

**STAMPA OPUSCOLO VILLA RUFOLO 2023
AFFIDAMENTO DELLA FORNITURA E IMPEGNO DI SPESA
DETERMINA**

Il Direttore Generale

Premesso che

La brochure di Villa Rufolo, (che viene consegnata ai visitatori del complesso monumentale in uno al biglietto di ingresso), necessitava di un restyling sia grafico, per migliorarne l'estetica e agevolare gli ospiti nel percorso di visita (mediante una rinnovata piantina del sito), sia di contenuto al fine di modificare e integrare i testi in ragione delle evoluzioni degli ultimi anni e delle risultanze di recenti studi e ricerche;

Dato atto che

- con Avviso Pubblico prot. n.34/VR del 14.01.2023, è stata avviata un'indagine di mercato per l'acquisizione di preventivi per la ristampa dell'opuscolo di Villa Rufolo 2023;
- nel termine fissato per la ricezione dei preventivi: 21 gennaio 2023 ore 13:00, sono pervenute n.17 offerte, acquisite al protocollo della Fondazione Ravello e che qui si intendono integralmente richiamate per formare parte integrante e sostanziale del presente provvedimento, da parte delle seguenti imprese:

1. Avagliano srls	Prot. n.45/VR del 19.01.23
2. Arti grafiche la Pelosa srl	Prot. n.47/VR del 19.01.23
3. Tera Print	Prot. n.48/VR del 19.01.23
4. Grafica Metelliana	Prot. n.55/VR del 20.01.23
5. DEP Industria Grafica srl	Prot. n.59/VR del 20.01.23
6. Arti Grafiche Cardamone Srl	Prot. n.60/VR del 20.01.23
7. Rubbettino Print	Prot. n.61/VR del 20.01.23
8. Officine Grafiche soc. coop.	Prot. n.62/VR del 20.01.23
9. Grafiche Mdm Srl	Prot. n.63/VR del 20.01.23
10. Poligrafica Fusco	Prot. n.65/VR del 20.01.23
11. Micro Print Srl	Prot. n.66/VR del 20.01.23
12. Internatonal Printing srl	Prot. n.67/VR del 20.01.23
13. Grafica Sammaritana srl	Prot. n.68/VR del 20.01.23
14. Primaprint s.r.l.	Prot. n.70/VR del 20.01.23
15. Wiseview S.r.l.	Prot. n.72/VR del 20.01.23
16. Promoservice s.r.l.	Prot. n.73/VR del 21.01.23
17. Arti Grafiche Cecom srl	Prot. n.74/VR del 21.01.23

Preso atto che l'offerta della ditta Grafica Sammaritana srl è risultata essere quella con il prezzo più basso, pari ad euro 26.352,00 (ventisemilatrecentocinquantadue,00) (€ 21.600,00 oltre IVA) omnicomprendivo, che si ritiene congruo e conveniente per la Fondazione Ravello;

Ritenuto

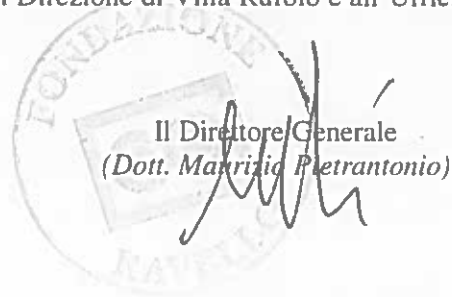
- opportuno, al fine di garantire la massima qualità della fornitura, richiedere alla Grafica Sammaritana una prova di stampa che è risultata pienamente rispondente alle aspettative e agli standard della Fondazione Ravello, come constatato dal sottoscritto e dal referente dell'ufficio stampa e comunicazione della Fondazione;
- di poter pertanto affidare alla predetta Grafica Sammaritana s.r.l., con sede in Vitulazio (CE) - SS. Appia Km. 197,900 - P.IVA 03438700613, la fornitura di N. 200.000 opuscoli di Villa Rufolo 2023 di cui 100.000 in lingua italiana e 100.000 in lingua inglese, come da bozza definitiva allegata e con le caratteristiche tecniche individuate nell'Avviso Pubblico di cui sopra rif. prot. n.34/VR del 14.01.2023, al prezzo complessivo di euro 26.352,00 (ventisemilatrecentocinquantadue,00) (€ 21.600,00 oltre IVA), come da allegato preventivo;

DETERMINA

- 1) Tutto quanto sopra riportato e richiamato costituisce parte integrante e sostanziale del presente provvedimento;
- 2) Di affidare alla Grafica Sammaritana, con sede in Vitulazio (CE) - SS. Appia Km. 197,900 - P.IVA 03438700613, la fornitura di N. 200.000 opuscoli di Villa Rufolo 2023 di cui 100.000 in lingua italiana e 100.000 in lingua inglese, come da bozza definitiva allegata e con le caratteristiche tecniche individuate nell'Avviso Pubblico di cui sopra rif. prot. n.34/VR del 14.01.2023, al prezzo complessivo di euro 26.352,00 (ventisemilatrecentocinquantadue,00) (€ 21.600,00 oltre IVA), come da allegato preventivo;
- 3) Di impegnare e liquidare la somma omnicomprensiva di euro 26.352,00, che sarà corrisposta all'impresa, previa attestazione di regolare fornitura, a mezzo bonifico bancario in due tranche come di seguito: I tranche a ricezione delle prime 50.000 copie ed entro 30 giorni dalla presentazione di regolare fattura e DURC regolare in corso di validità; II tranche a completamento della fornitura ed entro 30 giorni dalla presentazione di regolare fattura a saldo e DURC regolare in corso di validità;
- 4) Di approvare e trasmettere alla Grafica Sammaritana s.r.l. l'allegata lettera d'ordine per la fornitura di quanto sopra;
- 5) Di rimettere la presente determinazione all'Ufficio di Direzione di Villa Rufolo e all'Ufficio Amministrazione per tutte le attività di competenza.

