

Neapolitan Smurfettes Studio



Monica Corrente



Alessia Fusco



Giulia Alvigi



Martina Avitabile



Flavia Arrichiello



Cecilia Taglione



Brief

Our project is focused on elderly individuals living in the *bassi* of Naples, historic ground-floor homes that open directly onto the main streets of the old town.

Nowadays, the elderly residents of these *bassi* are facing increasing social isolation due to the phenomenon of **overtourism**. As a consequence:



- The elderly are marginalized and perceived as obstacles to the "economic optimization" of their living spaces, which are often seen as potential tourist rentals.
- Furthermore, there is a growing risk of losing local traditions due to the lack of adequate spaces and initiatives to facilitate intercultural dialogue.

Requirements

The **focus** of our project is to create an innovative space for interaction between elderly residents of the *bassi* and tourists.

We asked our designers for a solution by which *overtourism* and the *language barriers* generated by it do not confine these seniors on the margins of society, but instead **enhance** them and their original context, the *bassi*, making them feel still useful and an **active part of the Neapolitan community**.



We asked for a solution meeting the following requirements:

Easy of use. The project must be simple to implement, both for elderly residents and tourists.

Sustainability. The solution must be **durable** and environmentally friendly, using **sustainable materials**.

Accessibility. It should be **easy to understand** for a broad audience.

Background

Overtourism is a growing issue in Naples, with a 40% increase in tourists from 2017 to 2022 and a rise in unregistered accommodations. In 2022, the historic center had around 2,000 registered B&Bs, alongside many unregulated ones, causing an imbalance between residents and tourists.

This trend drives **gentrification**, as homes are converted into tourist rentals, often displacing local residents, particularly the elderly.



"If the situation does not change, we will all be forced to leave our homes to B&Bs and holiday rentals, making the historic center of Naples a playground for tourists"

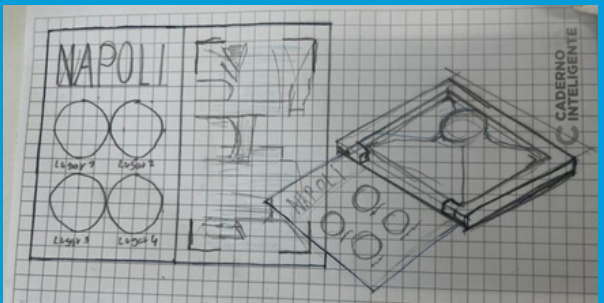
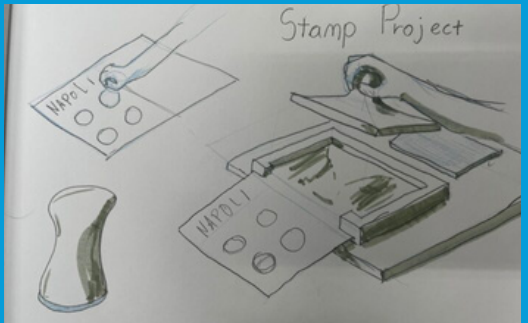
Experts warn that this influx **threatens the cultural identity** of Naples' old town where seniors, as tradition-keepers, struggle to engage with visitors due to **language barriers** and a lack of meaningful exchange platforms.



Initial Design

Our **Design team (#29)** has developed three proposals for us:

1. **Cultural Fair.** The idea is to organize a cultural fair in the *bassi* where residents can share their traditions and raise awareness among tourists about the importance of respecting local culture. **QR codes** will be provided to offer information about the area's history.
2. **Reccomendations Guide by Naples Residents.** A tourist guide offering recommendations from the residents of the *bassi* about **places to visit**, accompanied by **texts on local history and culture**.
3. **Collectable Album.** An album designed to collect photos of the most beautiful places in Naples. Tourists can interact with the *bassi* residents, receiving **stamps or stickers** in the album.

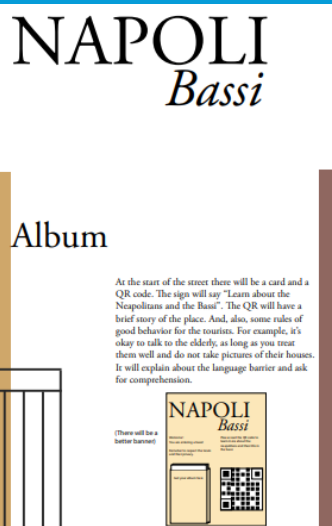


Improved Design



In order to identify a solution that could be more relevant to our request, we asked our designers to combine an element from the first proposal - the QR code - with the idea of a Collectable Album for visitors to Naples.

