



City of Naples

Partner to the URBACT II Thematic Network

HerO - Heritage as Opportunity

Sustainable Management Strategies for Vital Historic Urban Landscapes

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Naples Municipality

Project is co-financed by the EUROPEAN UNION
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Regions for economic change

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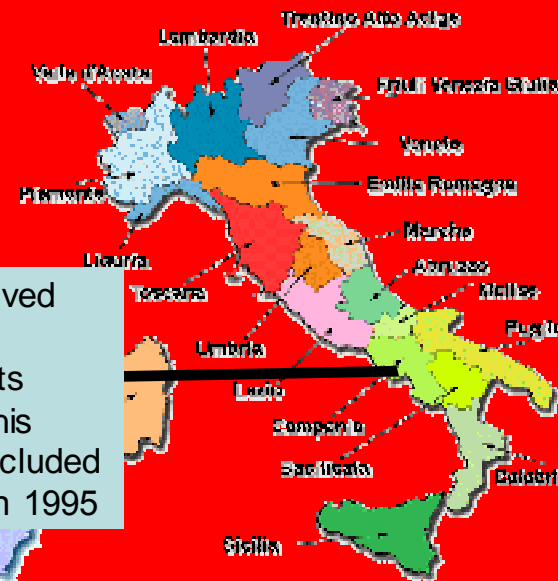
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City of Naples

Naples is the third largest city in Italy and is also the main city of southern Italy. It's the capital of Campania region and the province of Naples has over **3 million inhabitants** covering an area of 1.171 sq Km.

The Greek-Roman road network was preserved until now in the old town centre and the stratification of the following ages enlarged its patrimony of many major monuments. For this reason the old town centre of Naples was included in the "World Heritage List" of UNESCO in 1995

The origins of the city date back to the VI century B.C. when some Greek colonists, coming from Cuma, founded Partenope. Then in 476 B.C they founded Neapolis



Naples, a large city referring to the resident population, is a little city if we refer to its small territorial surface:

population: 1.000.000 inh

surface: 117.27 sq Km

this stands out as an indicator of one of the problems that characterize the historical centre (and the city in general), i.e. the record density of about **8.315 inh/sq km**

Along this problem there are many others, such as:

- **highly populated area** above all by low income families
- high rate of **unemployment** (17,8%)
- the severe status of the **labour market**, concerning the **lack of private activities**;
- low levels of **education**
- historical and monumental heritage, both public and private, in **decay state**
- low **quality of the housing**
- precarious **environmental conditions** due to the wide decay of the interested areas
- high levels of **acoustic and atmospheric pollution** due mainly to the high levels of car traffic



Potentials:

UNESCO: “From the Neapolis founded by Greek settlers in 470 B.C. to the city of today, Naples has retained the imprint of the successive cultures that emerged in Europe and the Mediterranean basin. This makes it a unique site, with a wealth of outstanding monuments such as the Church of Santa Chiara and the Castel Nuovo,,

- **Large (about 720 ha) and high value historical centre , hi density**
- **High percentage of young population (under 15 years)**
- **Presence of universities**



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MAIN INTERVENTIONS

of valorisation and preservation of the historical centre



the normative system:

- **General Urban Planning 2004**
- **General Landscape Plan 1996**
- **Municipal Transport Plan 1997**
- **General Plan of Urban Traffic (P.G.T.U.) 1997-1999 and update 2000-2004**
- **Traffic Regulation annex to P.G.T.U. 1997**
- **Primary Street Network Plan 2000**
- **Delivery System Intervention Instrument 2002**
- **Advertising Plant Plan 2000**
- **Delocalisation Programme of Fuel Plants 1996**



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**Integrated project
Great Cultural Attractor
“Naples Museum System”**

