

BRIEF: JOY OF EVERYDAY LIFE

Group 21: *The Scugnizzi Club*

INDEX

1. BACKGROUND
2. DATA, RESEARCH AND INSIGHTS
3. TARGET AND PERSONAS
4. SCENARIO
5. REQUIREMENTS
6. SUGGESTED BUDGET
7. CONCEPT IDEAS AND REFLECTIONS
8. DEADLINES
9. SURVEY DATA
10. CONCLUSION

1. BACKGROUND

Naples is a city with almost 3,000 years of history. It was first a Greek colony (Parthenope, later Neapolis) and then became an essential part of Ancient Rome.

Over the centuries, many cultures ruled the city — Normans, Angevins, Aragonese, and Bourbons — all leaving architectural, cultural, and linguistic traces.

The historic center of Naples is recognized by UNESCO for its uniqueness and historical richness. Ancient ruins, museums, and good food have always made the city a strong tourist destination.

But Naples is not just chaos and fast life — it is also a city that *lives through pauses*.

Taking a break here is not a luxury; it is almost a necessity, an act of quiet revolution. Naples perfectly represents this idea: “*il dolce far niente*” (the sweetness of doing nothing) is a typical Neapolitan way of living.

In Naples, taking a break also means *connecting with others*.

These small moments of contact are something Neapolitans need every day. That’s why Naples is famous for its warmth and hospitality — it’s easy to start a conversation with a stranger.

The squares, narrow streets, and seafronts all tell the story of a culture of “stopping to talk,” “sitting to look at the sea,” or “feeling the street breathe.”

Benches, in this way, become the meeting point between tradition and modern life: a place where time slows down and where visitors — especially older ones — can feel part of the city, not just spectators.

In an urban environment like Naples, full of slopes, heat, and crowds, a bench is also an act of public care. It represents rest, accessibility, and hospitality.

“In Naples, even sitting down is an act of love for the city.”



2. DATA, RESEARCH & INSIGHTS

Today, Naples is one of the **three most visited cities in Italy**, with strong growth in tourism among people over 60 and among foreigners.

Older adults represent around **25% of the Italian population**, and many of them travel looking for slower, more authentic experiences — journeys to *live*, not rush through.

Senior travelers make up an important part of European tourism: they have more time, stable budgets, and high expectations of comfort.

Recently, the trend of “**slow tourism**” has grown — focusing on comfort, accessibility, and relaxation.

One of the biggest problems reported by senior tourists is the **lack of resting points**: shady benches, cool areas, and panoramic viewpoints.

In Naples, public benches are increasing thanks to local projects like *#PanchineInFiore* and *Talking Benches*, but they are often **badly distributed or not signposted**.

Key insight:

For an elderly person, a bench is not just urban furniture — it is an **invitation to stay, breathe, and share**.

3. TARGET AND PERSONAS

Main target:

Senior tourists (60–80 years old), Italian and foreign, who want to explore Naples slowly. They need frequent resting areas, shaded zones, clear maps, and meeting points.

Personas

Lucia, 64, tourist from Milan

She is visiting Naples for the first time. She loves art cities, enjoys talking to people, and making new friends, but she gets tired easily.

Her motto: “I like to understand places, not just visit them.”

Goals:

- Discover the authentic Naples beyond tourist clichés
- Find comfortable, shaded resting spots
- Meet locals and share cultural moments
- Feel safe and oriented without too much technology

Lucia wants to observe, listen to, and breathe the city. She chooses *slow tourism* not only for physical reasons, but because she wants real, human experiences.

Antonio, 75, true Neapolitan

He goes every day to the Vomero gardens and loves to tell stories to tourists.

His motto: “Every bench has its own story — you just have to listen.”

Goals:

- Keep social connections and feel useful

- Share his memories and knowledge
- Promote his city and fight stereotypes

Antonio is a living bridge between past and present — the city’s memory, ready to share. He wants to meet new people, even foreigners, and become an ambassador of the “real Naples.”

4. SCENARIO

Lucia, a 73-year-old woman, arrives in Naples and stays at a hotel near the historic center. After a nice lunch, she takes a walk around the city, but when she starts to feel tired, she can’t find any benches to rest on. She also wishes she could learn more hidden stories of Naples — the ones only locals know.

Insights:

- *Physical fatigue*: the experience must be beautiful, but also easy.
- *Reliable information brings peace of mind*: older tourists don’t like to improvise too much.
- *Low-tech support*: simple tools, not too digital.
- *Slow rhythm as design value*: being slow doesn’t mean lower quality — it’s just a different kind of quality.

