

DAAD Summer School

'Dialogue on Cultural Heritage in Times of Crisis'

MODERN POMPEII AND ANCIENT POMPEII: RELIGIOUS TOURISM AND THE SITE

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ABSTRACT

In my presentation, I traced the history of ancient Pompeii, focusing on his development, his life and rediscovery after century of forgetfulness. I compared the ancient site with the modern city, used by tourists as base for visiting the archaeological park. At the end, I examined many problems that interested Pompeii after the resurrection and numerous excavations operated from 1800 to 1900. There were many projects of recovery, maintenance and restoration but they were unfinished due to incompetent and negligent Superintendents. Often there were enormous expense for unnecessary works. During the last fifty years, Pompeii suffered deterioration, collapses, subtractions and thefts by mass of tourists who crowed the site ruining it without respect.

KEYWORDS

Heritage: the history, traditions and qualities that a country or society has had for many years and that are considered an important part of its character.

Conservation: the official protection of buildings that have historical or artistic importance.

Restoration: the work of repairing and cleaning an old building, a painting, etc.

Mass Tourism: is a form of tourism that involves tens of thousands of people going to same place at the same time of the year.

ABOUT THE AUTHOR

Linda Menini was born on 14th July 1992 in La Spezia (Italy).

From 2006 to 2011, she attended high school Lorenzo Costa in La Spezia and she graduated with 100/100.

From September 2011 to July 2014, she attended a three-years degree course in Classical Letters at the University of Pisa (graduating with 105/110); she graduated with the Professor Saverio Sani with a thesis entitled 'Magic in Vedic, Greek and Latin worlds'.

In October 2015 and in September 2016, she participated to the excavations on Luni with the University of Pisa (digging directed by Prof. Menchelli) and on November 2015, she took part to the reconnaissance in *ager Firmanus* with the University of Pisa supervised by Prof. Menchelli.

From September 2015 to today, she is attending a course for a Master's degree in Archaeology at the University of Pisa.

1. ANCIENT SITE OF POMPEII: THE FOUNDATION, THE LIFE AND THE DEATH OF THE CITY

The history of Pompeii began in the 9th century B.C. and ended in 79 A.D. with the eruption of Mount Vesuvius, when it covered the city with hot ash and a layer of lapilli, six metres deep.

Pompeii was built on a plateau 30 meters above the sea, formed from a cast of molten rock that created a large impenetrable layer. In this area, there wasn't any water resources, which made it an unsuitable location for a protohistoric settlement. Therefore, the first settlements in the Iron Age, at the beginning of the first millennium before Christ, were located near rivers. In the Sarno Valley, near Pompeii, a necropolis was discovered and thanks to the deposited material found we can date it before the foundation of Pithecusae (780 -770 B.C.). The dead were buried in graves dug in the ground.

The absence of water on the plateau thwarted any attempts to create settlements before the 7th century B.C. Probably, in the beginning, Pompeii wasn't a settlement but a trading centre and a market. In this area, in fact, there was an intersection of three roads: one from Cuma, one from Nola and one from Stabia. Pompeii was designated to become the port of the inland cities: these were landlocked. During the Augustan Empire, Strabone wrote: 'Pompeii is Acerra, Nola and Nuceria's natural port.'

The Etruscan influence arrived at Campania and Pompeii in the 5th century B.C. when it was occupied by the Etruscans. In fact, many fragments of bucchero ware with Etruscan graffiti were discovered near the Baths of Apollo and Suburban Baths which lead archaeologists to accurately date the necropolis as belonging to the 6th century B.C.

During the 6th century B.C., Pompeii was not a laid out city and it remained small. The houses situated near the Forum were positioned in a haphazard fashion and built without any framework. It is impossible to affirm whether a standard fortification existed in that period. The Stabian baths were located beyond pomerium, in fact there was a necropolis; as well as the Doric Temple, previously dedicated to Heracles and then later to Venus, it was built on a lower level than the Forum. Probably it was a suburban sanctuary, which facilitated commerce towards Stabia road and the valley. During the 6th century B.C. Greek influence became increasingly important, and this explains why we find Corinthian pottery (near the Baths of Apollo) and terracotta artefacts.

Although there are some column drums and capitals from echinus, we do not know the original structure of the Doric Temple. The Forum was not as large as it would become in the 2nd century B.C. The most important roads were: Via Marina from West to East and Via Foro from north to south.

In 525 B.C., the Etruscan-Campania population were defeated, and in 474 B.C. the defeat of the Etruscan population from the north of Campania. In the meantime, the population of Sunnis advanced: they lived in the Apennines. The Sunnis settled in Campania and occupied Cuma in the 5th century B.C. The citizens of Cuma were forced to relocate to Neapolis (the last Greek city in Campania). Unfortunately, we have scant information about the exact details of these events.

The Sunnis were greatly influenced by Greek culture. In the 4th century B.C there was a new colonisation by the Sunnis from the Apennines. From 343 B.C to 290 B.C there were many wars, which Rome took part in, which resulted in its domination over Campania.

In 300 B.C, the Romans built a new fortification from limestone that replaced the previous one made in tuff (they were named 'pappamonte').

During the 4th century BC, the urban expansion of Pompeii began, first from the northern area of the Civil Forum and then to the east. The houses were positioned according to ancient Greek city plans. Layers of limestone, cut into large regular slabs, were now employed to cover private and public buildings facades.

During the second Punic War, many cities in Campania supported and aided Hannibal who proclaimed himself liberator from the Roman yoke, and promised these cities their independence.

As Pompeii was not a large city during the second century B.C., it didn't suffer the same dire consequences of Roman domination (Capua and Nola lost their freedom). Consequently, many families decided to move to the east or to Delo after the sieges; Rome was the mistress of the Mediterranean and Pompeii began to develop a vibrant trading market in the exportation of wine and oil.