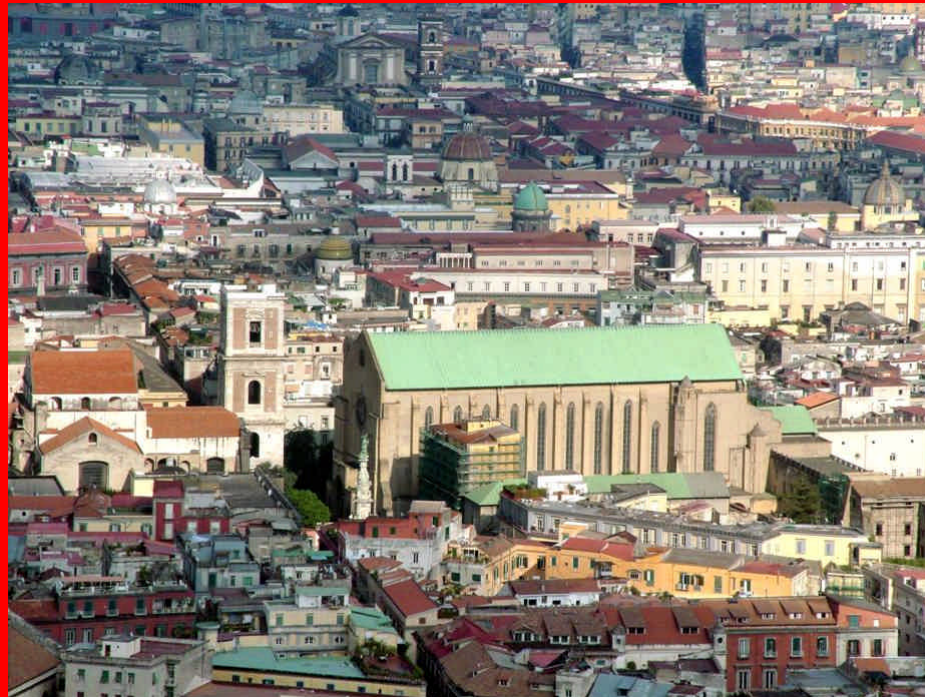
P.O.R. funds

**TERRITORIAL INTEGRATED PROJECTS OF REGIONAL
OPERATIONAL PROGRAMME 2000-2006 (European cofinancing)**

- **Valorisation of the areas of historical archaeological interest**
- **Strengthening and development of museum network of the city**

Museum system

- 37 museums
- 83 exhibitions
(1995 – 2003)
- 2.800.000
visitors
- 585 monuments
- 361 churches





