



PRESS RELEASE

State property: agreement signed for the redevelopment and valorisation of the Real Polverificio Borbonico in Scafati (SA) to attract private investors to the world's most famous archaeological area

The agreement was signed by the Agenzia del Demanio, the Campania Region, the Regional Park Authority of the Sarno River Hydrographic Basin and the University of Salerno.

On the website www.pompeiiisites.org the Pompeii Archaeological Park has published a market consultation notice to collect ideas and proposals on the regeneration and attractiveness of the Vesuvian area also from private individuals.

Rome, 27 January 2025 – Redevelop and regenerate the former Scafati powder mill, a State compendium of great historical and artistic value belonging to the Archaeological Park of Pompeii, which, due to its size, position and architectural, cultural and agricultural vocation, has all the elements needed to launch a development project that enhances its tourism, cultural and social potential.

This is the objective of the agreement, signed by the Director of the Agenzia del Demanio, Alessandra dal Verme, the President of the Campania Region, Vincenzo De Luca, the President of the Ente Parco Regionale del Bacino Idrografico del Fiume Sarno, Vincenzo Marrazzo, and the Rector of the University of Salerno, Vincenzo Loia. The agreement, which follows an agreement signed in March 2024 by the Agenzia del Demanio and the Parco Archeologico di Pompei (MIC), also with the fruitful willingness and cooperation of the Scafati Municipal Administration, commits the parties to launching initiatives that foster the creation of a cultural ecosystem, restoring to the area an overall vocation as an attractor for cultural and sustainable tourism that enhances the development potential of the entire area. Through the extension of cultural processes, which find their deep origin in the land, in agricultural and craft production and in the traditions of the territory, the aim is to increase the offer for visitors who currently only access the archaeological area and to stimulate a new way of getting to know our cultural heritage so that tourists can go beyond the logic of 'visiting travellers' to fully experience the urban and social context. A Technical Table will coordinate the activities for the success of the interventions and development strategies.

The agreement envisages the involvement of entrepreneurs and private investors interested in partnership operations in the archaeological area, starting with the project phases. To this end, on the website www.pompeiiisites.org an **open market consultation notice** has been published (Legislative Decree 36/2023), in which the Pompeii Archaeological Park Authority is the proposing party, as part of the public-private partnership, to gather proposals from Italian and international entrepreneurs and investors for an overall regeneration plan for the area of high environmental and cultural value, in continuity with the strategies already implemented for the other sites and green areas of the Pompeii Archaeological Park.

This is an area of about 15 hectares, almost rectangular, on which numerous buildings from different eras stand (about 29,000 covered square metres, 173,000 cubic metres of total volume between the historical parts to be preserved and the more modern parts that can also be reconfigured) set within



a green area, which constitutes the park, characterised by two avenues of plane trees and green secondary lanes.

The complex is located in the centre of an area, unique in terms of history, memory and scenic beauty, over which millions of visitors pass each year - 4 million for the Pompeii Archaeological Park and 2 million for the Marian Shrine. Numbers that will be able to increase significantly thanks to the redevelopment of the former Scafati Powder Mill - to be handed over to the Pompeii Archaeological Park in 2016 - which has already begun with initial reclamation work, restoration of the buildings and recovery of the monumental double row of plane trees that crosses the complex longitudinally.

Today the site is already used for trade fairs and hosts a social agriculture project, which involves young people from the area in the cultivation and production of produce from the land. Thus, a large urban green space, public and accessible to the community and families in the area, which together with the buildings lends itself to being transformed into a green theme park with tourist accommodation facilities, laboratories for research on environmental sustainability, and spaces for agrifood, cultural and experiential activities in connection with the archaeological area of Pompeii.

Go to the market consultation notice: <https://pompeiisites.org/trasparenza/real-polverificio-borbonico-avviso-esplorativo-ex-art-77-comma-1-del-d-lgs-36-2023/>