During the 2nd century B.C., Pompeii thrived, there was a boom in the development of homes and villas: public buildings were destroyed, and in this period the Basilica and the Temple of Jupiter were erected. The prosperity of the city was most evident in the private, and sometimes sumptuous residences; for example, the House of the Faun was nearly 3000 square meters. Greek culture influenced the new urban systems and architectural forms, as can be seen in the Triangular Forum, in the renovation of Civil Forum and in the four-sided portico of theatres.

The city expanded to the east and the remains of paintings in the first Pompeian Style from the second century B.C. record this expansion.

During the Civil War, Pompeii, along with other Campanian cities, fought to obtain the right to Roman citizenship in order to be exempt from heavy tributes. In 89 B.C., General Silla occupied and plundered Stabia until it was totally annihilated. Then he attacked Pompeii, which had reinforced its fortification with a series of towers, but these did not save the city.

In 80 B.C., when Silla returned from Asia Minor, Pompeii became a Roman colony, it was renamed 'Colonia Cornelia Veneria Pompeianorum' and its lands were entrusted to the war veterans.

The country was divided in 'villae rusticae' each having 100 *jugerum* of land.

In the first century B.C., as more and more people moved to Pompeii, the city grew. By the first century B.C., Pompeii's expansion and reconstruction had been completed and in Via Abbondanza the Amphitheatre and the gymnasium were built.

During Caligula's reign (41 A.D.), and in 59 A.D., there were episodes of revolts and riots in the Amphitheatre between the citizens of Pompeii and Nuceria (probably for economic interests).

In 62 A.D., a catastrophic earthquake hit Pompeii, and many other cities in Campania and in Herculaneum. The destruction was enormous, by 79 A.D. the renovation and reconstruction work undertaken were still unfinished. The wealthy chose to move into their suburban houses whilst the poor settled in temporary accommodations.

The city became a large building site and the economic centre was situated between Via Stabia and Via Abbondanza, where many shops were rebuilt. Only the Temple of Isis had been renovated with private funding. The emperors Nero and Vespasian undertook renovations, too. Pompeii was a wealthy city, as can be seen in the luxury of its buildings and its use of coloured marbles (for example, the Temple of Public Lari).

On the dawn of 24th August, 79 A.D., after a series of earthquakes, Pompeii saw a cloud of smoke emerging from Mount Vesuvius. At 10 o'clock in the morning, the enormous cap of lava exploded violently due to gas pressure; as it flew into the air, it shattered, and became lapilli that covered 70 km of terrain. The rain of lapilli did not hit Herculaneum nor Sorrento, but Pompeii was covered under a layer of 2.6 meters. The first layer (120 cm) was formed from white lapilli; the second (140 cm) was grey. The lapilli rain continued until 28th August, accompanied with noxious gas fumes and ash fall.

The earthquake also seriously damaged Nola, Naples and Sorrento. Herculaneum was covered in 20 metres of mudslide made from ash fall and water.

Pompeii died on this day. From plaster that was injected into the voids of the ash layers, the bodies of the victims were faithfully reproduced, thanks to these plaster casts we can imagine the terror that suddenly struck the inhabitants of Pompeii. Many choked on the gases, others were crushed by collapsed roofs. It is difficult to estimate how many people actually died, probably two or three thousand in a population of ten thousand people.

Emperor Tito assisted Pompeii and formed a committee to help Campania. The properties of the dead were bestowed to the administration of the various cities for reconstruction. Pompeii was destroyed and it was never inhabited ever again. Years later, a number of buildings were erected around Pompeii.



Figure 1. The area covered by the eruption of Vesuvius (24th August, 79 A.D.).

2. REDISCOVERY AND RESURRECTION

In 95 A.D., sixteen years after the eruption of Mount Vesuvius, the memory of this disaster was still fresh in everybody's minds. The words by the Latin poet Statius (40- 96 AD), evoke the horror and the tragedy of this event:

"Will future centuries, when new seed will have covered over the waste, believe that entire cities and their inhabitants lie under their feet, and that the fields of their ancestors were drowned in a sea of flames?"¹

The memory of the buried cities was perpetuated by poets and historians, who retold the destruction of Pompeii: the Neapolitan poet Jacopo Sannazzaro was inspired by this tradition in 1502, and in his composition 'Arcadia' he imagined the rediscovery of Pompeii in the area denominated Civita, where the ancient city was in actual fact buried. Despite Luca Holtensius —one of the greatest scholars in 16th century—supporting Sannazzaro's idea, in 1637 the precise locations of Pompeii and Herculaneum were still under debate. In the meantime, the number of archaeological digs increased.

In 1592, the architect Domenico Fontana, had traced the aqueduct that brought Sarno's water to Torre Annunziata and on that occasion he cut the walls of the buildings which revealed many wall inscriptions, one of which mentioned the Venus Pompeiana Fisica. In 1689, during the excavation of a well near Mount Vesuvius, more inscriptions were discovered, one in particular referred to Pompeii, but a local scholar claimed that it didn't refer to the city but to Pompeius's villa.

In 1693, some excavations in Civita showed the presence of preserved ancient ruins. Then in 1709, the Theatre of Herculaneum was discovered but it was only until 1738 that archaeologists finally understood the inscription, and realised it referred to the 'Herculanensem theatrum'.

The situation was different in Pompeii. Rocco Gioacchino Alcubierre, a Spanish engineer, was responsible for the excavations in Herculaneum and decided to conduct a dig in Pompeii. He believed that the site was Stabia and was in disagreement with eminent scholars, such as Martorelli and Mazzocchi. On 23rd March 1748, the excavation began with twelve workers near the Temple of Fortuna Augusta. Then, his attention was captured by a wide flat space that suggested the presence of a building dedicated to entertainment. Alcubierre named it the 'Theatre of Stabia', but he was sorely mistaken. During the summer of 1763, the pomerium boundary of T. Sadius Clemens was discovered, and finally, the real identity of the city was discovered: it was Pompeii.

