This thesis deals with the issue of building program of the Mauretanian ruler Juba II. Its aim is to capture the main features of Juba's building activity and put them in the cultural and political context of the contemporary Mediterranean. At the beginning, the thesis is defined in historical, cultural and territorial terms. Then the work describes Juba's urban and building achievements. These phenomena are observed in comparison with each other and with other contemporary urban programs of personalities like Augustus and Herod the Great.