



Costa Cruises' Guests Will Have The Chance To See The Superb Museo and Real Bosco di Capodimonte In Naples

July 1, 2016

The Italian Company and Naples' Museo and Real Bosco di Capodimonte announce an innovative partnership to promote and foster one of the most important parts of Italy's artistic, cultural and botanical heritage.

Starting today, two new shore tours are being arranged on a weekly basis taking cruise guests from Costa ships to visit the Museo di Capodimonte picture gallery and the adjoining Bosco park: between now and the end of 2017, about 80 Costa port calls are scheduled in Naples, with a total of 210,000 transit cruisers from a variety of countries.

Naples – July 1, 2016 – An innovative, unprecedented partnership has been announced today between Naples' [Museo](#) and [Real Bosco](#) di Capodimonte and [Costa Cruises](#) for the promotion and fostering of the exceptional artistic, cultural and botanical heritage of this former royal residence with its extensive grounds.

The aim of the alliance is to increase the number of international visitors to the Museo di Capodimonte and the adjoining Bosco pastoral park by organizing two new shore tours, "*The Treasures of Naples: Capodimonte and the treasure of San Gennaro*" and "*Cycling in the Real Bosco di Capodimonte*", which will allow guests on Costa's cruise ships calling weekly in Naples to discover and appreciate unique but relatively unknown masterpieces: indeed, the Museo houses one of Italy's most impressive art collections, with works from the 13th century to the contemporary period, while the Bosco pastoral park, declared a UNESCO World Heritage site on account of its incredible variety of botanical species from all over the world, is one of the country's biggest and finest.

The first two tour parties arrived earlier today, with guests from a number of different countries holidaying on the ship Costa Fascinosa, which is currently in Naples on her 7-day Western Mediterranean cruise. The guided tours to the Museo and Real Bosco di Capodimonte will be available on all Costa's ships calling in Naples: between now and the end of 2017, 5 fleet members – the Costa Fascinosa plus the Costa neoClassica, Costa Mediterranea, Costa Luminosa and Costa Deliziosa – will be porting here a total of around 80 times, bringing an estimated 210,000 transit cruise passengers (mainly Italian, Spanish, German, Austrian and French), who will all be offered the opportunity to see the treasures of Capodimonte.

Museo and Real Bosco di Capodimonte Director Sylvain Bellenger said: "*The Museo di Capodimonte is Italy's number two art gallery and definitely one of Europe's Top Ten. Our goal in this project is to make it instructive and informative for Italians and foreigners, attracting them here where they can appreciate brilliant examples of artistic schools, visions and techniques from medieval to modern times. Capodimonte, with its grounds extending 140 hectares, is a place where you can spend the day, enjoying the constant interplay of art and nature. This agreement is a major step forward on the path we set out on some time ago and I am grateful to Costa for sharing and supporting our aims.*"

"By means of this initiative, Costa Cruises wishes to lend its support to the ambitious goal of the Ministry for Cultural Affairs and the Director of the Museo Sylvain Bellenger, namely the discovery or rediscovery of the

splendid cultural legacy of Capodimonte" commented Costa Cruises Sales & Marketing Director Carlo Schiavon. *"The two new organized tours will provide a major contribution to efforts in this direction because they will be offered to the tens of thousands of tourists from many countries arriving on our ships in Naples. Through this important partnership, Costa Cruises has confirmed once again its mission as a global ambassador for Italy's finest, enabling cruise guests to appreciate Italian-made excellence both on board its ships and during stopovers in locations around the country."*

The two new tours will be promoted on board in a special video showing the magnificent natural scenery and artistic heritage on display at Capodimonte, and also using the Company's main channels of communication, including Costa's partner travel agencies.

The excursion called *"The Treasures of Naples: Capodimonte and the treasure of San Gennaro"* will take guests on a tour of the extraordinary historical and artistic legacy of the Museo Reale: from the breathtaking masterpieces of medieval, Renaissance and modern art including works by Simone Martini, Masaccio, Raphael, Michelangelo, Titian, Caravaggio, Ribera and Luca Giordano, to the plush royal apartments, where you can relive the atmosphere of one of the most prestigious stately homes of the Bourbon dynasty and see examples of the porcelain that Capodimonte is widely renowned for. Afterwards, guests on the tour will be taken to see the Museo di San Gennaro collection comprising works by Neapolitan goldsmiths and silversmiths from the 14th to the 20th centuries.

Meanwhile, the *"Cycling in the Real Bosco di Capodimonte"* tour is perfectly in line with Costa Cruises' longstanding focus on nature and the environment, with the participation of expert Bike Escorts who will act as guides and lead the cyclists on a ride of about 9 km inside the Real Bosco di Capodimonte grounds. The route will go via two of the undoubted highlights of the park: the Giardino dei Principi and the Giardino Torre, featuring the original groundsman's estate with a nursery and orchard.

Both tours will end with tasting of typical local products; guests will be able to sample the finest Mediterranean food and wine with delicacies from the inimitable Neapolitan culinary tradition.

For further information:

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