

Digital immersion in a Greek tomb: how a digital cultural experience can stimulate interest and development in a neighborhood. The case of Ipogeo dei Cristallini in Naples

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The paper aims to depict how the use of experiential marketing based on digital tool and approaches not only enhances the emotional dimension of cultural consumption but also serves as a significant way to overcome objective and physical limitations often encountered by small or hard-to-reach cultural sites. In this perspective, digital tools can be an opportunity to create better experiences, increase the visibility of these sites, facilitate inclusivity and create positive spill-over in the local economic and social contexts.

1. Literature framework

Experiential digital tools, such as virtual tours, online exhibitions, and interactive experiences, have enabled museums to provide immersive and educational experiences to visitors remotely (Marthy and Buchanan, 2021).

Digital innovation can enhance visitor experiences by offering interactive and immersive elements. For example, the use of augmented reality (AR) and virtual reality (VR) technologies can provide visitors with unique and engaging experiences, allowing them to explore artifacts and historical contexts in a more interactive and immersive manner (Davies et al., 2017).

Digital tools can facilitate community engagement and co-creation in small museums. Online platforms and social media can provide opportunities for community members to contribute their stories, memories, and knowledge, thereby enriching the museum's collection and narratives (Alshawaaf & Lee, 2021).

Digital innovation can open up new avenues for revenue generation for small museums. Research has shown that digitization efforts, such as the creation of online shops, digital memberships, and virtual fundraising campaigns, can help small museums diversify their income streams and generate additional revenue (Butcher et al., 2021). These digital initiatives can attract a global audience and provide opportunities for monetization, thereby supporting the financial sustainability of the museum. In this perspective, experiential marketing in the arts can be a powerful tool for promoting the knowledge of a city. By creating immersive and engaging experiences, cultural tourism cities can enhance tourists' positive consumption emotions and motivate them to revisit the city (Chen et al., 2022).

Finally, a thriving museum can have a positive impact on the local economy. By attracting visitors and tourists, the museum can stimulate economic activity in the neighborhood (McCoy et al., 2015) and have a positive impact on the social cohesion, particularly relevant in case of the disadvantaged contexts.

2. The context

The Rione Sanità is an area in Naples that for years has been considered one of the poorest and most dangerous parts of the city and was not included in tourist attractions. Rione Sanità is a neighborhood with a history that is filled with paradoxes, rich with cultural heritage but also troubled with crime, unemployment, marginalization, and steep education drop-out rates. The interest from a cultural management and policy perspective stems from the ways that it managed to change its narrative by strengthening its identity and social cohesion through its cultural assets.

The main catalyst in this transformation can be found in the actions of the La Paranza cooperative, and namely into the valorization of the Catacombe di Napoli. The valorization of the catacombs

started in 2000 with the help of Don Antonio Loffredo, the parish priest of the Basilica di Santa Maria alla Sanità and a key figure in the transformation of the neighborhood. Don Antonio managed to gain access to the Catacombs of San Gaudioso and with a group of young volunteers from the neighborhood began to provide guided tours. This activity led to the formation of La Paranza in 2006 which now employs 40 people and manages over 13.500 sqm of heritage. La Paranza was and still is a trailblazer for the district, initially by securing funding from Fondazione con Il Sud in 2008 but also now by winning the Europa Nostra Award in 2022 and launching the first edition of European Youth Heritage Residencies in 2023. The Sanità district has in fact been experiencing a real rebirth, which has strengthened its propensity for art and creativity and has given increased strength to the recovery of its immense heritage of art, history and culture.

From this isolated initiative, over the years Rione Sanità has managed to become a home to over 30 nonprofit organizations and is shaping itself into a vibrant, inclusive, creative neighborhood. From projects like Sanitansamble, an El Sistema inspired initiative, to community run B&B's like Casa del Monacone or Casa d'Anna ai Cristallini, the district is evolving and growing as a whole with inclusivity at its core.

It's worth considering that it is precisely in the Rione Sanità that entrepreneurial ventures have originated and are now enjoying increasing attention from the general public. *Ciro Poppella's* pastry shop resisted paying the "pizzo," the extortion money to organized crime, to keep the business open. Now, his sweet "fiocco" (bow) is famous throughout Italy, thanks to a secret recipe. The pizzeria "Concettina ai Tre Santi" has been operated by the Oliva family for over 60 years. It has managed to reinvent itself with each generation while preserving its traditional roots. The entrepreneurship of the new chef *Ciro Oliva*, coupled with the pizzeria's location in the vibrant and culturally stimulating heart of Rione Sanità, has led a major luxury holding company to acquire a minority stake, indicating how rapidly the Sanità district is evolving.

