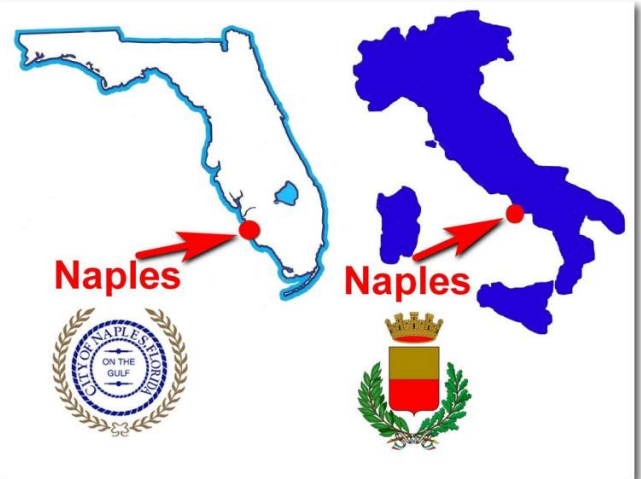


The Other Naples

Presentation by
Paul Pacter

Copyright © Paul Pacter

www.PaulVisits.com



**Why is
Naples,
Florida
called Naples?**

**Naples, Florida,
was founded late 1880s
by two US property
developers.**

**They advertised the area as
"like a sunny Italian peninsula"**

**Their ads described the bay as
"better than the bay in Naples, Italy."**

The name stuck.

**By the way, the
two developers
were from Kentucky
and had never seen
Naples, Italy.**

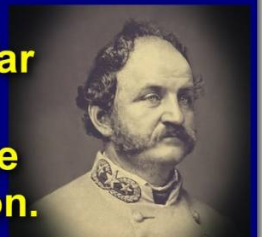
**So who were the two Kentuckians
who founded, named, and
developed Naples, Florida in 1880s?**

John Stuart Williams

– 1818-1898.

**– Confederate Civil War
General.**

**– Elected to US Senate
1879. Lost re-election.**

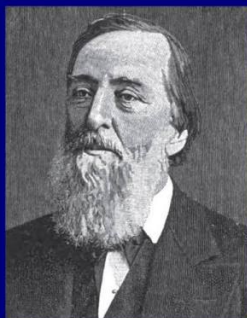


Walter N. Haldeman

– 1821-1902.

**– Pro-secessionist
newspaper editor.**

**– Founded Louisville
Grays 1876 – National
League baseball team.
Grays were involved in a betting
scandal (fixing games). Out of
business in 1878.**



**In Italian, Naples
is Napoli.**

**What does Napoli
mean?**



Napoli is derived from Latin and Greek Neapolis, meaning "new city".



Neapolitan:

Noun: A resident of Naples.

Adjective: Of or relating to Naples.



Europe

Italy



Largest Cities in Italy

Population (2021)	
1 Rome	2,800,000
2 Milan	1,400,000
3 Naples	1,000,000
4 Turin	900,000
5 Palermo	700,000
6 Genoa	600,000
7 Bologna	400,000
8 Florence	400,000



Naples, Florida
Population 20,000
Area 14 sq miles
Settled 1880s

See
Next
Slide

Naples, Italy
Population 1,000,000
Urban area 4,000,000
Area 45 sq miles
Settled 2,000 years ago



What is Naples, Florida?

USPS mailing address "Naples, FL" includes **PINK** areas (pop. 330,000) in addition to incorporated City of Naples (**GREEN** areas, pop. 20,000).

Homes 30 miles from the City of Naples have a Naples address.



For reasons we will talk about later, only 13% of visitors to Italy go to the South. And many of those bypass Naples.



Surprise Geography QUIZ

What are these two Italian islands?

A is _____?
B is _____?

Capri
Corsica
Mallorca

Malta
Sardinia
Sicily



Surprise Geography QUIZ

What are these two
Italian islands?

A is Sardinia?

B is Sicily?

Capri

Corsica

Mallorca

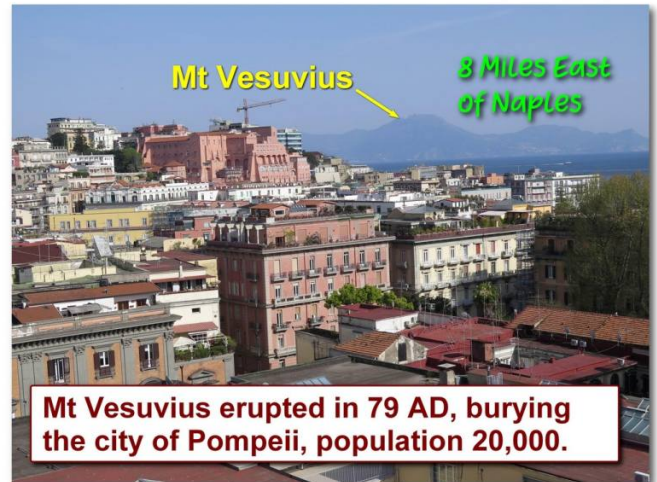
Malta

Sardinia

Sicily



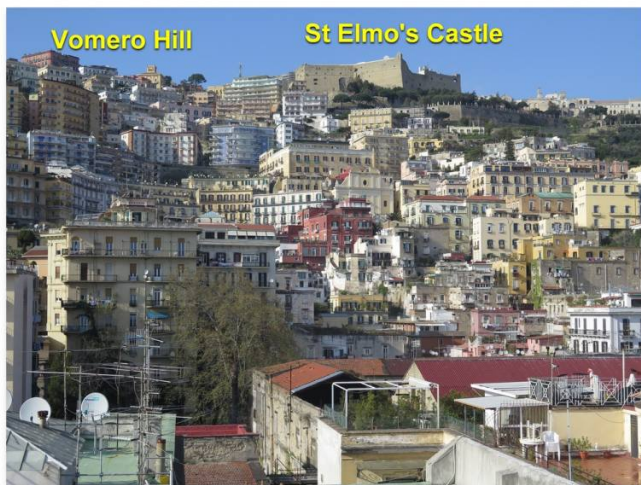
Bay of Naples



Mt Vesuvius

8 Miles East
of Naples

Mt Vesuvius erupted in 79 AD, burying
the city of Pompeii, population 20,000.

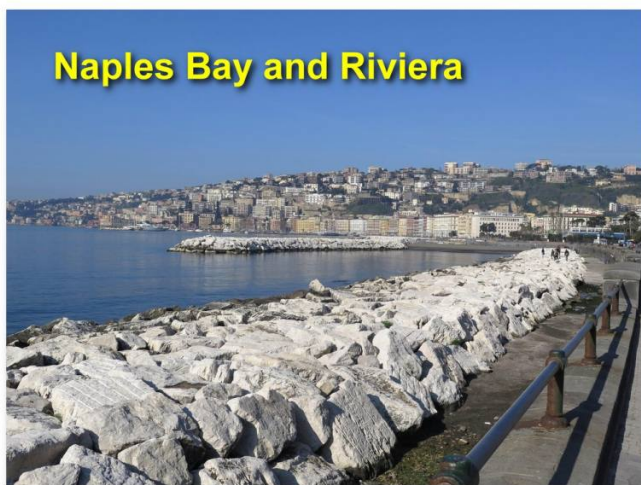


Vomero Hill

St Elmo's Castle



My friends' apartment
Right on the bay



Naples Bay and Riviera



Naples Riviera
Pedestrian Street
Evenings and Weekends

Brief History of Naples - 1

- 5th c BC Naples founded by ancient Greeks.
- 326 BC Romans conquer Naples.
 - Rich Romans build villas on coast.
 - Naples thrives for 700 years.
- 4th c AD Roman Empire splits in two: West and East.

Brief History of Naples - 2

- 476 AD: Germanic invasion of Roman Empire. Empire collapses.
- Eastern part of Roman Empire becomes Byzantine Empire.
- 536 AD: Byzantines capture Naples.
- 645 AD: Basilio (a local Naples leader) ousts Byzantines. Local rule as Duchy of Naples until the 1100s.
- Naples flourishes.

