

LIFE IN LAODICEA

A WEALTHY CITY • A MAJOR TRADE CENTER • A PROUD AND INDEPENDENT PEOPLE

*"A city rich in goods,
yet in need of living water."*

— Revelation 3:17 —



*Monumental buildings
reflected the city's wealth
and Roman influence.*

*Strategically located
at the intersection of major
trade routes in Anatolia.*



A MAJOR FINANCIAL AND TRADE HUB

- Strategic location at the crossroads of major trade routes
- Commerce in marble, livestock, wine, and textiles
- Well-developed banking system (Cicero exchanged letters of credit here)



FAMOUS TEXTILE INDUSTRY

- Produced raven-black wool
- Made into sleeved tunics, hooded cloaks, and carpets
- Renowned throughout the Roman world



A CENTER FOR MEDICINE

- Renowned medical school, especially ophthalmology (eye care)
- Nearby temple of Mên Carus produced medical compounds for ear and eye treatment



NO NATURAL WATER SOURCE

- Water transported six miles through stone pipes from Denizli
- Arrived at the city as tepid (lukewarm) water
- Despite its wealth, the city lacked fresh, natural water sources



A DIVERSE POPULATION

- Sizable Jewish community (permitted to observe the Sabbath and maintain sacred rites)
- Jewish residents were likely less Torah-observant due to long-term separation and assimilation
- Worship of various pagan deities: Zeus, Dionysus, Helios, Hera, and Athena



RAVEN-BLACK WOOL
Laodicea's textiles were famous throughout the region.



BANKING AND COMMERCE
So developed that Cicero exchanged letters of credit here.



MEDICAL EXCELLENCE
A leading center for eye care and medicine.



TEPID WATER
Water traveled six miles, arriving lukewarm.

WEALTH • COMMERCE • CULTURE • YET SPIRITUALLY CHALLENGED