The excavation continued during the domain of Carlo III and under Ferdinando I.

In 1764, the Temple of Isis was discovered, and in 1765 the digging of the theatre and of the Triangular Forum began.

From 1770 to 1815, under Ferdinando I, work on the excavation increased and persevered during the French occupation and Restoration. The Forum, the Basilica and many private buildings; for instance, the House of Faun, were all discovered in 1832.

During the Bourbon domination, work on the excavation site slowed down but restarted when Italy was created a monarchy. From 1860, the director of the excavation was Giuseppe Fiorelli who was the initiator of innovative digging techniques.

Pompeii was divided into nine regions; each region was sectioned into numbered insulae (blocks), and each door on the street was given a number so any house could be conveniently detected by three numerals.

¹ Publio Papinio Stazio, *Silvarum Liber III*.

The frescoes were neither removed nor transported to the Archaeological Museum of Naples as they used to be. But they remained on site: that situation forced archaeologists to find new techniques of diggings and restoration to preserve the ancient ruins.

A new method of reproducing the victim bodies and perishable materials (e.g., trees, vegetation, wooden objects) which had frozen in time, was obtained by the use of plasters casts. Fiorelli's successors (Ruggero, De Petra, Pais, Sogliano) continued the excavation of the living quarters in the northern area. From 1910 to 1924, under the supervision of Vittorio Spinazzola, the excavation of the southern and eastern districts took place, near Via Abbondanza.

During the 20th century, the archaeologist investigations continued under Amedeo Maiuri, he was appointed superintendent from 1924 to 1961, and it was he who discovered the House of Menander, the Villa of the Mysteries and the Grande Palestra, near the Amphitheatre. He was the author of many publications and the initiator of new digging and restoring techniques.

An important act was the removal of surplus excavated material that covered the external layer of the city (in the southern and northern areas). These materials were subsequently used for the reclaim of wetlands near Sarno River and for the construction of the motorway from Naples to Pompeii.

Today, the Superintendence and the scientific missions of research who work in Pompeii, are engaged in exploring and broadening our understanding of the existing excavation sites. Their aim is to document the various historical stages. Consequently, future excavations have been postponed. In fact, the primary and most urgent objective is to document accurately the previously unpublished excavations; this knowledge is essential in order to start and conclude the restoration process and will highlight the urgent and indispensable measures needed to help conserve Pompeii, after a significant period of neglect and inattention.



Figure 2. A new method of reproducing the victim bodies was obtained by the use of plasters casts.

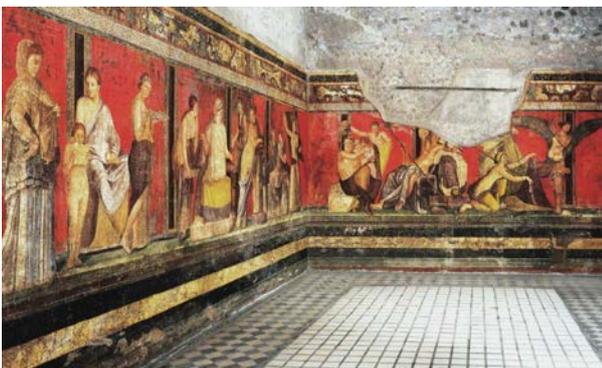


Figure 3. Image of Villa dei Misteri.

3. MODERN POMPEII'S DEVELOPMENT AND ANCIENT POMPEII'S DECLINE

Modern Pompeii is a city located in the province of Naples, near Mount Vesuvius, with a surface of 12 km² and a population of 26,000 inhabitants. It is a city with an array of tourist facilities, such as: hotels, camping sites, restaurants, pubs, bars, shops, and so on.

The modern city is also famous for the Pontifical Shrine of the Blessed Virgin of the Rosary of Pompeii: it's a Roman Catholic cathedral and it was commissioned by Bartolo Longo. He started restoring a church in disrepair in October 1873 and promoted a festival in honor of Our Lady of the Rosary. In 1875, Longo obtained a painting of Our Lady of the Rosary from a convent in Naples and raised fund to restore the image so as to locate it in the church. Miracles began to be reported and pilgrims began flocking in droves to the church. Three hundred people of the area pledged a penny a month for the work. Bartolo Longo was encouraged by Giuseppe Formisano, Bishop of Nola, to begin the construction of a larger church: the cornerstone being laid on the 8 May 1876. The church was consecrated on the 7 May 1891 by the Cardinal Raffaele Monaco La Valletta, representing Papa Leone XIII.

So, Pompeii is cosmopolitan city and the mecca for a considerable flow of tourists, who not only visit the city, but consider Pompeii as a home base for their excursions to other tourist resorts. But Pompeii also reminds us of its world famous archaeological site.

As Pompeii grew, in 1928 it became an autonomous municipality, and in 2004 an independent city. Sadly, since the beginning of the 20th century, the ancient site has lived a rather negative period. Fewer diggings have been conducted and there have been numerous acts of thefts, and vandalism. Moreover, ever since its discovery, the ancient city has been exposed to atmospheric pollution, and this coupled with the years of general neglect, and abuse, have all contributed to its steady and inexorable deterioration.

In the sixties, the Italian Parliament set up a Parliamentary Commission of inquiry for historical, archaeological, artistic and landscaping heritage. The title hid its true purpose: during the economic and demographic boom, the main concern of Italian politicians was the development of Italy, so they deliberately chose to ignore its immense cultural heritage with its innumerable monuments and ancient ruins. Progress had made citizens impatient and eager to brush away any impediments that may have prevented or slowed down the building of their own homes. During the sixties, the relationship between Italians and their cultural heritage changed: they had an increasing awareness of the outside world, but they considered ancient site excavations, such as Pompeii, to be of minor importance. Prosperity, blazoned by the United States, was adopted as their role model; economic stability and peace were forefront in Italy's mind and for the most part, their interests were focused on developing international trade and political alliances.