Brief History of Naples, Italy - 3

- 1100s Normans (French) conquered Naples. Part of the Kingdom of Sicily.
- Naples prospered.
- In 1442 Spain conquered Naples. Spain ruled Naples for 200 years.
- Naples grew rapidly.
 - By 1600 largest city in Europe.
 - Population 300,000.

Brief History of Naples – 4

- 1600s Naples suffers two big problems:
 1. Economic depression.
 2. Plague (1656).
- Popular rebellion.
- 1734 Spanish depart. Naples again an independent kingdom.
- Naples flourishes.

Brief History of Naples – 5

- 1806 Napoleon conquers Naples.
- 1815 French leave (Napoleon lost).
- 1815-1860 oppressive local rule.
- 1860 plebiscite – Neapolitans vote to join new united Italy.
- After 1860 Naples declined economically. Lost its former importance.
- Also devastated by WWI and WW2.
- 1990s and 2000s Slowly recovering.

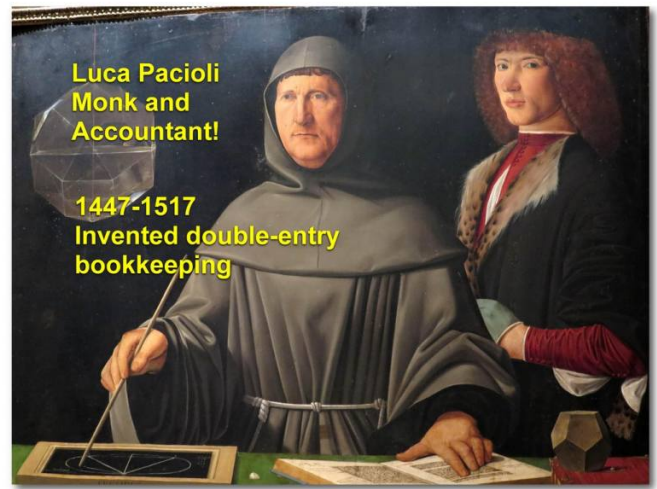
What a history for Naples!

Greek	5th c BC
Roman	326 BC
Germanic	476 AD
Byzantine (Turkish)	536 AD
Duchy of Naples	645 AD
Norman (French)	1100s
Spanish	1442
Kingdom of Naples	1734
French	1806
Part of Italy	1860

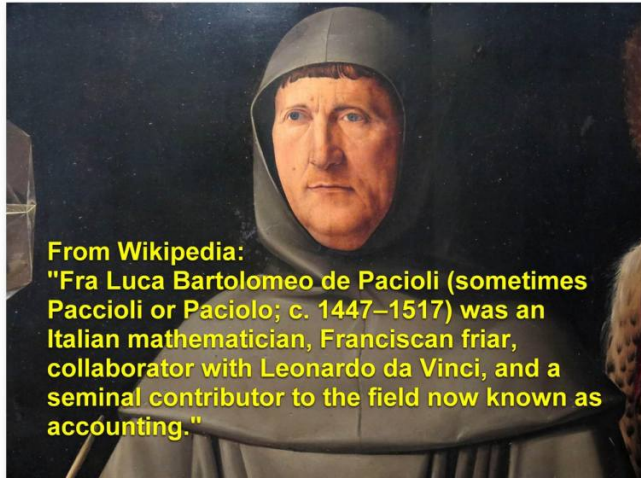




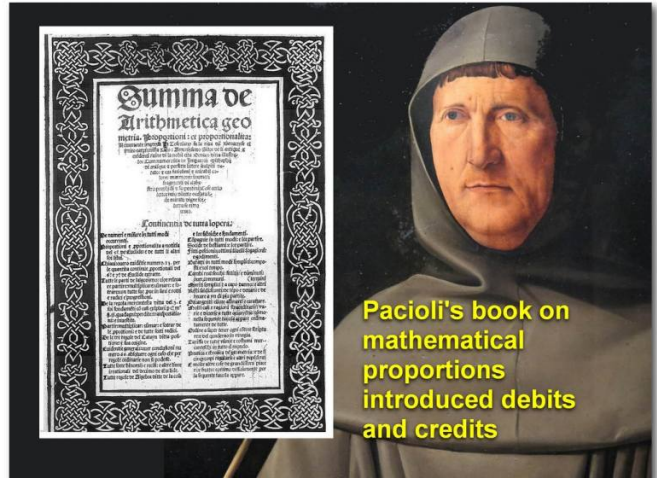
Capodimonte Art Museum
Very well behaved and attentive students!



Luca Pacioli
Monk and Accountant!
1447-1517
Invented double-entry bookkeeping



From Wikipedia:
"Fra Luca Bartolomeo de Pacioli (sometimes Paccioli or Paciolo; c. 1447–1517) was an Italian mathematician, Franciscan friar, collaborator with Leonardo da Vinci, and a seminal contributor to the field now known as accounting."



Pacioli's book on mathematical proportions introduced debits and credits



Capodimonte Museum is in a grand Baroque palace built 1738. Surrounded by a beautiful park.



Capodimonte Museum
Raphael
1483-1520
Madonna



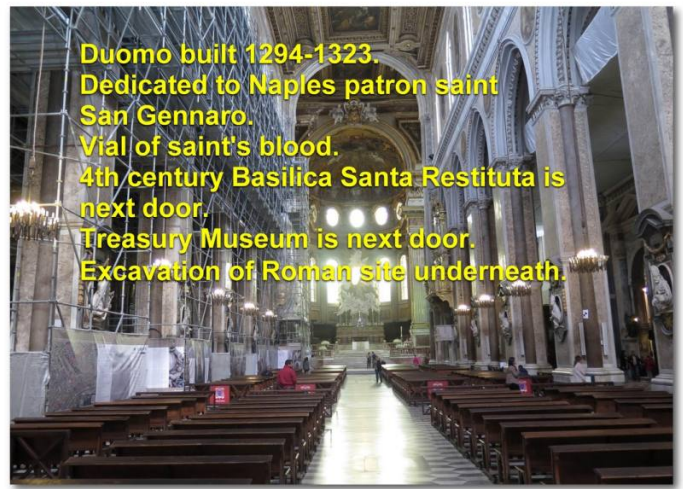
Capodimonte Museum
Donor husband
Main painting
Donor wife
by Joos van Cleve 1520



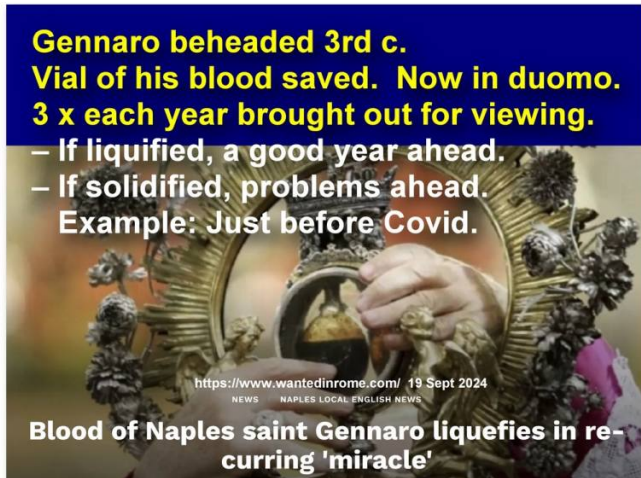
The Flagellation of Christ (Caravaggio) 1607



**Duomo
(Cathedral)
Built 1294
to 1323**



**Duomo built 1294-1323.
Dedicated to Naples patron saint
San Gennaro.
Vial of saint's blood.
4th century Basilica Santa Restituta is
next door.
Treasury Museum is next door.
Excavation of Roman site underneath.**



**Gennaro beheaded 3rd c.
Vial of his blood saved. Now in duomo.
3 x each year brought out for viewing.**
– If liquified, a good year ahead.
– If solidified, problems ahead.
Example: Just before Covid.