Ravello, 26 gennaio 2023

Il Direttore Generale
(Dott. *Maurizio Pietrantonio*)



Spett.le Grafica Sammaritana s.r.l.
SS. Appia Km. 197,900
Vitulazio (CE)

P.IVA 03438700613

Pec: graficasammaritana@pec.libero.it

Oggetto: Stampa Opuscolo Villa Rufolo 2023 – Affidamento Fornitura

Spett.le Grafica Sammaritana s.r.l.,

seguito Vs offerta acquisita al prot. n.68/VR del 20.01.23, si comunica che, con atto determina prot.96/VR del 26.01.2023 è stata affidata a Codesta Spett.le Impresa la seguente fornitura:

Stampa N. 200.000 “opuscoli di Villa Rufolo 2023” di cui 100.000 in lingua italiana e 100.000 in lingua inglese, come da bozza definitiva che si trasmette in allegato, con le seguenti caratteristiche:

N. Pagg.: 12 pagine + copertina

Formato:

Formato chiuso: mm 150x165

Formato aperto: mm 300x165

Carta:

Copertina: Carta Patinata opaca 250g - Stampa 4+4

Interno: Carta Patinata opaca 150g - Stampa 4+4

Allestimento: Spillato con due punti metallici

Lavorazioni speciali: Fustellatura della copertina con fustella da realizzare

al prezzo onnicomprensivo offerto pari ad **26.352,00** (ventisemilatrecentocinquanta due,00) (€ 21.600,00 oltre IVA), che verrà corrisposto a Codesta Spett.le Impresa a mezzo bonifico bancario in due tranches come di seguito: a) I tranches a ricezione delle prime 50.000 copie ed entro 30 giorni dalla presentazione di regolare fattura e DURC regolare in corso di validità; b) II tranches a completamento della fornitura ed entro 30 giorni dalla presentazione di regolare fattura a saldo e DURC regolare in corso di validità.

La fornitura dovrà essere consegnata con le seguenti tempistiche:

- N. 50.000 copie, di cui il 50% in lingua inglese, entro il **1° febbraio 2023**, salvo diverse e successive indicazioni, anche per le vie brevi, da parte della Direzione di Villa Rufolo;
- La restante parte secondo le indicazioni della Direzione di Villa Rufolo e, comunque, entro e non oltre il 28 febbraio 2023.

L'indirizzo di consegna è il seguente: Complesso monumentale di Villa Rufolo, Piazza Duomo snc - 84010 Ravello (SA). Si prega contattare questo ufficio al n. 089 857621 – 335 5778957 per concordare le modalità e l'orario di consegna.

La fattura elettronica dovrà essere intestata a:

Ragione Sociale: FONDAZIONE RAVELLO

Sede: VIALE RICHARD WAGNER, 5 – RAVELLO (SA)

Codice fiscale e Partita IVA: 0391861 065 4

Codice destinatario SDI: 5RUO82D

Indirizzo pec: fondazioneravello@pec.fondazioneravello.eu

N.B. le fatture dovranno essere redatte in conformità alla normativa *split payment* e riportare la seguente annotazione: *Operazione con scissione pagamenti – art. 17 ter DPR 633/72 – split payment.*

Distinti saluti

Per Accettazione

Il Direttore Generale
(Dott. Maurizio Pietrantonio)



Fondazione
Ravello
Villa Rufolo | Festival

Villa Rufolo

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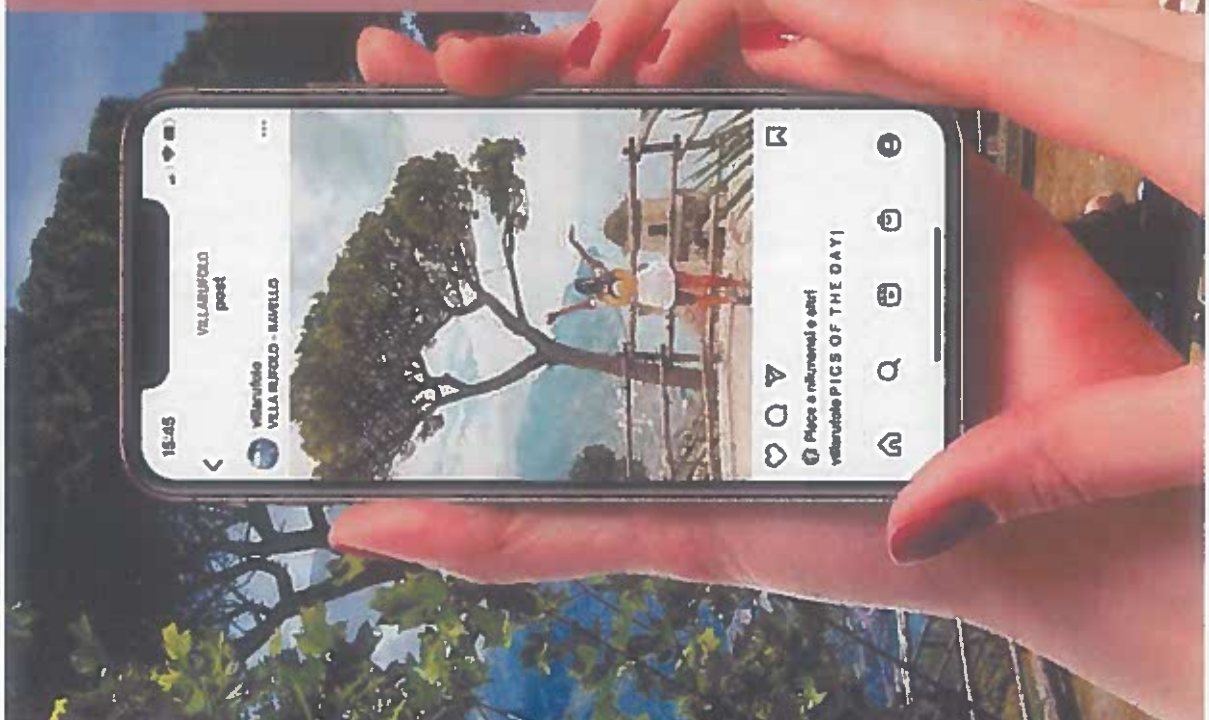
Fondazione Ravello
 Complesso Monumentale di Villa Rufolo
 Piazza Duomo - 84010 Ravello (SA) Italia
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www.villarufolo.it - www.fondazioneavello.it

