TERESA COLLETTA

The fortified port-city of Amalfi in the world heritage site of “Costiera Amalfitana”. The historical cultural landscape preservation from the tourism pressure in the years two thousand.

Abstract

In this Presentation I would like to speak about Amalfi a Medieval fortified Mediterranean port-city in the Costiera Amalfitana, UNESCO world Heritage site and its urban heritage preservation policy. Particularly the effort by the Municipality in the safeguard of the Medieval genius loci and the exceptional Mediterranean historical cultural landscape from the mass tourism pressure.

The creativity in safeguarding the ancient port-city are today visible in the today interventions through a new role of the historical port-infracstrures as City Museum and in the rivitalization of the Medieval pedestrian itineraries from the other centers of the Ducato of Amalfi, as Chiunsi, Ravello, Scala, Pogerola, etc.. in the hill to the port and the sea.
The Amalfi Coast is a stretch of coastline on the southern coast of the Sorrentine Peninsula in the Province of Salerno in Southern Italy. The Amalfi Coast is a popular tourist destination for the region and Italy as a whole, attracting thousands of tourists annually. During the 10th–11th centuries, the Duchy of Amalfi existed on the territory of the Amalfi Coast, centered in the town of Amalfi. The Amalfi coast has enjoyed a huge economic revival, prompted even by the international tourism.
Costiera Amalfitana is an outstanding example of a Mediterranean landscape, with exceptional cultural and natural scenic values resulting from its dramatic topography and historical evolution. The area covers 11,231 ha in 15 [16?]communes in the Province of Salerno. Its natural boundary is the southern slope of the peninsula formed by the Lattari hills which, stretching from the Picentini hills to the Tyrrhenian Sea, separate the Gulf of Naples from the Gulf of Salerno. It consists of four main stretches of coast (Amalfi, Atrani, Reginna Maior, Reginna Minor) with some minor ones (Positano, Praiano, Certaria, Hercle), with the mountain villages of Scala, Tramonti and Ravello and hamlets of Conca and Furore behind and above them.

There are many small streams which in places drop over impressive waterfalls. There is an immense diversity of landscapes, ranging from the coastal settlements through the intensively cultivated lower slopes and large areas of open pastoral land to the dramatic high mountains.
The exceptional natural landscape of the Amalfi coast

- Inland the steep slopes rising from the coast are covered with terraces, revetted with drystone walling and used for the cultivation of citrus and other fruits, olives, vines and vegetables of all kinds.
- Further inland the hillsides are given over to dairy farming, whose roots are ancient in the area, based on sheep, goats, cattle and buffalo.
- In some parts of the Costiera the natural landscape survives intact, with little, if any, human intervention. It supports the traditional Mediterranean flora of myrtle, lentisk, broom, euphorbia, etc.
- Elsewhere there are stands of trees such as holm oak, alder, beech and chestnut. Other biotopes shelter pantropical ferns, butterwort, dwarf palms and endemic carnivorous species. The Costiera is also rich in wildlife.
UNESCO AMALFI COAST in W.H.L in the 1997

• Justification for Inscription
• The Committee decided to inscribe this site on the basis of criteria (ii): interchange of values,
• (iv) : significance in human history
• and (v): traditional human settlement
• considering that the Costiera Amalfitana is an outstanding example of a Mediterranean landscape, with exceptional cultural and natural scenic values resulting from its dramatic topography and historical evolution.
UNESCO Amalfi coast world heritage site

- **Costiera Amalfitana** has been included among “Cultural Landscapes” that Unesco considers “World Heritage” because it represents an outstanding example of mediterranean landscape with exceptional cultural and natural scenic values resulting from its dramatic topography and historical evolution occurred by the community, a brilliant example of a clever use of resources.

- The universal value of Costiera does not derive from what it was but from how man “adapted” it. Nowadays is it possible to allow that the adaption carries on without compromising the document of what it has been done by generations who have come before us?