<https://www.wantedinrome.com/> 19 Sept 2024
NEWS NAPLES LOCAL ENGLISH NEWS

**Blood of Naples saint Gennaro liquefies in re-
curring 'miracle'**



**Santa Restituta Basilica
4th-6th century paleo-Christian church
Attached to the Duomo**

**Santa Restituta is a
martyred, North African,
female, 3rd c AD saint.**



**Mosaic in Santa Restituta Basilica
1322**



**Santa Restituta Basilica
4th Century Baptistry**



**San Gennaro Treasury Museum
Mitre of San Gennaro
1713**
– 3,326 diamonds
– 164 rubies
– 198 emeralds

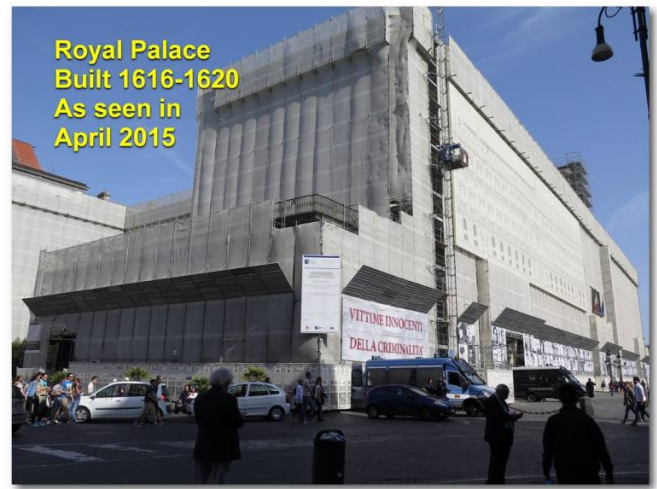
Treasury is attached to Duomo.



**San Gennaro Treasury Museum includes the
Royal Chapel (this photo), built 1608-1646,
and three exquisite sacristies.**



Royal Chapel Ceiling



Royal Palace
Built 1616-1620
As seen in
April 2015



Royal Palace - Built 1616-1620
Used by Bourbon Kings
("Kingdom of the Two
Sicilies") 1734-1860



Royal Palace 1616-1620

1620 - Originally built as a
private residence.
1734 - Became the palace of
the King of Naples.



Royal Palace 1616-1620



Castel Nuovo (New Castle)
Built 1282

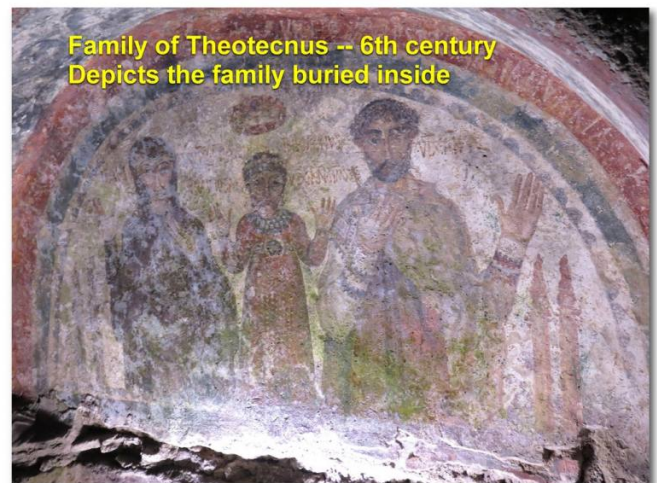
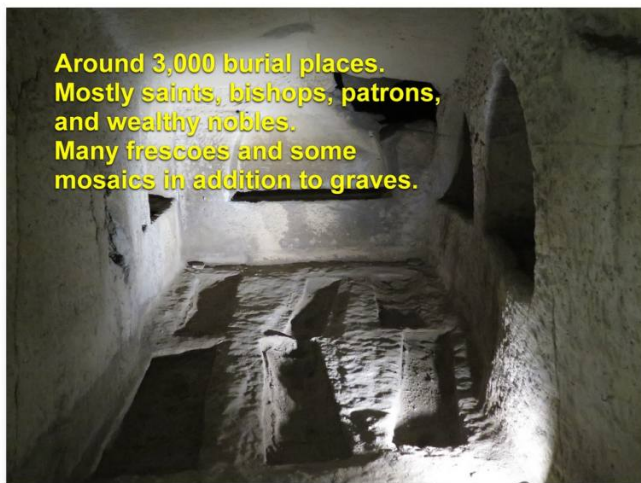
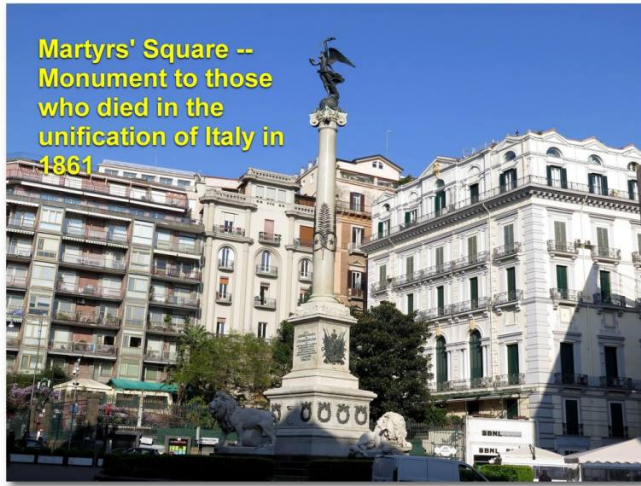


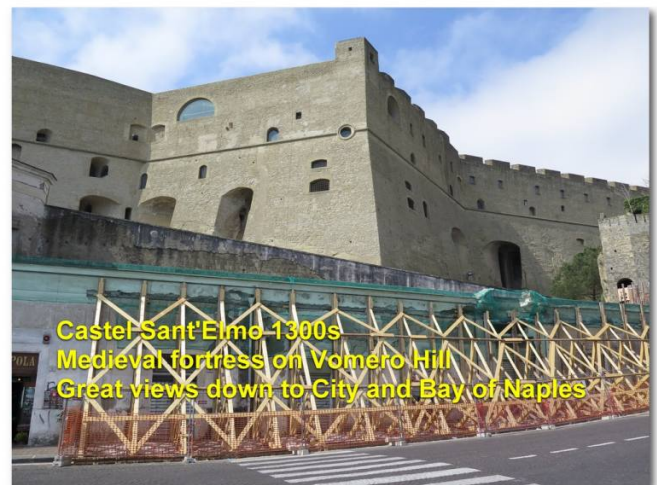
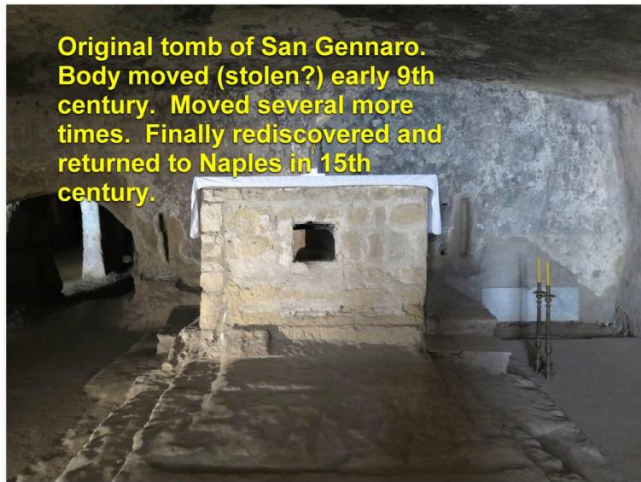
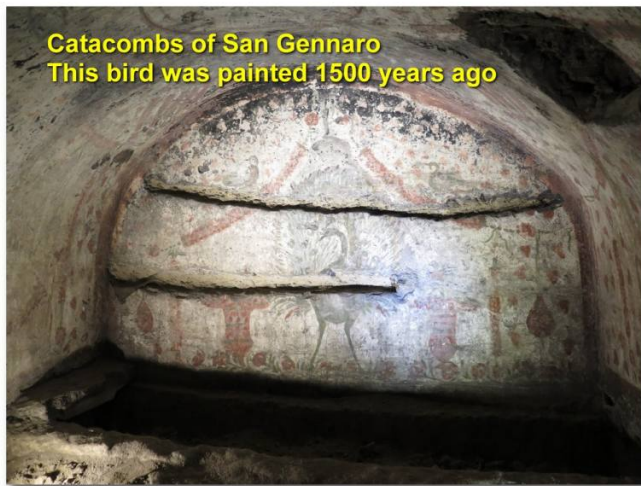
Castel Nuovo (Medieval
Palace) built when
capital of the Kingdom of
Naples was moved from
Palermo to Naples 1279.