The social impact of the cultural contest is well attested by the most recent opening (paradoxically, being this one of the most ancient locations) in the Rione Sanità: the Ipogeo dei Cristallini, a rare and incredible testimony of Hellenistic painting and architecture, located in the heart of the district. The opening of the Ipogeo dei Cristallini to the public, its enhancement and valorization set themselves the ambitious goal of adding a fundamental piece to the recovery operation of the Sanità district, the subject of an uncommon effort of urban, social and economic re-innovation.

The opening of the Ipogeo dei Cristallini to the public means not only giving the city the opportunity to live a unique cultural and emotional experience; it also means supporting the economic recovery and fostering social cohesion in the neighborhood.

A fervor that is based on the example of Greek culture, which in this portion of the city was particularly active in all forms of expression and art, influencing social life in a profound and lasting way. In fact, still today it represents a model to follow based on cultural renewal, freedom of thought and criticism, which stimulates intellectual confrontation and allows the circulation and dissemination of ideas, projects, relationships.

The Ipogeo was discovered in 1889 by the Baron di Donato who was the owner of the building above the site. Upon finding archaeological remains beneath the building, the Baron personally funded and oversaw the restoration, cleaning, and the creation of an access to the site that had been closed since the moment of its discovery until 2 years ago. In the hypogeum, one can find benches made of tuff, as well as sarcophagi rendered with the shape of beds (kline) and decorated with sculpted double pillows. Each bed is composed by quadrangular recesses intended to host the bodies of the deceased. Here, the entire decorative apparatus is still preserved and characterized by very bright colors as well as incredibly refined trompe l'oeil effects imitating architectural decorations and furnishings. Many years after the latest restoration interventions, thanks to the synergistic relationship between the Superintendency of Archaeology, Fine Arts and Landscape (local body representing the Ministry of Culture and Heritage, established for the surveillance of public and private heritage sites), the ICR (Istituto Centrale del Restauro, i.e. the Central Institute for Restoration, an institution in Italy dedicated to the conservation and restoration of cultural heritage, including artworks, historical

buildings, and archaeological sites) and the Martuscelli family, a new path of analysis, study and recovery of the site has begun. The initiative is grounded on the knowledge and in-depth study of the entire archeological complex of the Vergini area. The analysis of historical and archeological documentation, the study of architecture and funerary contexts, the reconstruction of the topography and the ancient landscape, the use of avant-garde non-invasive technologies for monitoring and documentation, have the final objective of making the virtual visit of the funeral contexts available and ensuring the sustainable and safe physical use of the Ipogeo dei Cristallini.

3. Problem statement

Indeed, the limited capacity of the Ipogeo (which is periodically established by the Soprintendenza through official communications) is the paramount challenge in the management of the site. In the latest communication, the number is 50 visitors per day, while at the beginning of the opening period, it was only 25.

The Ipogeo has been visited and described as one of the most beautiful and unique experiences to be had in Naples by the CNN, BBC, National Geographic and many other international journalistic outlets. Experts from all over the world, as well as influencers and celebrities, have wanted to visit the site.

The challenge for the Ipogeo is to continue, despite the limited access due to the necessary conservation of the site and its frescoes, to stimulate interest in the Rione Sanità of Naples. This preservation aims to maintain its authenticity and its exclusive and unique atmosphere, ensuring that the growing interest in the area translates into concrete local benefits.

4. Research methods

The aim of our research is to understand if and how the use of virtual experiences and digital tools can overcome the limit of the number of visitors and contribute to the Ipogeo notoriety in the world, keeping into account its peculiar relation with the economic and social context of the Rione Sanità. We realized since the beginning of our research that it was impossible to understand the potentiality of Ipogeo dei cristallini without a deep understanding of the of Rione Sanità context. For this reason, we used participant observation (Arnould and Wallendorf 1994) and in-depth interviews (Arsel 2017) to visitors, managers of the Ipogeo relaunch and also to relevant actors of Rione Sanità transformation.

