

BABYGELLA – INSIEME ALLA SCOPERTA DELL'ARTE
Children discovering art with Babygella

First permanent children tour at the Archeological Museum of Naples.

Illustrations by Chiara Rapaccini

Organization: Ministry for Cultural Activities, Superintendent for Archeological Treasures of Naples and Caserta.

Location: Archeological Museum of Naples

Press Conference: Tuesday October 12 at 12:30 PM

Date-Starting: October 13, 2004

A captivating tale which has been transformed in a didactic journey, the first to be included in a permanent collection of a great museum, opens to the public on Wednesday October 13th 2004 at the National Archeological Museum of Naples, one of Europe's most important museum.

Thanks to the project **"Babygella – Insieme alla scoperta dell'arte"** ("Babygella - Together in the discovery of Art") the children visiting the museum, as of today, can discover past masterpieces through a series of illustrated panels that develop into an independent story with words and stylish image, created by Chiara Rapaccini, the famous children's author and illustrator. Located near some key museum's exhibits and in almost every section, the panels are in two languages, Italian and English.

The main characters of the story that develops on the panels are Camilla, a child from Milan on a tour through the Museum, and Napolino, son of the museum's custodian, who knows a thousand secrets and the meaning of all the work.

There are two levels of readings for the young visitors: on one side the happy illustrations and the amusing story, a story of friendship between Camilla and Napolino, that from one panel to the other, and from one hall to another, will become great friends, helped by a mouse named Cat, and a host of other unique characters such as "Secchio" the presumptuous child, Camilla's brother, and the adults; mom and dad Corsetti and Gennaro the museum's custodian. On the other side, there is the discovery of the works of art, with related "scientific" information about the meaning, the origin, the material used and the historical period.

In agreement with the Museum Director's office, the tour was designed and coordinated by Marco De Gemmis, head of the Educational Service of the Superintendence for the Archeological Treasures of Naples and Caserta, who has involved Chiara Rapaccini for the creation of the panels.

Maria Rosaria Borriello, Head of the Archeological Museum, says "These tours are conceived with an eye for both families and schools, and they offer children a charming and contemporary approach to Archeological artifacts. We have created a quality product, one that considers the children needs for education while playing"

The tour is part of a larger project for "**Babygella - Insieme alla scoperta dell'Arte**" (Together in the discovery of Art) promoted by Babygella - the children hygiene line of products - a brand of Rottapharm Group.

"The project wants to get families close to the Italian cultural and artistic heritage" - said Giovanna Forlanelli, Director of the Babygella project - "Children and parents together in the discovery of art, through pleasant and not trivial instruments, but always educational. Here in Naples with the amusing and unexpected characters of Camilla, Napolino, Secchio and Cat the mouse, we involve the children and we educate them to the notion of beauty while having fun: after visiting the museum they will go home with a positive feeling and a knowledge, acquired through the story, of the meaning of the most important works of art".

The project "**Babygella - Insieme alla scoperta dell'Arte**" develops permanent didactical museums tours and various initiatives geared towards schools and family. "Insieme alla scoperta dell'Arte" will involve initially three important museums with three peculiar tours - one with romance overtones, one involving sound and one involving computer science - respectively in three prestigious locations: The National Archeological of Naples from October 2004, the Milan's Poldi Pezzoli Museum from 2005 and the town of Rome with Modern Art Gallery from 2006. Other initiatives are being defined. The general project was developed by Rechburg and Betzkoj Associati, a company created within the Ministry for Cultural Activities and Treasures to finance the 140 major museums and public archeological Italian parks, from the Uffizi to the Coliseum.

Details of the tour:

Title "Together in the discovery of the Art"

Site- National Archeological Museum of Naples- Piazza Museo 19

Time- 9 Am-7:30 Pm. Closed Tuesday

Free entrance for children. Full € 6.50 for Adults 18 to 65

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