



## PRESS RELEASE

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## ENEL: NEW LIGHT AND SOUND ITINERARY FOR POMPEII

- *Inauguration of the new itinerary of the archaeological area, which will use Enel's new lighting system*

**Pompeii, July 3<sup>rd</sup>, 2017** - The lighting system for the archaeological area of Pompeii has been given new life thanks to Enel, which has installed a modern integrated light and sound itinerary for night visits to the famous archaeological site in collaboration with the site's administrative body 'Parco Archeologico di Pompei'.

The inauguration of the new itinerary was attended by the Director General of the 'Parco Archeologico di Pompei', Massimo Osanna, Enel's Head of Country Italy, Carlo Tamburi, the President of the Campania Region, Vincenzo De Luca, the Minister for Territorial Cohesion and South of Italy, Claudio De Vincenti and Italy's Minister for Cultural Heritage and Tourism, Dario Franceschini.

The new integrated itinerary was created through the relamping of the lighting system of the part of the archaeological area that goes from Porta Marina to the Basilica, consisting in the replacement of about 430 old-fashioned lightbulbs with new LEDs. These LEDs will generate energy savings of about 60%, while maintaining high quality lighting standards over a much longer lifetime than traditional incandescent bulbs.

The upgrade to the site also involved the audio system that supports the multi-sensory itinerary in the archaeological area, leveraging on the communicative potential of content and perfect integration with the artistic lighting system, providing an effective and engaging cultural experience. The sounds, which fill the background, reproduce voices of everyday life in the ancient Roman era within public spaces such as the market or sacred areas such as the Temple of Apollo.

A modern automation system has also been installed, enabling remote control of the entire itinerary.

Visitors can enjoy the sensory stimuli along the new itinerary, which has a dual visual and auditory narrative. It is made up of several stages, allowing visitors to appreciate the archaeological remains of Pompeii in an unusual night-time atmosphere made unique thanks also to Enel's contribution.