Triumphal
arch added
by Spanish
in 1467.



Archaeological Dig
Under Castel Nuovo
Ancient Necropolis







**Certosa di San Martino
1368**



**Certosa di San Martino
1368**



**Monastery of
St Martin - 1368
Altar**



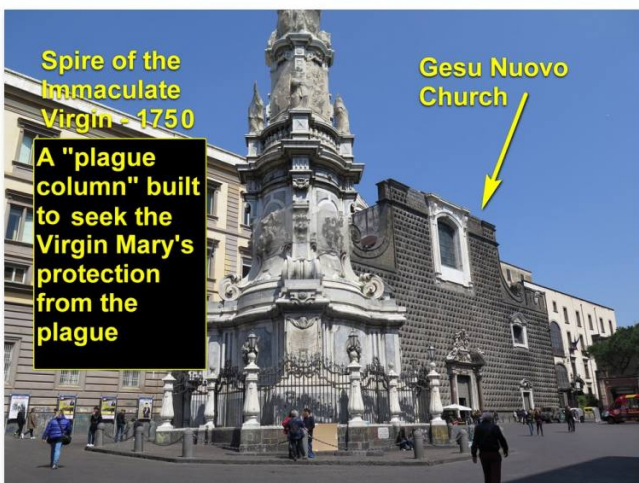
**Castel dell'Ovo - 12th century
Oldest standing fortification in Naples**



**Castel dell'Ovo (Castle of the Egg)
Supposedly a magical egg was put in
the foundation to support the castle.**



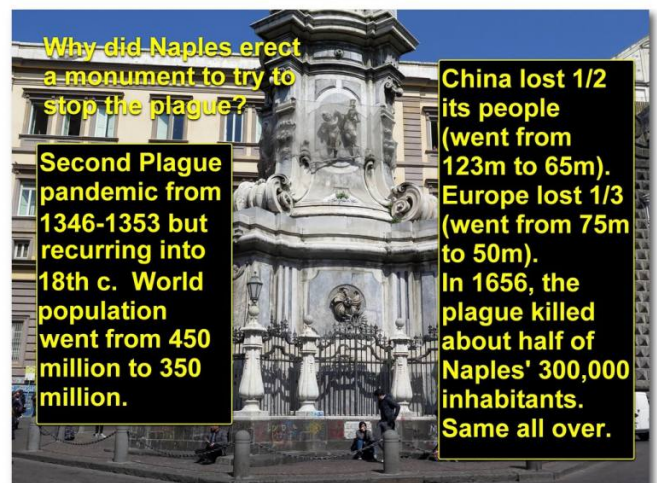
**Piazza del Gesu Nuovo
(New Jesus Square)**



**Spire of the
Immaculate
Virgin - 1750**

**A "plague
column" built
to seek the
Virgin Mary's
protection
from the
plague**

**Gesu Nuovo
Church**



**Why did Naples erect
a monument to try to
stop the plague?**

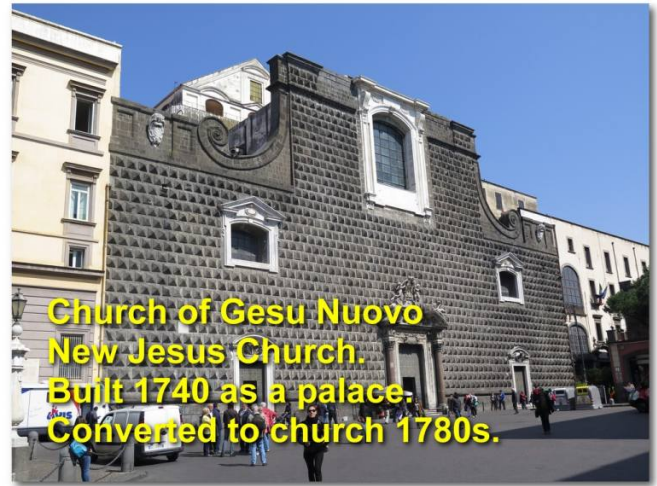
**Second Plague
pandemic from
1346-1353 but
recurring into
18th c. World
population
went from 450
million to 350
million.**

**China lost 1/2
its people
(went from
123m to 65m).
Europe lost 1/3
(went from 75m
to 50m).
In 1656, the
plague killed
about half of
Naples' 300,000
inhabitants.
Same all over.**

Major Epidemics/Pandemics in History

Rank	Epidemics/pandemics	Disease	Death toll	Global pop lost	Date	Location
1	Black Death – Second plague pandemic	Bubonic plague	75–200 million	17–54% Incl 30–60% of Europe	1346–1353	Europe, Asia, and North Africa
2	Spanish flu	Influenza A/H1N1	17–100 million	1–5.4%	1918–1920	Worldwide
3	First plague pandemic	Bubonic plague	15–100 million	7–56% incl 25–60% of Europe	541–549	Europe and West Asia
4	HIV/AIDS global epidemic	HIV/AIDS	42.3 million (as of 2023)		1981–present	Worldwide
5	COVID-19 pandemic	COVID-19	6–28 million	0.1–0.4%	2020–present	Worldwide
6	Third plague pandemic	Bubonic plague	12–15 million		1855–1960	Worldwide

https://en.wikipedia.org/wiki/List_of_epidemics_and_pandemics



Church of Gesu Nuovo
New Jesus Church.
Built 1740 as a palace.
Converted to church 1780s.



Church of Gesu



Before we look at Piazza del Plebiscito, a bit of history:

Italy is a young country!

Unification (risorgimento) not until 1861.



Flag
1861–
1946

- Consolidation of the different states of the Italian peninsula into a single kingdom in 19th century.
- Process began 1815: Congress of Vienna.
- Completed 1871: Rome became capital of Kingdom of Italy.

1815 Congress of Vienna set up 8 states (some with sub-Kingdoms) in Italy, including:

- Papal States (central Italy), including Roman and Venetian republics.
- Duchies of Parma, Placenza, Guastalla, and Lucca.
- Kingdom of Sardinia, which controlled northern Italy and Genoa.
- Kingdom of Naples.
- Kingdom of Sicily.

Over next 40 years, various groups proposed different ways to unite Italy:

- Federal republic (USA model).
- Federation of states all under the Pope (all Italy become a single Papal State).
- Confederation of states (Switzerland model).
- Single kingdom.



Leaders of Unification of Italy

Garibaldi

Victor Emmanuel II

Umberto I

Manzini

Cavour

1848-1861: Many wars for Italian Independence (from Austria and France) and for Italian Unification.

1860-1861: Many Italian states had plebiscites. People voted for unified Italy as single Kingdom of Italy – 1861.

- Victor Emmanuel II became king.
- Turin was capital.
- Did not include Rome (Papal control) or Venice or Trentino (Austrian control).

1866: Italy attacked Venice, won, Venice joined Italy.

1871: Garibaldi fought papal forces, won, Rome joined Italy.

1878: Victor Emmanuel II died. His son Umberto I became King.

1918: As result of WWI, Kingdom of Italy won Trentino from Austria.

1946: Kingdom abolished. Now Federal Republic.

Piazza del Plebiscito

Named after the vote on Oct 2, 1860 for the Kingdom of Naples to join the new united country of Italy



The voting took place in this piazza

Ch. of San Francesco di Paola

Completed 1816.
Similar design to Pantheon in Rome.