- “Cultural Landscapes” – and particularly the one of Costiera Amalfitana – are the result of continuous transformations, always with the objective of obtaining an advantage (farmers who in XI century realized the terraced gardens, did it to gain farmable land) but always compatible and characterized by a clever exploitation of local resources.

- As following necessity there is the need to preserve the territory with very strict ties.

- The Amalfi coast is an area of great physical beauty and natural diversity. It has been intensively settled by human communities since the early Middle Ages. There are a number of towns such as Amalfi and Ravello with architectural and artistic works of great significance. But also Atrani, Cetara, Positano Vietri, Scala and Pogerola…The rural areas show the versatility of the inhabitants in adapting their use of the land to the diverse nature of the terrain, which ranges from terraced vineyards and orchards on the lower slopes to wide upland pastures.
AMALFI fortified city port. The panoramic views from the sea and from an aerial view with the defensive towers located in the strategic points in the hills.
Amalfi.
The historical cultural and natural landscape of the Medieval fortified port-city into the Lattari Mountains and the local circular towers in the top of the singular rock in the right side and in the left side. The defensive layout of the plan of the historical centre in the valley between the mountains.
The plan of Amalfi historical port-city: The Cathedral and the mercantile zones

A - Imbulus (1128)
B - Arseni (XI sec.)
C - Flumen
D - Fundacu de Monte Casinu (1082)
E - Palatium Amalfitanum (1033)
F - Scarium
G - Menia civitatis (1104)
H - Locus ubi carnes et piscis venduntur (1098)
I - Porta de la Turre (1221)
J - Porta de Caneella (1287)
K - Porta Flaianella (1179)
L - Palatium Publicum - curia (XIII sec.)
M - Porta de Sandala (1179)
N - Porta Ianula
O - Porta (X sec.) - Porta Hospitalis (XIII sec.)
P - Porta de Lagno
The Amalfi port relevance in the long urban history and the continue transformations with the new coast road in the last years of 19° century

Amalfi had a near-monopoly of trade in the Tyrrhenian Sea, with vast networks of links, selling Italian products (wood, iron, weapons, wine, fruit) in eastern markets and buying in return spices, perfumes, pearls, jewels, textiles and carpets to sell in the West.

The layout of the settlements showed eastern influence: the closely spaced houses climbing up the steep hillsides, connected by a maze of alleys and stairs, are reminiscent of the souks of the Levant. The Labyrinthic plan
The famous “galee” of the Amalfitani maritime trade commercial traffic in the Mediterranean sea
The plan of Amalfi port-city in 1938, before the construction of the coast-road-the National road to Sorrento- every connection from Amalfi was only by boats
The touristic success of the Costiera.
Amalfi and Costiera is a touristic attraction since the 17th century until today.

- The Costiera has attracted tourists, Tom the grandees who followed the Grand Tour from the Renaissance to the thousands of more humble visitors of the late 20th century.
- Many literary visitors have written eulogies of its qualities and generations of artists have depicted it in different media.
- They have been brought there to see its architecture, its natural beauties (such as the magical Grotta della Smeraldo, the deep fjord of Furore, and the tiny beaches)
- But the really attraction are the small historical centres of Ducato near the sea and priority the Amalfi Medieval town.
- There is thus an immense diversity of landscapes, ranging from the coastal settlements through the intensively cultivated lower slopes and large areas of open pastoral land to the dramatic high mountains. In addition, there are "micro-landscapes" of great scientific interest resulting from topographical and climatic variations, and striking natural formations in the limestone karst at both sea level and above.
The today Mass Tourism pressures and the “risk” of Cultural Heritage preservation put in evidence these CRITICAL POINTS:

• 1. Boarding and disembarking of tourists or passengers
• Not for the cruisers, in Amalfi we doesn’t have cruiser tourism
• but we have big Bus tourism and many problem of the parking and the obstruction of the traffic in the narrow coast road Salerno-Amalfi
• 2. the flowering of new big hotels of luxury with every activity into the structure and consequently without connection with the local inhabitants
• 3. the abandonment of the rural activities and the countrisides to work into the tourism sector.
• 4. the continuous demand to transform the ancient buildings of the historical centre in bars and restaurants
• 5. the tourism only near the coast and not in the hills
• 6. the risk of the strong “valorization” of the intangible values only for the tourists...etc
• 7. The loss of the local hand made products for asiatic new handicraft etc...