Fondazione
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COMUNE DI RAVELLO



#villarufolo

Condividi con noi
le tue emozioni



Die Klingsor's Zauberarten



is found
magical garden

*“Die Klingsor Zauberarten
is gefunden!”*

Richard Wagner | 26th May 1880

Villa Rufolo's venues

- 1 Chiostro
- 2 Forni
- 3 Cortile
- 4 Torre Maggiore
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Piazza Duomo
Entrance

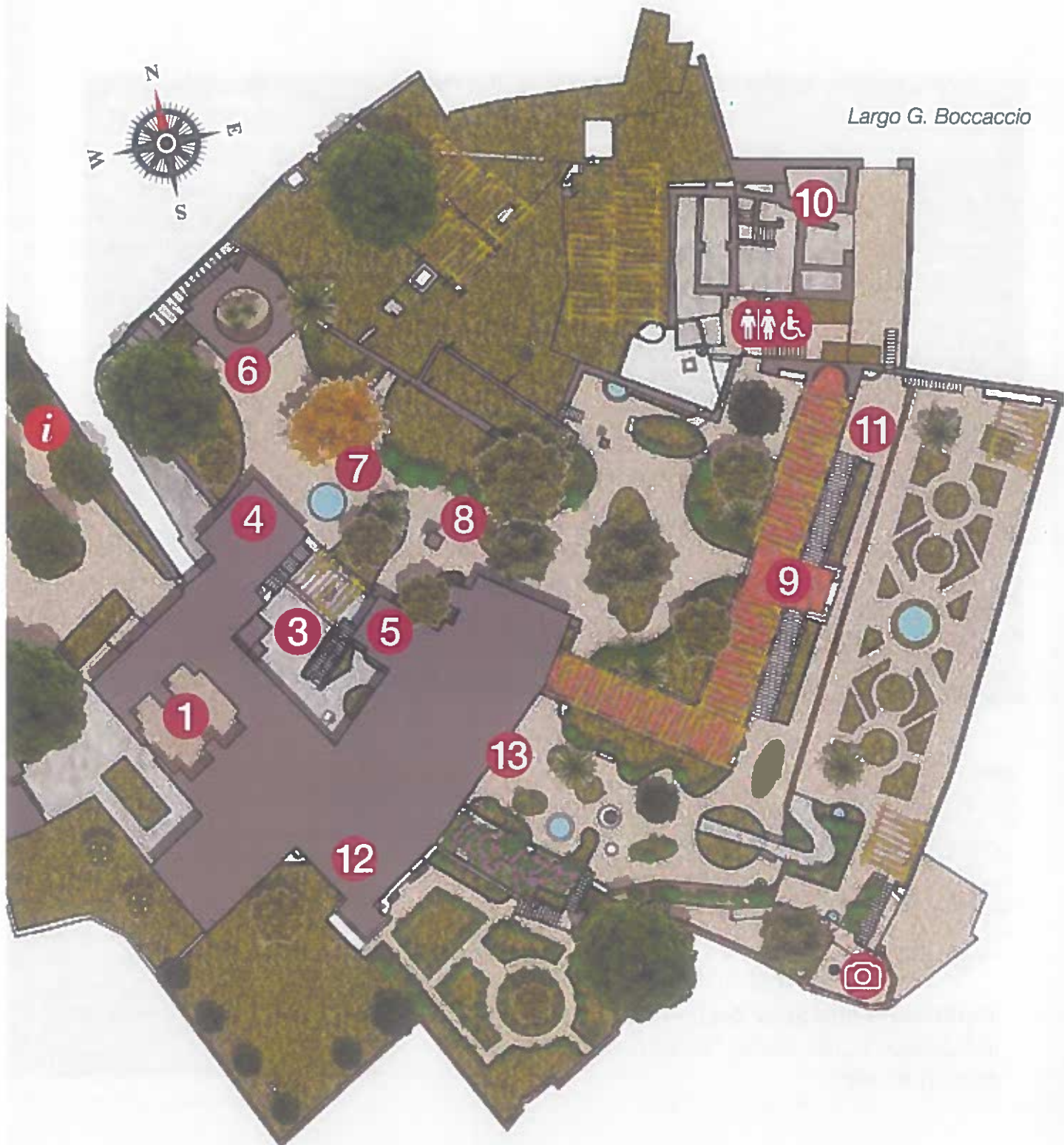
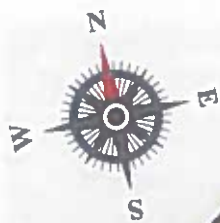