San Francesco di Paola



Santa Chiara Church built 1313–1340
Extensive damage WWII →
Disputed exterior renovation



Santa Chiara Church

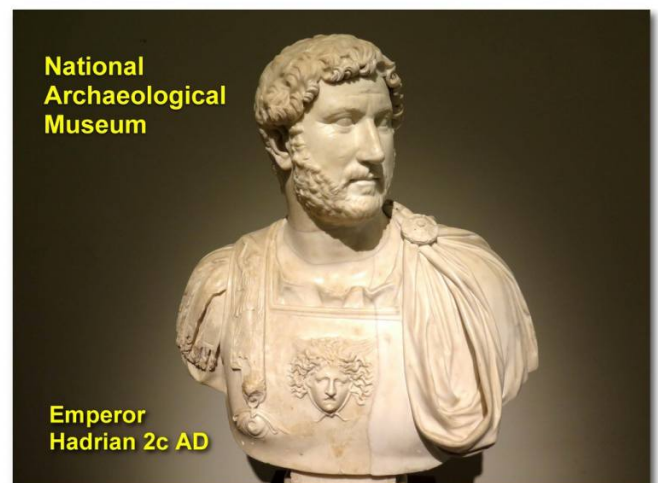
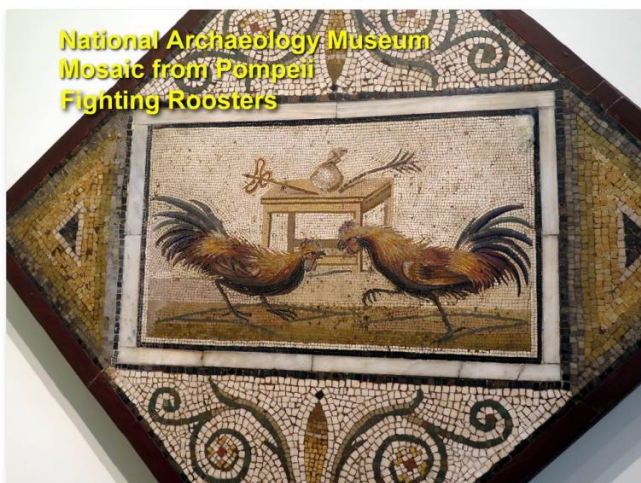
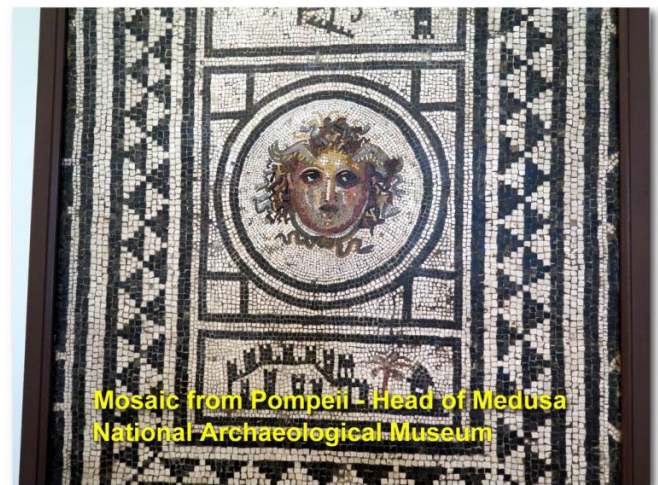
Built in 1313–1340

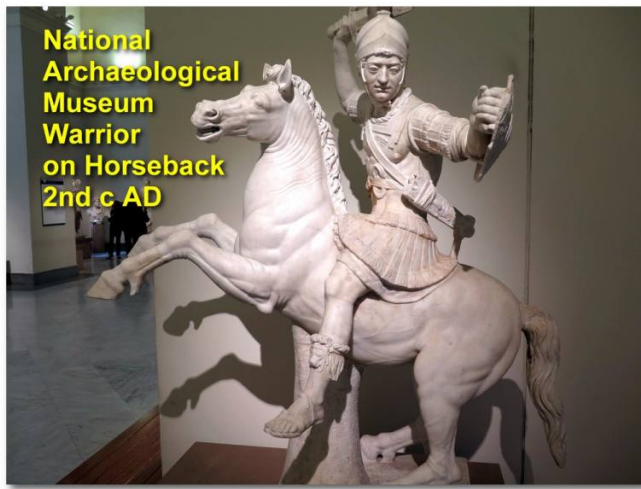


Bone of St. Lawrence

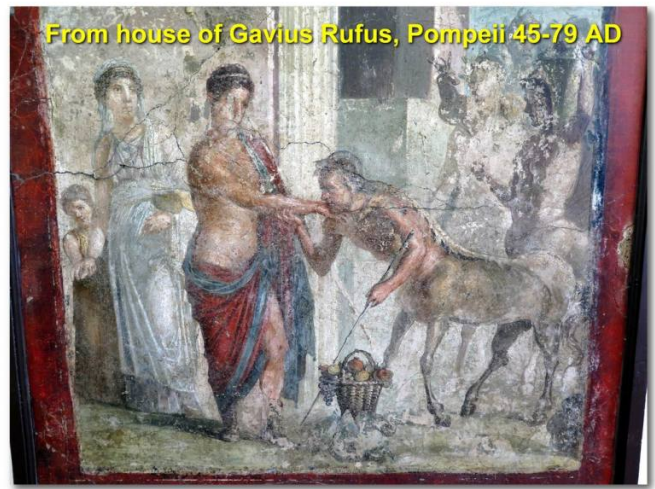
in Santa Chiara Museum



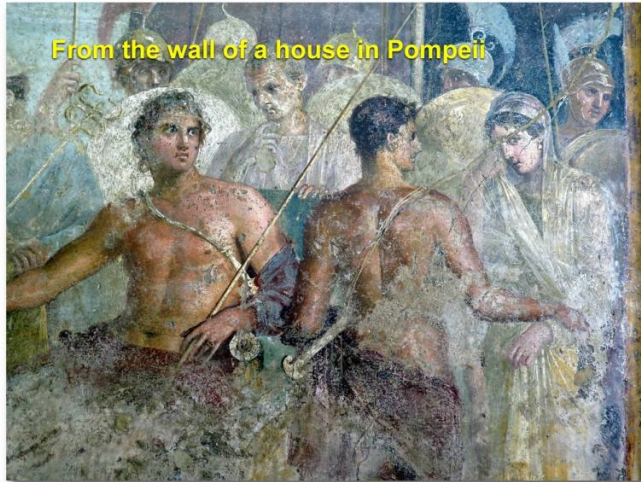




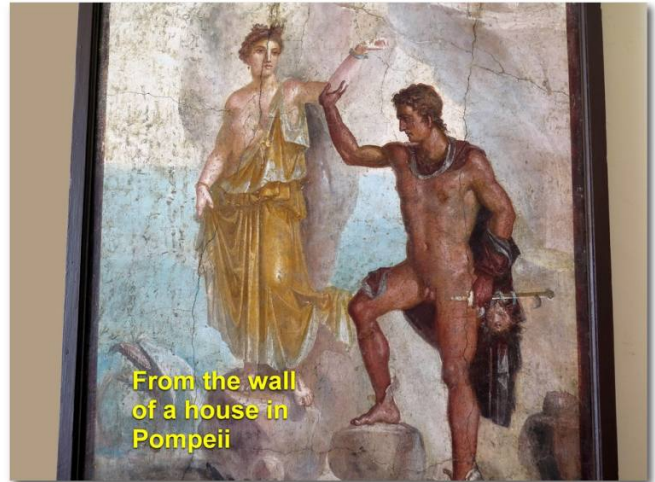
National
Archaeological
Museum
Warrior
on Horseback
2nd c AD