PROBLEMS AND NEEDS to resolve in these last years:
• 1. The Problems arising from the coexistence of the above uses – the possible solutions are to find in the Town 2. a direct contact of the city to the sea and 3. Use of free space near the waterfront.
• 4. Fundamental moreover is to Preserve the character of the historical waterfront built in a long urban history of port-town.
The MANAGEMENT PLAN of the Amalfitana coast in the 2007

- The Management Plan of Unesco site “Costiera Amalfitana” (PdG) – which Soprintendenza ai Beni Ambientali e Paesaggistici of Salerno and Avellino (SoBAP) and Centro Universitario Europeo per i Beni Culturali of Ravello (CUEBC) are drawing up – is inspired to an underlying criterion:
- to make evolutive compatible and clever the transformation process which has generated the Costiera. On the Basis of the Italian Law 20° February 2006 for the UNESCO Italian sites
- This implies to preserve the territory not so much with further ties but with re-establishment of “transformation rules”, which have generated its beauty.
- This re-establishment is only possible recovering: the spread knowledge of the territory, as well as the generated effects both by past transformations and by those which are intended to be carried on today.

Re-activating today the ancient process of compatible and clever transformation, however, requires a technical- scientific structure able to collect information, re-hand them out to all actors of the system and to external users and to supply them with supposable effects on the territory.

- A New Body to support the Decisions (“Struttura di Supporto alla Decisione”) (SSD) which replaces the spread know-how which has generated the landscape and that,
- without interfering with specific competences of existing bodies, help to monitoring the system evolution. Before, during and after actions realization.
Thanks to a specific financing supplied by Ministero dei Beni e delle Attività Culturali (MiBac) the SoBAp and CUEBC have therefore built up this portal, which represents the embryo of SSD and that above all, is useful to trial its efficiency and utility. In Unesco Amalfi Coast it is possible to find information used in PdG production, ancient transformation documents (with special regard to the least known), the proposed actions to generate development without compromising – on the contrary enriching – the landscape.

The name of the PROJECT- PROGRAMME:
• “Toward the ancient coast. Restoration and Valorization of the roules that produced the cultural landscape of the Amalfitana coast in the history”

In order that it results an efficient instrument to spread knowledge it is in fact as much important that it can receive other information from citizens, bodies and institutions and that it can re-spread them to the external (after check).

Present information and proposals in each section are not exhaustive, above all they represent an example for those who want to integrate them with further information and proposals: similar, pertinent, different and conflicting.

The content (and utility) of Unesco Amalfi Coast depend on who will use it. And how.
The objective of the PROGRAMME is that the TOURISM doesn’t became only a tool for the territory consumption but toward a Tourism of Culture on the basis of a sustainability of the UNESCO site in this line the 2007 Project is “Toward the ancient coast. Restoration and Valorization of the roules that produced the cultural landscape of the Amalfitana coast in the history. For a NEW Tourism: that is the old”

These interventions aimed at the city’s sustainable development, the improvement of the quality of life, as well as the highlighting of all the elements composing its character, its value and the quality of the historic ensembles.