The present and the future become important, while the past was forgotten. Furthermore, fortresses, castles, churches, palaces became associated negatively with power and war; in that period democratic values became widespread while interest for ancient ruins faded.

The repercussions of this policy are found in Pompeii today. In fact, after Amedeo Maiuri, the ancient site lived a crisis: severe and growing were the problems of maintenance and restoration. Excavation was not conducted over large areas but was limited to individual buildings.

During the eighties the situation evolved, there was a growing awareness and a sense of national pride among Italians as they began to appreciate the antiquities, this helps to explain the enormous interest kindled by the discovery of the Riace bronzes which surfaced to light in 1981.

The concept of preserving Italian heritage spread, despite the inability and the unpreparedness of the Italian authorities. Funds were allocated for concerts, theatres, monuments and ancient ruins. Pompeii became a destination of mass tourism and for this reason it received substantial financial assistance.

In 1980, the earthquake in Irpinia changed the situation: previously, conservation in Pompeii meant building wooden canopies, and its maintenance was regular. During the Second World War, the site had suffered bombings by the Air Force and many ancient buildings had either been seriously damaged or utterly destroyed. After the war, reinforced concrete was used extensively. Among the most important reconstructions, were the House of the Mysteries and the The House of Menander. However, the use of the reinforced concrete caused unexpected subsidence in the ancient buildings (it turned out to be heavier than the original material).

Not forgetting earthquakes, fires, renovations, thefts, embezzlements, and abuse that happened over the centuries, the earthquake in 1980 highlighted the general fragility of the site. The materials used for the construction had become aged and subject to weather stress, chemical and thermal pollution. Until then, the conservationists' main goal was to protect the decorated areas and any reconstruction was limited to educational purposes and not for conservation.

The Italian army was appointed to watch over the stability of the ancient ruins and to provide protection for any repair work that required urgent attention. These were extraordinary provisions and, at the same time, the 'Archaeological Superintendence for the City buried by Mount Vesuvius' was instituted. Although there was a scientific board of overseers, the resulting excavations were crudely performed in order to save money, and were opposite to the actual needs of the site. Pompeii was classified as moderate seismic risk and, for this reason, specialists decided to use reinforced rods in the ancient buildings, but these structures lost their original elasticity. Experts soon realised that limestone was more effective in absorbing seismic vibrations, and ironically, the new interventions made the ruins more susceptible to collapse.

After ten years of work, the end result were pockets of restorations and reconstructions, while the remaining site was subject to the weathering and degenerative action of vegetation. Only a small area (14%) had been effectively conserved.

In regard to vegetation, Maiuri had identified the serious concern presented by a particular weed, *ailanthus*, commonly called *tree of heaven*, (in Latin *Ailanthus glandulosa*). It was native to Japan, but left undisturbed in Pompeii the invasive plant grew rapidly, and its aggressive root system penetrated between the stones, causing damage to the foundations. The ancient city provides the ideal habitat for this weed because it has a humid and wet climate. The periodic weeding did nothing to prevent its regrowth and diffusion. Only in recent years, have steps been taken to systematically eliminate this foreign vegetation, employing the necessary resources so as to complete the general weeding of 44 hectares belonging to the ancient city.

In 1997 The World Heritage Committee decided to enter in the list of World Heritage UNESCO the archaeological sites of Pompeii, Herculaneum and Torre Annunziata for this reason: 'The impressive ruins and the houses of Pompeii, Herculaneum and the towns of Torre Annunziata, buried by the Mount Vesuvius eruption in 79 A.D., are a vivid example of ancient life and society and they are unique to the world.'

4. SITE CONSERVATION

In the last twenty years there have been many problems concerning the maintenance of the archaeological site. Various measures have been proposed, and numerous investigations completed, but there is still no common agreement about the site's restoration. To name but a few, the project 'Pompei-Insula del Centenario IX', which started in 1999 and concluded in 2001; 'Un piano per Pompeii' 1997-2005 : a plan for the conservation and management of Pompeii's archaeological heritage. Furthermore, it produced a GIS system for the analysis of conservation in the urban area. The information for this system was obtained through the reconnaissance on the state of conservation of walls, roofs, plastering, frescoes, painted plaster, floors, and the mosaics.

Between 2008 and 2011, under the guidance of commissioner Marcello Fiori, there was 'The plan to relaunch Pompeii' ('Piano di rilancio di Pompeii'), 33 million euros was allocated by the European Community and the Campania Region. The noble goal was to enhance the archaeological area but the outcome proved to be unsuccessful. The plan involved several different projects: 1) *Pompeii on Bike*; a 4 km sightseeing cycle lane. 2) *Easy Pompeii*; a two-hour long pedestrian path from Piazza Anfiteatro, for people who had ambulation difficulties. 3) *Baby Pompeii*; the opportunity to leave infants and small children with childminders who engaged with them in workshops, whilst leaving their parents free to visit Pompeii. 4) *Pompeii and Mount Vesuvius*; where visitors could experience a simulation of the cataclysmic volcanic eruption. 5) *Use of Great Theatre*; for public shows. 6) *Auditorium*; a place where concerts and ballets were to take place. 7) *Antiquarium*; the information point for tourists. 8) *Pompeii at Night*; would revive the charm of the ancient town at night with guided tours. 9) *Ave Canem*; a proposal for adopting stray dogs which run rife around the site. 10) *Archaeo-agriculture*; aimed to promote and cultivate organic produce in neighbouring areas. 11) *Archaeo-restaurants*; would have been one of the last stops in the tour, where visitors would be encouraged to taste gourmet dishes and flavours of ancient recipes taken from the Roman era, along with more contemporary and traditional dishes (in the Villa of Mysteries a local wine would be produced).

