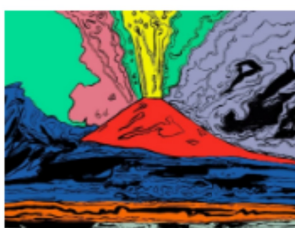
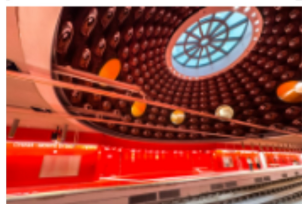


NAPLES BRAND/GLOBAL APPEAL



DA MARADONA STADIUM

PER EURO
2032



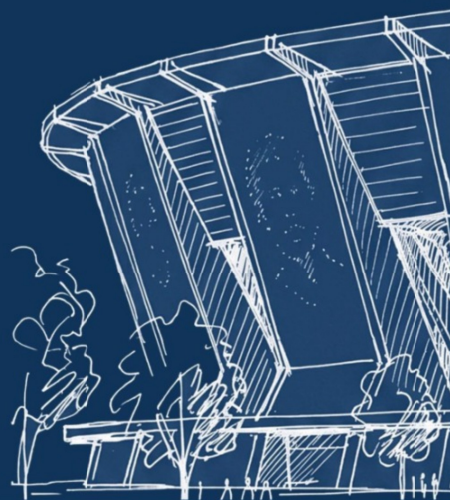
DA Maradona Stadium

Progetto Fattibilità Tecnico Economica



U.O.A.
Programmi Specifici di Riquilificazione
e Valorizzazione urbana

LOTTO
3.1 RIQUALIFICAZIONE MARADONA
ammodernamento funzionale ed energetico



Infing industria & ambiente



Ambito 1
Architettura e Funzioni
Architettura
arch. Agostino Capri
Interior Design e Hospitality
ing. Sabrina Scambati
Funzioni, Wayfinding e Flussi
ing. Raffaella Cauteruccio
Riquilificazione urbana
arch. Raffaele Di Vaio

RUP:
ing. Vincenzo Brandi

RTP studio KR & associati S.r.l./SPERI s.p.a



Ambito 2
Strutture, Impianti
e Aspetti Ambientali
Strutture
ing. Valerio Manzi
Impianti MEP
arch. Vincenzo Quaranta
Lighting Design e Acustica
arch. Francesco Sorrentino
Sostenibilità e
Aspetti ambientali
ing. Serena Lettieri

Capo Progetto:
ing. Giovanni Toscano



Ambito 3
Gestione economica
e cantierizzazione
Quantity Surveying
ing. Luca Basile
Planificazione e cantiere
ing. Lucio D'Ambrosio
Sicurezza
ing. Pietro Raguso

DEC:
arch. Teresa Gebiola



Dott.ssa Agronomo
Elena Silvestri

Ambito 4
Digital, Smart Stadium
e Safety
BIM Management
arch. Vincenzo Antonio Crocetti
ICT e Connettività
ing. Mauro Di Buono
Safety e Security
geom. Giuseppe Fierro

Verificatori: Rina Check
RINA CHECK



Sindaco

Prof. Ing. Gaetano Manfredi

Assessore alle Infrastrutture, Mobilità e Protezione Civile

Prof. Ing. Edoardo Cosenza

RUP

Ing. Vincenzo Brandi

Capoprogetto

Ing. Giovanni Toscano

DEC

Arch. Teresa Gebiola

Referente per l'Assessore alle Infrastrutture, Mobilità e Protezione Civile

Arch. Carmela Fedele



Ing. Giampiero Martuscelli

Arch. Luigi Nefasto

Ing. Pietro Di Sanzo

Ing. Pietro Morgese

Ing. Alessandro Scocca

Ing. Alessandro Terracciano

Ing. Leon Guculy

Ing. Gunnam Sumanth

Geom. Gennaro Amoroso

Arch. Antonella Patetta

Arch. Maedeh Valamanesh

Arch. Anna Sirica

Arch. Samin FARHADI GOLTAPPEH

Arch. Fabrizio Morra



Ing. Nicola Russo

Ing. Valerio D'Anna

Ing. Vincenzo Limone



Ing. Paolo Astuto

Ing. Giulio Vettosi

Ing. Marco D'Agata

Ing. Danilo Autiero



Ing. Giovanni Kisslinger

Ing. Francesco Ruvidi

Ing. Martina Cagnacci



Ing. Fabio Siesto

Ing. Ilaria Scognamiglio

Ing. Ilaria Gervasi

Arch. R. Michele Carbonara



Ing. Sergio De Felice

Ing. Anna Penna

Ing. Benedetta Marchetti

Ing. Lorenzo Casciello

Arch. Angela Rosaria Di Francesco



Luca Toscano

Gruppo di Progettazione del PFTE del progetto principale del piano/programma

Capo Progetto ing. Giovanni Toscano, Responsabile della Progettazione e dell'integrazione delle prestazioni specialistiche

Ambito 1: Architettura e Funzioni:

Architettura

arch. Agostino Capri, Funzionario Tecnico (Responsabile)

arch. Annalisa Lala, Funzionario Tecnico

arch. Patrizia Scala, Istruttore Tecnico

Interior Design e Hospitality

ing. Sabrina Sgambati, Funzionario Tecnico (Responsabile)

arch. Roberta di Nanni, Istruttore Tecnico

arch. Michele Griffo, Istruttore Tecnico

Funzioni, Wayfinding e Flussi

ing. Raffaella Cauteruccio, Funzionario Tecnico (Responsabile)

ing. Ivan Falanga, Istruttore Tecnico

ing. Domenico Lanzano, Istruttore Tecnico

Riqualificazione urbana e verde

arch. Raffaele Di Vaio, Funzionario Tecnico EQ (Responsabile)

arch. Sara Scapicchio, Funzionario Tecnico

dott. Giovanni Zarra, Funzionario Agronomo

dott. Salvatore Barra, Funzionario Agronomo

Ambito 2 Strutture, Impianti e Aspetti

Ambientali Strutture

ing. Valerio Manzi, Funzionario Tecnico EQ (Responsabile)

dott. Antonino Barba, Funzionario Geologo EQ

Impianti MEP

arch. Vincenzo Quaranta, Funzionario Tecnico EQ (Responsabile)

ing. Roberta Catapano, Funzionario Tecnico EQ

ing. Cozzolino Raffaele, Funzionario Tecnico

Lighting Design e Acustica

arch. Francesco Sorrentino, Funzionario Tecnico EQ (Responsabile)

Sostenibilità e Aspetti ambientali

ing. Serena Lettieri, Funzionario Tecnico (Responsabile)

ing. Alessandro Maione, Istruttore Tecnico

Ambito 3 Gestione economica e cantierizzazione

Quantity Surveying

ing. Luca Basile, Funzionario Tecnico EQ (Responsabile)

geom. Alfonso Corcione, Istruttore Tecnico

Pianificazione e cantiere

ing. Lucio D'Ambrosio, Funzionario Tecnico (Responsabile)

ing. Domenico Ciccarelli, Istruttore Tecnico

arch. Teresa Gebiola, Istruttore Tecnico

Sicurezza

ing. Pietra Raguso, Funzionario Tecnico EQ (Responsabile)

Ambito 4 Digital, Smart Stadium e Safety

BIM Management

arch. Vincenzo Antonio Crocenti, Funzionario Tecnico EQ (Responsabile)

ICT & Connettività

ing. Mauro Di Buono, Istruttore Tecnico (Responsabile)

Safety e Security

geom. Giuseppe Fierro, Istruttore Tecnico (Responsabile)

Gruppo Gestione del programma e dei progetti

Responsabile ing. Vincenzo Brandi, RUP dell'intervento

Ambito 1: Coordinamento del Piano/Programma e dei Progetti

Supervisione, Direzione del progetto e Gestione delle Fasi - Reportistica

dott.ssa Elena Merolla, Funzionario Amministrativo EQ (Responsabile)

dott. Aniello Battagliese, Funzionario Amministrativo EQ

ing. Domenico Ciccarelli, Istruttore Tecnico

dott.ssa Giusi Lamino, Istruttore Amministrativo

Gestione del Piano/Programma

ing. Lucio D'Ambrosio, Funzionario tecnico (Responsabile)

arch. Agostino Capri, Funzionario Tecnico

ing. Valerio Manzi, Funzionario Tecnico EQ

dott.ssa Giovanna Russo, Ragioniere

dott. Alfonso Savio, Ragioniere

Gestione e Organizzazione delle Risorse

dott. Emanuele Sorrentino, Funzionario Amministrativo (Responsabile)

dott. Paolino Gennaro Forchia, Istruttore Amministrativo

dott.ssa Vera Miele, Istruttore Amministrativo

Gestione degli Approvvigionamenti

dott. Gennaro Di Rosa, Funzionario Amministrativo (Responsabile)

dott.ssa Flora Nurcato, Funzionario Amministrativo EQ

arch. Teresa Gebiola, Istruttore Tecnico

Gestione delle Comunicazioni e delle Informazioni - Gestione Digitale dei Processi e della Documentazione

arch. Vincenzo Antonio Crocenti, Funzionario Tecnico EQ (Responsabile)

dott. Pietro Citarella, Funzionario Amministrativo EQ

dott. Paolo De Luca, Funzionario Giornalista EQ

ing. Mauro Di Buono, Istruttore Tecnico

Ambito 2: Gestione degli Aspetti Tecnici ed Economici del Piano/Programma

Gestione dei Requisiti Tecnici e della Qualità dei Progetti del Piano/Programma

ing. Giovanni Toscano, Dirigente (Responsabile)

arch. Raffaele Di Vaio, Funzionario Tecnico EQ

ing. Catapano Roberta, Funzionario Tecnico EQ

dott. Michele Griffo, Istruttore Tecnico

dott.ssa Chiara Iacobacci, Istruttore Amministrativo

Programmazione e Gestione Finanziaria del Piano/Programma e dei Progetti

dott. Sergio Avolio, Dirigente (Responsabile)

dott.ssa Giovanna Cozzolino, Funzionario Economico-Finanziario

dott. Fabio Russo, Funzionario Economico-Finanziario

dott. Gaetano Franzese, Funzionario Economico-Finanziario

dott.ssa Maria Chiara Murino, Funzionario Economico-Statistico

dott.ssa Piera Moccia, Funzionario Economico-Statistico

Gestione degli Aspetti Energetici e della Sostenibilità del Piano/Programma

arch. Maria Iaccarino, Dirigente (Responsabile)

arch. Vincenzo Quaranta, Funzionario Tecnico EQ

Gestione degli Stakeholder utilizzatori e Marketing, Concessioni e PPP

dott.ssa Gerarda Vaccaro, Dirigente (Responsabile)

rag. Paolo Ambrosino, Ragioniere

dott.ssa Raffaella Stanchi, Funzionario Economico-Finanziario

dott.ssa Carolina Uliano, Istruttore Tecnico

Supporti al RUP

Ing. Marco Arcuri



DA Maradona Stadium: A strategic infrastructure for Naples and Campania

The redevelopment and functional upgrade of the **Diego Armando Maradona Stadium** represents a strategic transformation of Naples' most important sports infrastructure and one of the key venues in the Campania Region.

The project goes beyond the maintenance of the existing stadium. It is conceived as a **major functional, architectural and urban transformation**, aimed at making the venue internationally competitive and fully integrated within the city and the wider regional system.

UEFA Standards

Upgrade to international UEFA standards, enhancing the image of the Campania Region at national and international level

Identity

Enhancement of the city's sporting and cultural identity, strengthening the role of Naples

Turism & Events

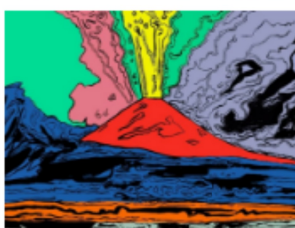
A new attraction hub for events and tourism through the **Maradona Experience**, supporting economic development

Infrastructure

Improvement of the urban quality of the Fuorigrotta district, ensuring high standards of safety and accessibility

project overview

NAPLES BRAND/GLOBAL APPEAL



NAPLES BRAND/GLOBAL APPEAL

Naples by Numbers



POPULATION

903,998

Residents — City of Naples

3,000,000+ residents —
Metropolitan City



TOURISM

20M+

Tourist presences in 2025

Approx. +87% growth
between 2022 and 2025
+45% vs 2024



HOTELS

182

Hotels in the City of Naples

Total hotel accommodation supply: 13,718 bed places

- 5 x 5-star hotels (898 bed places)
- 59 x 4-star hotels (2,630 bed places)
- 89 x 3-star hotels (4,381 bed places)
- 13 x 2-star hotels (803 bed places)
- 16 x 1-star hotels (406 bed places)



GLOBAL EVENTS

2027

Louis Vuitton America's Cup

Naples selected as host city

Pre-regattas from September 2026

Approx. 1.5 million
visitors expected



TEAM TRADITION

100
years



4 league titles



the only major Italian
club from the South
to win the title



almost constant presence
in the UEFA Champions
League over the past
20 years



a squad that, beyond
Maradona, has featured
players such as Lavezzi,
Cavani, Hamsik and
Kvaratskhelia



INTERNATIONAL RECOGNITION

2026



European Capital of Sport 2026



Giro d'Italia hosted in Naples
for five consecutive years
(2022–2026)



G7 Defence Ministers' Meeting —
Naples, October 2024



Coldplay — first two Italian shows
hosted at Stadio Diego Armando
Maradona in 2023

NAPLES BRAND

International events, tourism growth, hospitality and demographic scale

Naples is emerging as a major international destination, combining global events, strong tourism growth, expanding accessibility, and a metropolitan scale able to support major UEFA-standard activities.



1 INTERNATIONAL EVENTS



38th Louis Vuitton America's Cup — Naples selected as host city, races in the Gulf of Naples in July 2027, with preliminary regattas from September 2026; option already indicated for the 39th edition in 2029.



Giro d'Italia — Naples hosted a stage for five consecutive years from 2022 to 2026, a record in modern cycling.



European Capital of Sport 2026 — first city in Southern Italy to receive the title.



Conference on Cultural Heritage in the 21st Century — hosted in Naples in 2023 and 2025, organized by the Italian Ministry of Foreign Affairs and International Cooperation and the Ministry of Culture, in agreement with UNESCO and in collaboration with the City of Naples; third edition again in Naples in October 2026.



G7 Italy — ministerial meeting of the G7 Ministers of Defence held in Naples in October 2024.



Coldplay — return to Italy in 2023 with six sold-out concerts; Naples hosted the first two shows at Stadio Diego Armando Maradona on 21–22 June 2023.

2 TOURISM GROWTH



20M+ tourist presences in 2025



+45% vs 2024



Approx. +87% growth between 2022 and 2025



40%+ foreign visitors in some months



Trend confirmed in early 2026

3 AIR AND CRUISE ACCESSIBILITY



Naples International Airport passengers: approx. 4.5M in 2021; over 10M in 2022; more than 12M in 2023; over 13M in 2024 and 2025; growth trend confirmed in early 2026.



About 1.9M cruise passengers and 500+ cruise calls per year.



Naples is the **second port in Italy** by cruise passenger volume.



Around 6 out of 10 cruise passengers return later for a longer stay.



Live Napoli, a B2B workshop launched in October 2025, hosted 35 international buyers from Europe, the Americas and the Middle East.



The 38th America's Cup in 2027, with pre-regattas already in September 2026, is expected to expand Naples' tourist basin by approximately 1.5 million visitors.

3 HOSPITALITY



Average stay in Naples:

3 nights

Compared with 2 nights in Florence and Venice, and 4 nights in Rome...



In response to strong demand, especially linked to major events, prestigious buildings in central urban areas are being renovated, increasing the city's hotel offer from 2027 onward, with particular attention to the upper-end segment.

5 POPULATION SCALE



903,998

residents — City of Naples

3,000,000+

residents — Metropolitan City



Naples combines event capacity, international visibility, tourism momentum and metropolitan scale, strengthening its position as a strategic destination for major international competitions and urban investment.



project
location

LOCATION/DIRECT ACCESS ACROSS EUROPE AND WORLD

Capodichino Airport

Approx. 4.5 million passengers in 2021
Over 10 million in 2022
More than 12 million in 2023
Over 13 million in 2024 and 2025.