We have done 5 in depth interviews on site to Enzo Porzio, Ciro Oliva, Ciro Poppella, Alessandra Calise, from Ipogeo dei Cristallini and Felice Casucci, Chancellor for Tourism in Campania Region. The researchers spent a week-end together visiting Ipogeo dei Cristallini, the Catacombe and the Rione Sanità; one of the resaracher is directly involved in the Ipogeo dei Cristallini project and another has visited several times the Rione Sanità and its peculiar heritage cultural capital and attractions.

Name	Age	Institution
Ciro Oliva	Entrepreneur – Pizza Maker	Concettina ai Tre Santi
Ciro Poppella	Entrepreneur – Pastry Chef	Ciro Poppella
Enzo Porzio	Entrepreneur – Communication director	Catacombe di San Gennaro
Alessandra Calise Martucelli	Vicepresident Foundation Ipogeo dei Cristallini	Ipogeo dei Cristallini

Felice Casucci	Politician	Assessore al Turismo Regione Campania
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The research is still ongoing and some first results are presented in the following part of the paper.

5. Results

The main themes identified based on the interviews analysis are related to the peculiarity of Rione Sanità.

5.1 *Inseparability of Art and Social Context*

The first one is that in this place, arts are inseparably connected to the social context.

Rione Sanità boasts a high concentration of cultural and tourist sites, including the Catacombs of San Gennaro and the Fontanelle Cemetery, which have significantly impacted the neighborhood by fostering a strong sense of awareness, pride, and social redemption among its residents. Local figures highlight the ongoing challenges, such as unemployment and school dropout rates, but also emphasize the community's rising potential and growth. The valorization of these cultural assets has empowered the neighborhood, with residents actively engaging in the preservation and promotion of their rich heritage, making Rione Sanità a symbol of resilience and opportunity.

“Yes, the people of the neighborhood are aware today” (Porzio)

“I always talk about history, about redemption. Why deny the problems that still exist? Unemployment and school dropout rates are still too high” (Porzio)

“Our neighborhood is on the rise, and we want it to grow more and more. The people of the neighborhood feel this opportunity” (Poppella)

“We manage the Catacombs of San Gennaro here and the Catacombs of San Gaudioso in the heart of Rione Sanità with the same ticket” (Porzio)

5.2. Authenticity

A second theme is related to Rione Sanità authenticity. It has emerged in its different facets: the roots of the authenticity of Rione Sanità and the role of people who live and work in Rione Sanità in maintaining its authenticity.

5.2.1 *The roots of the authenticity of Rione Sanità*

Rione Sanità's authenticity is deeply rooted in its rich history and unique geography, characterized by beautiful noble palaces and ancient tombs, making it a historical necropolis. This authenticity is further preserved by the strong identity of its residents, including many historic Neapolitan families who maintain their cultural essence and identity. The neighborhood's uniqueness is highlighted by its concentration of cultural, archaeological, and religious sites, allowing visitors to spend days exploring its treasures. The community's enduring identity is bolstered by local figures such as *Ciro Oliva* and *Ciro Poppella*, whose contributions have brought international fame to the area. Despite past marginalization following the construction of the *Ponte della Sanità* in 1810, the neighborhood has retained its traditions and customs, distinguishing itself from other parts of Naples. This blend of history, culture, and local pride attracts people from around the world, solidifying Rione Sanità's place as a vibrant and authentic district.

“In Rione Sanità, there's still this authenticity. One element of authenticity is history, and another is geography. The neighborhood has beautiful noble palaces, tombs from the fifth century BC to the catacombs, as it has always been a necropolis. Due to its position, it was always the only access to the north, and until the construction of the Ponte della Sanità, the neighborhood experienced growth and development. But from

1810 onwards, under French rule, with the construction of the bridge (between Naples and Capodimonte), Rione Sanità became a ghetto in a state of marginalization. Paradoxically, over time, the bridge saved customs and traditions that are being lost in other parts of Naples” (Porzio)

“It's authentic because of the strong identity of the people. Many residents and historic Neapolitan families live here, maintaining their identity without losing their essence. This is the strength of this district, its people, and their unique identity” (Ciro Oliva)

“The uniqueness is in the cultural, archaeological, and religious sites concentrated in a small area. We developed a map of the neighborhood, and one could spend two or three days just exploring it. Another fundamental aspect is the population that still lives in the neighborhood. I might be the only outsider, except for some French residents. This is a place deeply rooted in its community and its sites” (Alessandra Calise)