To make this PROGRAMME it is now create in activity the support action of THE STRATEGIC STRUCTURE of SUPPORT that will work together with the Managment subject of the UNESCO site : Ente Parco dei Monti Lattari The objective is to coordinate the activities in the territory.
The Best practices and the Guide Lines to promote a tourism of quality with the Management of the UNESCO site

- 1. The knowledge of the territory with the singular historical towns of the ancient Ducato di Amalfi.
- 2. The rebuilt of the abandoned houses and traditional buildings - rural buildings – bed & breakfast for the hospitality diffusion in the hills
- 3. The safeguard of the inhabitants in their territories and historical centres
- 4. The promotion of the ancient pedestrian itineraries and walking paths
- 5. The website of the Catalogue of the elements of quality and value and promotion in the schools Human Heritage - Our Heritage (PAUPAN)
- 6. The innovation of the *Portale* is an instrument in evolution in favour of the territory’s people and visitors
- 7. Promotion of cultural events and traditional festivities
- 8. From the circulation knowledges to the diffusion of knowledges (SaDifSa), New Cultural Centres
- 9. The rehabilitation of the traditional ancient crafts and in building activities and maritime trade (as the arsenal) or of the ancient workmashipships (as the paper mills) and also Creative historical activities.
- 10. The COURSE for OPERATORS of Emotional Tourism in Amalfi Coast (Course OTE) at CUEBEC in Ravello: TOURANT Project.
Amalfi can be considered creative

the municipal policy has a significant role in city land use and development, in order to preserve the rich urban heritage tangible and intangible or mixed use nature of neighborhoods’.

I would like to put in evidence the Good practices, opportunities, innovations, new ideas.
I have exposed this important question about the safeguard of the urban heritage and the promotion of a new cultural Tourism in the JOINT MEETING of ICOMOS International Cultural Tourism Committee & International Committee on Historic Towns & Villages

where we have a Round Table Expert Meeting the 10th - 11th March 2014 in Palazzo Coppini - Florence - Italy about the theme: “Creative Cities as World Heritage Tourist Destinations Reflections on policies, principles & practice in the 21st century ICOMOS International Cultural Tourism Charter & Valetta Principles

with a Presentation with the title:

Knowledge is Catalyst of Creativity Urban Heritage and Creative cities

“Report” Now in the CIVVIH Web site
The risk of a lot of historical towns-the well known “Art’s-Towns”-to become a wonderful museum-city, but these are much closed to innovative knowledges of our time. It is necessary to renewal and too modernize the urban cultural with a new very Creativity.
The urban cultural tourism can carry out a role of diffusion of knowledge of the historical towns, as a cultural resource and not only as consumption or marketing of the heritage.

For these reasons we organized to debate these questions in Ravello with Italian ICOMOS CIVVIH in the March 2012.
URBAN CREATIVE INITIATIVES: The example of the Italian Region Marche in the Central Italy slogan is: FARE BUSINESS CON LA CULTURA

That is: Make business with the culture And LIVE forever HAPPY
KNOWLEDGE IS CATALYST OF CREATIVITY. Urban Heritage and Creative cities
Meglio in bici e in autobus

VITA DA «STRAPANGER»

L’egemonia dell’auto sta per finire, racconta Taras Gre相处 citando il caso estremo di Los Angeles. Nuovi modelli virtuosi di trasporto a Bogotá, Copenaghen e Tokyo
e di Ermanno Bencivenga

Che nel mondo non ci sia stato mai uno studio scientifico che valutasse la preferenza per l’auto o il ciclismo, è inutile. La meccanizzazione del mondo ha reso inevitabile la crescita del traffico. Ma, se si considera la necessità di risparmiare energia e rispettare l’ambiente, la scelta del veicolo di trasporto non è più una questione di moda, ma di necessità.

CICLOTURISMO

Grand Pedal Tour
del 44 siti UNESCO

Il viaggio in Italia
su due ruote
di sette ragazze
che ora mettono a disposizione mappe e consigli

camilla Tagliabue

Viene ora in Italia, il Grande Tour dei pedali per il 44 siti UNESCO, che avrà luogo a fine settembre.