The first months of **2026 confirm the growth trend**, with an annual estimate of **14 million passengers**.



Naples offers direct connections to over 90–100 international destinations, with approximately 120–150 daily take-offs and landings

Beyond Europe, Naples also offers direct international connections to selected extra-European destinations

including North Africa, the Middle East and North America, with direct routes such as Casablanca, Marrakech, Tel Aviv, Sharm El-Sheikh and Atlanta.



Expansion plans include **flights to China and Japan** among the key objectives for the airport's international development.

LOCATION/DIRECT ACCESS ACROSS ITALY

High-Speed Rail
Station Napoli Centrale



approximately **90 million visits** per
year, corresponding to around **230,000**
users per day

a strategic high-speed rail hub for
Southern Italy

Milan, Florence and Rome are connected
to Naples by around **100–140 high-**
speed trains per day with peak-hour
frequencies of approximately **one train**
every **15–30 minutes**

Milan–Naples: from 4h 07m
Florence–Naples: from 2h 42m
Rome–Naples: from 1h 10m

and

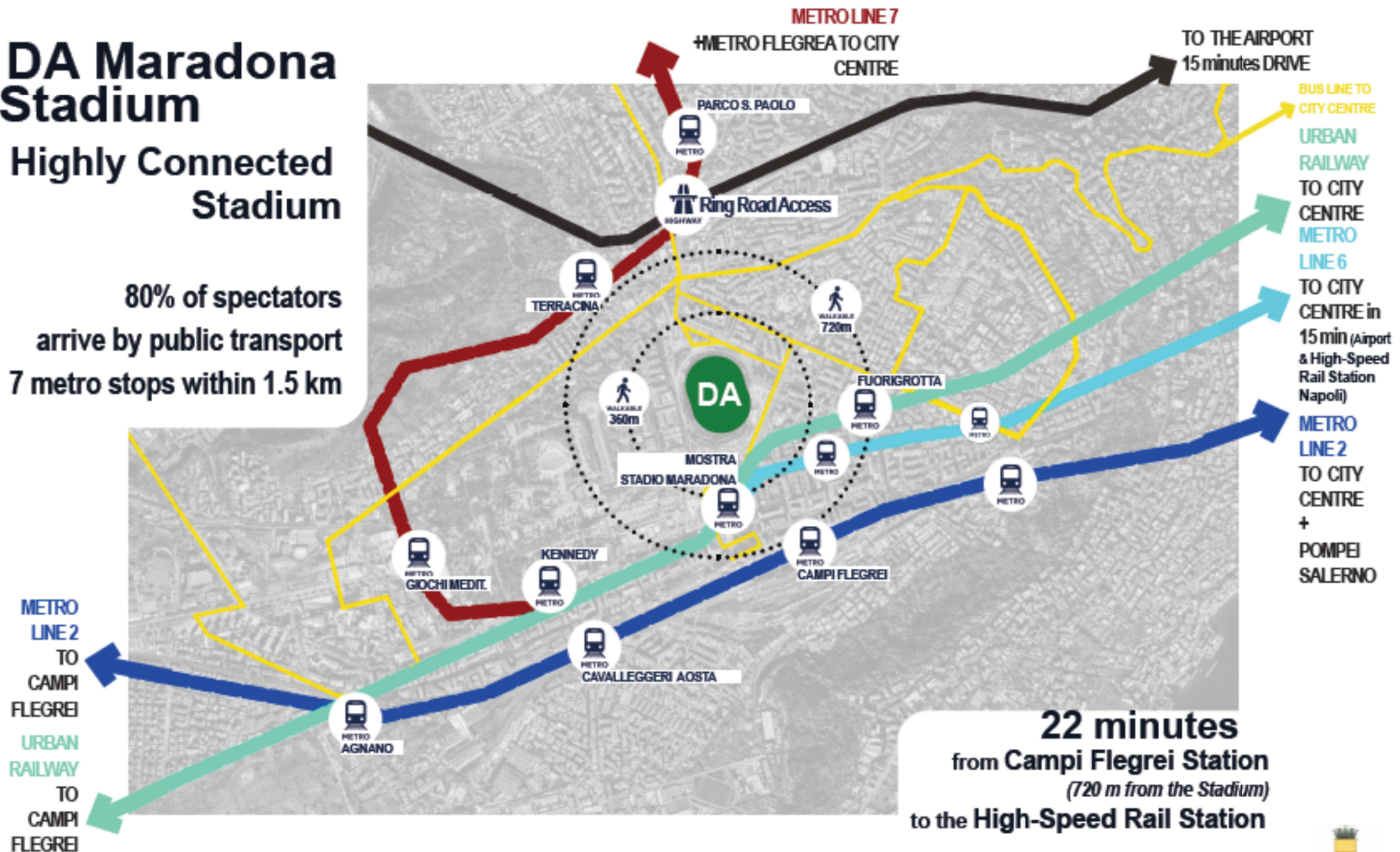
22 minutes
from High-Speed Rail Station
to Campi Flegrei Station
(720 m from the Stadium)

LOCATION/URBAN ACCESSIBILITY AND PUBLIC TRANSPORT

DA Maradona Stadium

Highly Connected Stadium

80% of spectators arrive by public transport
7 metro stops within 1.5 km



LOCATION/STADIUM-AIRPORT CONNECTIVITY

From Airport to Stadium:
A Direct Urban
Connection in just **14 min**

Your destination in the heart of Naples.

CAR / TAXI
🕒 14 min | 11.9 km
Fastest route

TRAIN + METRO LINE 2
🕒 20-25 min
Alibus + Metro L2 (Central Station → Stadium)

BUS (ALIBUS)
🕒 25-30 min
Alibus → Metro L2 (Central Station → Stadium)

SHUTTLE / PRIVATE HIRE
🕒 15-20 min
Dedicated shuttle service

DISTANCE
11.9 km

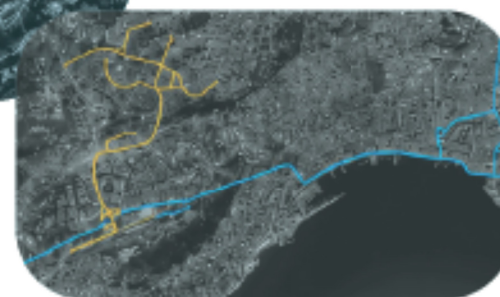
AVERAGE CAR TRAVEL TIME
14 min
(depending on traffic)



LOCATION/CYCLING NETWORK AND SMART MOBILITY



Existing cycle route
Cycle route underconstruction
Completion June 2026



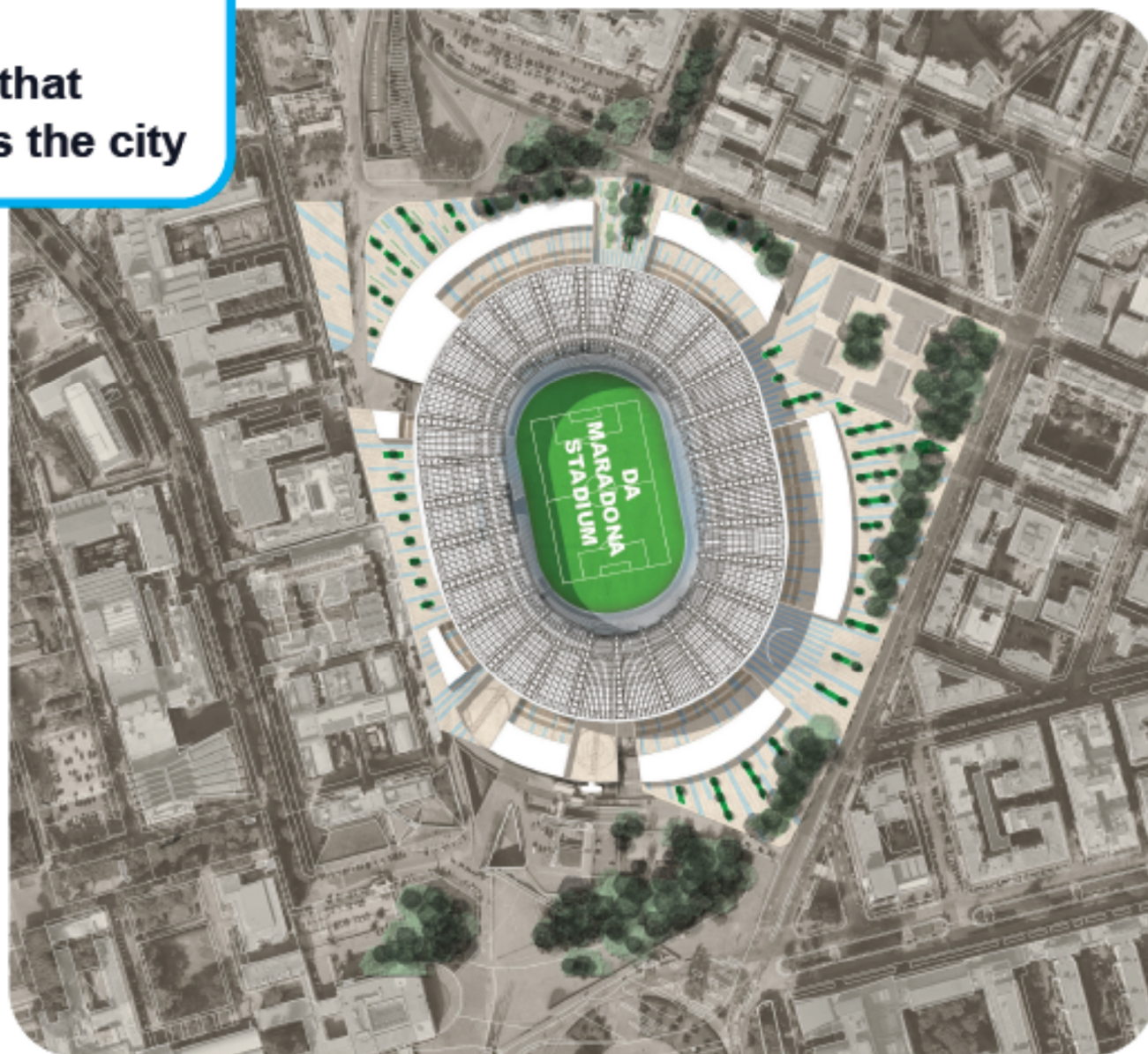
DA Maradona Bike-Friendly Stadium Stadium Acces

The Maradona Stadium is already integrated into the city cycling network, with interchange connections to the metropolitan lines.

This is in line with the **UEFA EURO 2032** smart-mobility requirements.

