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## **SPIN – Society, Practice, Innovation: A Case Study from Noricum**

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From 100 BC onwards, the appearance of wheel-thrown pottery in the Eastern Alps marks a significant change, coinciding with the foundation of the Roman province Noricum. With the support of the Marie Skłodowska-Curie Actions programme, the SPIN project aims to identify the learning trajectories of ancient craft communities and understand why some communities adopted wheel-throwing, while others continued to hand-make pottery following older traditions. Combining archaeological science (OM, XRF, XRPD, isotope analysis, SEM) with SANS analysis and Digital Humanities (GIS, SNA), the project will distinguish between continuous and divergent learning traditions of ancient pottery-making communities. This will shed light on the traditions of technological knowledge transfer, allowing for ground-breaking insights into the social interactions among craft communities and between them and other communities in Noricum.

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