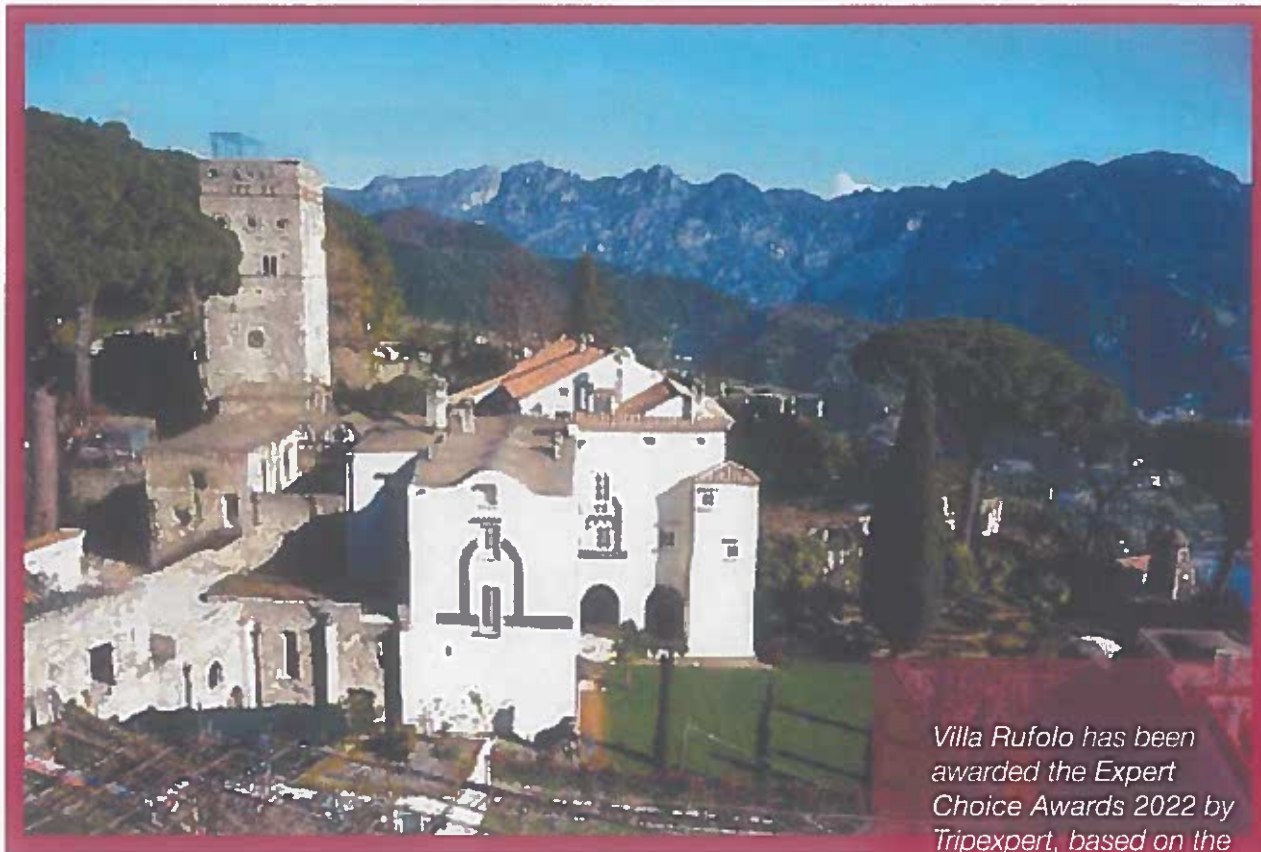
Villa Rufolo is smoke-free, smoking is permitted in the designated areas only



The gardens of Villa Rufolo are wheelchair accessible. For assistance in using the stair lifts refer to our ticket office

Largo G. Boccaccio





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Villa Rufolo is the masterwork in Ravello's extensive repertoire of historical and architectonic showpieces. It bears the name of the family that built it. At the height of its importance and splendour in the 13th century, the palace could boast *"more rooms than the days in a year"*.



Part of this immense heritage has been eroded by time and neglect, but much has been rescued and had new features added, primarily by the Scottish industrialist Francis Nevile Reid, who owned the Villa at the turn of the 20th century.

Whereas the original building was a perfect synthesis of Arabic, Sicilian and Norman architecture, truly unique of its kind, over the best part of a thousand years this monument had to respond to new demands, resulting in the rather heavy-handed 18th century cloisters, the romantic 19th century gardens, and most recently the facilities for the Fondazione Ravello (that runs Villa Rufolo since 2007), the Ravello Festival and the Centro Universitario Europeo per i Beni Culturali.



The Scottish aristocrat Francis Nevile Reid bought Villa Rufolo in 1851.





Il Chiostro ① *i Forni* ②

As you walk down the drive, the ancient walls are largely hidden by the luxuriant growth of cypresses and lime trees. You come first to the Moorish Courtyard, originally laid out round three sides but with only thirty-six small columns measuring its full length and two arches with six twin columns on the left-hand side still standing. In the lower tier there are three pointed arches on each side, surmounted by a loggia with twin columns decorated with interlocking foliate arches. The upper tier, featuring three oculi on each side, is adorned with a frieze of coupled tortile miniature columns made of terracotta.

Giovanni Boccaccio, one of the most famous Italian authors of the Renaissance, wrote about Landolfo Rufolo in one of the novels of his Decameron, which was published in 1353.



Behind the Moorish Courtyard there is the so-called ovens' area, discovered during the restoration works undertaken in the nineties. This sheltered space preserves the remains of two ovens. Both have fire-resistant vaults and refractory lava bases. Traces of "concolato" and smoke can be still seen on their sides. It is very likely that this area was part of the ancient kitchens of the Rufolo Palace.