Considering the vast state of neglect and deterioration of the site, its rehabilitation and works of repair to guarantee the public's safety, cost the administration 80 million euros, which meant the previously mentioned projects were left with nothing. The restoration involved prestigious villas, such as the Villa of the Mysteries, the Fulling, the House of the Ephebe, the House of Loreio Tiburtino, the Cryptoporticus, the House of Venus in the Shell, the Villa of Giulia Felice, and the Villa of Poppea in Oplontis. The project was called 'Pompeii Viva'.

On 25th October 2011 a UNESCO report criticized the work of Marcello Fiori, the Special Commissioner appointed by the Italian Minister Bondi, for not safeguarding and preserving Pompeii properly, and for implementing unnecessary work such as the remake of the New Theatre. The report listed several recommendations in view of a future inspection in 2013.

In 2011, Teresa Cinquantaquattro was nominated Superintendent, and the European Commission decided to allocate 105 million euros to Pompeii, to deal with the repeated collapses of its crumbling structures. Lorenzo Orgaghi, the new Minister of Monti's government, announced works would commence in February 2013. After a few months, there was a new Minister, Massimo Brey, who promised to relaunch Pompeii with the project 'Great Pompeii' and with an extraordinary Superintendence also on Herculaneum and Stabia, Massimo Osanna was elected for this position. After a year of restoration, the House of Golden Cupids (Casa degli Amorini Dorati) reopened, the huge turnout and the positive response by the general public was tremendous. It reinforced the importance of tourism and the loss of income due to incompetent management and political neglect.

Soon after, UNESCO communicated to Italy that December 31st 2013 was its deadline for undertaking the appropriate measures to resolve the new structural problems reported by UNESCO. In addition to this injunction, there were fears of infiltration by the Camorra: the DIA (*Direzione Investigativa Antimafia*) inspected sites to verify the presence of the mafia; as of today, investigations are ongoing.

In addition, from 2014 until 2024 there is the ongoing project: 'Pompeii Sustainable Preservation Project', supported by the University of Monaco and the University of Stuttgart, it provides a funding of 10 million euros; and a super specialist team of professors and researchers whose objective is to conduct restorations and research on ancient materials to utilize for the conservation of the site.

Despite numerous interventions in the last fifteen years, Pompeii has suffered many casualties. Between 2004 and 2010, five collapses were declared, but many other minor collapses were not publicly acknowledged, they occurred in Via Abbondanza, the main street with its many residences and public buildings; this area is subject to landslides owing to its morphological position. The first two collapses occurred in The House of Menander and in the House of Labyrinth; another involved the peristyle within the House of Paquius Proculo, one on the House of Centenary and the demolition of a wall on the House of the Silver Wedding. In 2010, the landslide on the House of the Chaste Lovers and the collapse of the ceiling beams in the House of Polybius owing to heavy rains, were all symptomatic of Pompeii's general decay. If nothing is done to properly conserve the site, further collapses will inevitably lead to the city's second destruction.

In October, there were new collapses in the House of Trebio Valente and in the House of the Moralist. Luckily, the 6 to 7 meters of unspecified material that fell were of little value, mostly tuff and limestone. In the beginning of November, a wall along an alley in Iphigenia, collapsed a week later, the House of Gladiators also collapsed due to torrential rains. A 1996 report had urgently recommended the continual monitoring and maintenance of the area on a regular basis, but it had fallen on deaf ears.

From 2008 to 2010 there was the restoration of Theatre Complex, over 6 million euros had been spent and the project prepared by the Superintendence who issued a call for tenders for the estimated cost of 730,000 euros. On this occasion, there was an intervention with cement on pre-existing marble slabs. Unfortunately, archaeologists had not taken into account article n.13 of the Carta di Venezia dated 1964 (UNESCO-ICOMOS) which stated: 'Additions cannot be tolerated unless all parts of the buildings are respected, the original collocation, the equilibrium and the relation with its surrounding environment.' In October 2011, the Villa of Diomedes along Via Consolare collapsed, the event was reported in national and international newspapers.²

Finally, in March 2014, a small section of a wall in a house along the alley of Via Nola, Regio V, Insula 2, civico E, crumbled. Custodians reported the collapse, but the Superintendent, Massimo Osanna, claimed that the collapse was not recent, but had occurred some time ago (the area was closed to the tourists). This casualness and lack of surveillance, highlighted the site's degrade and deterioration, it is not even safe from lootings, especially from visitors who take pieces of the ruins to bring home as souvenirs.

The series of unforeseeable events underlines the careless management of the excavations by irresponsible and negligent Superintendents on an archaeological site that had remained perfectly preserved for nearly two thousand years, and which is the envy of the world.

² Stella Cervasio, 'Nuovo crollo a Pompei: cede la casa del Moralista', La Repubblica, 30 Novembre 2010.



Figure 4. A photo of a collapse in Pompeii (Via dell'Abbondanza).

5. TOURISM

The number of visitors to Pompeii is impressive: every year, 2 million tourists spend their holidays in Pompeii, and this despite the degradation, the poor maintenance, the temporary closures of some its excavation sites, and bad publicity. A significant number of scathing articles appeared in renowned newspapers; for example, *The Guardian*, *Le Figarò* and *Le Monde* who denounced Italy's inefficiency and neglect to take care of its prestigious archaeological site.

Tourism allows Pompeii to be kept alive.

Two characteristics are fundamental for a cultural site to become a tourist attraction. First, the intrinsic values of beauty and historicity. Secondly, the presence of a public interested in visiting it regardless of how little or how much they know about the historical value of an ancient ruin. Everyone acknowledges the importance of mass tourism. Without free time and the reduction in working hours by all the social classes there would be no holiday travelling in masse abroad. The tourist industry has become the driving sector of the future.

There are many different types of tourism, but in Pompeii we have "cultural tourism". Studies have shown cases where monuments have been eroded and decay accelerated, caused by the sheer volume of tourists. Unfortunately, Pompeii falls in this exact category, in fact it presents physical erosion problems—in contrast to Venice where tourists and local population overlap—in Pompeii we have a division between the archaeological area and the modern city.