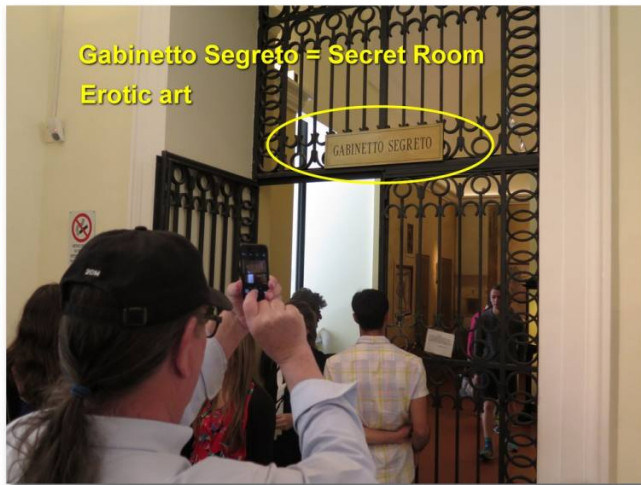
From house of Gavius Rufus, Pompeii 45-79 AD



From the wall of a house in Pompeii



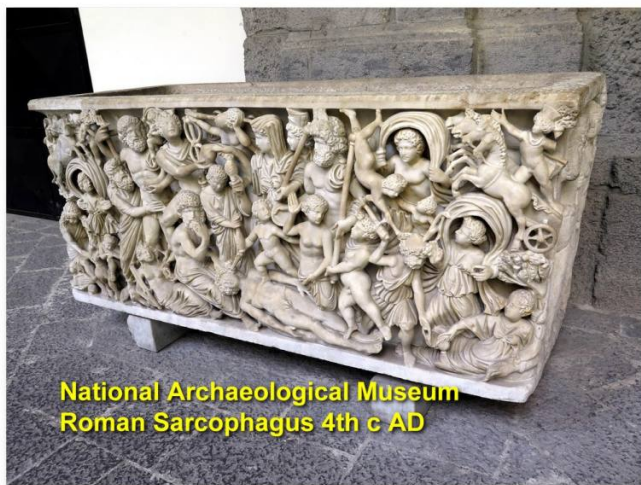
From the wall
of a house in
Pompeii



Gabinetto Segreto = Secret Room
Erotic art



One example
from the "Secret
Room" (Slightly edited)



National Archaeological Museum
Roman Sarcophagus 4th c AD



San Ferdinando
Church - 1656



San Ferdinando Church - 1636



**San Domenico Maggiore
Started 1656
Finished 1737**

**Several kings of Naples
are buried inside**



Marina at Castel dell'Ovo



Marina at Castel dell'Ovo



So why doesn't Naples attract many tourists?

**New York Times:
"Why No One
Goes to Naples"**



**Business Insider:
"Why no one
wants to travel to
Naples"**



So, why don't tourists come to Naples?

1. Crime – both reality and perception

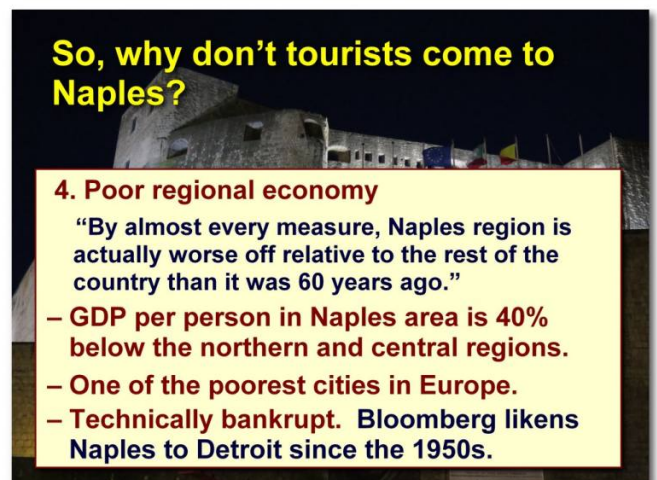
- Level of crime:
 - Milan score: 47.34 "Moderate"
 - Naples score 71.61 "High"
- The Camorra (mafia in Naples) controls some "public services".
 - 100 autonomous clans.
 - 10,000 immediate associates.



So, why don't tourists come to Naples?

**2. Stiff competition in Italy:
Rome, Venice, Florence, Milan.
Not to mention Tuscany and the Alps.**

3. Poor marketing.
"The Italian Tourist Board spends an astounding 98% of its budget on salaries, with basically nothing left for its actual job of tourism promotion."



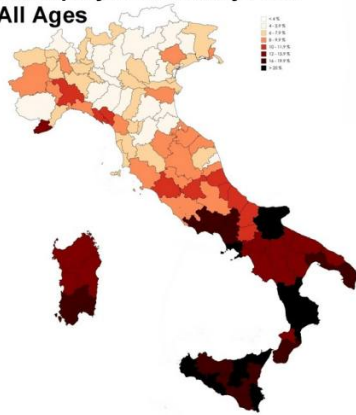
So, why don't tourists come to Naples?

4. Poor regional economy

"By almost every measure, Naples region is actually worse off relative to the rest of the country than it was 60 years ago."

- GDP per person in Naples area is 40% below the northern and central regions.
- One of the poorest cities in Europe.
- Technically bankrupt. Bloomberg likens Naples to Detroit since the 1950s.

Unemployment in Italy 2018 All Ages



For young people, the situation in Southern Italy is especially dire:

**Unemployment in Italy 2020
People Ages 15 to 34, by Region:**

South	39%
Center	23%
Northwest	20%
North	18%

<https://www.pinterest.com/news/2021/11/18/Italy-has-the-highest-youth-unemployment-rate-in-europe/>

So, why don't tourists come to Naples?

5. Trash and toxic waste problems.

- Stories of garbage piling up on the streets.
- Landfills are full.
- Civil service worker strikes.
- Many say the mafia controls dumping and does not stop dumping of toxic waste and nuclear waste. Three towns near Naples ("the Triangle of Death") have rates of breast cancer and birth defects 47% and 80% above national averages.

So, why don't tourists come to Naples?

6. They think there's nothing to see.

On this, the tourists are VERY WRONG.

We have already seen many world class sites, including
Duomo. Treasury. Baptistry. Castel Nuovo. Santa Restituta. Umberto Mall. Catacombs. Capodimonte Museum. National Archaeological Museum. Monastery of San Martino. St Elmo Castle. Piazza del Plebiscito. Royal Palace. Castel dell'Ovo. Gesu, San Ferdinando, and Santa Chiara Churches. Funiculars.

And we haven't yet talked about day trips to Pompeii, Herculaneum, Sorrento, or Ischia. Or FOOD or MARKETS.

Now we can turn to something more important in Italy than archaeology, paintings, or the economy: FOOD

Wikipedia:
"Modern pizza developed in Naples, when tomato was added to the focaccia [flatbread] in the late 18th century."



Naples wood-oven pizza from Sorbillo Pizza. Mozzarella, fresh Vesuvius tomatoes, basil.

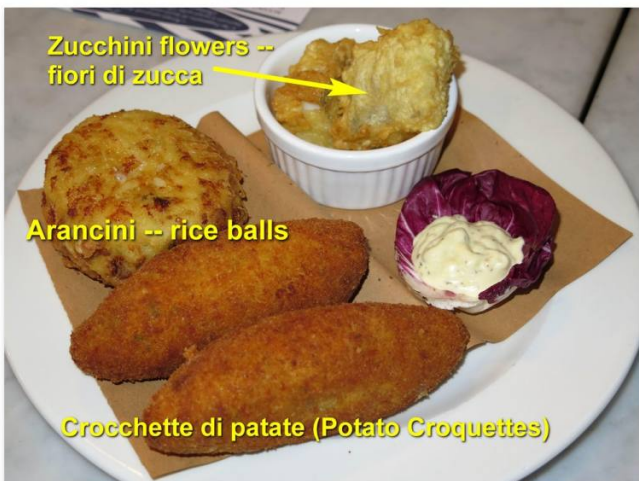


**One more thing:
Never served with slices cut!**

**Zucchini flowers --
fiori di zucca**

Arancini -- rice balls

Crocchette di patate (Potato Croquettes)



Ristorante da Dora
<http://ristorantedora.it/>
Via Ferdinando Palasciano 30 (29?)
80122 Naples (Chiaia district)
Tel. 081 680 519
Must book!