La Torre

Maggiore

4



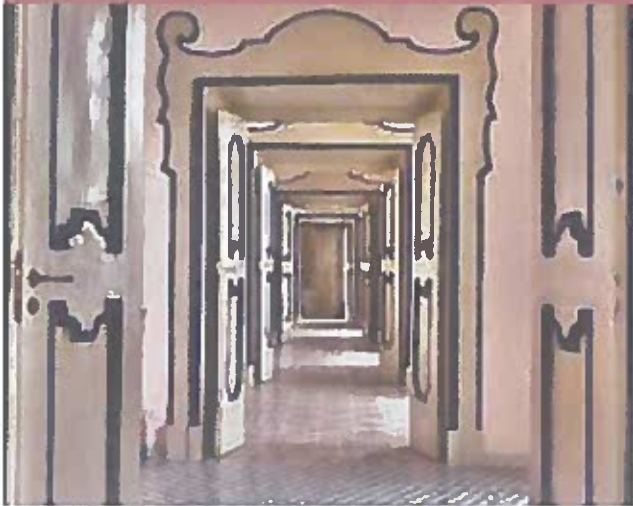
As you leave the Moorish Cloister, you find yourself in a courtyard at the foot of the major tower. The room on the same level, behind the nineteenth-century doghouses, hosts two videos about the history of Ravello and of the Ravello Festival.

A short flight of steps takes to the 30-meter-high tower, which comprises three floors. This is one of the most ancient extant parts of the whole complex, from which it was possible to have a commanding view out over both the mountains and the sea. Its remarkable height testifies to the social, economic, and political power of the Ruffolo family. The tower was recently opened to public thanks to impressive restoration works. It hosts a museum displaying paintings and archaeological items. A unique flight of steps made up of steel and crystal that resembles Maurits Cornelis Escher's works - who spent long time in Ravello - leads to the roof terrace.



Ravello the city of music has been described in a film.

Le Sale Superiori ⑤

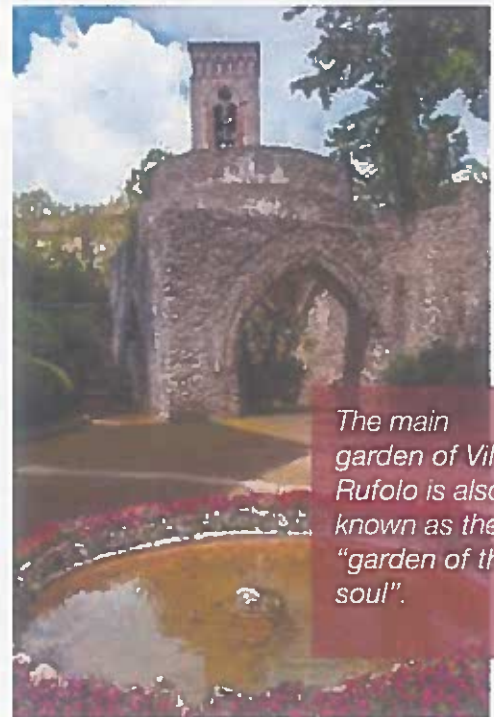


The so called “Sale Superiori” were part of Sir Francis Nevile Reid’s nineteenth-century residence. There are eight rooms, each with differently decorated “Vietri” handmade ceramic floor. The bright balconies and windows look onto the sea and the lush gardens. The blue and white jambs resemble beautiful rococo frames. These rooms host contemporary art exhibitions, meetings and seminars.

La Sala dei Cavalieri ⑥ *il Giardino* ⑦

The garden pavilion, known as the “Sala dei Cavalieri”, with its enormous ogives, resembles the architecture and decoration of the Tower. Actually, it was linked to the Tower and to the perimeter walls by means of other structures which have since collapsed, and only a few traces of their layout remain. Beneath these constructions lies the Giardino on two levels, a garden where the heady sentiment of nineteenth century Romanticism was given full rein.

Its creation and maintenance required a new horticultural expertise, and once established by Nevile Reid this tradition has been kept alive to this day thanks to the descendants of the original team of gardeners. This is one of the most photographed panorama in the World.



The main garden of Villa Rufolo is also known as the “garden of the soul”.

Il Pozzo 8



The area around the well or Pozzo, rich in ruins and exotic plants, is the feature of the Villa that entranced Richard Wagner. He was moved to exclaim that he had found "*the magical garden of Klingsor*", for it was the tangible expression of his most fantastic visions.

A plaque on the wall commemorates the visit of the genius from Leipzig on 26th May 1880.

Il Belvedere 9

The upper garden looks out east across the lower gardens to the *Belvedere*, with its *matchless panorama*. In between there is the *natural parterre* for the events of the *Ravello Festival*, occupying a *stage projecting out over the sea*, which is erected each year at the start of the Festival season.



Enjoy the atmosphere of the events of the Ravello Festival.



La Balnea

il Bagno turco

10

11



If you walk down the northern side of the garden you come to the remains of the “Balnea”, the site of baths. Recent studies led to the hypothesis that this part of the complex was independent and prior to the construction of the Rufolo palace in the XIII century. At the foot of the steps leading to the lower garden stood the Turkish bath, “Bagno turco”, with remains of the water ducts clearly visible and its ribbed dome ceiling still intact.



This area was discovered during the archaeological excavations undertaken between 1988-1998.



Il Teatro

12

la Sala da pranzo

13

Crossing the gardens of the Belvedere takes you to a flight of steps leading down to the lowest level of the whole complex. You find yourself on the ground floor of the Villa, with a good view of the colonnade standing beneath the Moorish Courtyard, the structure along its southwestern side is a multi-use hall called "Teatro".

Before leaving this area, you can admire, on the right-hand side, the facade of the Rufolo palace, which were restored in 2015, making them back to their former splendour.

