



33rd Store Kro Club Conference

May 23 - 26, 2024

Naples, Italy

ACCOMPANYING PEOPLE SOCIAL PROGRAM

May 23th: Welcome Reception (h. 6.30 pm)

May 24th: Historical Center + pizza lunch (10.00 am 2.00 pm)

May 24th: Pompei Tour (departure 3.30pm) + Dinner in the Canteen

May 25th: Capodimonte Museum (10.00 am- 2.00 pm)

May 25th: Walking Tour (5.30-7.00 pm)

Gala Dinner (8.00 pm)

May 26th: Openair Walking Tour (10.00-12.00 am)

Hotel Lunch (1.00 pm)

For any further information please contact

Organizing Secretariat:



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24/5 MORNING: Historical Centre (10.00 am – 2.00 pm)

The historical center of Naples is divided into three large streets (decumani) and small streets that intersect (cardini). The most famous decumano is known as Spaccanapoli, a road that, seen from above, literally divides the ancient center between the north and the South. Adapted over the centuries, it starts from Piazza del Gesù to arrive in the final stretch in Forcella.

This road has become important due to the large number of convents and the homes of powerful men who lived there.

Our tour starts from the hotel where the guests will meet the guide and will take a private bus to the beginning of the tour.

The tour itself will start Piazza Monteoliveto to go towards the ancient center; first stop is piazza del Gesù Nuovo with the visit inside the baroque church of Gesù Nuovo, completed in the eighteenth century, as well as for the imposing Renaissance facade and the remarkable baroque interior, today it is also known because it houses the body of Giuseppe Moscati, became a saint in 1987.

Guided tour of the Cloister of Santa Chiara.

The tour continues towards Spaccanapoli with stops in Piazza San Domenico, one of the oldest, largest and most historic squares in the city, up to Piazzetta Nilo and largo Corpo di Napoli, where you can admire the statue of the God Nile; Church of Sant'Angelo a Nilo where there is the funeral monument of Rinaldo Brancaccio by Donatello and Michelozzo.

During the tour of the historical centre, the visit to the Sansevero Chapel cannot be missed.

The Sansevero Chapel is one of the most impressive monuments that the human mind has ever conceived. A noble mausoleum, a temple of initiation, which admirably reflects the multi-faceted personality of its ingenious architect, Raimondo di Sangro, seventh Prince of Sansevero.

The Veiled Christ is one of the most famous sculptures in the world and it's situated in this amazing chapel.

Veiled Christ is a carved marble sculpture by the Neapolitan artist Giuseppe Sanmartino completed in 1753. The sculpture is formed from a single block of white marble. It represents with greatest realism, Our Lord Jesus Christ in death, covered by a transparent shroud carved from the same block of stone as the statue.

Prince of Sansevero commissioned also some of the finest artists of his day to create sculptures of exceptional importance, among which the series of ten Virtues which are situated all around the chapel.

The tour then ends with on the exclusive terrace in Piazza San Domenico of Palazzo Petrucci a Michelin restaurant which has kept this wonderful place in the historical center. In this restaurant the participants will taste the very popular Neapolitan pizza and some very special appetizer and sweets.



24/5: POMPEI EXCURSION (departure from hotel 3.30 pm)



Pompeii, a pearl of the Unesco heritage, can be visited in a two-hour journey that will lead to discover the ruins of a great civilization of the past .

Villas, temples, public buildings and private homes are just some of the testimonies that we can see and “touch” with hand. An important legacy, such as the plaster casts of the ancient Pompeians perished during the eruption , an exciting last farewell, a monument to transience and eternity merged together in the millenary lava.

The disappearance of this city is due to the volcanic eruption of Vesuvius, which occurred in 79 AD, which with its blanket of ash and lapilli completely buried the city. During this eruption other ancient cities located near Pompeii were destroyed, such as Herculaneum, Stabia and Oplonti.

This catastrophic event has made it possible to return to the present day one of the best testimonies of Roman life, as well as the best preserved city of the time. Most of the finds recovered are kept at the National Archaeological Museum of Naples. Thanks to the considerable amount of artifacts recovered during the excavations, it was possible to understand the uses, customs, eating habits and the art of life of over two millennia ago. Although excavation work began in 1748, only 49 of the 66 hectares on which the site extends have been excavated. So there is still a lot to discover!

DINNER IN THE CANTEEN

On the way back to Naples the group will stop in a Vineyard situated at the bottom of the Vesuvius.

After the visit of the Vineyard and an explanation of the different phases of production, the guests will have a very traditional dinner inside the Vineyard (in case of bad weather we will use the inside places of the canteen).

This is a very special and personalized experience



25/5 MORNING (10.00 am – 2.00 pm)

CAPODIMONTE ROYAL PALACE

The majestic Royal Palace of Capodimonte, framed by its beautiful 134 hectares of gardens and woods is considered one of the largest museums in Italy with its vast collection of Neapolitan painting, decorative art and some important ancient Roman sculptures, including major works by Raphael, Titian, Caravaggio, Masaccio, Lorenzo Lotto and Giovanni Bellini.

The Bourbon Palace of Capodimonte, an extravagant royal palace that occupies the entire Capodimonte hill in the outskirt of Naples, initially conceived as a place to house the Farnese collection. It was the historic residence of the Bourbons of Naples, and later of the Bonaparte, Murat and Savoy families.

The accompanying group will visit the palace and part of the wonderful park and then have their brunch in the “Stufa dei Fiori” which is the original flower green house of the palace



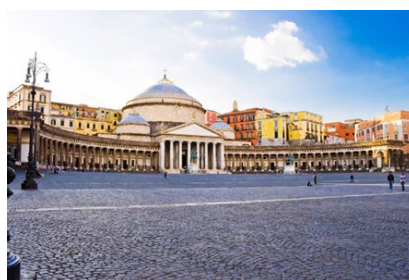
25/5: WALKING TOUR BEFORE GALA DINNER (5.30-7.00 pm)

The openair walking tour combines the Royal Naples with the Old Town, taking you from the monumental area of the city

We will show you the most popular highlights of Naples, busy streets and lively neighbourhoods. You will walk past the main landmarks of the city and you will discover some of its legends, mysteries and hidden gems.

Highlights of the walks include:

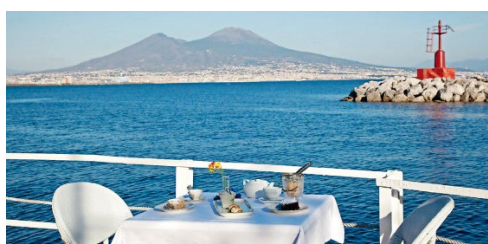
Piazza Municipio, Castel Nuovo, Galleria Umberto, Teatro San Carlo, Palazzo Reale, Piazza Plebiscito



GALA DINNER (25/5 – 7.30 pm)

The Gala Dinner will be organized at **PRIVATE YACHTING CLUB RARI NANTES**

The club is at a walking distance from the hotel (just crossing the street)



26/5 MORNING (to be defined)

2 hours walking TOUR

On the departure day we are thinking of a walking tour for those who have their flight in the afternoon. From the hotel it is possible to visit Castel dell'Ovo (just in front) or walking along the waterfront up to the City Communal park and visit the old Villa Pignatelli.

This is a very easy tour imagine with a guide who will be flexible to the guests' wishes