DA Maradona Stadium

A stadium that
regenerates the city



external areas



UEFA



MARADONA



HOSPITALITY



PARTNER



MEDIA



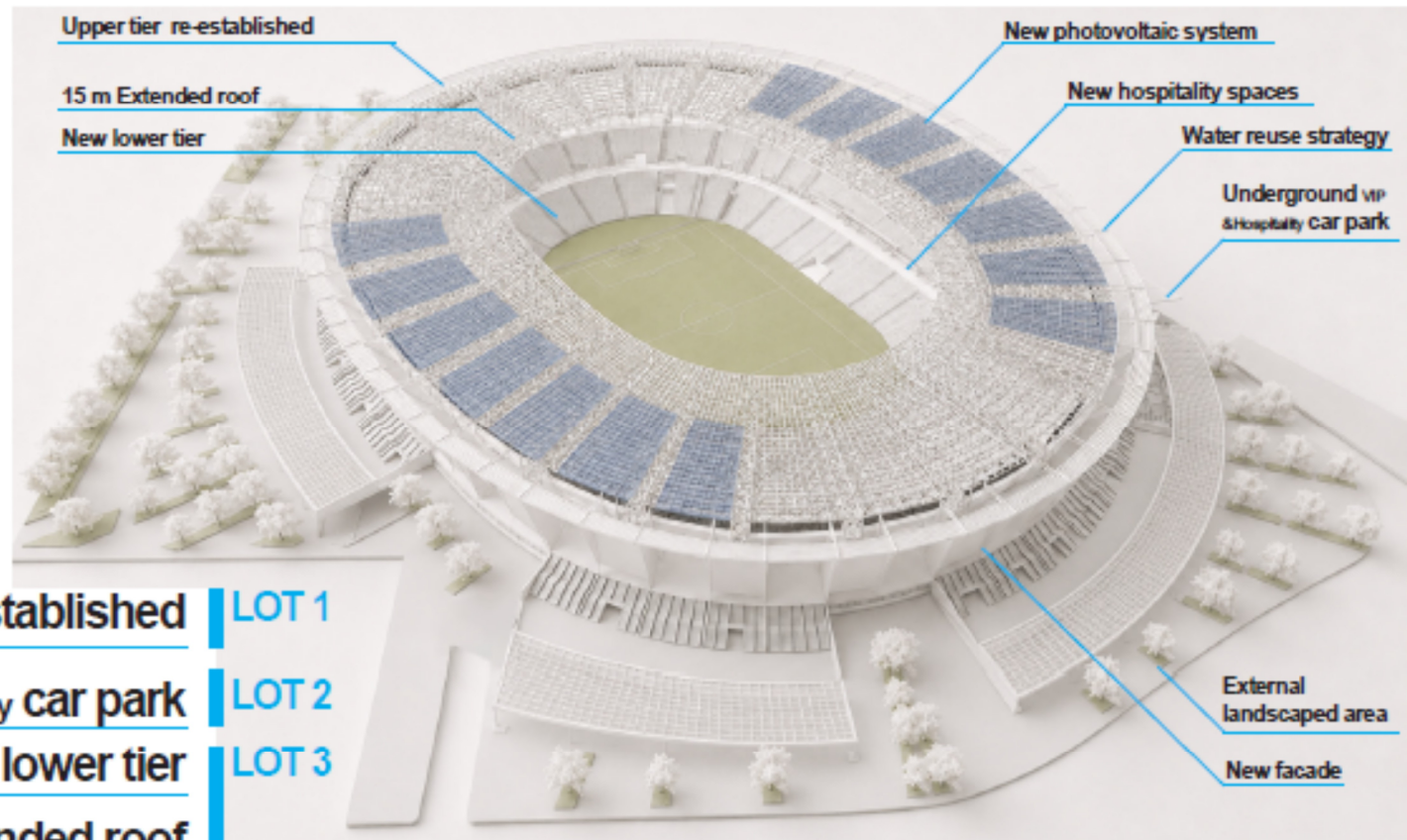
BROADCAST



POTENTIAL

stadium
design

DA MARADONA STADIUM/RENEWAL WORKS



Upper tier re-established LOT 1

Underground VIP & Hospitality car park LOT 2

New lower tier LOT 3

15 m Extended roof

New photovoltaic system

Water reuse strategy

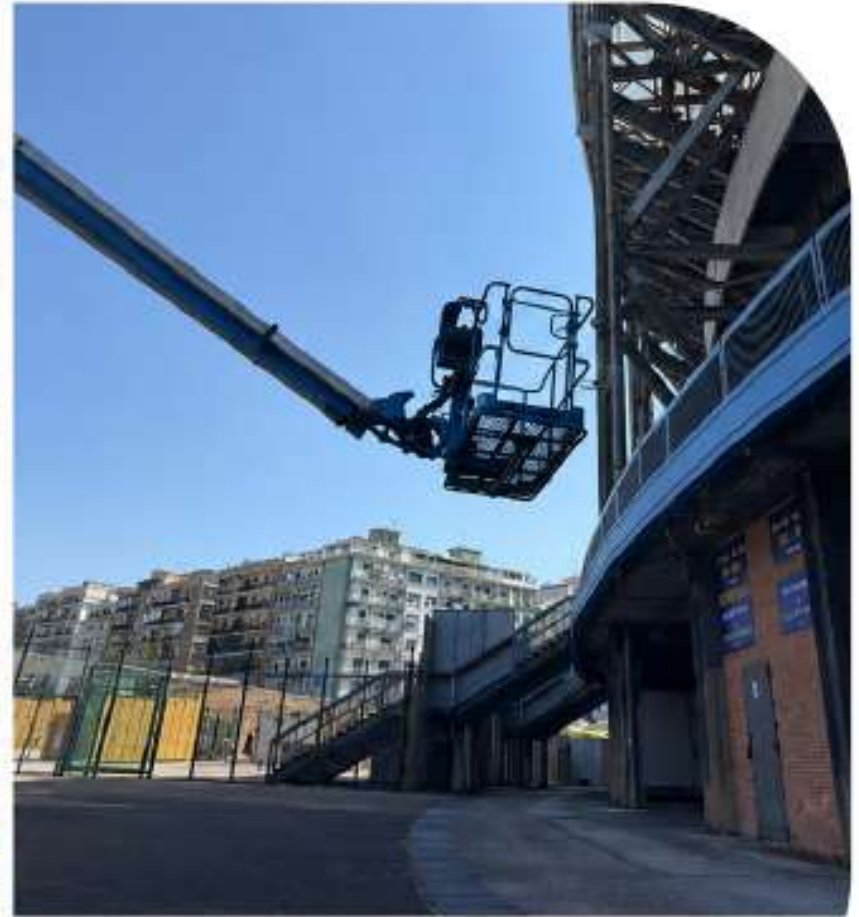
New hospitality spaces

New facade

External landscaped area

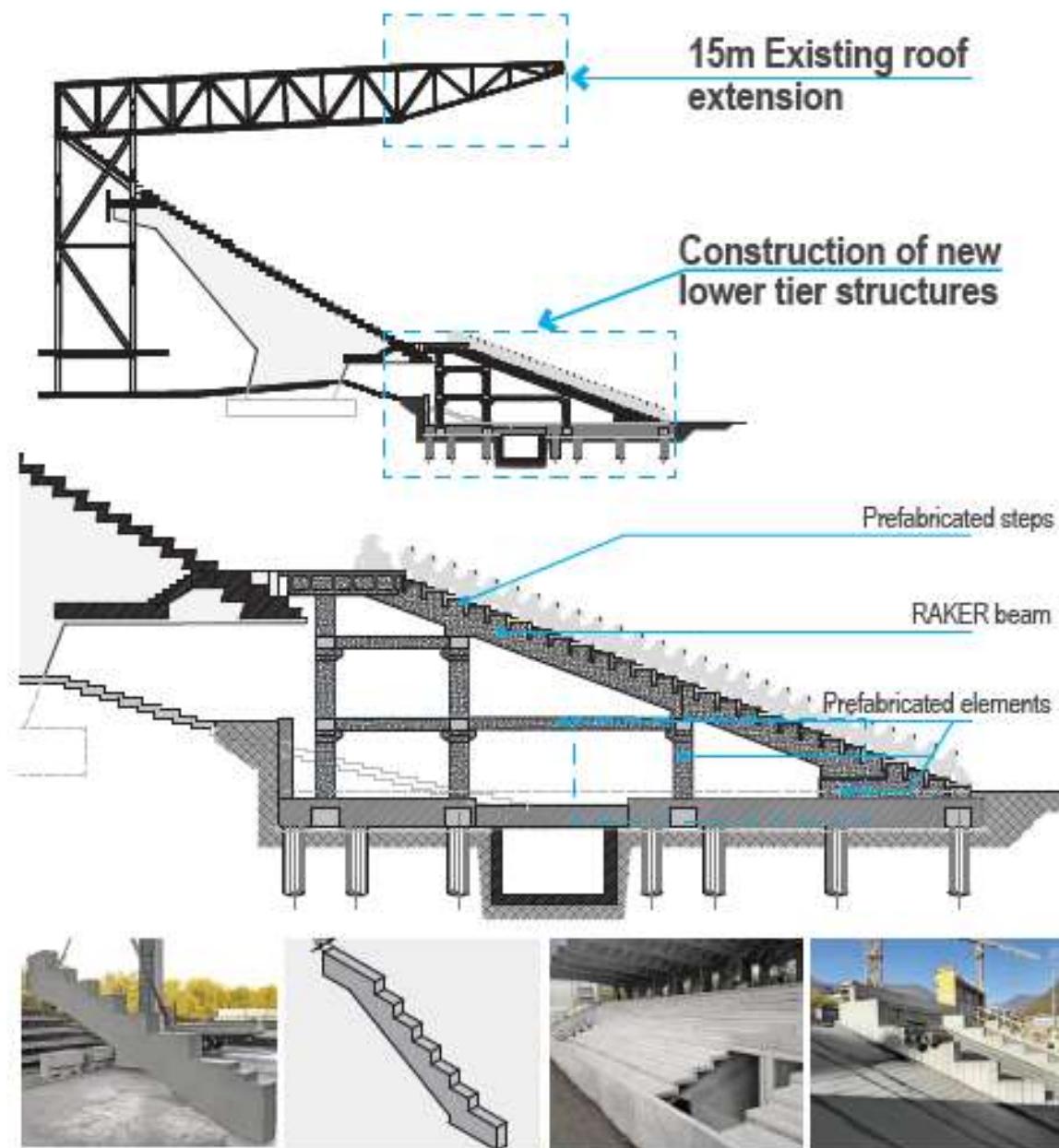
**Old Shell, New Heart:
The Main Interventions**

DESIGN/UPPER TIER



Works underway
Pilot sector identified.
Funding secured

DESIGN/NEW LOWER TIER & EXTENDED ROOF



**Rapid
implementation
compatible with
stadium activities**

PREFABRICATION

Intensive use of prefabricated structural elements



REDUCED TIME

Rapid assembly on site



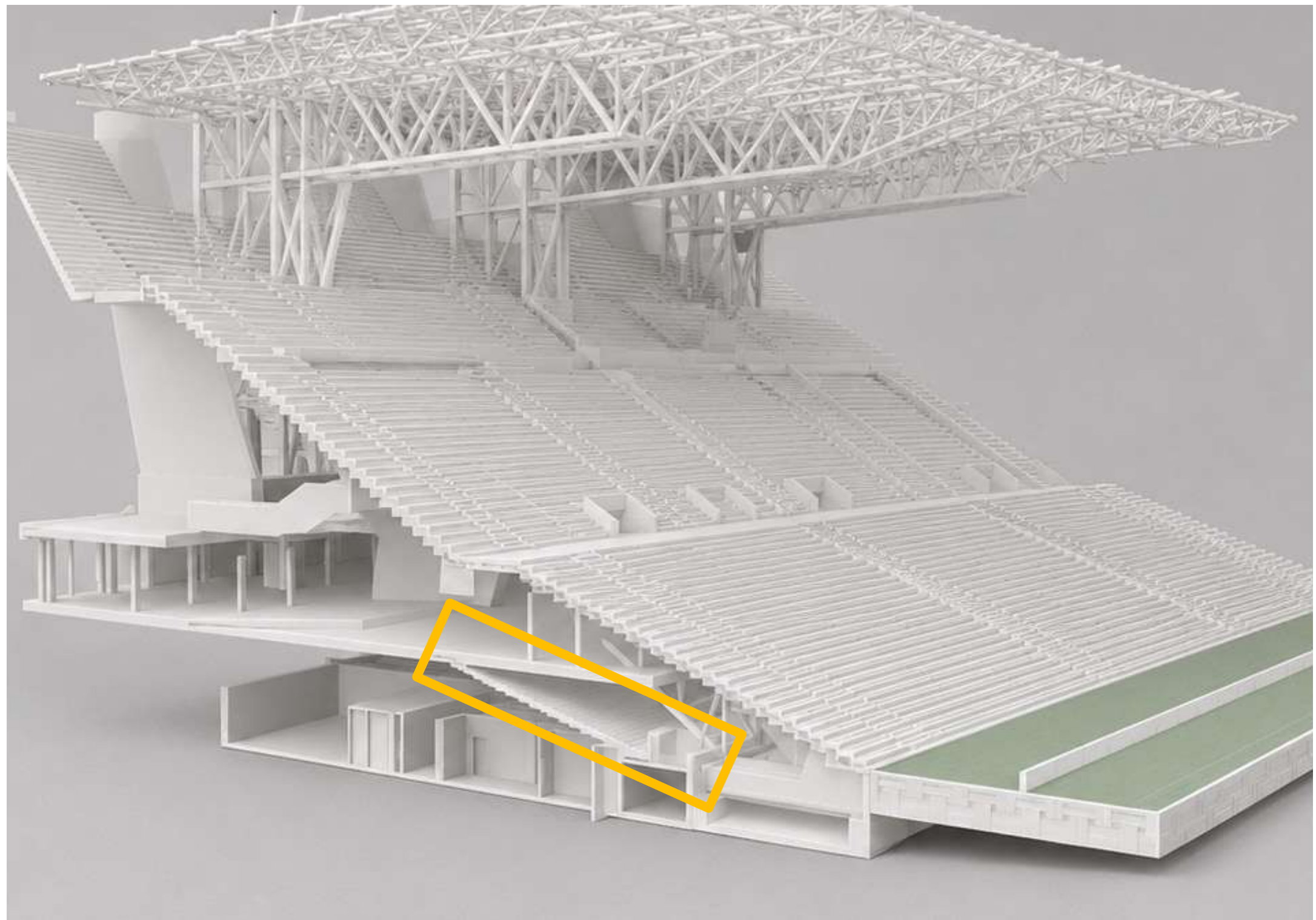
INTERFERENCE REDUCTION

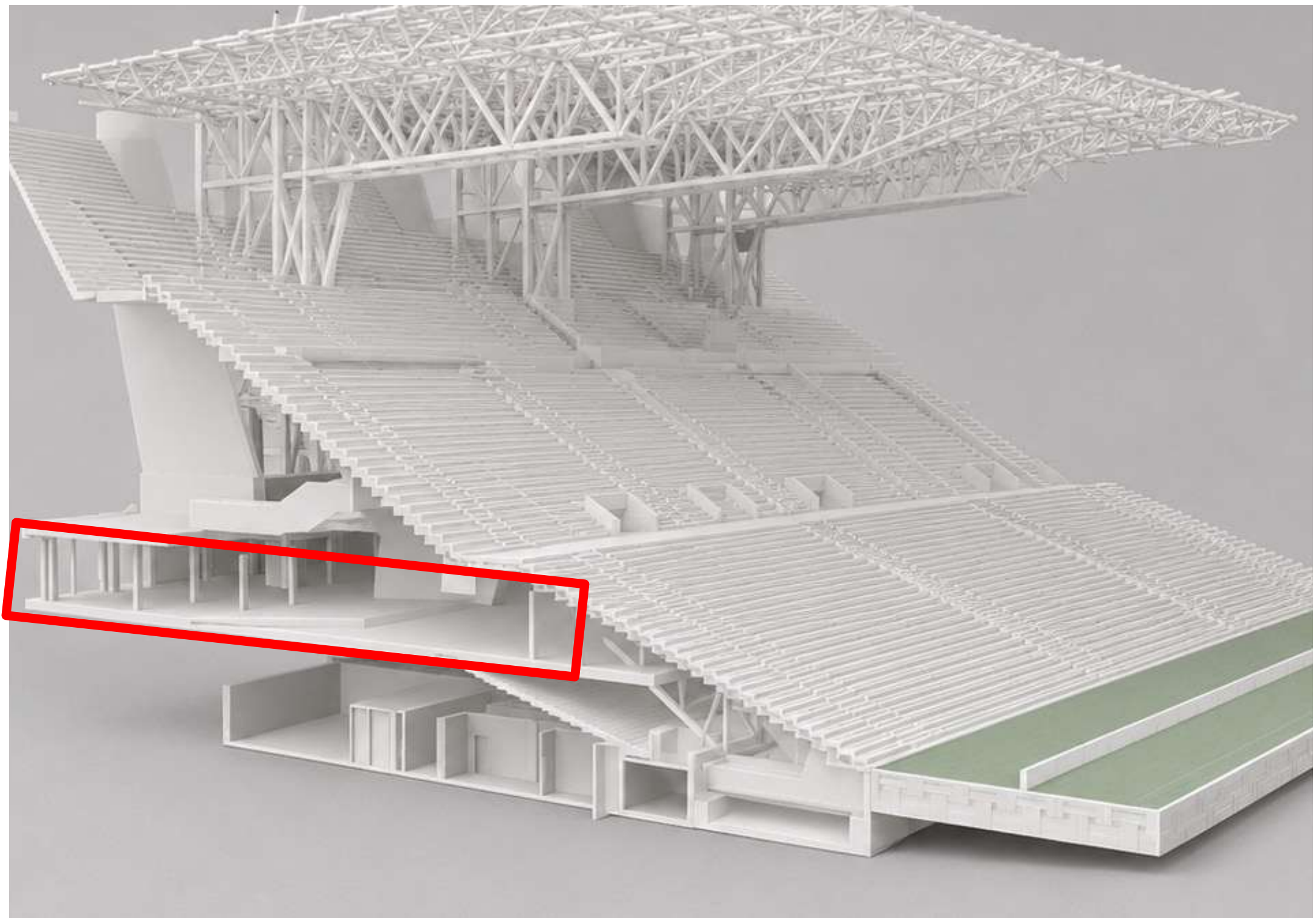
Structures designed to reduce interference with the existing envelope