Going back up to the gardens you come to a small enclosure thronged with exotic plants overlooked by the dining room or "Sala da Pranzo". Here the cross vaulted roof is supported by columns employed singly or in groups of three or four.



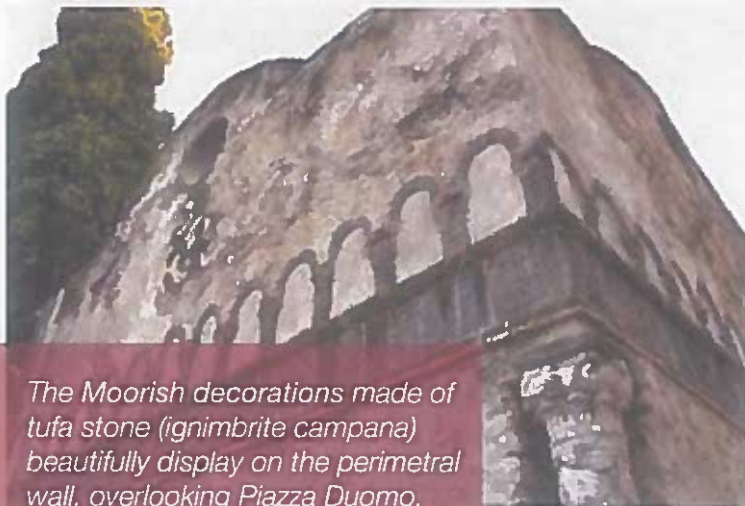
La Cappella

14

I Fregi

16

On the far side of the Sala da Pranzo, a covered passageway takes you back to the Moorish Courtyard (1) and the drive leading to the exit. Once outside, if you turn left along the external walls, you can admire the friezes "Fregi" adorning the property, now identified as the "Cappella". This is the venue for exhibitions of contemporary art and events of all kinds.



The Moorish decorations made of tufa stone (ignimbrite campana) beautifully display on the perimetral wall, overlooking Piazza Duomo.

La Torre d'ingresso

15

Before leaving Villa Rufolo to go back to the main square, you walk through the entrance tower "Torre d'ingresso". It is surmounted by a dome with umbrella ribbing, decorated with interlocking arches and supported by small terracotta columns. The Gothic gateway with its pointed arch is adorned with bands of yellow and grey tuff. Together with the terracotta columns they create the same polychrome effect that has come to light during restoration works elsewhere in the Villa, above all wherever the fabric was



protected from the elements. Originally all the stone surfaces were covered with a coloured limestone wash to heighten the decorative effect. In the dome of the entrance tower this highlighting was made all the more striking by the use of a transparent straw colour pigment, possibly made from finely ground ceramic enamel. At each corner stands a statue of a human figure probably representing the four seasons.


As you leave the Villa you are sure to take away with you the same sense of rapture experienced by the Angevin rulers and Boccaccio, by Gregorovius and Wagner, Neville Reid and D.H. Lawrence, Jaqueline Kennedy and Hillary Clinton, Gore Vidal and Maurice Bejart.

end




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Fondazione Ravello
 Villa Rufolo | Festival