Offere Me Nere
Tandano Street Palasciano 30
80122 Naples
Tel. 081 680 519
Email: info@ristorantedora.it
Cassa da Dora
We are closed
Monday



Ristorante da Dora



Mixed seafood starter (appetizer)
Da Dora Restaurant



"Fish fry" at Da Dora Restaurant



Paul's seafood with linguini at Da Dora



Octopus starter at Da Dora



Vognoles (clams) starter at Da Dora



Fried squid at Da Dora Restaurant



Clams with linguini at Da Dora Restaurant



Risotto at Da Dora Restaurant



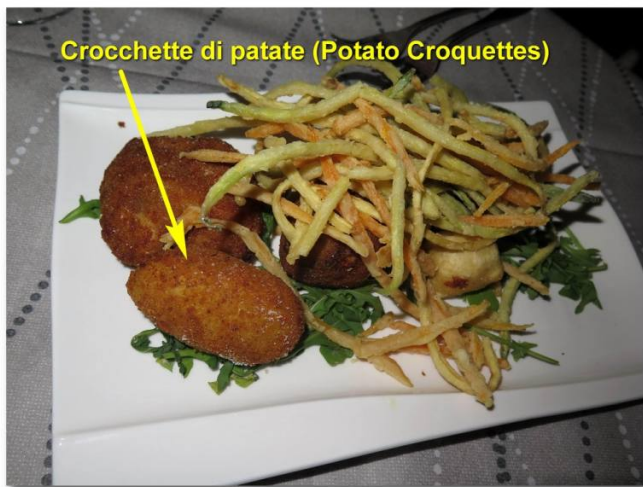
Fish in broth at Da Dora Restaurant



Fresh whole flounder at Astroni Restaurant



My portion of our flounder at Astroni



Crocchette di patate (Potato Croquettes)



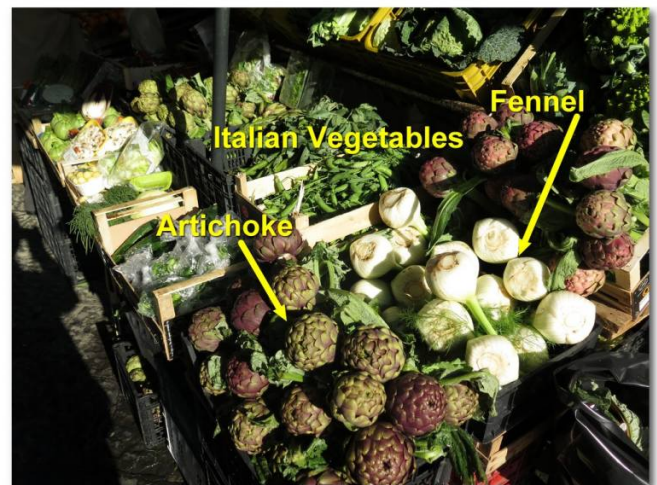
Cannolo (plural Cannoli)
Cannolo means little tube



My friends
Debbie and
Steve.
Oca means
goose.



Spaghetti with clams at Trattoria dell'Oca





POMPEII

Now let's go just a few miles east of Naples to the Roman city of Pompeii. *Pompeii was devastated by the eruption of Mt Vesuvius, a volcano, in 79 AD.

*Today, the modern city next to Pompeii is Pompei (one i).

A volcano is a mountain with a hole at the top. In the hole is a pool of melted, red-hot rock. When pressure builds up, eruptions occur. Gases and rock shoot up through the opening and spill over or fill the air with lava fragments.

There are about 1,500 active or potentially active volcanoes in the world today.

Every part of the world.

500 million people live near them.

Chile Volcano April 2015
"Volcán Calbuco"

Chile Volcano April 2015
Amazingly -- no casualties!
But lots of damage.

Chile Volcano April 2015

Mt Calbuco, Chile, 2015



Chile Volcano April 2015



**Nevado del Ruiz, Colombia
1985 Eruption Killed 25,000
Mudslides Buried Towns**



**Mt Merapi, Indonesia.
Major eruption in 2010.
350 people died, buried in ash.**



**After the eruption, top of
mountain was 120 feet lower
than before.**

Before (Sept 2010)

After (June 2011)



Mt Merapi, Indonesia, erupted Oct-Nov 2010

**Mt St Helens
Washington State, USA
Major eruption
May 18, 1980**



Mt St Helens May 1980

- 57 people killed
- 250 homes destroyed
- 47 bridges destroyed
- 185 miles of highway destroyed
- 15 miles of railway destroyed
- 200 sq mi of forest destroyed



**Fuego Volcano, Guatemala
Erupted June 3, 2018**

**Over 110 confirmed dead
197 missing**



Kilauea Volcano, Hawaii

Erupted May-September 2018.
716 homes destroyed.

Grindavik, Iceland in Danger Dec 2023 and Jan 2024

Photo Jan 14. BBC Feb 3: "Grindavik [pop 3,500] now lies empty. Its people have fled and are beginning to face up to realisation they may never be able live there again."

In 62 AD Pompeii was a prosperous city of 20,000. It had villas, theatres, arenas, temples, fountains, shops.

In 62 AD, an earthquake damaged most of the buildings in Pompeii.

17 years later, while still rebuilding Pompeii, disaster struck!

Mt Vesuvius erupted on August 24, 79 AD.

Sent out a cloud of gas, ash, stones 21 miles high.

Red-hot rock poured down at 1.5 million tons a second. Moving at 100 mph.

People in Pompeii and nearby towns had **NO WARNING!**

They were buried alive.

In 79 AD Pompeii was buried in 13 to 20 feet of ash. The ash hardened over buildings and people.

Pompeii remained buried for 2,000 years until it was discovered by accident in 1748.

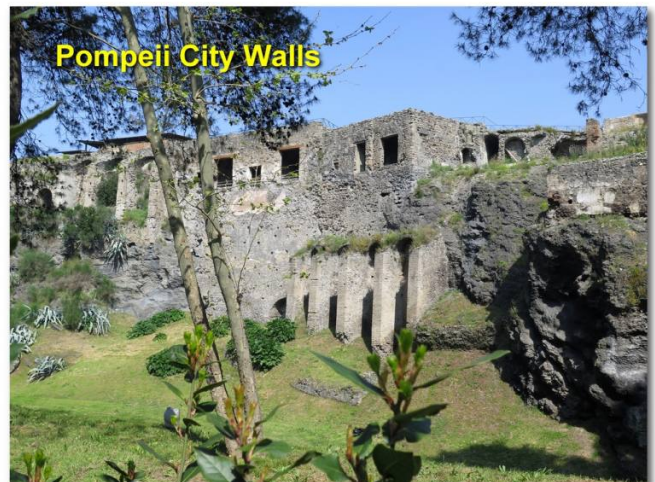
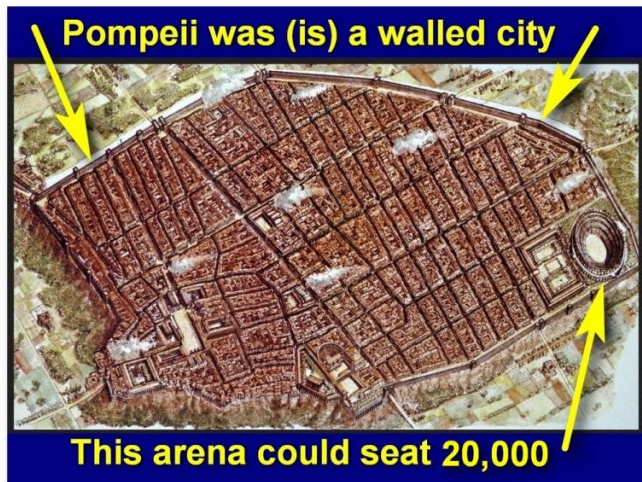
Pompeii was about 2 square miles. Since 1748 a lot of the ash has been removed. Pompeii has become a tourist site.

Hundreds of preserved buildings and art from Roman times.

And over 1,000 well-preserved human bodies have been found.

