

"Progetti in Volo": Sport, Culture, and Creativity for the Neighborhoods of the VII Municipality

Naples, June 9, 2025 – **"Progetti in Volo"** is an initiative promoted by GESAC in support of airport surrounding communities, specifically: Miano, Secondigliano and San Pietro a Patierno neighborhood which are part on VII Municipality. It is based on an integrated strategy that uses **sport, art, and culture as tools to promote social cohesion and territorial growth**. The project represents an innovative model of corporate social responsibility, involving collaboration between public entities, private companies, and cultural organizations, with the goal of creating concrete development opportunities for local communities—transforming neighborhoods into laboratories of creativity and inclusion.

The presentation today was attended by the **Mayor of Naples Gaetano Manfredi**, the **President of the VII Municipality Antonio Troiano**, **GESAC CEO Roberto Barbieri**, writer **Maurizio De Giovanni**, and representatives of the involved partners: **Domenico Basso**, **Operational Director of Teatro Stabile di Napoli**, and **Angela Tecce**, **President of the Donnaregina Contemporary Art Museum - Museo Madre**.

Four initiatives have been launched, spanning from sports to art: **Flybasket**, **Segui la voce**, **In volo con l'arte** e **La magia delle parole, il fascino delle storie**.

In collaboration with **Napoli Basket**, GESAC promoted the **refurbishment of two playgrounds**: one inside the Rodari – Moscati school in Miano, open also in the afternoon, and another outdoor in Secondigliano. The aim is to promote sport as a tool for growth and inclusion, bringing young people closer to basketball and offering them real opportunities for development and socialization. To transmit the positive values of sport, players and the coach of the team participated in the **Flybasket** initiative, and students had the chance to attend home games of the league, experiencing live the challenges of professional sports.

"Segui la voce" is a **theatrical project** created by **Putéca Celidonia**, a company born from the **Naples Stabile Theater** school. It involved 25 girls and boys aged 9 to 13 from San Pietro a Patierno. The first phase includes a summer camp focused on exploring theatrical language, followed by weekly meetings starting in September at the San Pietro Auditorium. The project involves interviewing neighborhood residents to gather stories, memories, and local traditions, which will then be rewritten and performed as podcasts. These will be accessible via QR codes placed in various parts of the area, creating a widespread cultural itinerary—a true open-air museum where the neighborhood's history is told through the eyes of children and teenagers, fostering shared memory and intergenerational dialogue.

In collaboration with **Museo Madre**, GESAC promoted **"In volo con l'arte"**: a series of creative afternoon **workshops** outside school hours for students of Miano's schools, as an addition to their educational offerings. Museo Madre selected the format, which includes two workshops designed by internationally renowned artists and sessions led by the museum's educational team. The participating artists are Walter Maioli, who led a sound exploration workshop using ancient objects and instruments, and Marco Pio Mucci, who created a workshop on the

representation of Naples in art and the development of prototypes for the Napoli soccer club's T-shirts.

"La magia delle parole, il fascino delle storie" is a **creative writing and storytelling workshop** led by writer and editor **Giuseppe Pompameo**, with the collaboration of **Maurizio De Giovanni**. It is aimed at 25 teenagers aged 12 to 18. Starting with the new school year, the workshop will include twelve weekly two-hour sessions, designed to introduce young people to reading and writing, providing them with both theoretical and practical tools to approach storytelling consciously and to enhance their individual talents.

"Progetti in Volo is much more than a simple corporate social responsibility initiative: it is the concrete expression of our commitment to the territory that hosts us. As GESAC, we feel a moral duty to give back beauty, culture, and opportunities to the communities of Miano, Secondigliano, and San Pietro a Patierno. By cooperating with extraordinary partners, we have focused on high-quality training programs aimed at young people: offering them new skills, new horizons, and new passions means contributing to the building of a stronger, more united community rich in talents. We hope that these experiences can truly make a difference in the growth of the involved youth, providing them with new tools to imagine and create a better future," declared **Roberto Barbieri, CEO of GESAC**.

"The *Progetti in Volo* initiative is an example of fruitful collaboration between the public sector, private entities, and cultural organizations for the rebirth and enhancement of local territories. Investments should never be ends in themselves but should generate social impacts. The participatory pathways involving the youth of the VII Municipality offer diverse opportunities: from sports to theater, from art to creative writing. This is an innovative model that, with concreteness, promotes the growth of an entire community through culture. I strongly believe in the need to replicate similar initiatives in every local context. GESAC's initiative, which manages an increasingly busy airport that we are working on as Municipality of Naples, goes in this direction: it is essential to work towards making culture, sports, and art fully accessible, beyond any difference, material, social, or economic conditions," said the **Mayor of Naples, Gaetano Manfredi**.