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Villa Rufolo




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your emotions



Die Klingsor's Zauberarten

Rufalo



magical garden
is found

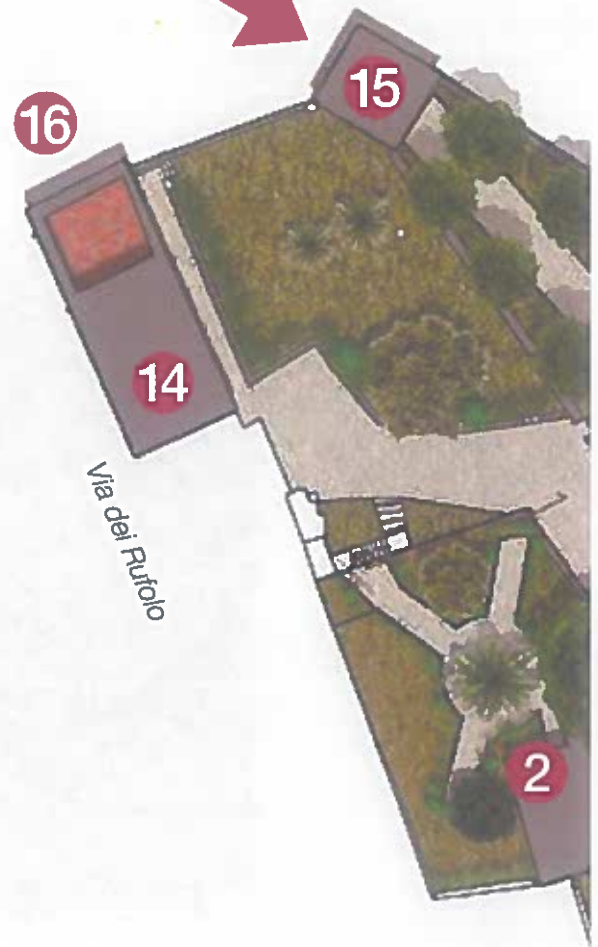
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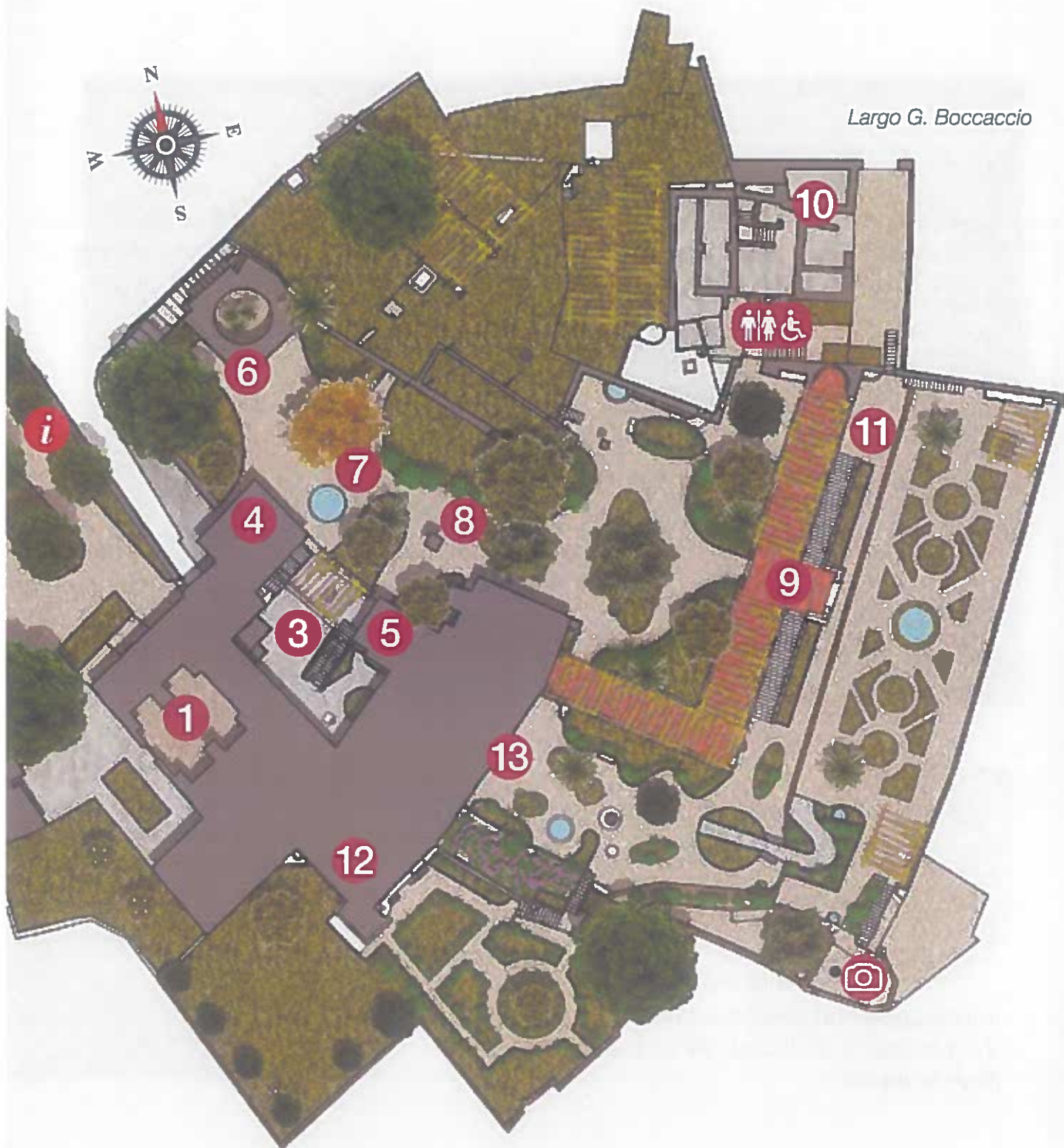