Furthermore, Pompeii appears insensitive to its potential and to the benefits of tourism. Its luck started with the discovery of the site and it didn't have experienced setbacks. In recent years, it has lived a flourishing period because of international tourism.

Despite the mass tourism, the number of services available in Pompeii are insufficient, hotels and restaurants are unable to meet up with public demand. For this reason, many tourists who visit the historical site have to stay overnight in a different city: Pompeii is only a stopover resort, a one-day trip location.

To reconcile the mass tourism with the survival of the archaeological site appears to be nothing short of complicated. For this reason, in 2016 a proposal was announced, a tourist quota in cities or sites which were considered endangered, and Pompeii was on this list. The idea was hatched after the interview of Adele Lagi, an official of UNESCO of Mibact, who declared during a convention in the presence of Minister Franceschini: 'Cruise passengers destroy the site in Pompeii. In fact, the stylobate of the Temple of Apollo was ruined by the influx of tourists'. In the Italian newspaper, 'Il Mattino', there was an article about the proposal by the Superintendence: the creation of a virtual system to illustrate alternative itineraries for tourists.

What is the solution to the problem? Access should be limited to a fixed number of visitors, temporary access and fixed routes are just some of the ideas for the future, but time is running out and it is absolutely necessary that something be done to safeguard Pompeii's future.



Figure 6. The mass tourism in Pompeii.

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Linda Menini

'Dialogue on Cultural Heritage in Times of Crisis'

*MODERN POMPEII AND ANCIENT POMPEII: RELIGIOUS TOURISM
AND THE SITE*

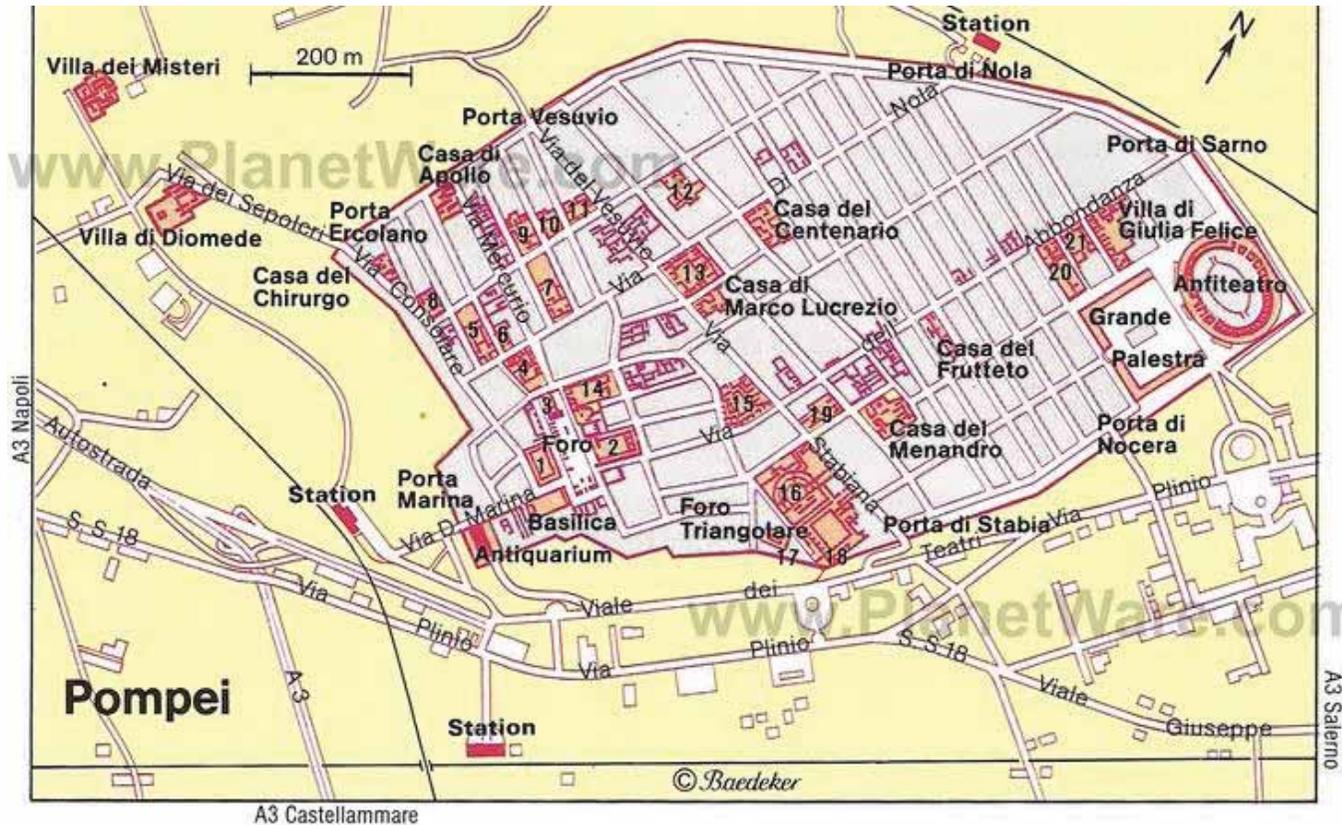


25 Sept. 2016

Hotel Principe *Napolit'amo*, Naples

The history of Pompeii (from 9th century B.C. to 79 A.D.)

