought between objects with stories to tell, accessible interpretation and beautiful design. Long experience shows that rich contextual imagery of scenery and sites has repeatedly gone down well with Museum visitors, whether the general public, media or specialists. There is often a place for digital intervention but silence is golden, whether in a special exhibition or permanent gallery, and delivery has to be appropriate to the Museum venue: tacky noise effects or voice-overs add nothing and detract from visitor appreciation and understanding of content.

Within the Museum, exhibitions are set within a wider public programme and early discussions enabled us to organise this conference to open with the 27th Vladimir G. Lukonin Memorial Lecture, followed by a day for British



Figure 15. The climax of the exhibition receives careful scrutiny



Figure 16. Some of the speakers and attendees at the conference in June 2023

Museum members and a second full day open to all members of the public who booked, therefore running over 16–18 June 2023 (Figure 16).<sup>32</sup> These papers form the basis of this volume, the scope of which develops and broadens the geographical remit of the exhibition while retaining its temporal range. They are divided into two parts – the first dealing with cultural interaction, the second focused on technological connections – and ending with general conclusions.

<sup>32</sup> These three days were followed by an invitation-only behind-the-scenes workshop for the speakers to discuss ongoing research on the Oxus Treasure in more detail as selected pieces were brought out for closer inspection and examination in the Department of Scientific Research and which will inform a future publication.

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I would now like to extend my thanks to the contributors to this volume for agreeing to participate and deliver their papers, and their patience while this volume was assembled, copy-edited and peer-reviewed. Logistic challenges prevented some of the invitees from participating, but I am delighted that we could include three in these proceedings and thus maintain an even and politically impartial geographic coverage for the regions under consideration. Here I must also thank those anonymous peer reviewers – chosen for their specialist knowledge – for their timely turn-around of reports and comments. I am also grateful to Kate Morton for graphic support, and all those institutions and individuals who supplied supporting images and who are individually acknowledged in the relevant papers.

A final word of thanks goes to all at the Archaeopress team, especially Patrick Harris, Ben Heaney, Robin Orlić and Mike Schurer, for their friendly and efficient support as ever in producing this volume, which I dedicate to my dear late mother, Paddy Simpson, who treasured the little luxuries of life, loved the art of Italy and culture of Japan, and nurtured and followed my career from the very beginning.

## **Part 1: Cultural Meanings**

The first part of this volume consists of seven papers which examine definitions of culture from Europe and the Near East to the Caucasus and Eurasia, challenging perceptions, questioning the agencies of change and creating new avenues of research.