

Creating New Synergies: Cultural and Social Collaboration in Naples and Pompeii



Napoli, protocollo d'intesa San Carlo-Pompei per valorizzare patrimonio culturale

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Creating new synergies through bridging initiatives and integrated forms of collaboration with the aim of enhancing and promoting the common cultural heritage, as well as social, educational, and support projects for vulnerable groups. With this intent, the memorandum of understanding between the San Carlo Theatre Foundation, the Municipality of Pompeii, the Archaeological Park of Pompeii, and the Superintendency for Archaeology, Fine Arts, and Landscape for the Metropolitan Area of Naples was signed. The agreement is structured on a communication plan for information and dissemination and coordinated actions to enhance mutual activities. Among the main objectives is the commitment to promote social engagement and educational projects to broaden access to cultural and artistic resources with particular attention to supporting the most vulnerable segments of the population. "The agreement marks a significant moment for the cultural and social promotion of our territory," said the general director of San Carlo, Emanuela Spedaliere. "The San Carlo Theatre, as an artistic institution of international importance, is committed to enhancing the cultural heritage of Naples and Pompeii through collaborations and projects that place people and the community at the center. This is just the beginning of a shared journey." The agreement thus links two cultural excellences of the Campania region, namely San Carlo and the Pompeii Archaeological Park. "This agreement," emphasized the director of Pompeii, Gabriel Zuchtriegel, "is an important beginning that will have its developments in the coming years. It is essential to start a negotiation table that creates the basis for common initiatives capable of networking between different cultural and artistic realities, with a view to developing an increasingly high-quality tourist offer that guides towards a slow and conscious enjoyment of our cultural sites." The collaboration aims to enhance history and traditions so that, as Mariano Nuzzo, superintendent of archaeology, fine arts, and landscape for the metropolitan area of Naples highlighted, "they can continue to illuminate future generations. With this signing, we aim to make our heritage accessible to everyone, promoting initiatives that stimulate a love for culture and art, particularly towards the most vulnerable segments of our society." Satisfaction was expressed by the mayor of Pompeii, Carmine Lo Sapio, who pointed out how "the attractiveness of Naples and Pompeii necessitates defining and expanding, through a systemic approach, a structured and transversal offer to the visiting tourist, with fruitful and prestigious socio-cultural and economic growth

repercussions for Campania on a national and international level." "This memorandum of understanding represents a great synergy between two excellences of our cultural heritage," said the mayor of Naples and president of the San Carlo Theatre Foundation, Gaetano Manfredi. "There are projects supported by the Metropolitan City that will allow cultural events to be held in Pompeii," he added, "with the participation and protagonism of the San Carlo Theatre. We must increasingly strengthen the concept of networking among all the protagonists of the cultural world of our territory and increasingly link the city's programming with the extraordinary value of the metropolitan area where we have enormous excellences. Working together creates critical mass and great attractiveness also from a tourist point of view at an international level." In conclusion, Manfredi highlighted that "the San Carlo is a cultural institution, and its mission is to spread culture in a virtuous relationship with the territory, and therefore the collaboration with another globally known cultural hub, such as the site of Pompeii, follows this philosophy. We thus keep strong roots in our metropolitan area while looking to the future."

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