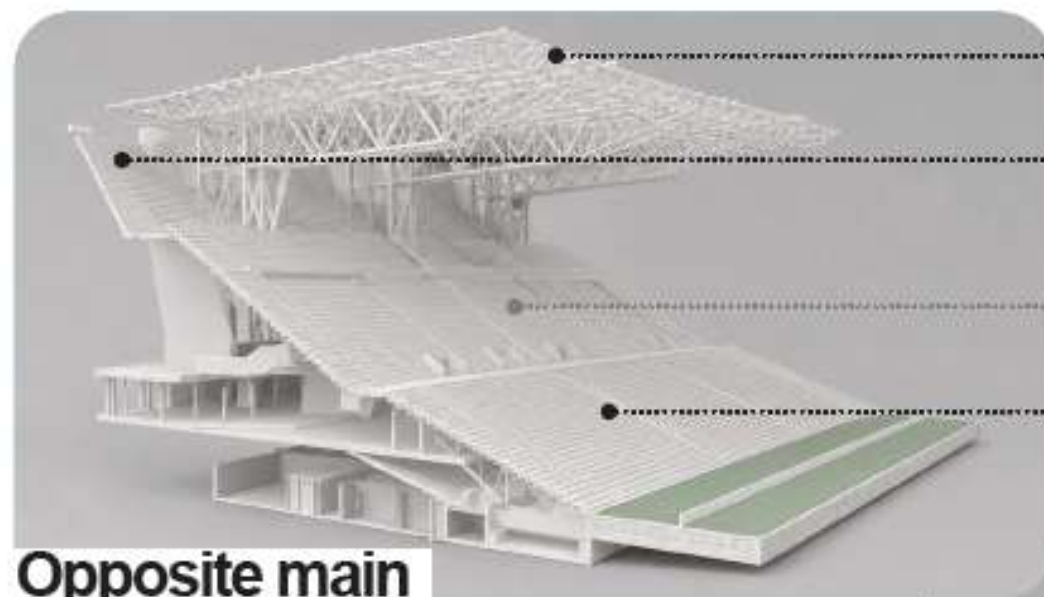
OPERATIONAL CONTINUITY

Guarantee of continued use of the Stadium for competitions during the works





DESIGN/THE NEW CONFIGURATION



Opposite main stand

15 m Extended roof

Upper tier e-established

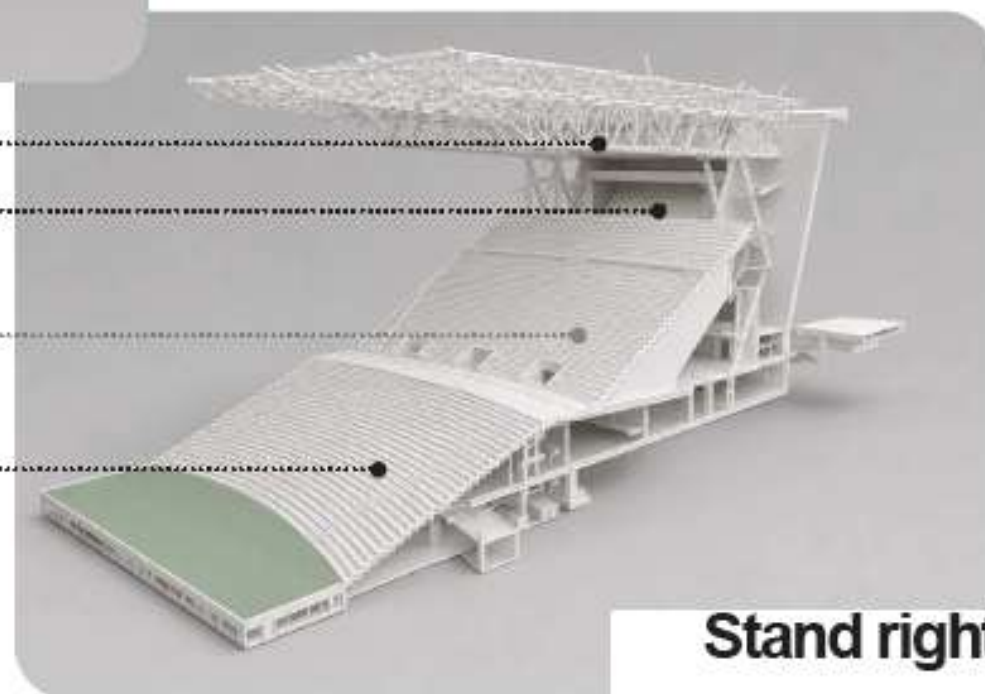
Medium tier

New lower tier

15 m Extended roof
Upper tier re-established

Medium tier

New lower tier



Stand right

DESIGN/PHOTOVOLTAIC SYSTEM

TOWARDS AN ENERGY-SUSTAINABLE STADIUM

Action related to item 50 of the checklist in Annex 1



optimization of photovoltaic panel orientation

Maradona Gives Back to the Community

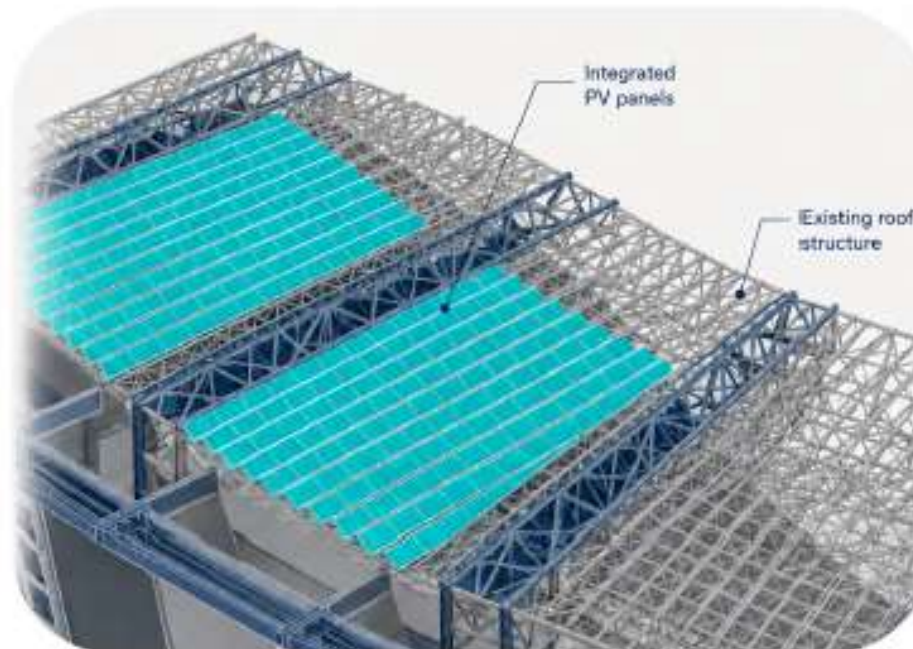
Over 5300 sqm of integrated photovoltaic panels

Estimated Energy Production

(Ea) $\geq 1.755.463$ kWh/year

Avoided CO₂ emissions: **~377 tCO₂ year**

Reduced energy costs
Creation of a real Energy Community



DESIGN/WATER REUSE STRATEGY

Every Drop Counts

Estimated recovery of 25 million litres of rainwater per year

Reduced water consumption

Sustainable management of internal resources

Sanitary reuse of rainwater: design a system for the recovery and reuse of rainwater collected from the roof, to be used for non-potable purposes such as toilets, irrigation, etc. Considering the current roof configuration, it is estimated that more than 25 million litres of rainwater can be collected per year.





DESIGN/NEW HOSPITALITY AND VIP AREAS

Skybox

An exclusive, enclosed and glazed area with panoramic view, comfort and catering services

Official Hospitality

Exclusive hospitality spaces with services, bar, kitchen and field view

VIPs & Partner's Hospitality

Exclusive hospitality spaces with a new lounge area directly overlooking the playing field



DESIGN/NEW HOSPITALITY AND VIP AREAS

15 m Extended roof

New Skybox

Official hospitality

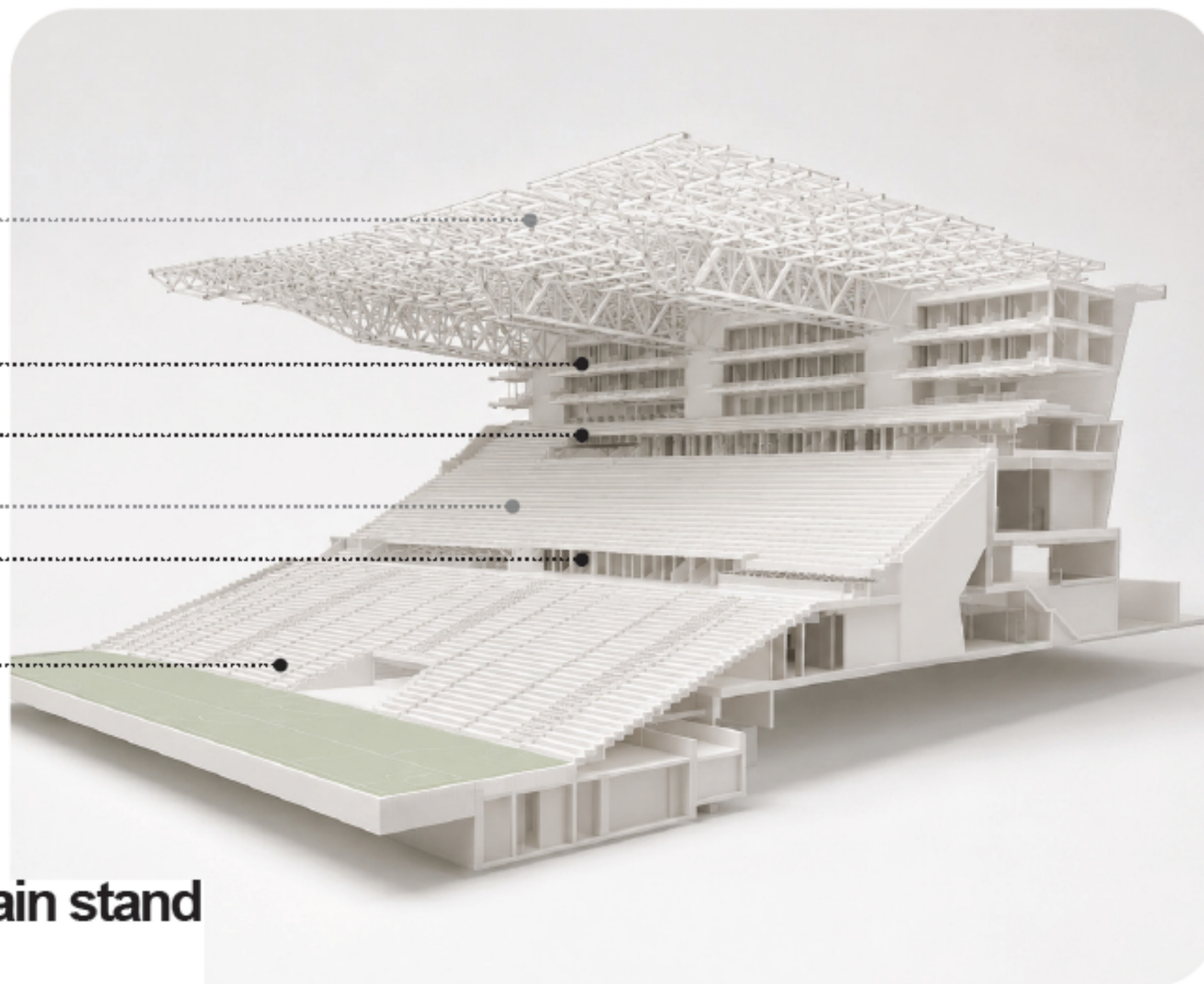
Medium tier

Partner's hospitality

Tribuna Maradona

New lower tier

Main stand



DESIGN/NEW HOSPITALITY AND VIP AREAS

The Stadium as a place
lived all year round

Events and Business

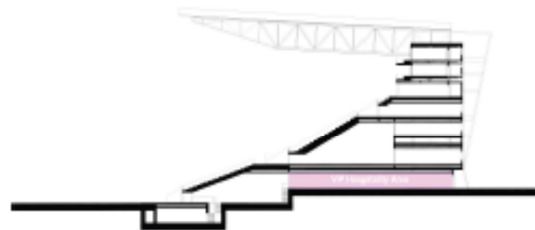
Premium spaces designed according
to the highest international standards
for sporting and corporate eventse

New Revenues

Diversification of economic revenues
for the facility through restaurant
areas and exclusive clubs

Design & Identity

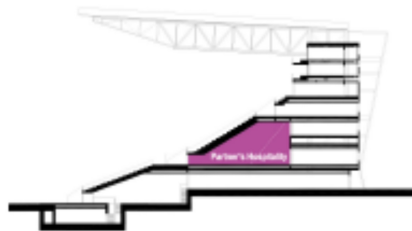
Wood interiors and premium
materials celebrating the “Club Diego
Armando Maradona” brand



DESIGN/NEW HOSPITALITY AND VIP AREAS

Partner's Hospitality

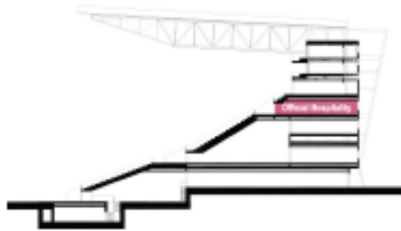
Dedicated areas for the enhancement of commercial partners, sponsors and institutions, with integrated bar and lounge routes



DESIGN/NEW HOSPITALITY AND VIP AREAS

Official Hospitality

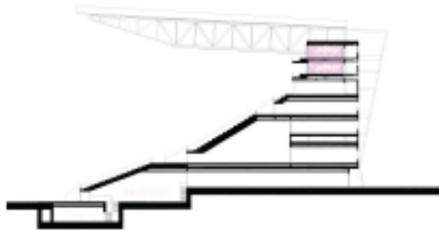
Radical improvement of spectator comfort in an international-level environment



DESIGN/NEW HOSPITALITY AND VIP AREAS

Skybox and Field View

The peak of the premium experience



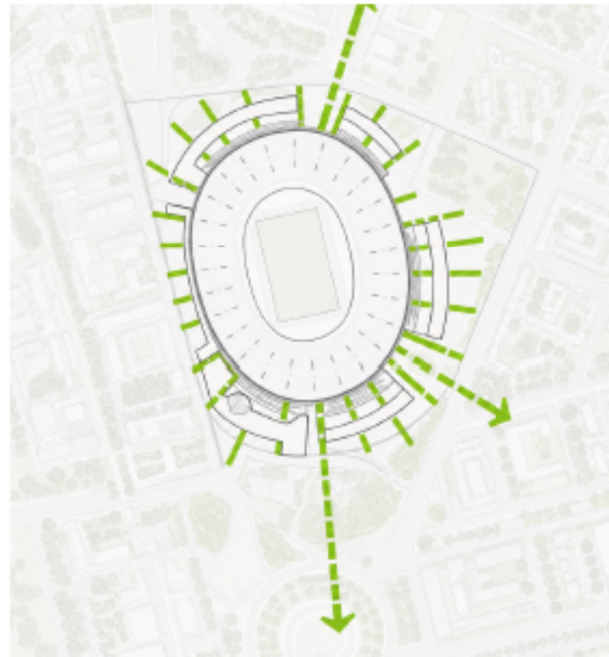
DESIGN/LANDSCAPED EXTERNAL AREAS

A Green Threshold Between Stadium and City



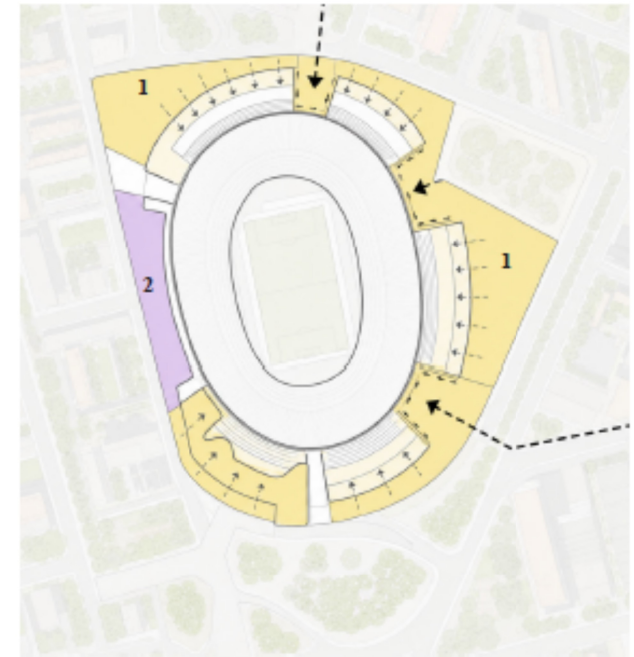
The green belt defines a clear urban boundary while improving environmental performance through shading, permeable surfaces and the reduction of the heat island effect.

Extending the Stadium's Geometry into the City



The radial green inserts reinterpret the original geometry of the Stadio del Sole, extending the rhythm of its historic ribs into the surrounding public space. Landscape becomes a device for orientation.