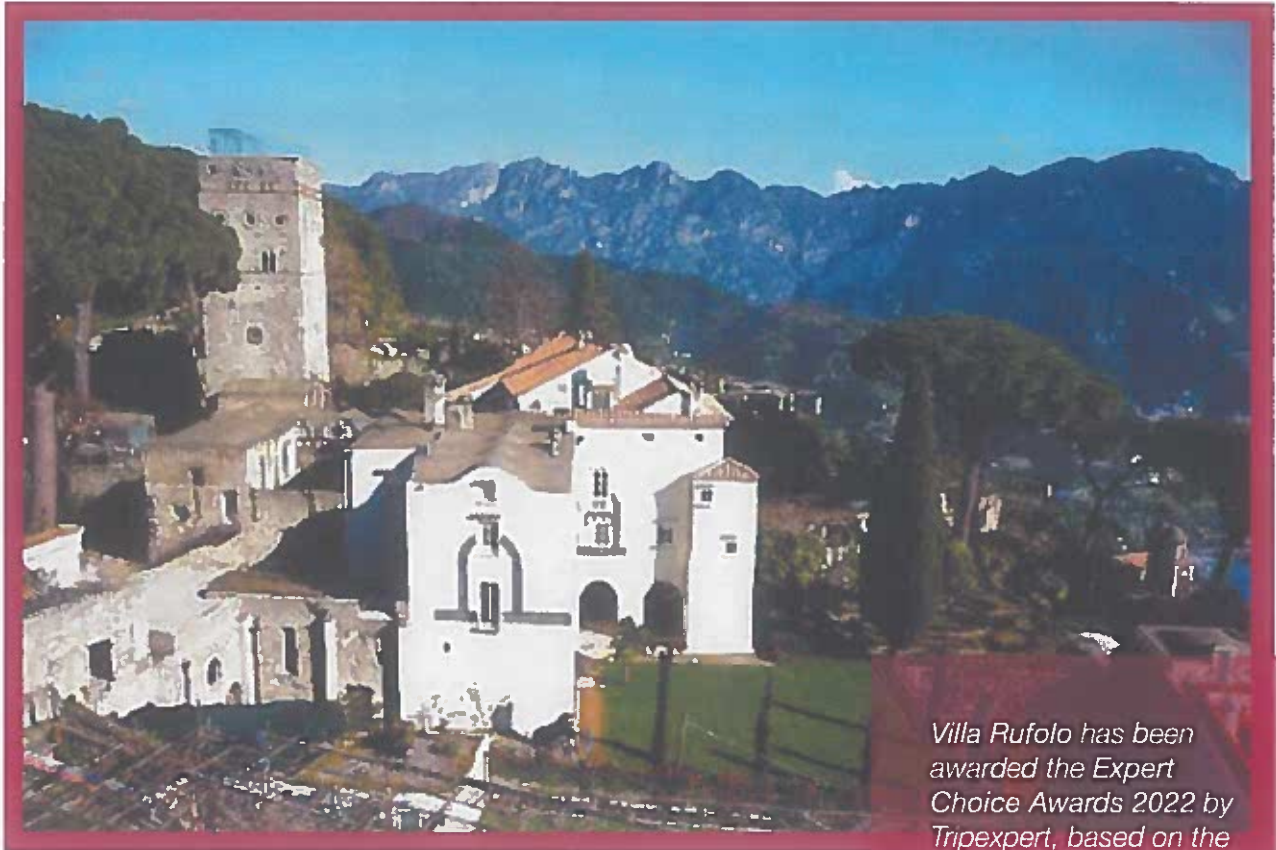
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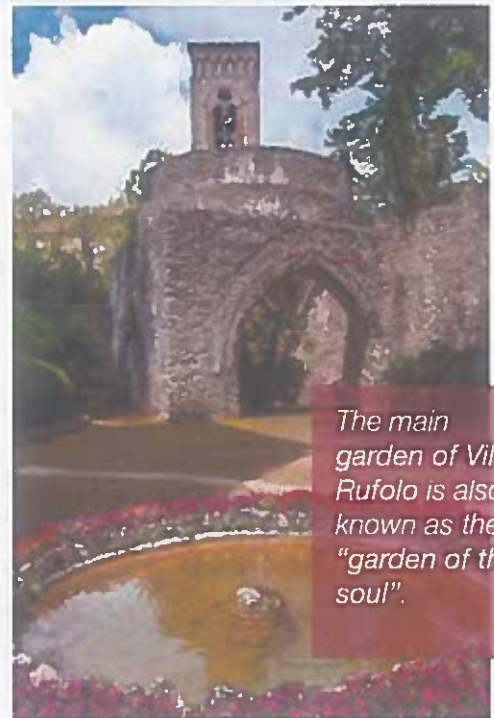
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Crossing the gardens of the Belvedere takes you to a flight of steps leading down to the lowest level of the whole complex. You find yourself on the ground floor of the Villa, with a good view of the colonnade standing beneath the Moorish Courtyard, the structure along its southwestern side is a multi-use hall called "Teatro".

Before leaving this area, you can admire, on the right-hand side, the facade of the Rufolo palace, which were restored in 2015, making them back to their former splendour.

Going back up to the gardens you come to a small enclosure thronged with exotic plants overlooked by the dining room or "Sala da Pranzo". Here the cross vaulted roof is supported by columns employed singly or in groups of three or four.



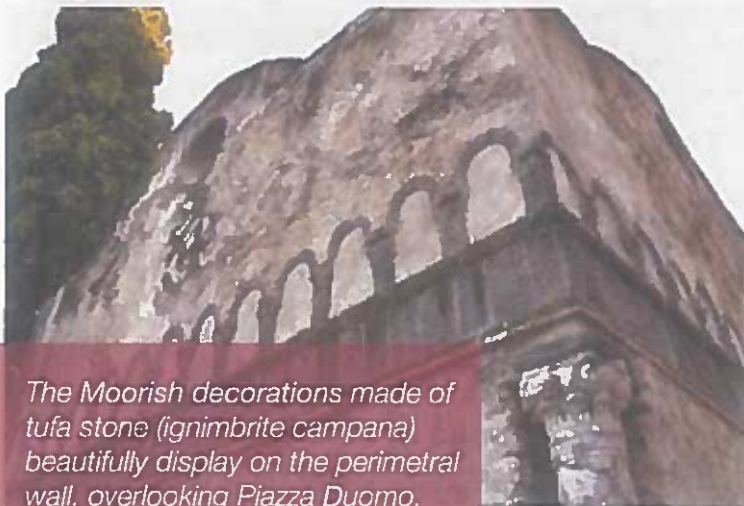
La Cappella

14

i Fregi

16

On the far side of the Sala da Pranzo, a covered passageway takes you back to the Moorish Courtyard (1) and the drive leading to the exit. Once outside, if you turn left along the external walls, you can admire the friezes "Fregi" adorning the property, now identified as the "Cappella". This is the venue for exhibitions of contemporary art and events of all kinds.



The Moorish decorations made of tufa stone (ignimbrite campana) beautifully display on the perimetral wall, overlooking Piazza Duomo.

La Torre d'ingresso

15

Before leaving Villa Rufolo to go back to the main square, you walk through the entrance tower "Torre d'ingresso". It is surmounted by a dome with umbrella ribbing, decorated with interlocking arches and supported by small terracotta columns. The Gothic gateway with its pointed arch is adorned with bands of yellow and grey tuff. Together with the terracotta columns they create the same polychrome effect that has come to light during restoration works elsewhere in the Villa, above all wherever the fabric was



protected from the elements. Originally all the stone surfaces were covered with a coloured limestone wash to heighten the decorative effect. In the dome of the entrance tower this highlighting was made all the more striking by the use of a transparent straw colour pigment, possibly made from finely ground ceramic enamel. At each corner stands a statue of a human figure probably representing the four seasons.

As you leave the Villa you are sure to take away with you the same sense of rapture experienced by the Angevin rulers and Boccaccio, by Gregorovius and Wagner, Neville Reid and D.H. Lawrence, Jacqueline Kennedy and Hillary Clinton, Gore Vidal and Maurice Bejart.