The Design team then provided us a graphic illustration of the *Collectable Album*.



Finally, to further improve the concept of the project, we delivered additional feedbacks and suggestions on the key aspects we felt needed to be deepened. In particular:

NOVEMBER 19, 2024
Suggestions | Italy to Brazil

After reviewing the three ideas and receiving your final draft, which beautifully combines elements from each proposed concept into one cohesive vision, we have one final request. In order to work on the prototyping phase, we ask you to develop for the finalized concept a visual identity and a detailed technical drawing about:

- The document accessed via the QR code
- The QR code itself
- The stamps
- The booklet where the stamps will be applied
- The sticker indicating the elderly person's willingness to interact with tourists, share their stories, and apply the stamp.

We asked to develop the concept of the QR code in more detail and to add a booklet where the stamps will be applied.



Final Design

The final design developed by team #29 to address the problem of our initial brief includes:

1

2

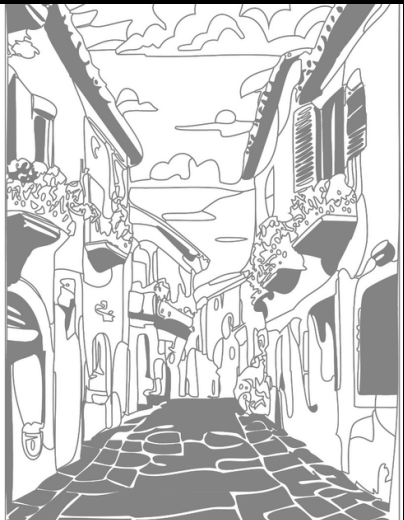
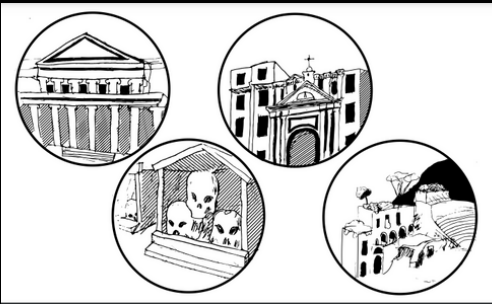
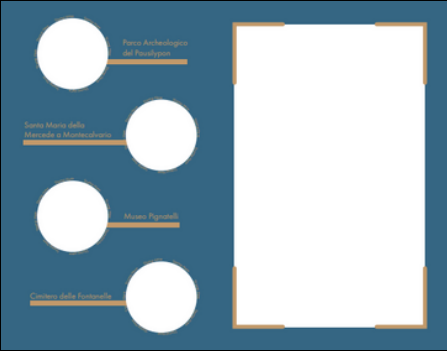
3

A collection of stickers placed near the *bassi* to signal that the residents are open to engaging with tourists and providing directions and information.

Technical Drawings



We received the technical drawings for the booklet, stamps and stickers.



Prototyping

Team 29 provided us with the assets needed for prototyping. Our team then used these assets to validate the proposal.

STEP 1 - Print everything

STEP 3 - Stick them around

STEP 8 - Let the tourists scan the QR code

STEP 10 - Allow the elderly to stamp the tourist's booklet after interacting with them

Communication



Our communication with team #29 was generally positive. We set up several video calls on Meet and created a WhatsApp group to make collaboration easier and exchange feedback in a fast way.

Only towards the end of the project we noticed some communication challenges. We also encountered a misunderstanding regarding the tasks to be completed by both teams and the blog management, since our instructions were removed from their section without notice. Team #29 provided a prototype of the final solution, which was actually a task meant for our team.

Despite this, we truly appreciated the quality and attention to detail in their prototype.



Overall Feedback

Overall, the final design solution aligned well with the problem outlined in the brief, though it showed a partial understanding of our cultural context. This is understandable, as communicating and capturing the nuances of local culture from a distance can be challenging.

Despite these challenges, team 29 demonstrated collaboration, creativity, and made a significant contribution to the project's success.