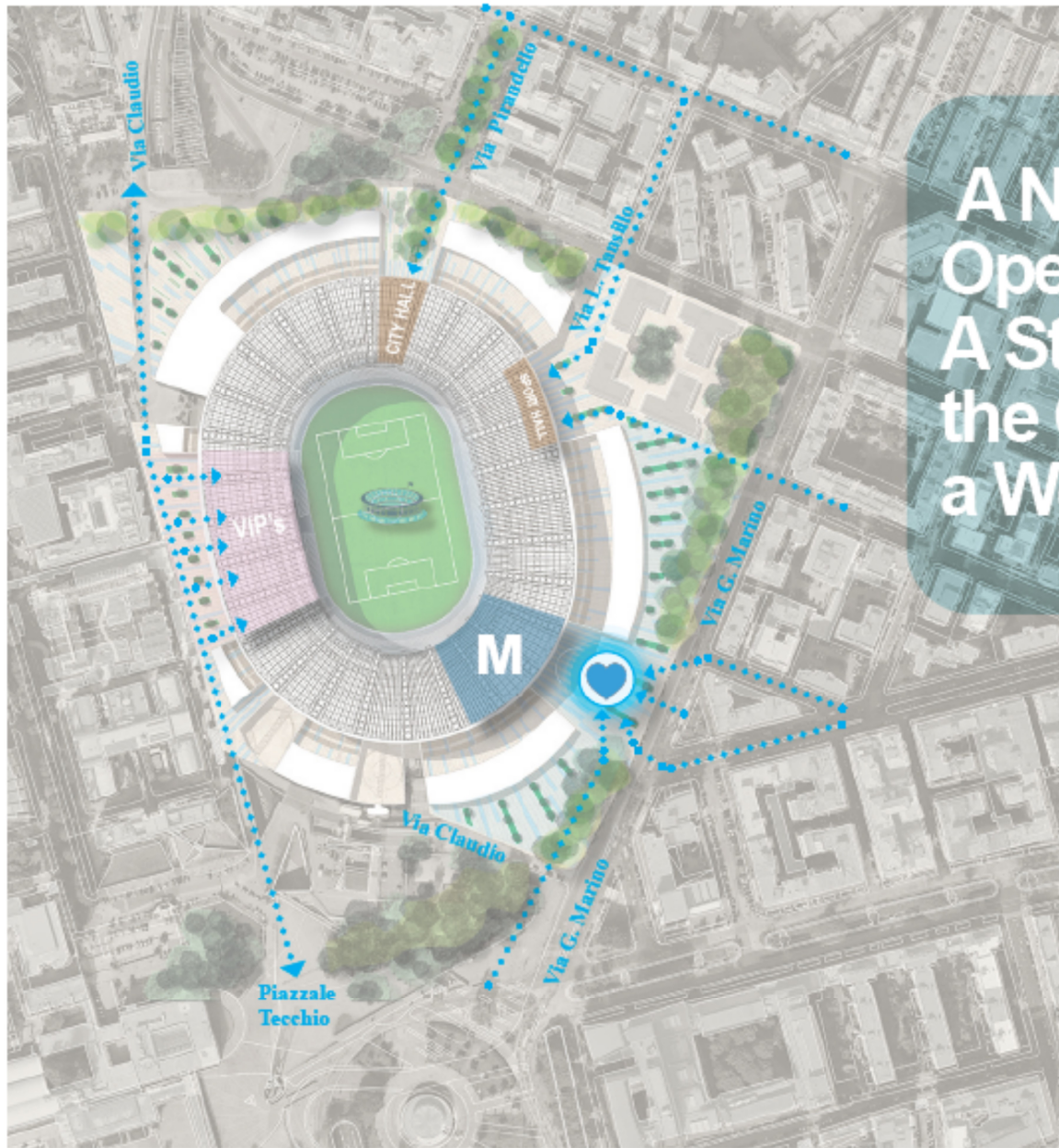
Two Access Realms, One Urban Space



The proposed site layout defines two main areas: 1. a large public realm for general public and a dedicated VIP Hospitality square, designed as 2. representative forecourt for reserved entrances.

DESIGN/LANDSCAPED EXTERNAL AREAS

- M** Maradona Experience
- VIP's** Tribuna Vip e Aree Hospitality
- City & Sport Hall**



**A New Urban Space,
Open Every Day
A Stadium Open to
the City, Seven Days
a Week**

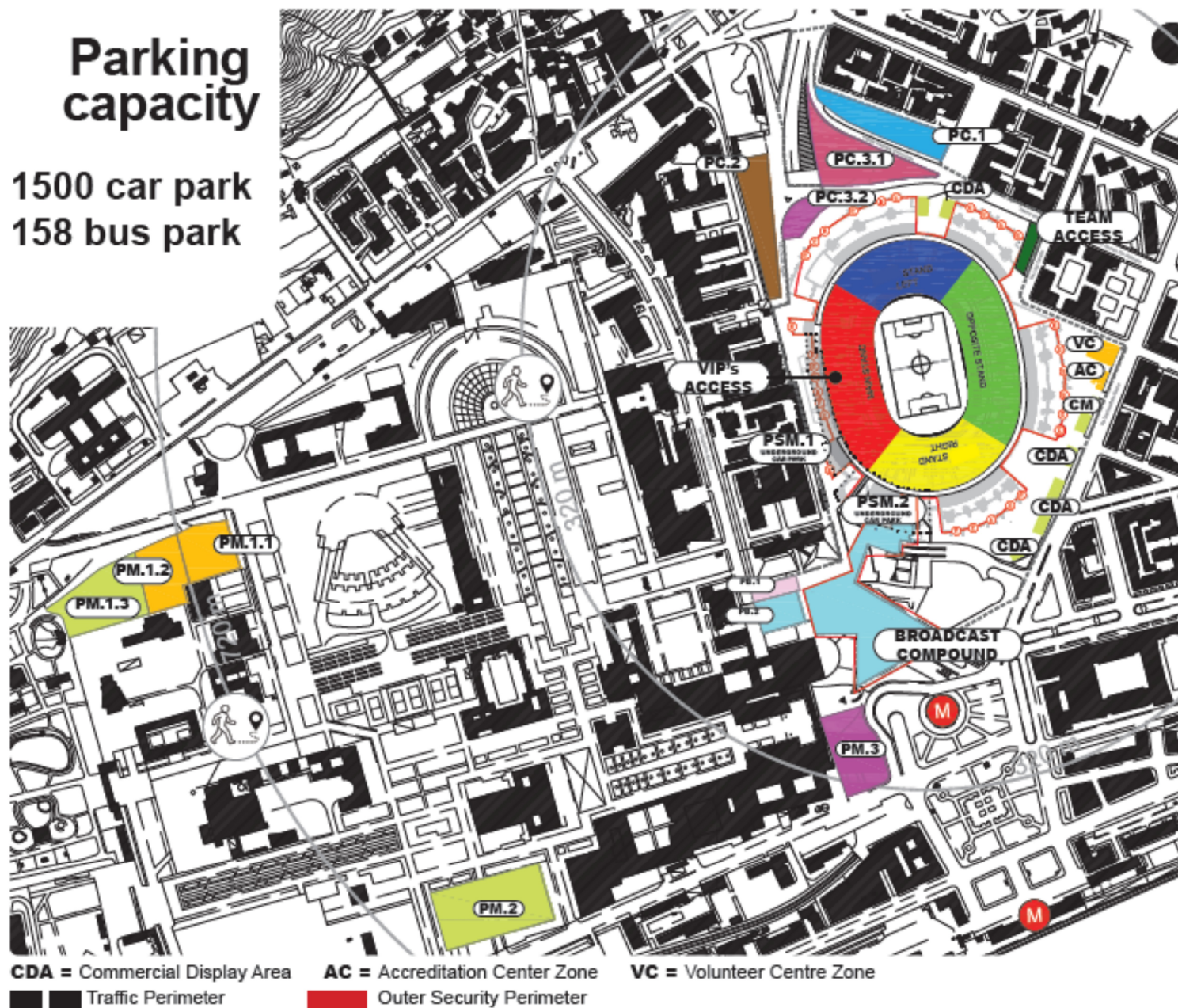
**A stadium that
lives beyond
matchday, con-
necting sport, cul-
ture, leisure and
public life seven
days a week.**

stadium
layout

LOCATION/OVERVIEW STADIUM MAP

Parking capacity

1500 car park
158 bus park



- PSM.1 Underground car park**
25 spaces
VIP's - 25 spaces
- PSM.2 Underground car park**
190 spaces
VIP's - 80 spaces
Team - 30 spaces
Official Hospitality - 80 spaces
- PB.1 car park**
VIP's - 8 bus spaces
- PB.2 car park - 80 spaces**
Broadcast - 80 spaces
- PC.1 car park - 200 spaces**
Media - 200 spaces
- PC.2 car park - 100 spaces**
Disabled - 100 spaces
- PC.3.1 car park - 200 spaces**
Partner's Hospitality - 200 spaces
- PC.3.2 car park - 50 spaces**
Official Hospitality - 50 spaces
- PM.1.1 car park - 75 spaces**
UEFA - 15 spaces Accreditation
60 Fleet compound
- PM.1.2 car park - 80 Bus spaces**
UEFA - 80 Bus spaces
- PM.1.3 car park - 70 Bus spaces**
Commercial Partner - 70 Bus spaces
- PM.3 car park - 200 spaces**
Partner's Hospitality - 200 spaces
- PM.2 car park - 200 spaces**
Commercial Partner - 200 spaces

CDA = Commercial Display Area

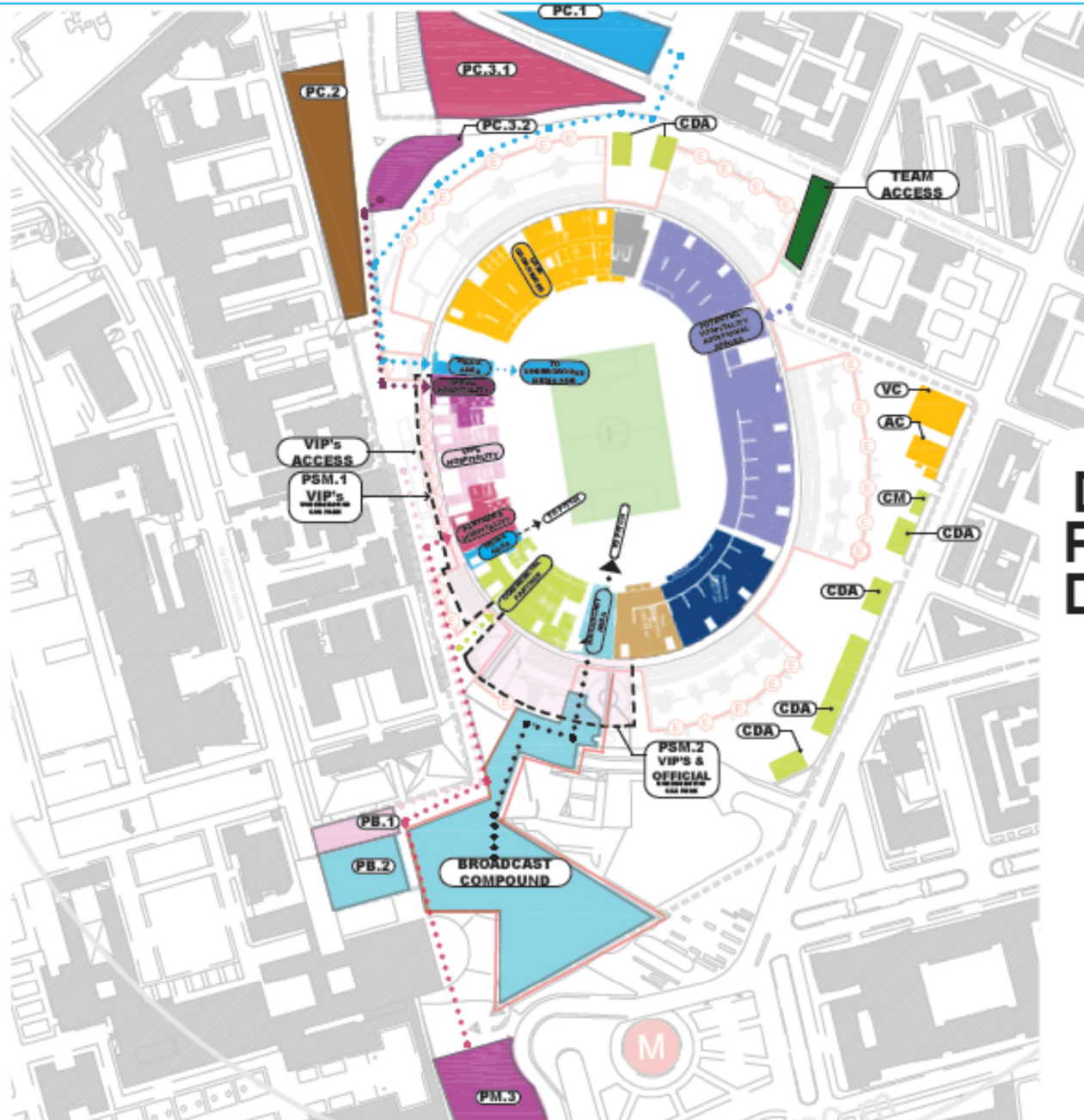
AC = Accreditation Center Zone

VC = Volunteer Centre Zone

■ Traffic Perimeter

■ Outer Security Perimeter

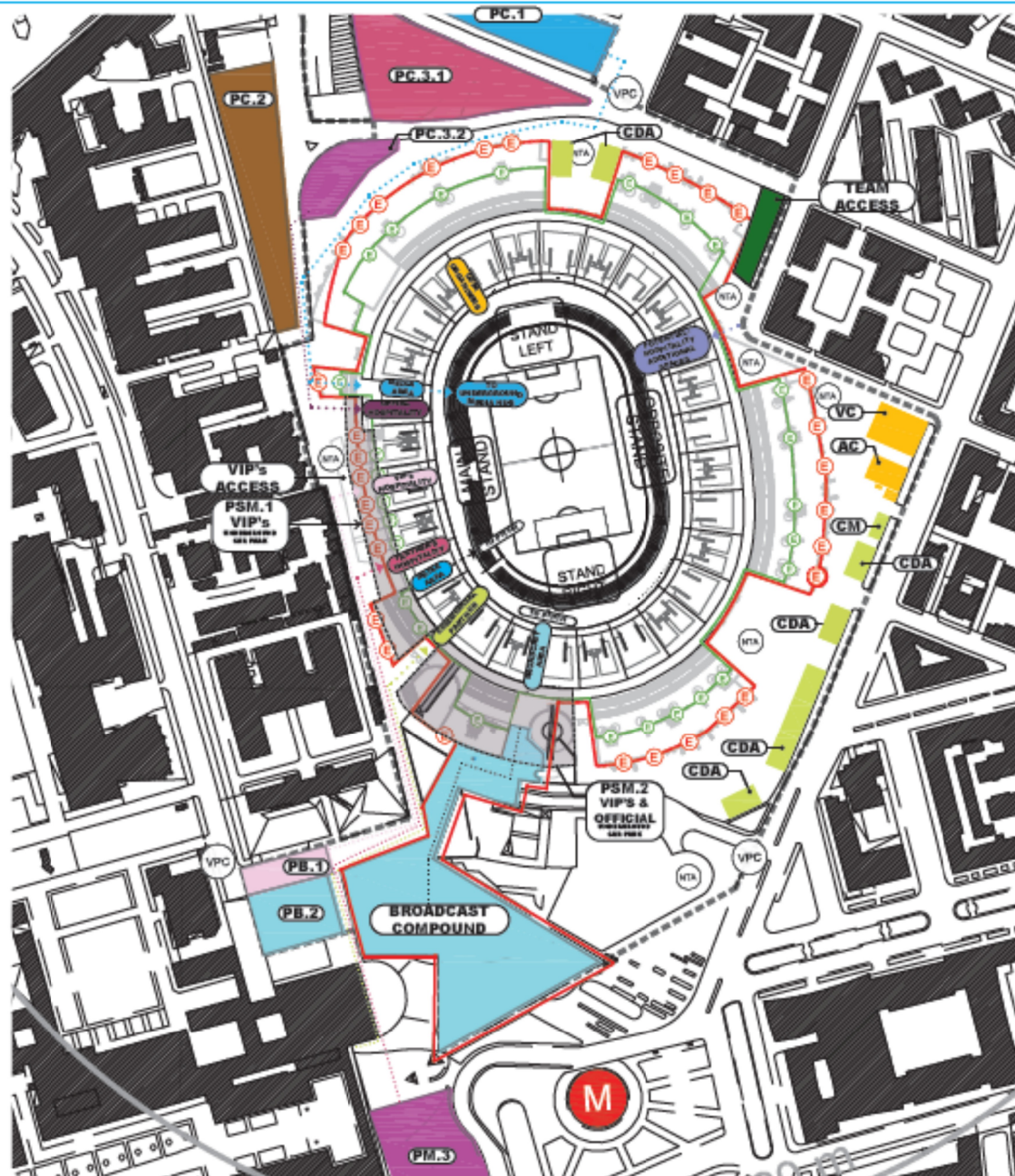
LOCATION/OVERVIEW STADIUM MAP - GROUND FLOOR



Dedicated Parking. Direct Hall

All UEFA EURO 2032 parking areas for Hospitality, Media and Broadcast are connected to their dedicated halls within a 360 m walking distance.

