

Rohr Vio, F. (2021) “*Domum servavit, lanam fecit*. Livia and the Rewriting of the Female Model in the Augustan Age”, in K. Droß-Krüpe and S. Fink (eds.), *Powerful Women in the Ancient World in the Light of the Sources. Perception and (Self)Presentation*, Münster, Zaphon, 349-60.

The paper aims to investigate the progressive construction of Livia’s image by Augustus, from their wedding in 38 BC. until the death of the prince in 14 AD. The prince proposed the matron as female model to the Roman citizens, valorizing the tradition on the one hand and through the acquisition of some of the innovations in the condition of women in the Late Republic on the other hand. Particular attention is devoted to Livia’s role as a wife and a mother and to the possibility that the traditional formula *domum servavit, lanam fecit* has a new significance as far as the skills it refers to concern.