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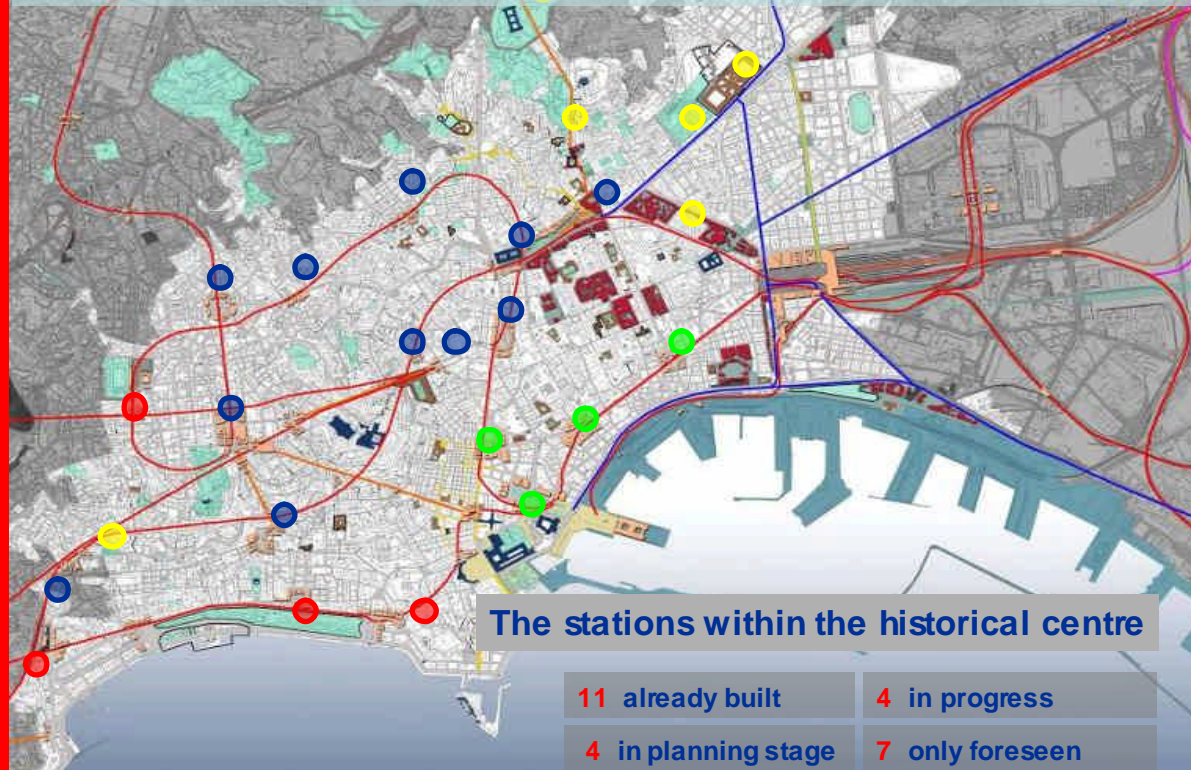
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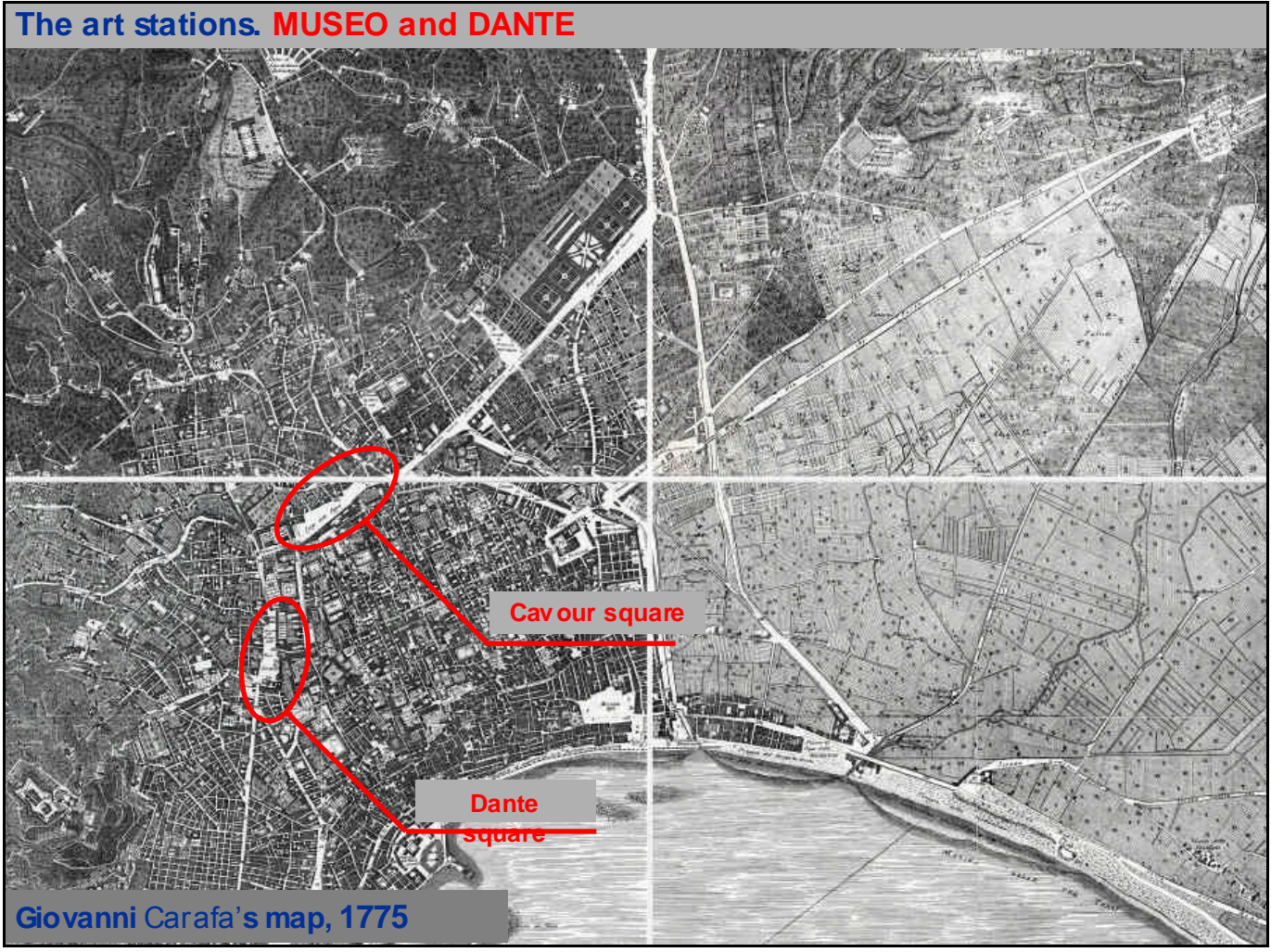
Integrated project of the city of Naples