LOCATION/ENTRANCE AND FLOW MAP



Inner Security Perimeter

Outer Security Perimeter

Traffic Perimeter

VPC = Vehicle Perimeter Check

NTA = Non Traffic Area

CDA = Commercial Display Area

AC = Accreditation Center Zone

VC = Volunteer Centre Zone

STADIUM LAYOUT/FLOOR PLANS

1
UEFA spaces
4500mq

2
Additional
hositality
8500mq

3
Maradona
experince
3000mq

4
Pitch
maintenance
1500mq

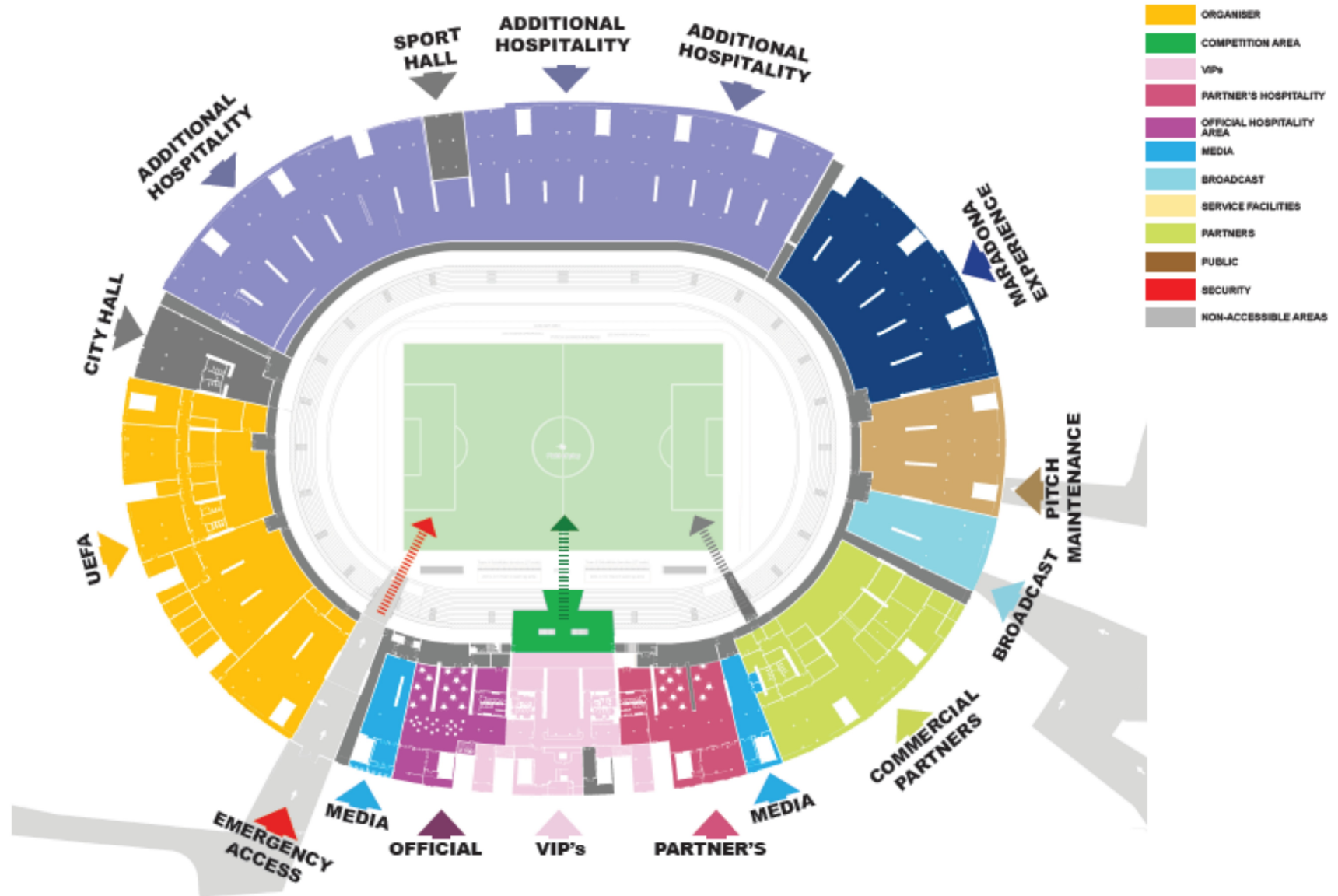
5
Broadcast
(internal)
900mq

6
Commercial
partners
2700mq

7
Media
facilities
1300mq

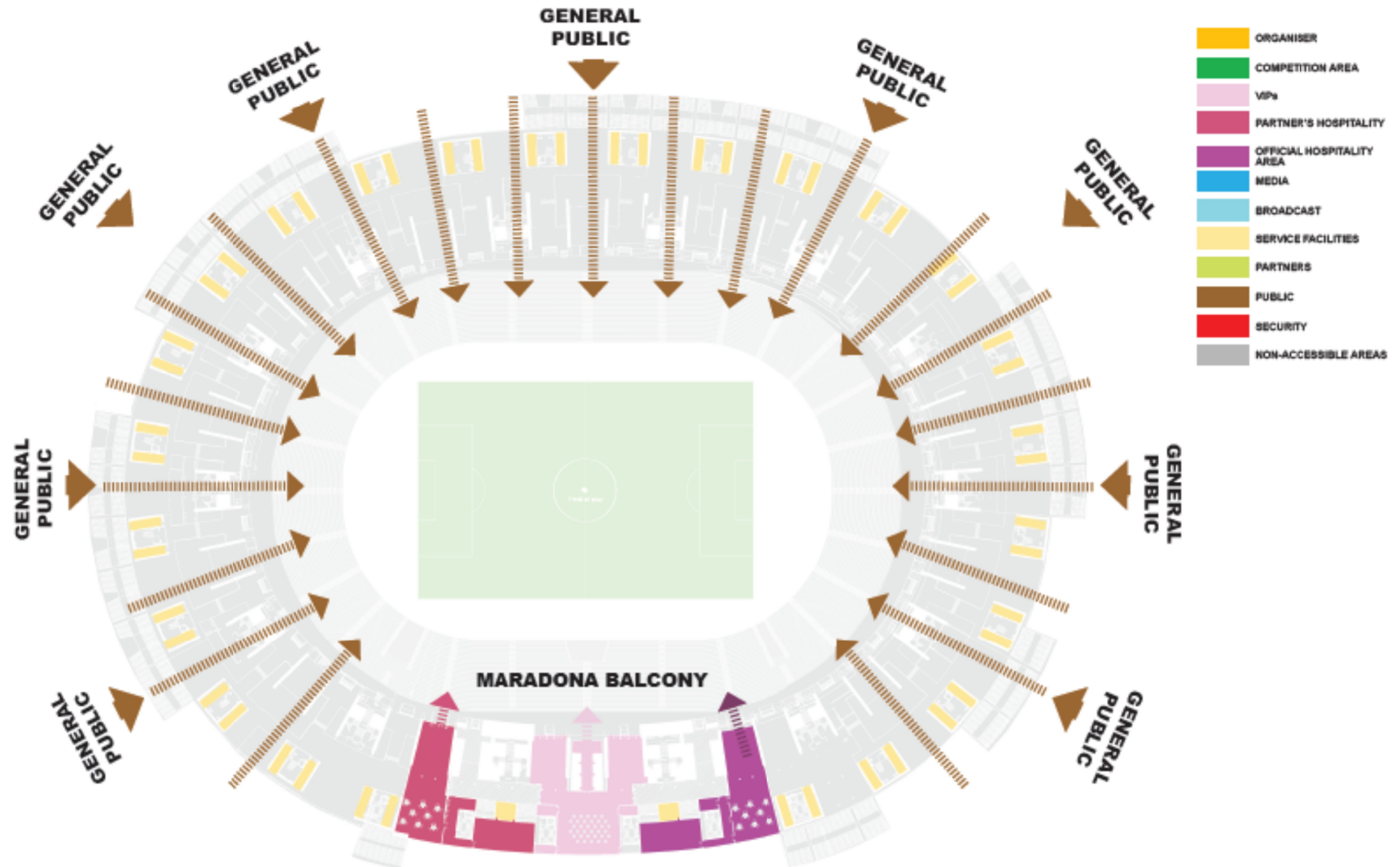
8
Hospitality
spaces
3350mq

Level +36 mt plan



STADIUM LAYOUT/FLOOR PLANS

1
Hospitality
spaces
2600mq



Level +40,70 mt plan

STADIUM LAYOUT/FLOOR PLANS

1
Hospitality
spaces
1100mq



Level +51,60 mt plan

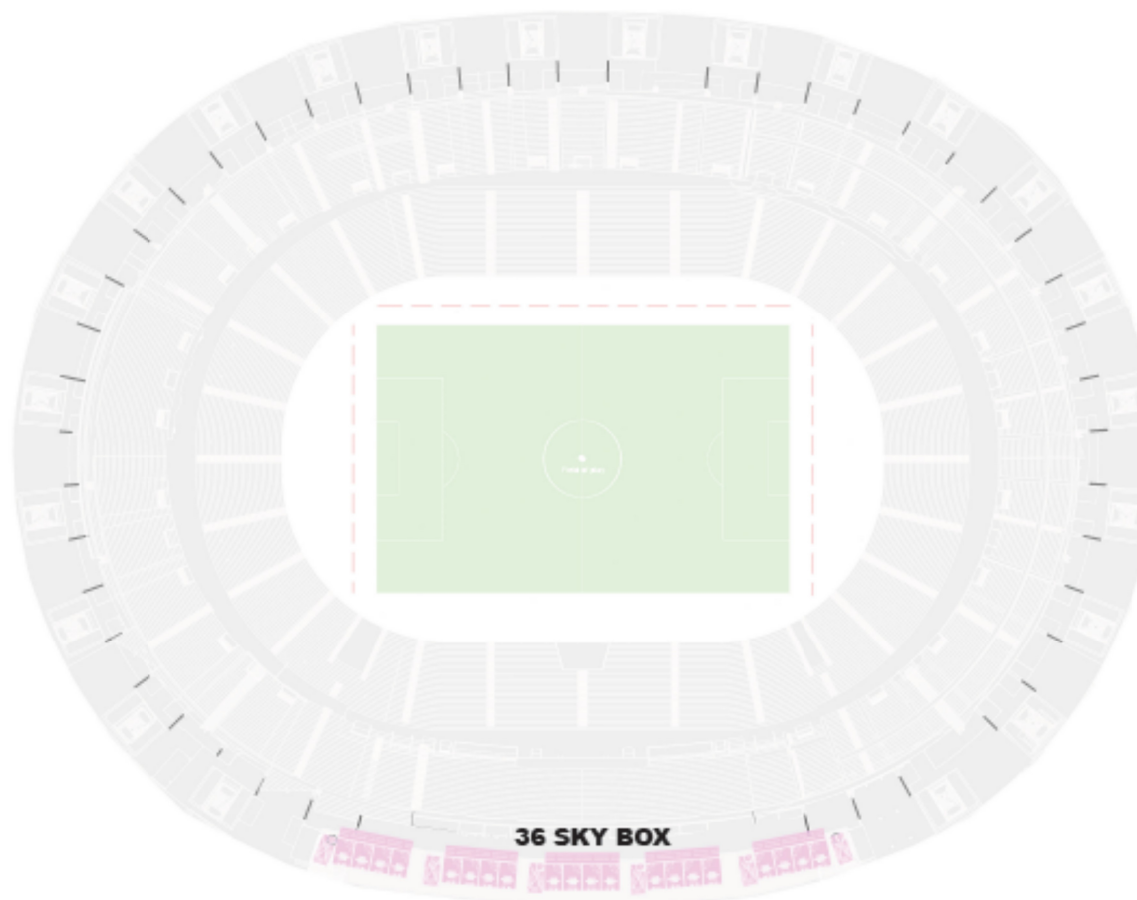
STADIUM LAYOUT/FLOOR PLANS

1

Sky Box

40mq each

No. 36/40 tot



- ORGANISER
- COMPETITION AREA
- VIPs
- PARTNER'S HOSPITALITY
- OFFICIAL HOSPITALITY AREA
- MEDIA
- BROADCAST
- SERVICE FACILITIES
- PARTNERS
- PUBLIC
- SECURITY
- NON-ACCESSIBLE AREAS

