

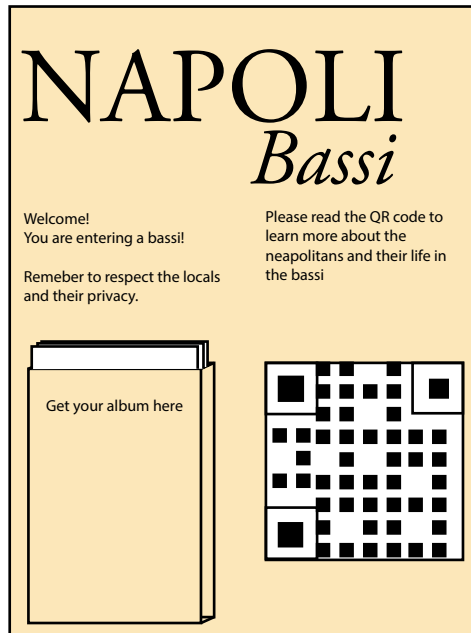
NAPOLI

Bassi

Album

At the start of the street there will be a card and a QR code. The sign will say “Learn about the Neapolitans and the Bassi”. The QR will have a brief story of the place. And, also, some rules of good behavior for the tourists. For example, it’s okay to talk to the elderly, as long as you treat them well and do not take pictures of their houses. It will explain about the language barrier and ask for comprehension.

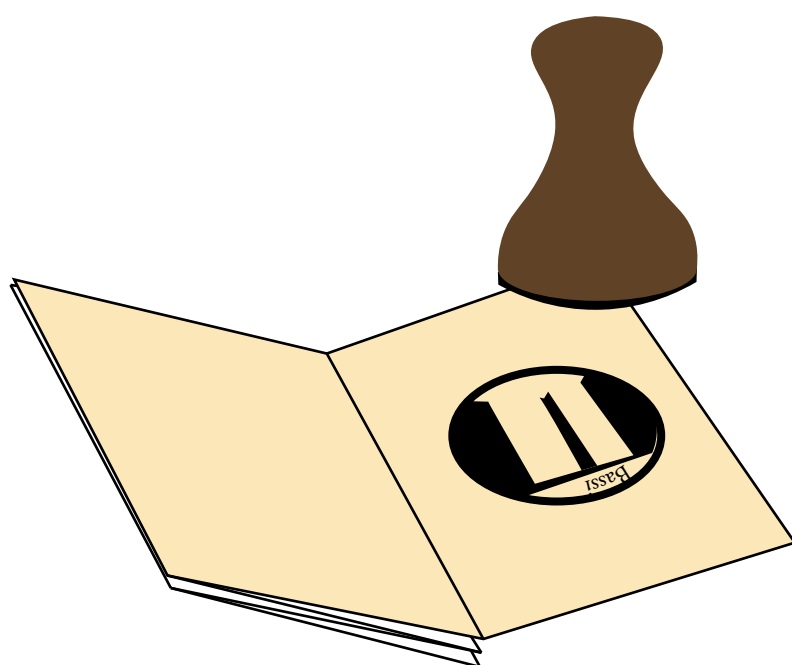
(There will be a better banner)



The QR will also explain the dynamics of the project: below the card the tourists can find a fanzine. Each page will lead to a representative and cultural place in the Bassi, such as the paper flower store. And, for those who visit the place, there will be a stamp.

Stamps

The stamps shall be with the elderly (only the ones who allow it) and they will give it to the tourists who come talk to them about the culture, asking about their favorite places in the city. After visiting all the places the combination of the stamps will form an image of the Bassi. This way, the tourists will have a nice souvenir to remember their trip and we will ensure that the culture is respected and known.



Conclusion

The main idea is to put the elderly as centers of the culture, as well as giving them space and privacy at their homes. For that, only the Neapolitans who agree with the project will take part into it.