*“For its authenticity, culture, and beauty, and the genius of local figures like *Ciro Oliva* and *Ciro Poppella*. People come from New York to eat *Ciro's* pizza. *Ciro Poppella* invented the ‘fiocco di neve’ and made it famous worldwide. These local heroes now represent Naples as icons, much like *Marinella*” (Alessandra Calise)*

5.2.2 Involvement of People to Maintain Authenticity

The heavy investment in training for guides, which encompasses historical, artistic, archaeological, and linguistic aspects, ensures that visitors receive an authentic experience rich in anecdotes, historical and artistic elements, and personal stories. This involvement of people contributes to the authenticity of the experience. The guides, who serve as living testimonies, play a vital role in the redemption of the community. The training process initiates a personal growth journey for the guides, extending its impact to the broader community. As the youth of Rione Sanità, who come from local families, participate in this training, they build their future within their community. This continuous development not only enhances their personal skills but also strengthens the community's fabric.

“The involvement of people is a strong element of authenticity. We invest heavily in training, covering historical, artistic, archaeological, and linguistic aspects, so our guides can offer visitors an experience that combines anecdotes, historical and artistic elements, and personal stories” (Enzo Porzio).

The people are playing a crucial role as actors of redemption and living testimonies of it.

“You start a personal growth journey; your training continues, impacting the community as well. The youth of Rione Sanità come from local families and build their future here” (Enzo Porzio)

5.3 Opportunities and risks related to increasing tourism

Related to the authenticity and its preservation, the impact of the increasing tourism emerged. In fact On the one hand the tourism is a positive impact on the promotion and the economy of Rione Sanità, on the other the risk is to compromise - if not destroy – its identity.

The relationship between tourism and Rione Sanità is complex, requiring a careful balance between integrating visitors and preserving the neighborhood's unique character. There is an inherent risk that excessive tourism could disrupt the local community, similar to what has been observed in other parts of Naples, where the historic center has become dominated by restaurants and tourist-oriented businesses. However, Rione Sanità is distinct in that it remains densely populated by locals, with

about 30,000 residents living within a three-kilometer area. This dense local population acts as a natural buffer, helping to protect the neighborhood's authenticity.

Rione Sanità attracts visitors from around the world who come to explore both its well-known landmarks and its hidden gems, such as unique palaces and lesser-known sites. The morning energy of local shops contributes to the neighborhood's strong identity, highlighting the importance of valuing local artisans and their contributions to the community's cultural fabric.

While tourism brings economic benefits and global recognition, it also poses the risk of overwhelming the local culture. To mitigate this, it is essential to strike a balance between welcoming visitors and maintaining the neighborhood's identity. This involves not only preserving cultural aspects and supporting local artisans but also ensuring that the local population remains an integral part of the community.

Investments in the local community are crucial to maintaining Rione Sanità's essence. By motivating locals to stay and thrive in the neighborhood, and by receiving support from visionary stakeholders who believe in the value of human resources, the neighborhood can adapt to changes without losing its originality. This approach ensures that the influx of tourists can be absorbed and integrated in a way that enhances rather than diminishes the neighborhood's unique character. While change is inevitable, it does not have to be negative. With careful management and a focus on supporting and valuing the local community, Rione Sanità can maintain its authenticity and continue to thrive as a vibrant and culturally rich neighborhood amidst the pressures of growing tourism.

“There is a risk, as seen in other neighborhoods. In Naples' historic center, there are restaurants everywhere. But Rione Sanità is still densely inhabited by locals (30,000 residents in three kilometers), with a sort of natural self-protection. Neapolitans have always assimilated new elements, improving them. So, this new tourist invasion will be absorbed and integrated” (Enzo Porzio)

“Rione Sanità is a place of well-known and hidden spots. People from all over the world visit, and then explore hidden sites and palaces with unique beauty. The energy of the local shops in the morning conveys a strong identity. We must always value our artisans” (Ciro Oliva)

“The more it attracts visitors, the more it must maintain its identity. Too much tourism can be harmful. The neighborhood must balance its local population and visitors, valuing artisans and preserving cultural aspects” (Ciro Oliva)

“Preserving cultural aspects helps maintain Rione Sanità's authenticity” (Ciro Oliva)

“Change is inevitable, but it doesn't mean it will be negative. When people say Rione Sanità lost its originality because he sold his business, I say no. He sold (part of) it to a genius who believes in young talent” (Alessandra Calise)

“Investments in people are crucial to prevent the neighborhood from losing its essence. It's important to motivate locals to stay and thrive here. We've been fortunate to have support from the Howard Group of Ruffini, Moncler's owner. They believe in human resources, and we must make our team feel valued” (Ciro Oliva)

On a political level, the Chancellor of Tourism for the Campania Region emphasizes that their programming aims to create a humanistic tourism experience centered on individuals, relationships, and empathy, focusing on widespread but well-governed hospitality. To achieve this, they are developing integrated and multidimensional tourist packages and launching initiatives like “The Unconventional,” which explores lesser-known itineraries in well-known tourist areas, supported by specific investments to train young people for professional careers in tourism.