P.O.R. funds

- **Improvement of monumental area quality**
- **Improvement of the quality of the waterfront**
- **Requalification through interventions facilitating enterprises development**
- **Incentives to the little and medium enterprises**

Creation of an integrated network of transports to improve the access to the historical centre and to decrease the use of private cars







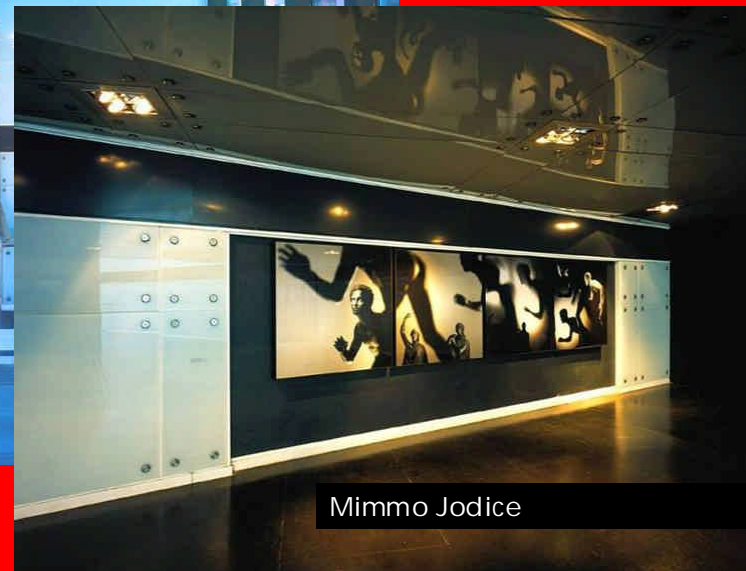
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The art stations. **MUSEO (Cavour Square)**