Vesuvius Today

Vesuvius is regarded as one of the most dangerous volcanoes in the world because 3,000,000 people live near enough to be affected by an eruption, with 600,000 in the danger zone. https://en.wikipedia.org/wiki/Mount_Vesuvius





18 victims of the eruption were found in Casa Menandro



Pompeii - Casa del Menandro



**Quadriportico
Athletic field and gladiators' barracks**



Pompeii - Quadriportico



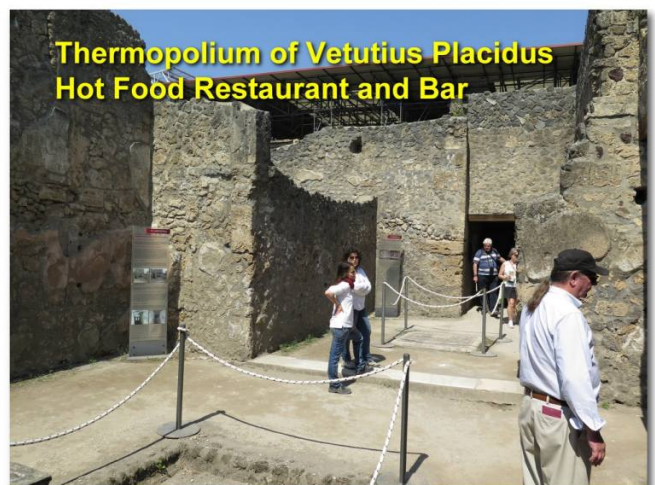
**Large Theatre
2nd c BC - Seated 5,000**



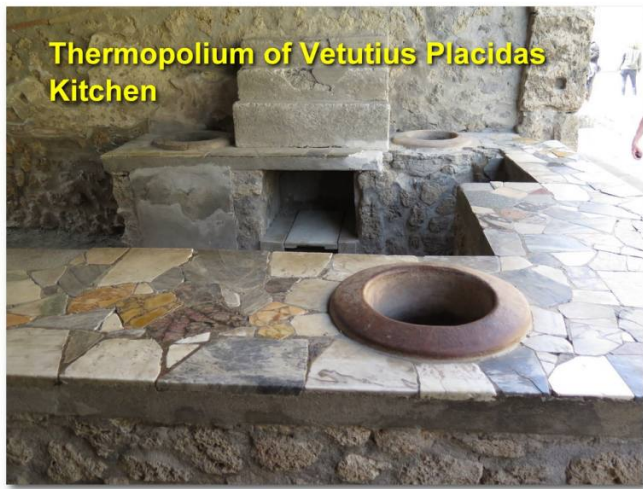
**Thermopolium of Vetutius Placidus
Hot Food Restaurant and Bar**



Fresco - Thermopolium of Vetutius Placidus



**Thermopolium of Vetutius Placidus
Hot Food Restaurant and Bar**



Thermopolium of Vetutius Placidus
Kitchen



Pompeii - Roman Temple

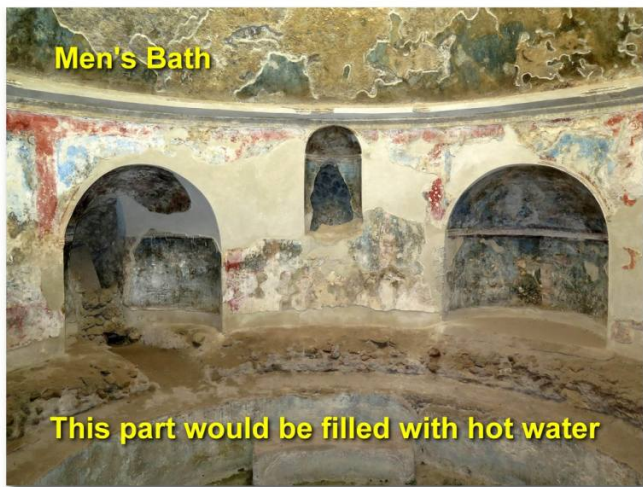


Public Baths - Pompeii



Women's Bath

This part
would be
filled with hot
water



Men's Bath

This part would be filled with hot water



Preserved body found in men's bath



Preserved body found in men's bath



Mt Merapi
Indonesia
2010



Via Lupanare
The Lupanare was the official brothel of Pompeii.



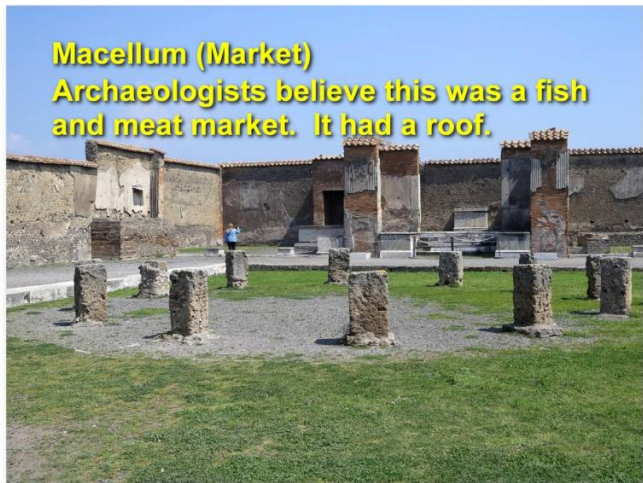
Mt Vesuvius



The Forum - Main Public Square in Pompeii. Like 5th Ave South and Cambier Park in Naples.



Pompeii - Forum
Altar of Augustus
Temple of Vespasian



Macellum (Market)
Archaeologists believe this was a fish and meat market. It had a roof.



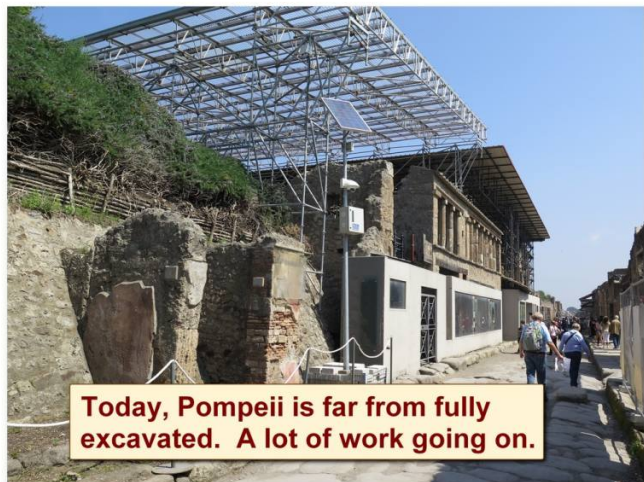
Preserved body found in the market



Preserved body found in the market



Pompeii Forum and Mt Vesuvius



Today, Pompeii is far from fully excavated. A lot of work going on.

Room with frescoes and amphorae (jugs) unearthed in Pompeii in 2024.



Banqueting hall unearthed in Pompeii in 2024.



Ideas for day trips (or longer) when visiting Naples:

- Top of Mt Vesuvius.
- Sorrento: easy day trip from Naples by boat or train.
- Amalfi Peninsula.
- Herculaneum: archaeological park rivalling Pompeii. Was buried by the 79 AD eruption of Vesivius.
- Isle of Capri.
- Island of Ischia.

Paul Next 3 Months

Baker Senior Center	
Monday, Nov 4, 2024 3:00-4:00pm	Cuba – Some interesting places other than Havana.
Monday, Dec 2, 2024 3:00-4:00pm	Costa Rica – Pura Vida
Monday, Jan 6, 2025 2:00-3:00pm	Southern India Part 1 – Chennai, Mamalapuram, Pondicherry, Thanjavur etc.
Collier County Public Library - Marco Island, 210 S Heathwood, Marco	
Wednesday, Jan 15, 2025 2:00-3:00pm	Easy Nature Hikes In or Near Naples
Naples Italian American Foundation - 7035 Airport-Pulling Road, Naples	
Wed, Nov 6, 2024 4:00-5:30pm	The Other Naples
Wed, Dec 11, 2024 4:00-5:30pm	Rome Part 1
Commons Club - 9930 Coconut Rd, Estero (Open to Public)	
Friday, Jan 17, 2025 2:00-3:30pm	Malta

THE END
Thank you for coming!

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