Tappa Richiana:
Sambuca di Sicilia, una delle terre incantate tra le terre siciliane.

The promotion of the 44 W.H.L Italian sites
by bicycle-pedal tour

Idea by Italian Association

WHL sites

viaggio in Italia, su due ruote, di sette ragazze che ora mettono a disposizione mappe e consigli
Creativity in the preservation and valorization of historic towns; The opportunity of cultural tourism for sustainable development of historic towns;……

**Acknowledging** that all the papers presented at the Symposium unanimously agreed that the value of the urban environment of historic towns is essentially made up of the conservation of the identity and authenticity of sites and surrounding areas, through the enhancement of the historic stratification, the protection of the cultural continuity, the preservation of the material and immaterial complexity of the most valuable sites, all this based on sustainable tourism and respect for the historic urban landscape,
The innovative actions related to the Management Plan of Costiera (2007)

- Many of the features ascribed to the creative city constitute main features of the historical city.
- but also
- The concept of the “creative city”, can fuel a creative approach and innovative ways for the integrated conservation and rehabilitation of the historical cities.

- The creativity in safeguarding the ancient port-city are today visible in the new interventions through a new role of the historical port-infrasctrures as City Museum and the Museum of ancien traditional manufactures and also in the rivitalization of the Medieval pedestrian itineraries in the town and in the hills.
THE PROPOSALS of The innovative actions related to the Management Plan of Costiera (2007)

High quality in the old town environment,
Cultural tradition and Traditional activities,
Contemporary cultural activity, Big number of public and private Museums, Galleries and Theatre Studies, Cultural Centres and clubs, Libraries, Art galleries,
Hotels of high aesthetics and renovation of ancient abandoned religious buildings,
Small-scale recreational and tourism units, Taverns Mediterranean-Amalfitan delicacies, Uniquely decorated bars
Renovated open public spaces and small squares,
Gift and fashion shops about the Maritime products,
Trekking in the particular territory’s morphology,
Rehabilitation of the rural buildings and creation of points of interest in the rural territory as cultural “smaller” elements (Management POI) for the hospitality diffusion extra hotel,
Rural buildings restored by the owners,
Call center for reservation, web-GIS base with new thecnologies GSM/GPRS etc.
Special decrees PROPOSED for Amalfi old town:
(a) Preservation of the ancient traditional Medieval urban plan
(b) Survey and Classification of the historical buildings and elements of the old town
(c) Safeguard of all the small Pedestrian numerous streets and stairs,
(d) Specification of a building regulations and use transformation.
(e) Limitations governing the placement of signs and the private expansions into public open space

Innovative ideas and actions 2000 -2010
Creation of a Museum of the City
as dynamic cultural pole utilizing the new technologies.

Highlighting of cultural poles
and recreational areas and open spaces in the old town
and promotion of all cultural features and natural beauty of the surrounding area.
Promotion of the Amalfi Coast Knowledge and the town
By the ACTIVITIES of the Cultural Centre of the Amalfi History
Sabato 2 Giugno
- ore 10.00
• I Sessione
• Spazi e sistemi commerciali
• Presiede
• Giuseppe GALASSO
• Professore Emerito Università "Federico II" di Napoli
• Interventi
• Bruno FIGLIUOLO
• Università di Udine
• I mercanti fiorentini e il loro spazio economico: un modello di sviluppo capitalistico
• Enrico BASSO
• Università di Genova
• Lo sviluppo delle attività mercantili a Genova tra XI e XIV secolo
• Enrica SALVATORI
• Università di Pisa
• Lo spazio commerciale pisano dal X al XII secolo
• Tsunekazu TODA
• Università di Hiroshima
• Economia e marineria del Mare interno di Seto nel Medioevo