“Our programming aims for one result: to create humanistic tourism, centered on the person, relationships, and empathy. It strives for a goal of widespread yet well-governed and disciplined hospitality. If we don't create conditions for integrated and multidimensional tourist packages, we will face difficulties.” (Felice Casucci)

“The tourism project ‘The Unconventional’ involves going to places of more conventional, well-known tourism to create fewer known itineraries. This is what we call humanization, which will proceed through specific investments we are carrying out in the Campania Region: we are preparing a series of initiatives starting with the Diocesan Museum, which is starting in the city of Naples, to train young people moving towards initial professionalization.” (Felice Casucci)

5.4 Importance of Public-Private Partnerships and Sustainability

A last emerging theme is the relevance of the public-private collaboration for sustaining projects that go beyond site-specific recovery interventions but have a broad social impact

Porzio emphasizes the longstanding commitment to promoting public-private partnerships, which are crucial for their initiatives. The management by a third-sector entity ensures that their primary goal is not economic gain but the sustainable support of future projects and cultural offerings. This approach allows them to focus on long-term impact rather than short-term profits. Success is achieved through collaboration with visionary partners who share their values and are willing to fund their initiatives. These partnerships enable them to create and maintain meaningful cultural and community projects, fostering a sustainable and enriching environment for all involved.

“We have always promoted public-private partnerships” (Porzio)

“Our management by a third-sector entity ensures that the goal isn't economic gain. Economic sustainability supports future projects and cultural offerings. We succeed with visionary partners who share our values and fund our initiatives” (Porzio)

It is logical and beneficial for this experience to continue and evolve within the neighborhood rather than being a transient event that occurs and then fades away. By maintaining and nurturing this experience locally, the site can provide ongoing benefits to the community, fostering a deeper connection and ensuring a sustained positive impact on the people who live there. This approach not only enhances the cultural and social fabric of the neighborhood but also contributes to its long-term development and well-being.

It makes sense for this experience to continue in the neighborhood, so it's not an experience that happens here and then goes away. This allows a site to benefit the community it's in and to have a positive impact” (Porzio)

6. The focus on Ipogeo dei Cristallini digitalization projects and the need to increase its visibility

In this context, the Ipogeo dei Cristallini has developed a series of technological projects aimed at promoting the site and attracting more visitors and interests, positioning the Rione as a place to experience a memorable visit.

Multiple attempts to provide a comprehensive and holistic digital view of the Rione Sanità experience for international audiences have been made, for instance, creating visual content integrating various local elements and players together (i.e. Ipogeo dei Cristallini, Palazzo San Felice, Palazzo dello Spagnolo, Ciro Oliva, Ciro Poppella, etc.) or through the creation of high-resolution 3D models accessible free of charge. In this regard, the San Gennaro Catacombs in a joint project with Global Digirale Heritage, the Zamani Project, the University of Naples Orientale, produced 81 3D models

accessible through the Sketchfab platform and complemented by explanatory texts written by Prof. Dr. Dieter Korol.

While current state-of-the-art technology, in particular, VR headsets such as Meta and Apple Vision Pro, offers a promising avenue to create a holistic experience of multiple sites combined, it remains challenging, if not impossible, to fully replicate and substitute the immersion of physically spending time in the Rione Sanità. However, digital experiences are indeed a powerful tool to promote a particular cultural site internationally while raising awareness regarding the preservation challenges faced by the site and the efforts made to address them.