Mimmo Jodice

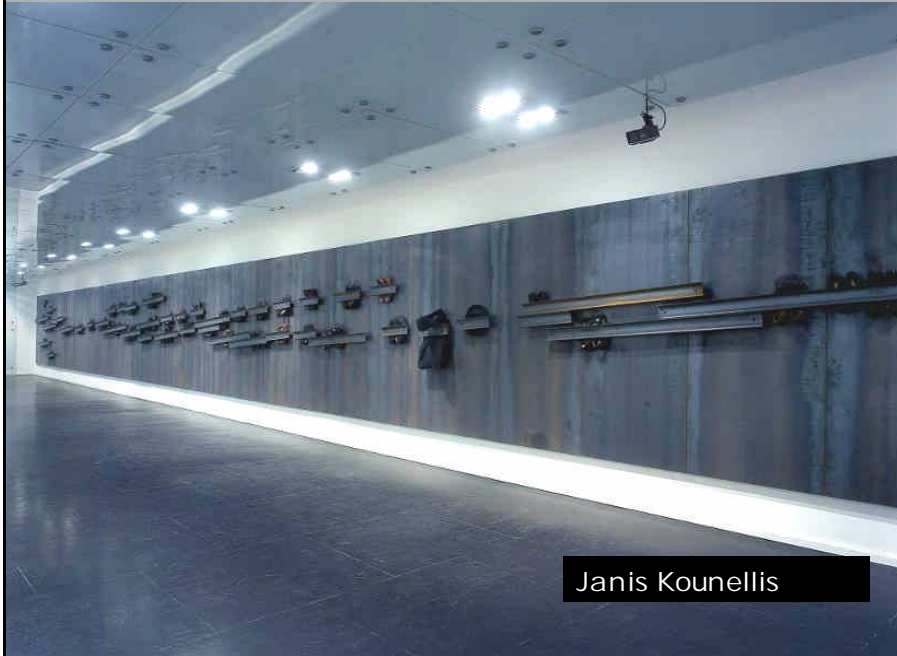


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The art stations. DANTE (Dante Square)



Janis Kounellis



Michelangelo
Pistoletto



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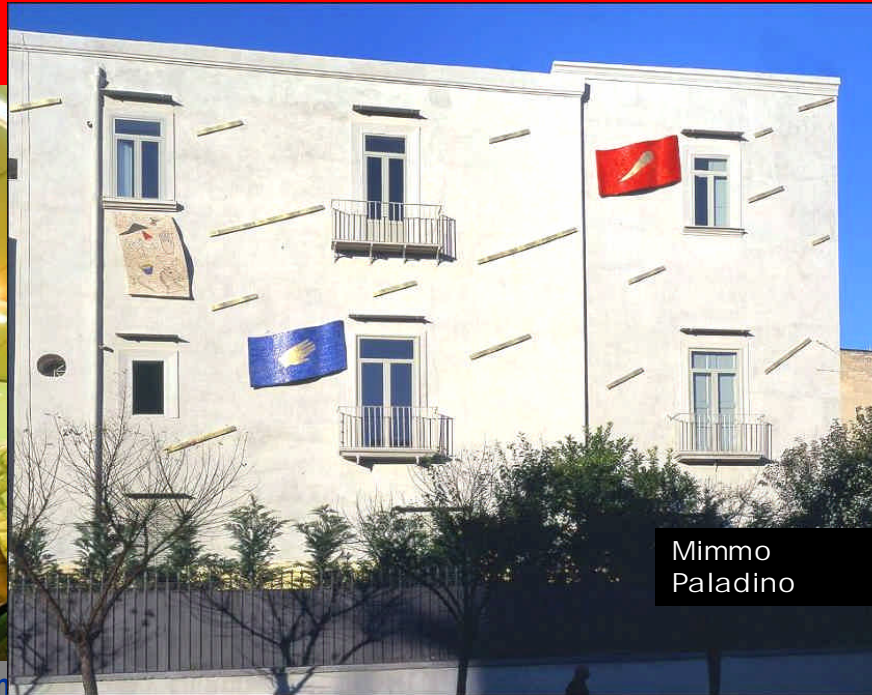


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The art stations. **SALVATOR ROSA**