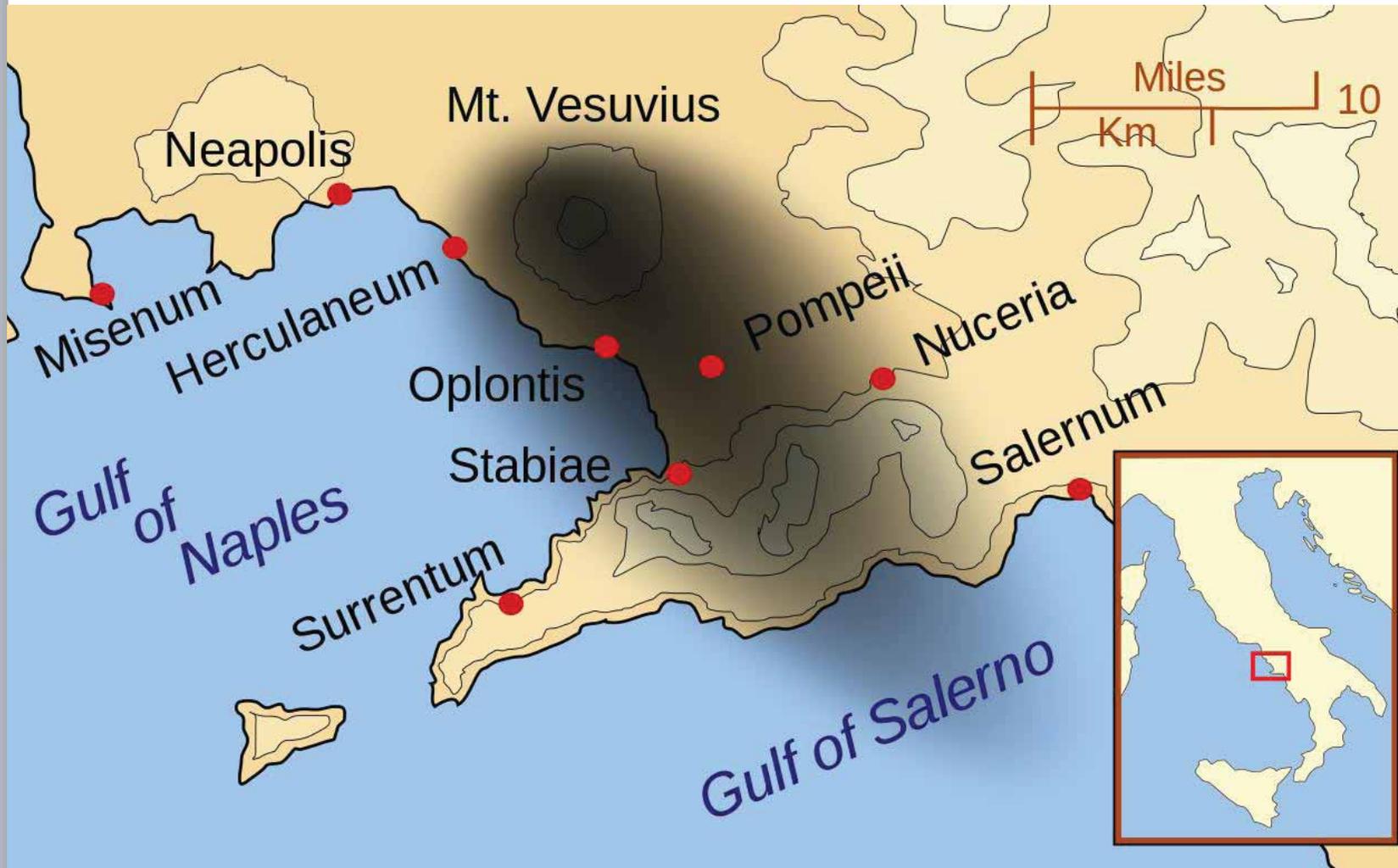
- In the Iron Age, the first settlements were located near river Sarno.
- During the 7th century B.C., Pompeii was a trading centre.
- In the 6th century B.C., it was not a laid out city and remained small.
- In the 5th century B.C., it was occupied by the Etruscans.
- At the end of 5th century B.C., the Sunnis population advanced.
- During the 4th century B.C., Rome occupied Campania and the urban expansion of Pompeii began.
- In the 2nd century B.C., the city thrived.



- | | | | |
|------------------------|----------------------------|-------------------------|---------------------------------------|
| 1 Temple of Apollo | 7 House of Faun | 13 Central Baths | 19 Casa del Citarista |
| 2 Building of Eumachia | 8 House of Sallust | 14 Macellum | 20 House of Marcus Loreius Tiburtinus |
| 3 Temple of Jupiter | 9 House of Labyrinth | 15 Stabian Baths | 21 House of Venus |
| 4 Forum Baths | 10 House of Vettii | 16 Large Theatre | |
| 5 House of Pansa | 11 House of Gilded Cupids | 17 Doric Temple | |
| 6 House of Tragic Poet | 12 House of Silver Wedding | 18 Gladiators' Barracks | |

During the roman occupation, the city was divided in regular blocks and there was a boom in the development of homes and villas. In this period the Basilica and Temple of Jupiter were erected.

In 80 B.C General Silla renamed the colony of Pompeii: 'Colonia Cornelia Veneria Pompeianorum'.



Vesuvius eruption

In 79 A.D., after a series of earthquakes, Vesuvius erupted. The rain of lapilli didn't hit Ercolano or Sorrento, but Pompeii was covered by a layer of 2 meters.

Excavations on the site.

- Between the 15th century and the 16th century the precise location of Pompeii was still under debate.
- In 1592 the architect Domenico Fontana found many wall inscriptions.
- In 1693 some excavations showed the presence of preserved ancient ruins.
- In 1709 the Theatre of Herculaneum was discovered.
- In 1763 Rocco Gioacchino Alcubierre discovered the Theatre of Pompeii.

The excavation continued during the domain of Carlo III and under Ferdinando I

The Temple of Isis was discovered in 1764.



The House of Faun was discovered in 1832.





During the Bourbon domination, work slowed down but restarted during the monarchy.

From 1860 the director of the excavations was Giuseppe Fiorelli. He introduced a new method of reproducing the victim bodies and perishable materials: he used plasters casts.