According to the Director of the Ipogeo/ Vice President of the Fondazione Alessandra Calise, *"the motivation for using virtual tools is not to expand the experience, but to protect it. And this coexists with the promotion of the neighborhood."* (Alessandra Calise). In other words, the creation of digital experiences could strategically limit the number of in-person visitors while still being able to share the experience globally. This approach can contribute to the financial sustainability of a site that faces multiple conservational challenges. As a matter of fact, to ensure the preservation of both the tangible heritage of the archaeological site and the intangible heritage of the Sanità neighborhood's authenticity, the Ipogeo dei Cristallini operates under a sustainable tourism model in accordance with the guidelines set forth by the Italian Ministry of Culture. As previously mentioned, the visitor capacity of the site was set at 50 visitors per day and the Director explained that it is imperative to *"explore alternative and innovative ways to share this cultural treasure with the world but without compromising its preservation"* (Alessandra Calise), and she decided to focus on virtual reality as a promising avenue. She strongly believes that VR headsets are revolutionary tools that have the capability of significantly enhancing cultural awareness globally while promoting sustainable tourism practices that put preservation and protection of cultural heritage at the core. The virtual restoration of the Ipogeo dei Cristallini was carried out by the Italian Ministry of Culture, the Italian Superintendency of Archaeology, Fine Arts and Landscape together with the National Archaeological Museum of Naples (MANN), and it represented the first step towards the full digitalization of the archaeological site. In particular, the architectural survey of the Ipogeo dei Cristallini, using laser-scanner technology, was conducted by Federico Caprioli (ACAS 3D). The illustrative reconstructive study and the development of the virtual reality (VR) app for the site were carried out with the contribution of Francesco Gabellone, Raffaella Bosso (Superintendency of Archaeology, Fine Arts, and Landscape for the Municipality of Naples), and Carlo Rescigno (University of Campania L. Vanvitelli – Southern High School). According to the Alessandra *"leveraging the expansive reach of digital distribution platforms and the innovative power of VR technology, immersive virtual experiences can really offer a transformative solution to a conservational dilemma, opening the gates to global awareness of a one-of-a-kind archaeological wonder."* In parallel, thanks to significant technological advancements in the field of archaeology, researchers are now able to study and analyze the original colors of ancient sculptures with unprecedented accuracy. On the basis of the analysis carried out by the above-mentioned institutional figures, Vinzenz and Ulrike-Koch Brinkmann conducted a complementary scientific investigation (FORS), high resolution photogrammetry and further archaeo-artistic analyses in order to reproduce the colored copy of the Gorgon's head in original size, based on a 3D print in black quartz sand. The reproductive process aims at recreating the modeling and illusionistic painting techniques of the ancient Greeks with the highest degree of accuracy, made possible thanks to the state-of-the-art technology available today. The 3D physical reconstruction of the Gorgon's head is currently being displayed at the Liebieghaus Skulpturensammlung, along with an exhibition promoting the Ipogeo dei Cristallini.

7. Conclusions

Through digitalization, the Ipogeo dei Cristallini can significantly contribute to the promotion of its territory in several ways. Enhanced accessibility is one key benefit, as digitalization allows the site to be explored by a global audience through virtual tours, 3D models, and high-resolution images, generating interest and attracting more visitors. The reach of the Ipogeo dei Cristallini is also expanded, as online platforms and social media share information about the site, reaching a much wider audience than traditional methods.

Interactive experiences are another advantage, with digital tools creating engaging experiences for visitors. Augmented reality (AR) and virtual reality (VR) can provide immersive experiences that bring history to life, making visits more memorable and encouraging word-of-mouth promotion.

The Ipogeo dei Cristallini through digital platforms involve the local community in the promotion and preservation of their cultural heritage. Community-generated content, such as stories, photos, and videos, add a personal touch and foster a sense of pride and ownership. Through this involvement, the community becomes more aware of the concept of Rione Sanità as a comprehensive experiential place where everyone (residents, business operators, cultural institutions, and associations) plays their part and develops a sense of belonging preserving its authenticity.

Preservation and sustainability of such a delicate site are further benefits of digitalization. The digitalization of the archaeological site, along with its collection of 700 pieces, is undeniably crucial to achieving various objectives associated with the valorization project of the Ipogeo dei Cristallini. This technological initiative has allowed the Ipogeo dei Cristallini to gain international recognition, breaking through traditional boundaries and contributing significantly to the site's financial sustainability, all while ensuring the cultural preservation for future generations.

By promoting the Ipogeo dei Cristallini on an international scale, the project also shines a spotlight on the Rione Sanità neighborhood and its rich history. A broad and mindful promotion of the entire context can generate additional momentum for the growth of Rione Sanità, increasing the influx of resources and visitors. This, in turn, enhances the value of the entire artistic heritage and supports social cohesion and development within the community.

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