The insertion of contemporary works

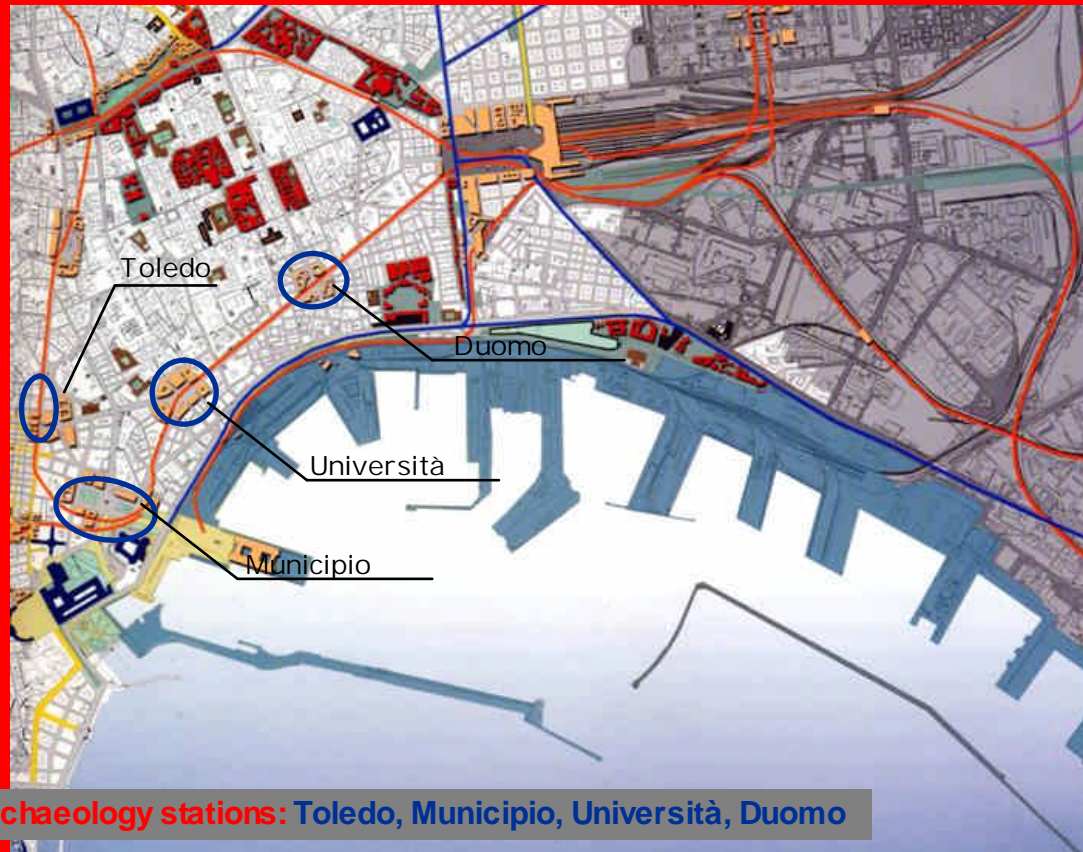


Mimmo Paladino

Perino e Vele

The stations within the historic centre
Line 1

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The archaeology stations: Toledo, Municipio, Università, Duomo



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The archaeology stations. MUNICIPIO



The archaeology stations. MUNICIPIO

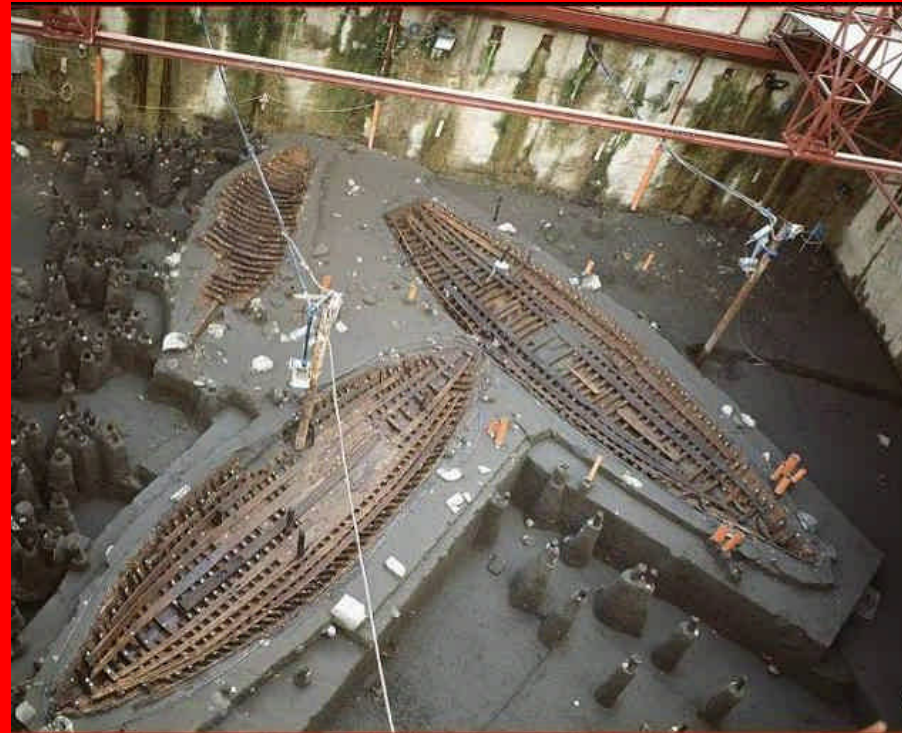
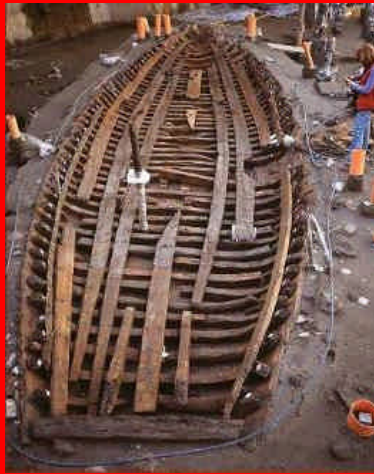