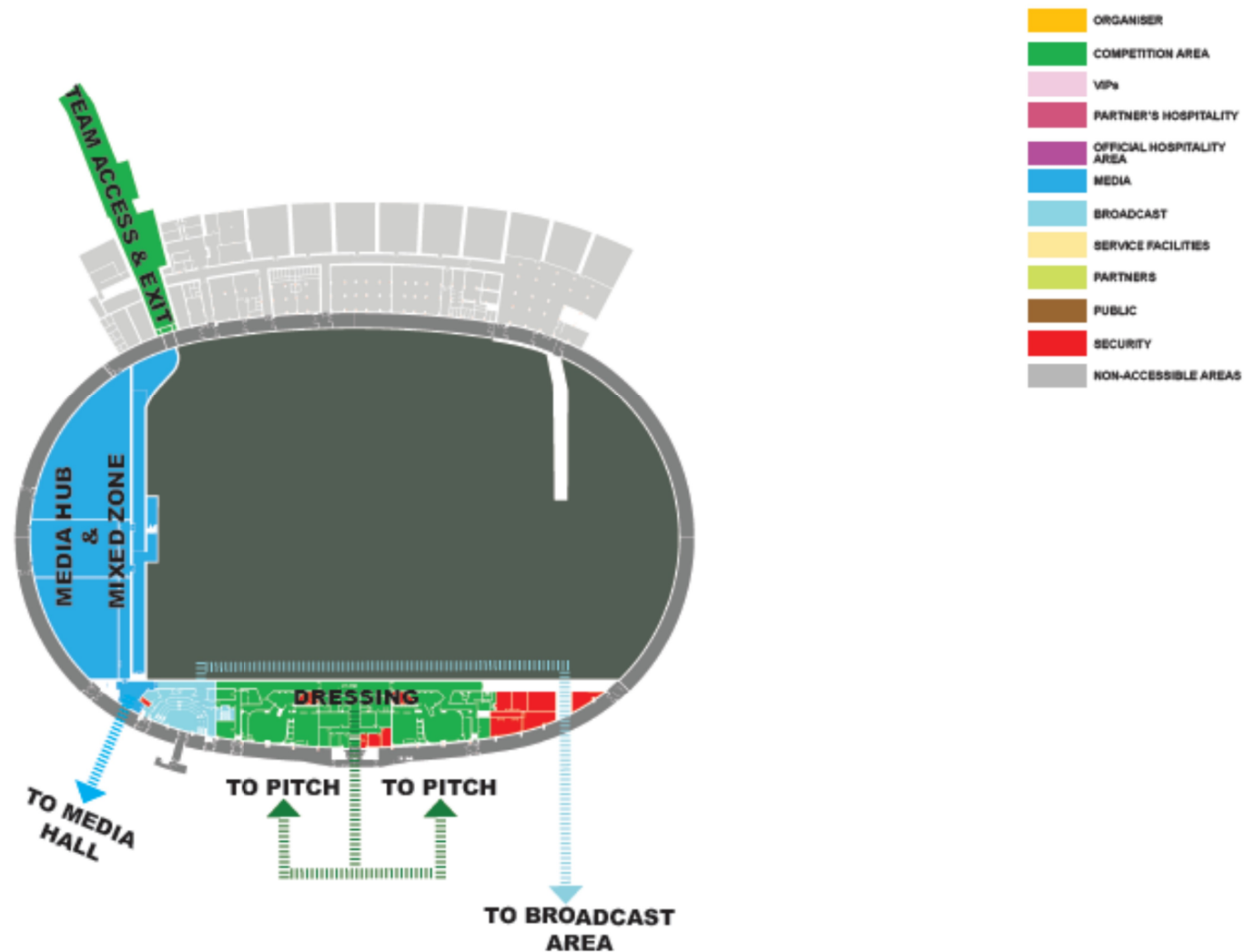
Level Skybox plan

STADIUM LAYOUT/FLOOR PLANS

1
Media Hub
2300mq

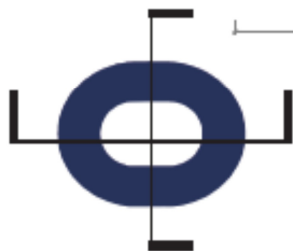
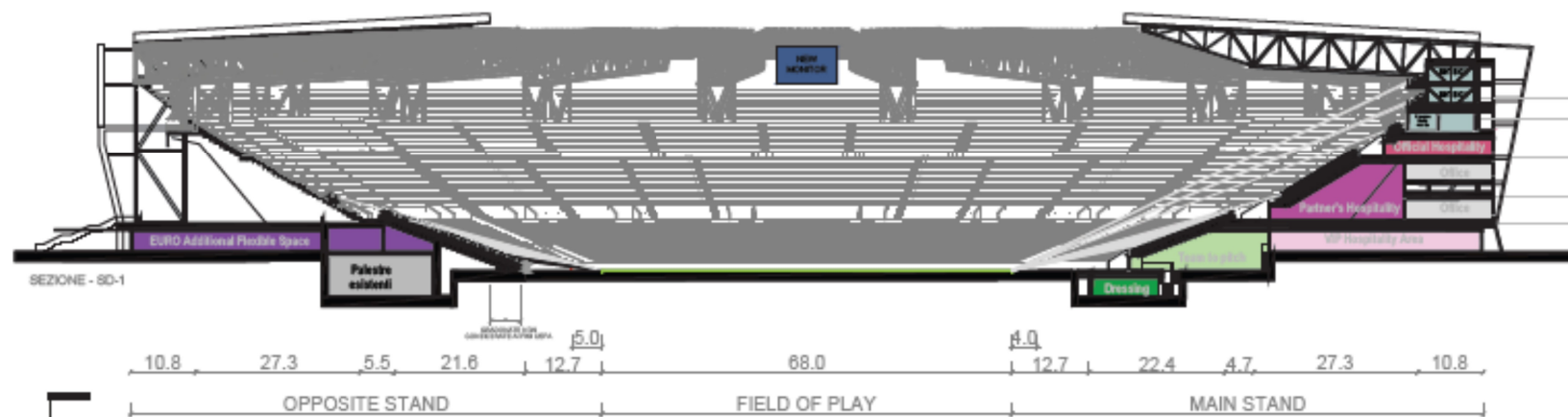
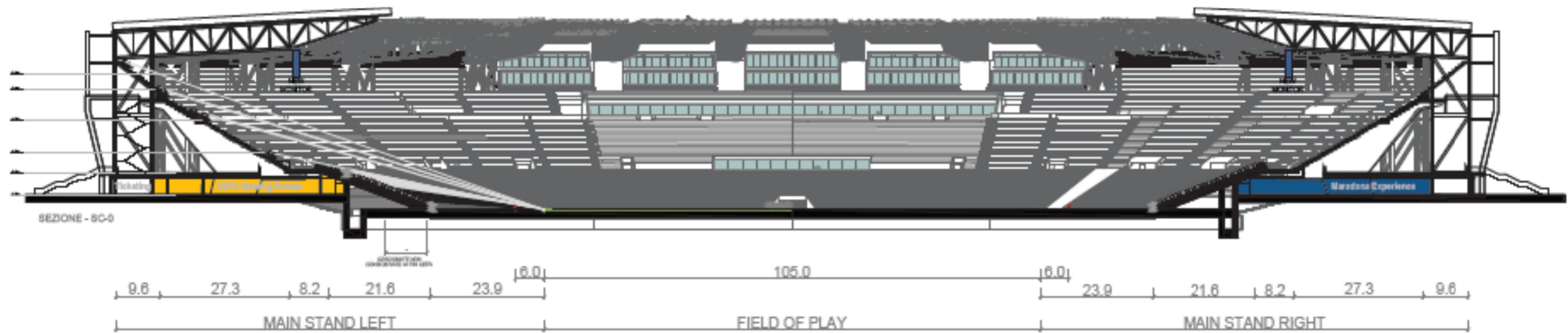
2
Broadcast
250mq

3
Dressing rooms
1200mq

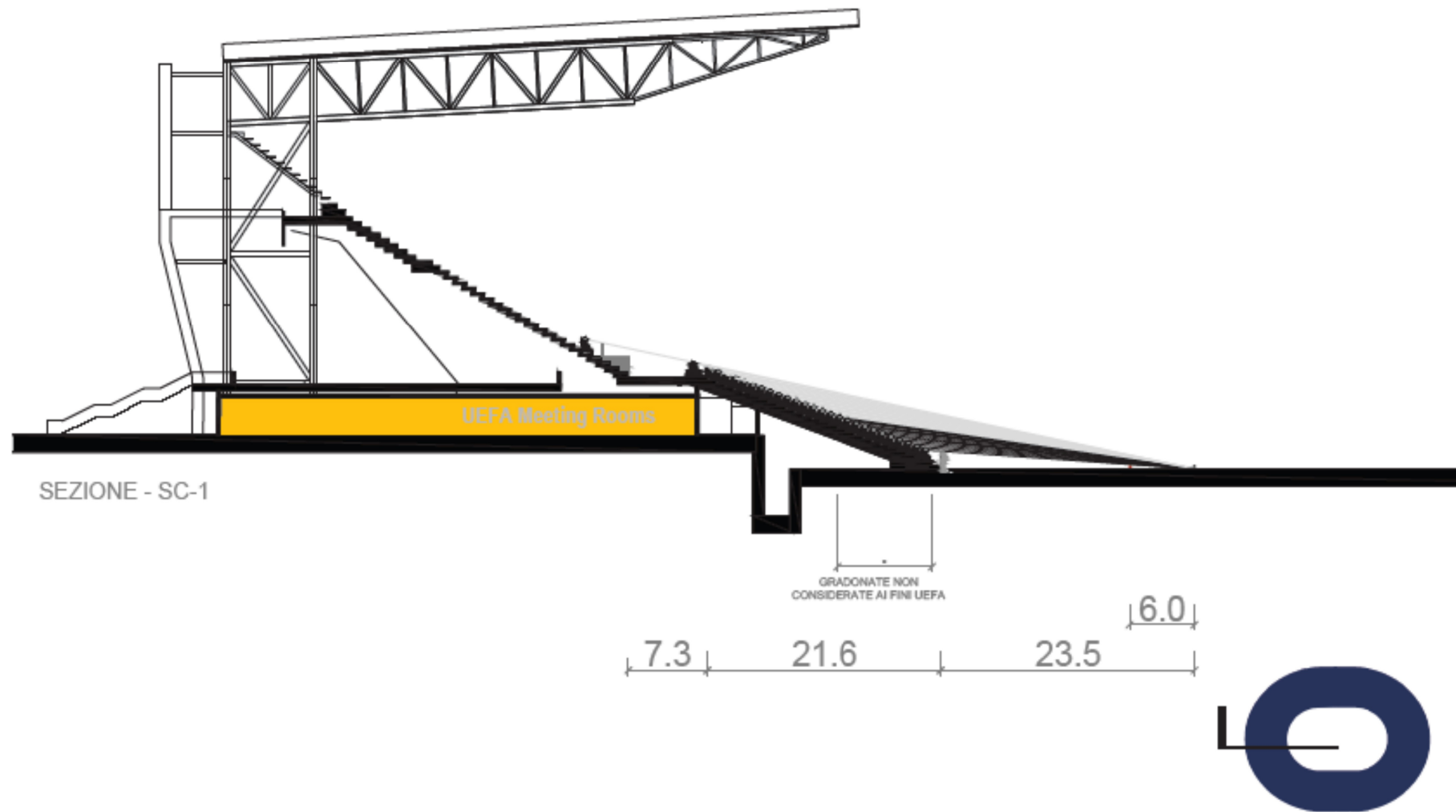


Level +28,75 mt plan

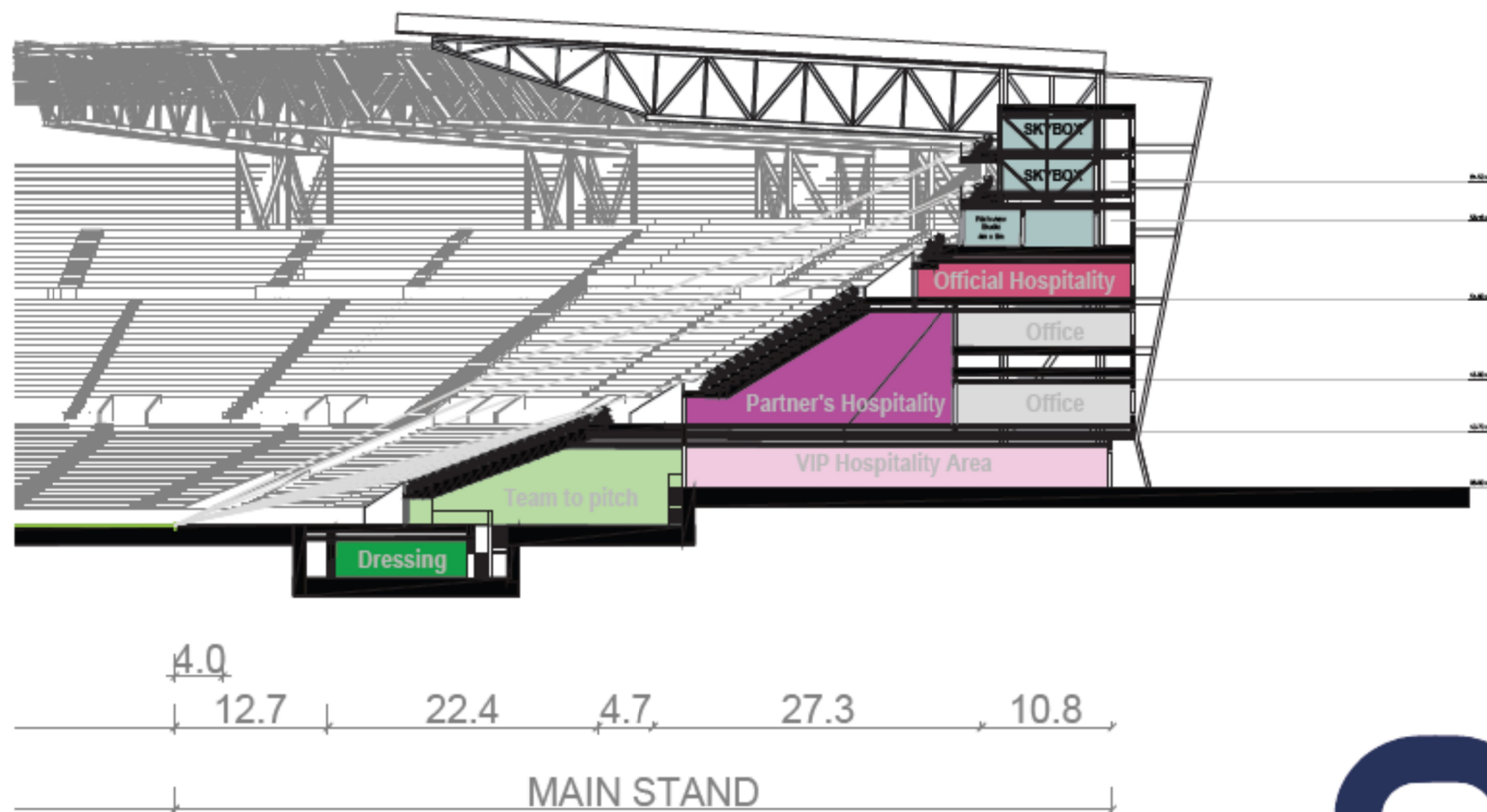
STADIUM LAYOUT/SECTIONS



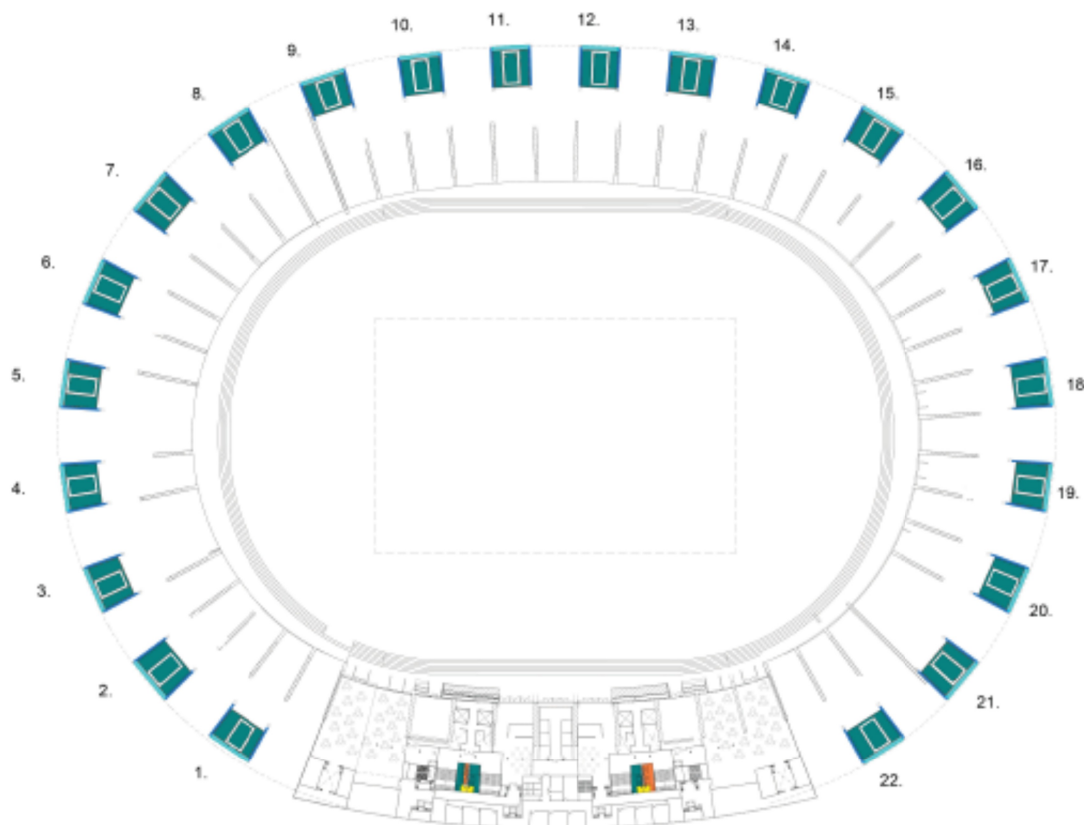
STADIUM LAYOUT/SECTIONS



STADIUM LAYOUT/SECTIONS



STADIUM LAYOUT/TOILET FACILITIES



CALCULATION BASIS

General public: **38,800**
 Male spectators: 80% = 31,040
 Female spectators: 20% = 7,760

Minimum requirements:
 1 WC every 200 people
 1 urinal every 125 men
 1 washbasin every 200 people

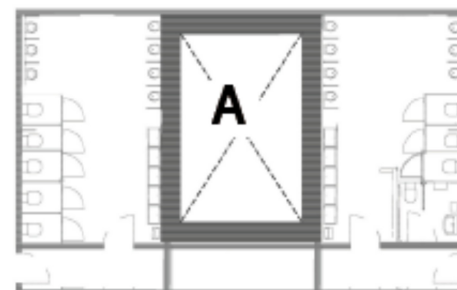
REQUIRED FIXTURES

Type A Male requirements:

WC: 156
 Urinals: 249
 Washbasins: 156

Type B Female requirements:

WC: 39
 Washbasins: 39



Number of blocks: 18

WC: 16

Urinals: 14

Washbasin: 10

Disabled WC: 1

TYPE A

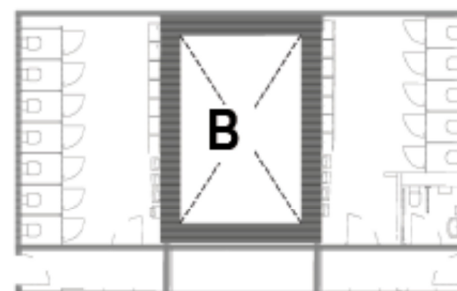
Total Type A fixtures:

WC: **288** vs 156

Urinals: **252** vs 249

Washbasins: **180** vs 156

Disabled WC: **18** vs 13



Number of blocks: 4

WC: 12

Washbasin: 12

Disabled WC: 1

TYPE B

Total Type A fixtures:

WC: **48** vs 39

Washbasins: **48** vs 39

Disabled WC: **4** vs 3

players
facilities

PLAYERS FACILITIES/MATCH DAY JOURNEY

- 1 Arrival by team bus via Luigi Tansillo ramp / Team Access by Bus.
- 2 Arrival hall and entry into the underground player zone.
- 3 Walk through the Miglio Azzurro.
- 4 Dressing Room block Staff room, physio/massage area, players seating area, coaches room, equipment room.
- 5 Access to Pitch through the dedicated player route.
- 6 Post-match return to the dressing room.
- 7 Mixed Zone for interviews.
- 8 Media Hub and Press Conference Room.
- 9 Dedicated links to Media Hall and VIP Area.
- 10 Departure back to bus / dedicated parking connection.