Sabato 2 Giugno
- ore 15.30
• II Sessione
• Trasporti marittimi e attività mercantili
• Presiede
• Gerardo SANGERMANO
• Università di Salerno
• Interventi
• Antoni RIERA
• Università di Barcellona
• Le attività commerciali dei catalani in Italia (secoli XIII-XIV)
• Ermanno ORLANDO
• Università "Ca' Foscari" di Venezia
• Strutture e spazi del commercio veneziano nel Trecento
• Pasquale NATELLA
• Centro di Cultura e Storia Amalfitana
• Il fondaco amalfitano. Repertorio di un mercato internazionale
• Noboru GOTO

The Cultural Activities and Cultural Promotion of history knowledge by the Centro di Cultura e Storia Amalfitana since the year ‘80

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Sabato 4 maggio 2013
Amalfi
Arsenale della Repubblica
The survey of the particular tissue of Amalfi core and the different pedestrian and cover street and stairs by the Tokio University of Hosey (coord. prof. Hidenobu Jinnay)
The historical researches and studies of urban complex heritage and the survey of every singular house of the particular tissue of Amalfi core by the Tokio University of Hosey (coord. prof. Hidenobu Jinnay)
The re-use of the ancient house as small hotels and bed&breakfast and also the rehabilitation of many open public spaces for touristic use.
The new use (2009) of the Medieval Monastery of Cappuccini as luxury hotel and the ancient cloister as public garden

G. SOMMER, 19th century
The Project “TURANT” for a “new” Tourism: the Ancient Tourism. The emotional Tourism 2013

• To oppose a new line in contrast with the critical points that we have enumerated one of the recent action of the Managment plan of the Amalfitana Costiera is the project named “TURANT. For a “new” Tourism: that is the Ancient Tourism”. The objective is to promote a Tourism of quality and Tourism of Culture

The principal objective of this Project “TURANT” is to organize cultural training to produce specialized operators in the touristic activities with an authentic contact with the local inhabitants-amalfitani people - as the ancient use of the Gran Tour visitors and less distorted of Today tourists.

In this line the CUEBEC and the Surintendence has organized a COURSE for OPERATORS of Emotional Tourism in Amalfi Coast (Course OTE) in Ravello the November 2012. With the valorization of “Smaller” Cultural Heritage (knowledges and professions, trekking and walking tours, courses of local gastronomy, etc..) with “learning by doing” to promote a new vision of the touristic offer as PROPOSALS of TE (Emotional Tourism).

The local response has been a very success with 42 young participants very interested to touristic new activities in the Amalfi coast.
The reabilitation and valorization of the paths and mule tracks as pedestrian itineraries in the Amalfitana coast and the hills of Monti Lattari for touristic use.
The renovation of the exceptional walking path of the "strada maestra dei villaggi" from Amalfi to Conca dei Marini and Furore, now restored to move in security.
The Valorization of the walking paths and the pedestrian itineraries in the Amalfitana coast and the hills of Monti Lattari

• The higher mountain areas are noteworthy for the characteristic mule tracks (*mulattiere*).
The innovative idea of the Paper Mill Museum
MUSEUM OF THE HANDMADE PAPER

• The bird of the innovative idea begin in the 1971 by the cartaro Nicola Milano. Today the Museum is a concrete reality with many visitors and It is realized the objective of the historical heritage conservation and the renovation of the ancient artcraft as the production of the hand-made paper (Amatruda production)

• Our visit at the Paper Mill Museum begins inside the mill. It’s here where the history begins of a very old art; hand made paper, which has helped people to multiplicity their expressions during the centuries.

• Tickets in the entrance
• It is possible to see: 1. The system of the canals and the feeding towers (Il sistema di canali e le torri di alimentazioni)
  2. The paper Mill of the 13° century (La cartiera del XIII sec.)
  3. The room of the Masters in arte cartarum (La sala dei Magistri in arte cartarum)
  4. The Library (La biblioteca "Nicola Milano")
The complex and strong vicissitudes from historical, political and social point of view and even more important the upcoming industrialisation struck hard to this specific and other small paper mills in the Amalfi Coast. They were not able to maintain.