From 1924 to 1961 Amedeo Maiuri was appointed superintendent. He was the author of many publications and the initiator of new digging and restoring techniques.



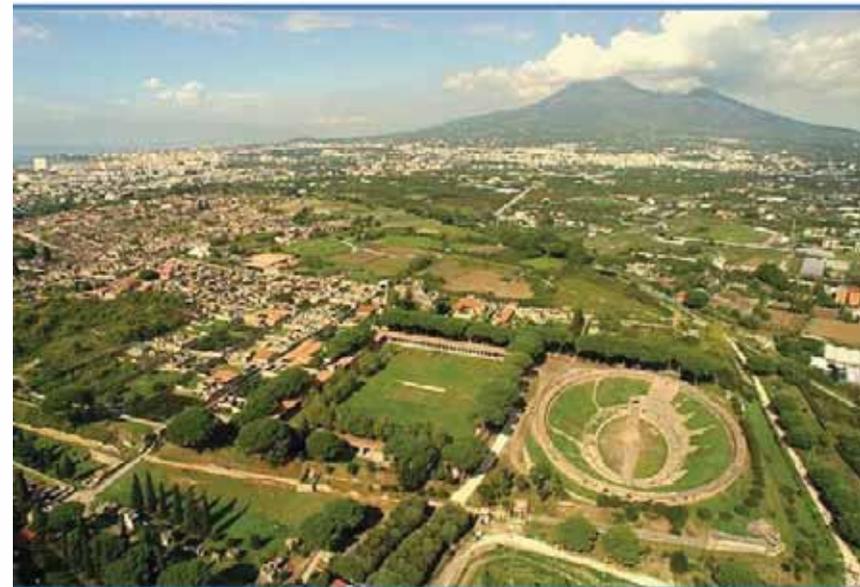
Amedeo Maiuri discovered the House of Menander, the Villa of the Mysteries and the Grande Palestra.



Modern Pompeii is located near Mount Vesuvius. This is a city with an array of tourists facilities.



The archaeological site.



The ancient Pompeii's decline

- In the sixties, during the economic and demographic boom, the main concern of Italian politician was the development of Italy and not the cultural heritage.
- During the eighties, the situation evolved and people began to appreciate the antiquities.
- After the earthquake in Irpinia, specialists decided to use reinforced rods in the ancient buildings, but these structures lost their original elasticity.

In the last century, earthquakes, fires, renovations, thefts, embezzlements and abuse highlighted the general fragility of the site. There was another problem: the presence of ailanthus, an invasive weed which penetrated between the stones.



In 1997 The World Heritage Committee decided to enter in the list of World Heritage UNESCO the archaeological sites of Pompeii, Herculaneum and Torre Annunziata.



Site conservation.

Various measures have been proposed concerning the maintenance of the site:

- The project ‘Pompeii-Insula del Centenario IX’ (1999-2001)
- ‘Un piano per Pompei’ (1997-2005)
- ‘The plan to relaunch Pompeii’ (2008-2011)
- ‘Great Pompeii’ (2013)
- ‘Pompeii Sustainable Preservation Project’ (2014-2024)

From 2004 to 2010 five collapses were declared, but many other minor were not publicly.

The House of the Moralist



The House of Gladiators



A list of collapses from 2003 to 2010

DATA	OGGETTO	DANNI
SETTEMBRE 2003	Themopolium I	<i>Crollo soffitto in legno.</i>
SETTEMBRE 2003	Insula Occidentale	<i>Crollo di un muro nel giardino inferiore.</i>
SETTEMBRE 2003	Casa Regina Margherita	<i>Infiltrazioni, solai danneggiati.</i>
SETTEMBRE 2003	Quadriporico dei Teatri	<i>Infiltrazione d'acqua.</i>
SETTEMBRE 2003	Casa degli Scienziati	<i>Crollo intonaco parietale.</i>
MARZO 2004	Regio I, Insula II	<i>Crollo di una sezione in muratura.</i>
2004	Domus di Menandro	<i>Crollo di parte del tetto.</i>
2005	Domus del Labirinto	<i>Crollo di parte del tetto.</i>
2005	Domus Paquio Proculo	<i>Crollo di una sezione.</i>
2006	Vicolo Nozze d'Argento	<i>Crollo di un muro.</i>
AGOSTO 2008	Regio II, Insula V	<i>Crollo di un muro.</i>
GENNAIO 2009	Casa IX, 9	<i>Crollo di un muro.</i>
GENNAIO 2009	Regio III, Insula VII	<i>Crollo di un muro.</i>
GENNAIO 2009	Regio VIII, Insula II	<i>Cedimento di due volte</i>
FEBBRAIO 2010	Domus Augustali	<i>Crollo di un muro.</i>
NOVEMBRE 2010	Domus dei Gladiatori	<i>Crollo dell'intero edificio.</i>
NOVEMBRE 2010	Casa del Moralista	<i>Crollo dell'intero edificio.</i>
OTTOBRE 2011	Porta di Nola	<i>Crollo di un muro.</i>

The series of unforeseeable events underlines the careless management of the excavations by irresponsible and negligent Superintendents on the archaeological site.

From 2008 to 2011 there was another problem on the site: the presence of stray dogs.

Marcello Fiori proposed a project for adopting them: it was nominated 'Ave Canem'.



Tourism

The number of visitors to Pompeii is impressive: every year, 3 million tourists spend here their holidays.



In 2016, a proposal was announced, a tourist quota in cities or sites which were considered endangered, and Pompeii was on this list. The idea was hatched after the interview of Adele Lagi, who declared: ‘Cruise passengers destroy the site in Pompeii. In fact, the stylobate of the Temple of Apollo was ruined by the influx of tourists’.



What is the solution to the problem?

- Access limited to a fixed number of visitors
- Temporary access
- Fixed routes
- Creation of a virtual system to illustrate alternative itineraries for tourists
- Other ideas???



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Thank you for your attention!