economic change

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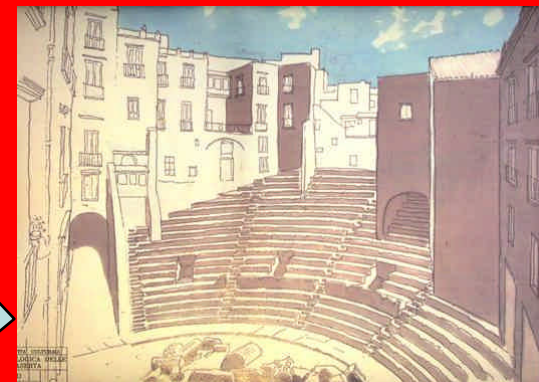
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The archaeological excavations. The ancient Roman port

Archaeological interventions Teatro Antico

**Preservation of the old
greek – roman road system**



revealing Teatro Antico



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Conservative interventions

NEW SPACES FOR CONTEMPORARY ART EXHIBITION

PALAZZO DELLE ARTI NAPOLI

PAN - PALAZZO ROCCELLA



**MUSEO D'ARTE CONTEMPORANEA
DONNA REGINA NAPOLI**



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Recovery of the monumental complex of Trinità delle Monache (former military hospital)



Montesanto Cumana-Circumflegrea
Station



Recovery of the complex “Real Albergo dei Poveri”



One of the largest buildings in Europe:

- 45 mt high
- 383 mt wide
- 150 mt deep



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Promotional projects

Garibaldi station: dominique perrault



Metro stations: Alvaro Siza, Gae Aulenti etc



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Recovery of private heritage buildings

SIRENA project





Main challenges:

- **Physical, cultural and economic requalification of the historical centre, avoiding gentrification**, exploiting the potentials of tourism and culture
- Exploitation of the potentials emerging from the young workforce, aiming at the **creation of appropriate vocational courses**
- **Requalification of the decaying monuments** intended for cultural activities and for the accommodation of non resident students
- **Maintenance of the standards requested by UNESCO** also to confirm the inclusion of Naples in the list of “World Heritage Sites”
- Facilitate the processes of **emersion of the informal economy** and supporting the processes of strengthening and growth of regular activities



Objectives/expectations for the HerO network:

- Clarify the preserving methodology of historic heritage with UNESCO : problems of scale!
- To find the right instrument for the requalification of private buildings heritage through incentives in order to involve the owners that don't use their premises
- the large „case – building“ as opportunity of development
- The role of the young people and the culture in the regeneration of the city centre
- how to deal with new architecture and historical centre , which instruments /normatives in the different countries and impacts



Objectives/expectations for the HerO network :

- sustainable development of historical centre : what it's means?
- which tools to preserve the identity and the soul/life of the city heart ?
- General economic and social requalification through the LAP built during HerO project.