Main goal: connect Lucia and Antonio — she finds an “emotional bench,” and he welcomes her with a smile.

5. REQUIREMENTS

- Clear signs showing benches and shaded areas
- Large fonts, simple language, clear icons
- A way to connect senior tourists with local elderly people in Naples
- A *phygital* experience (physical + digital) where each bench becomes:
 - a place to rest and meet
 - a symbol of positive slowness
 - a connection between visiting seniors and local seniors who hold the city’s real soul

6. SUGGESTED BUDGET

Non-binding suggestion: **€20,000**, to be used as preferred.

7. CONCEPT IDEAS & REFLECTIONS

Concept title: “Assettate cca” (Sit down here in neapolitan accent)

Possible claims:

- “In Naples, time stops on a bench.”

- “Sitting is not stopping — it’s living.”
- “Every bench tells a story. Which one will you live?”

The emotional concept revolves around three key words:

Slow down. Listen. Share.

The goal of the design is to turn the bench into a *sensory and social experience*:

Each bench has a **name**, a **voice**, or a **local story** (told by an elderly person).

Tourists can choose their “favorite bench,” sit down, and discover Naples through the eyes of the people who live there.

“The most alive city in Italy also deserves its time to rest.”

8. DEADLINES

By **Friday, November 14th, 2025**, each group must propose **three project ideas**.

Between **November 21st and 23rd, 2025**, the **final idea** must be submitted.

9. SURVEY DATA

General overview

The questionnaire collected **80 responses**, offering a vivid picture of how people experience urban tourism and how they see benches as spaces for rest and social life.

The most represented age group was **18–35 years (40%)**, followed by **51–64 years (33.8%)**, creating a balanced young-adult mix.

Relationship with Naples

More than half (**52.5%**) had already visited Naples, while **47.5%** live there.

Among visitors, **98.3%** returned more than three times — proof that the city leaves a strong emotional bond.

Naples is not a “quick visit” city — it’s a place people come back to.

Rhythm and comfort

About **60%** like to explore at a calm pace (3–5 on a 1–5 scale).

Most people enjoy walking slowly, mixing movement and rest.

However, **61.3%** often or sometimes need to stop and rest — clear sign that **pauses matter** in the urban experience.

Benches: more than a seat

When people find a bench:

- **43.8%** see it as a place to watch the city
- **28.7%** as a moment to enjoy slowness
- **25%** as a practical spot to rest

Insight: a bench is not just furniture — it’s an **emotional micro-space** to slow down, observe, think, and connect.

Comfort and accessibility

67.5% think it’s very important that benches are **comfortable and shaded**, and **95%** said they had **trouble finding one easily**.

Clear message: the **distribution and quality of benches** strongly affects comfort and visitor satisfaction.

The ideal bench

When asked what they'd like near the "perfect bench," people mentioned:

- **A panoramic view (30.3%)**
- Natural elements like trees, fountains, and shade
- Small local details (QR codes, signs, or local facts)

Insight: people want **multisensory, contextual experiences**, not just a place to sit.

Social and narrative aspect

Over **56.3%** would love to hear stories told by locals, and another **41%** would enjoy it if spontaneous. Also, **53.8%** would love each bench to have its own *name or story*, like "*The Bench of Memories*."

Insight: benches can be a **storytelling medium**, connecting place, memory, locals, and tourists.

Technology and orientation

41.3% would like a **hybrid system (digital + paper)** to find shaded or scenic benches, while only **15%** said they didn't need it.

→ Today's visitors appreciate the mix between **real-life experiences** and **light digital tools** that help with discovery.

Human connections

Almost **49%** would like to meet locals in places like benches, while **45%** said "maybe, it depends."

Benches are seen not only as physical resting spots but as **social bridges**.

Main insights summary

1. **Relational tourists:** they want to *feel* the city, not just see it.
2. **Benches as experiences:** spaces of rest, meaning, and connection.
3. **Symbolic value:** people love benches that "tell stories."
4. **Functional comfort:** shade and comfort are not extras — they're essential.
5. **Communication potential:** benches can become **touchpoints** for local storytelling, culture, and identity.

10. CONCLUSION

"Assettate cca" is more than an urban design project — it's a **poetic act**.

It reminds us that even in a lively city, true richness comes from knowing how to stop.

For an elderly tourist, sitting down doesn't mean being tired — it means **reconnecting with the present, the body, the city, and its people**.