There are several causes due to the slow but progressive decline: the location of the small and narrow Valle dei Mulini implied a lack of easy ways to communicate, due to the poor infrastructure, roads and railways. This caused also problems for the supply of prime materials and for delivery of the products.

From this critical and difficult condition several employees write a petition to the King to ask for help. He replayed: “The tears of our children of our people have reached us .... Many machines which human usurp and had invented are the same ones which steal the bread out of the mouth of our loyal residents of our Kingdom”.

In spite of all difficulties, the papermakers of Amalfi continued their production with respect for the tradition. From generation to generation, from father to son meanwhile conserving the enterprise inherent in their character. The last and tremendous attack to the paper industry had been caused by a flood in November 1954.

This flood had destroyed most paper mills. From the sixteen paper mills in the area only three remained. The Amalfi paper mills have never been and could have never been a huge or middle size industry but has from the beginning the artisan character which has remained till today.
The localization of the PAPER MILLS Museum in an Historical PAPER MILL restored in the top of the Valle delle Cartiere near the river.
The new generation contributes its innovative ideas
Rehabilitation and reuse of an old Medieval Arsenal to use as City port Museum connected online with historic libraries in Amalfi and Salerno archives. The creativity in safeguarding the ancient port-city are today visible in the new interventions through a new role of the historical port-infracstrures as City Museum.
The Amalfi Dockyard- Arsenal as naval base (existent since 1059 and 1080-90) subdivided, in the last 13\textdegree cent., by 20-22 pilars in mansonry with the campate covered by crucer ogival voutes. The two long wards (for two galee) surviving today of the Medieval structure are long 44.60m x larg.6.65m) and are subdivided by 10 pilars 1.95x1.40 m.) and the distance between is 2.65 m.: the high is 10 m.
The new cultural use of the restored (2007-2011) Amalfi Medieval Dockyard-Arsenal
The Port City historical Museum of Amalfi maritime Ducato in the Medieval restored Dockyard-Arsenal (2011)

Amalfi divenne nell'Ocidente romano messenger di Costantino, lungo le rotte orientali battenti della religione di Cristo, per tutte le terre bagnate dal mare di Roma intermedie e della civiltà araba. E dunque perché il naufragare con unità, lo sia come riscoprire e nobilitare di sue origini e storia, Ed è come contro chiunque detta Tiberio è la sua libertà, secondo che lo è prosperso davvero i cittadini ispirando in nome della legge che mette a dimora degli affari di diritto che non è forza ma formiggia, rispetto e promozione. Ma dico, sto pavlov, godetti di ero verificato un più alto miraggio. Allora Amalfi fu splendida oltre che bella (Constantin Pepire, 1971)

Amalfi became the meeting point of Constantinople in the Western Roman Empire, promotor of the Christian religion along the eastern coast of Egypt, an intermediary of Arab civilization in all the lands bordering the Byzantine one. Everywhere Amalfi brought constructive enthusiasm, its concrete, noble concept of industrious and mindful life. And everywhere, against anyone, they defended their soil and the liberty of others, knowing that the basis of progress was civilized respect for the ruled and that rights are never born but rather fruits of respect and production. Never in history was such a great miracle accomplished.

Then Amalfi was splendid as well as beautiful. (Constantin Pepire, 1971)
The survey (2010) of the today Dockyard-Arsenal as naval base and the historical public commercial square.
The first *colonia of The Amalfitani* in the Mediterranean basin is in the historical peninsula of Istanbul in 9th-10th century.
The last innovative idea: The research of an appropriate Brand to revitalize the towns with creativity. The new “brand” for Amalfi port city with the reconstructed ancient cost of arms in the March 2014 after a long historical research to modify the existent.
• THANKS FOR YOUR ATTENTION