LEGEND

ROUTES

- TEAM BUS ARRIVAL (ARRIVAL / DEPARTURE)
- PLAYER JOURNEY (MATCHDAY FLOW)
- MEDIA BROADCAST ROUTE
- VIP ROUTE (LEVEL 0 ACCESS)

SPACES

- MEDIA SPACES (MIXED ZONE, MEDIA HUB, PRESS CONFERENCE ROOM, INDOOR STUDIO)
- TEAM SPACES (DRESSING ROOM BLOCK, MIGLIO AZZURRO)
- SUPPORT SPACES (STAFF ROOM, PHYSIO / MASSAGE AREA, COACHES ROOM, EQUIPMENT ROOM)
- STADIUM STRUCTURE (EXISTING)

ICON GUIDE

- TEAM BUS
- ENTRY / ACCESS
- WALK ROUTE
- DRESSING ROOM
- PHYSIO / MASSAGE
- ACCESS TO PITCH
- MEDIA / INTERVIEW
- PRESS / CONFERENCE
- VIP AREA
- DEPARTURE

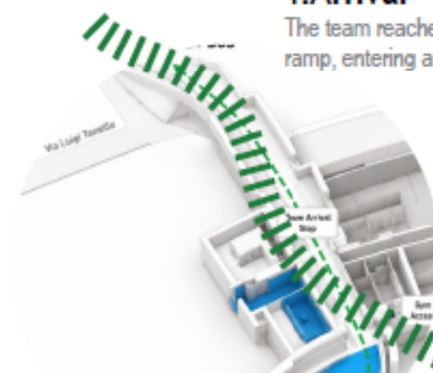
SSC NAPOLI
PLAYERS FIRST

FROM ARRIVAL
TO PERFORMANCE

PLAYERS FACILITIES/MATCH DAY JOURNEY

1. Arrival

The team reaches the stadium from Via Luigi Tansillo through the existing ramp, entering a protected underground route fully separated from public flows.



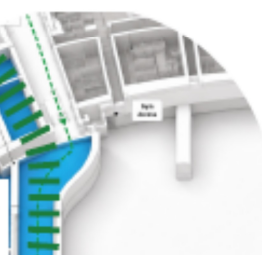
2. Team Bus Drop-Off

The players arrive directly at the underground level, where a dedicated arrival hall welcomes the team in a secure and controlled environment.



3. Miglio Azzurro

The Miglio Azzurro
From the arrival hall, players walk through the Miglio Azzurro, an iconic route filled with history, memory and emotional connection to SSC Napoli.



4. Dressing Room Area

The team enters the dressing room block, including Staff Room, Physio/Massage Area, Players Seating Area, cold-water bath zone, Coaches Room and Equipment Room.



130m

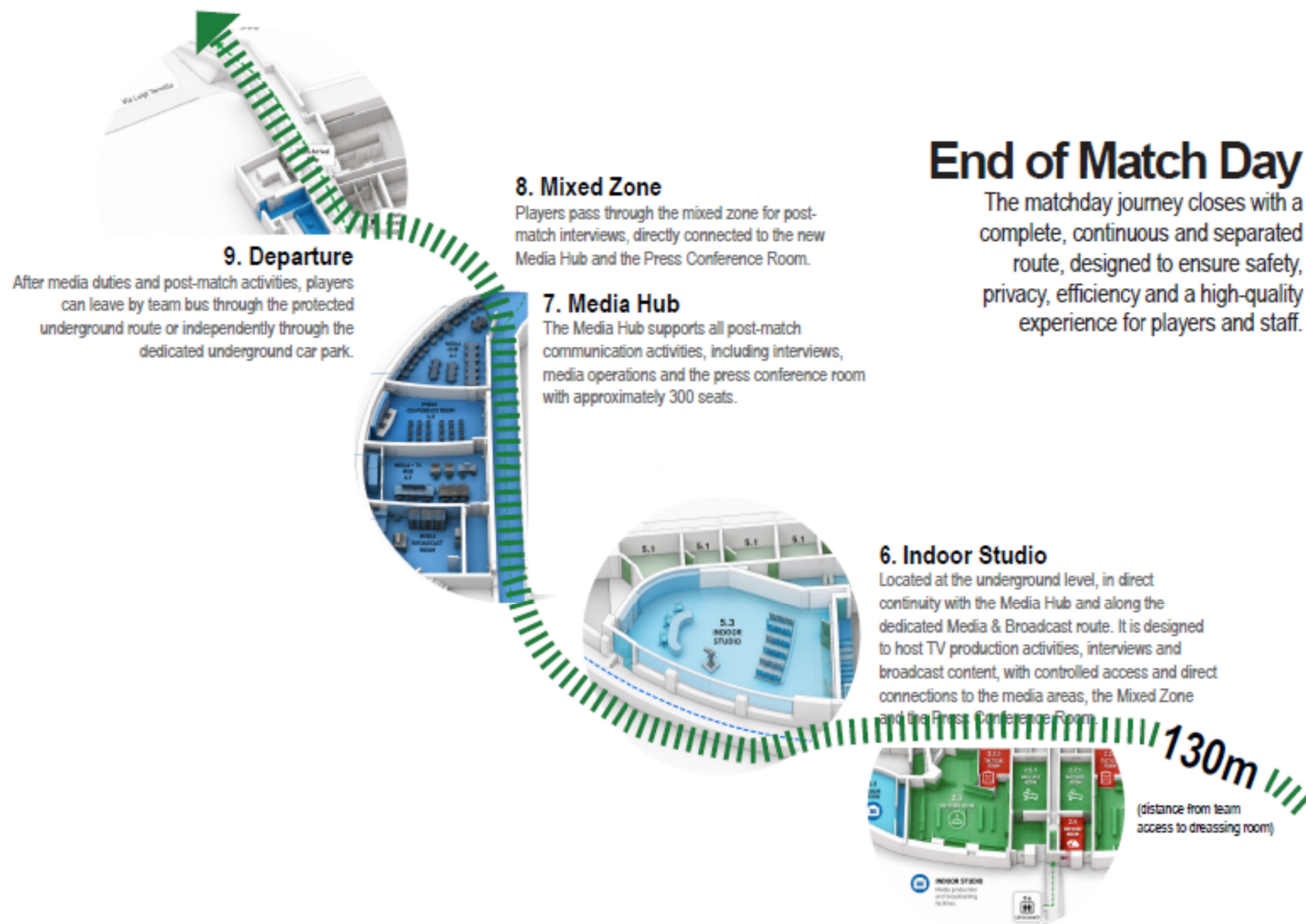
(distance from team access to dressing room)

MAX 3 minutes

5. Access to pitch

The new Access to Pitch area acts as a ceremonial hall before the game, visually connected to the VIP area and designed to enhance the emotional moment of entry onto the pitch.

PLAYERS FACILITIES/MATCH DAY JOURNEY



MAX 3 minutes

PLAYERS FACILITIES/MATCH DAY JOURNEY

5. New Access to pitch

The new Access to Pitch area acts as a ceremonial hall before the game, visually connected to the VIP area and designed to enhance the emotional moment of entry onto the pitch.



4. Dressing Room Area

The team enters the dressing room block, including Staff Room, Physio/Massage Area, Players Seating Area, cold-water bath zone, Coaches Room and Equipment Room.

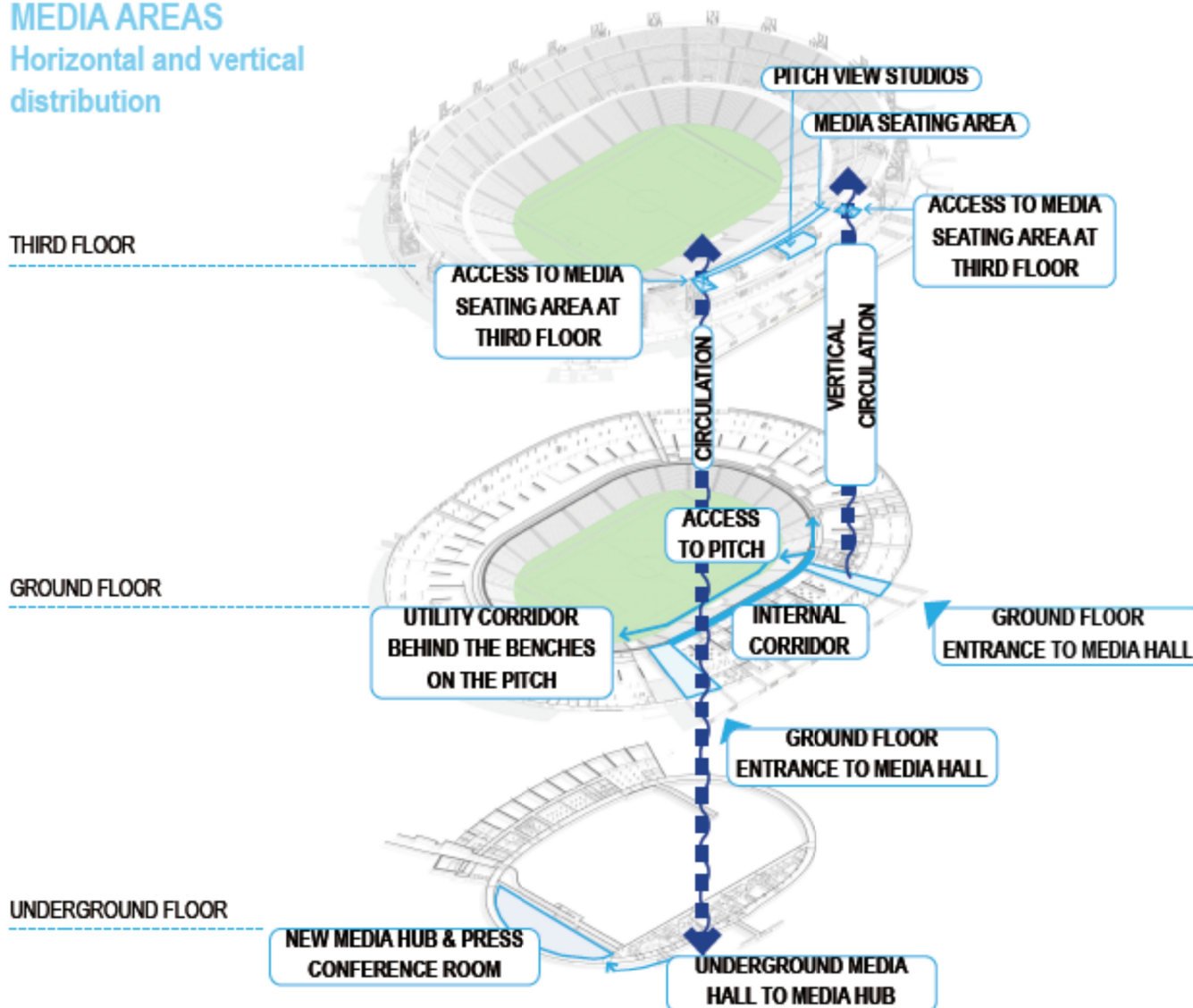


media &
broadcasts
facilities

MEDIA AND BROADCASTS FACILITIES

MEDIA AREAS

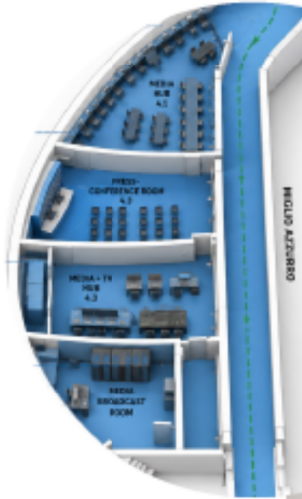
Horizontal and vertical distribution



MEDIA AND BROADCASTS FACILITIES

7. New Media Hub

The Media Hub supports all post-match communication activities, including interviews, media operations and the press conference room with approximately 300 seats.

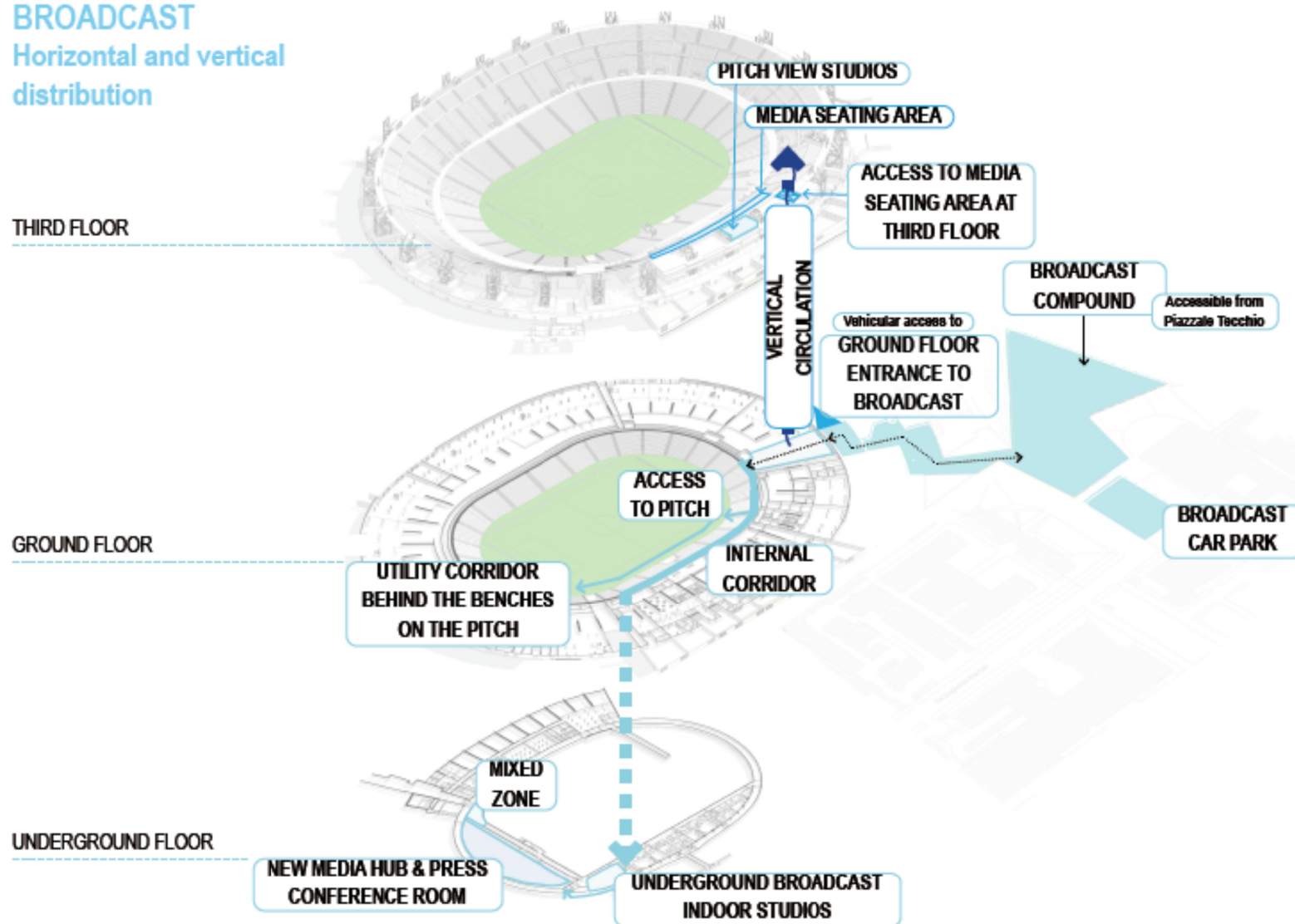


New press conference room
300 seats

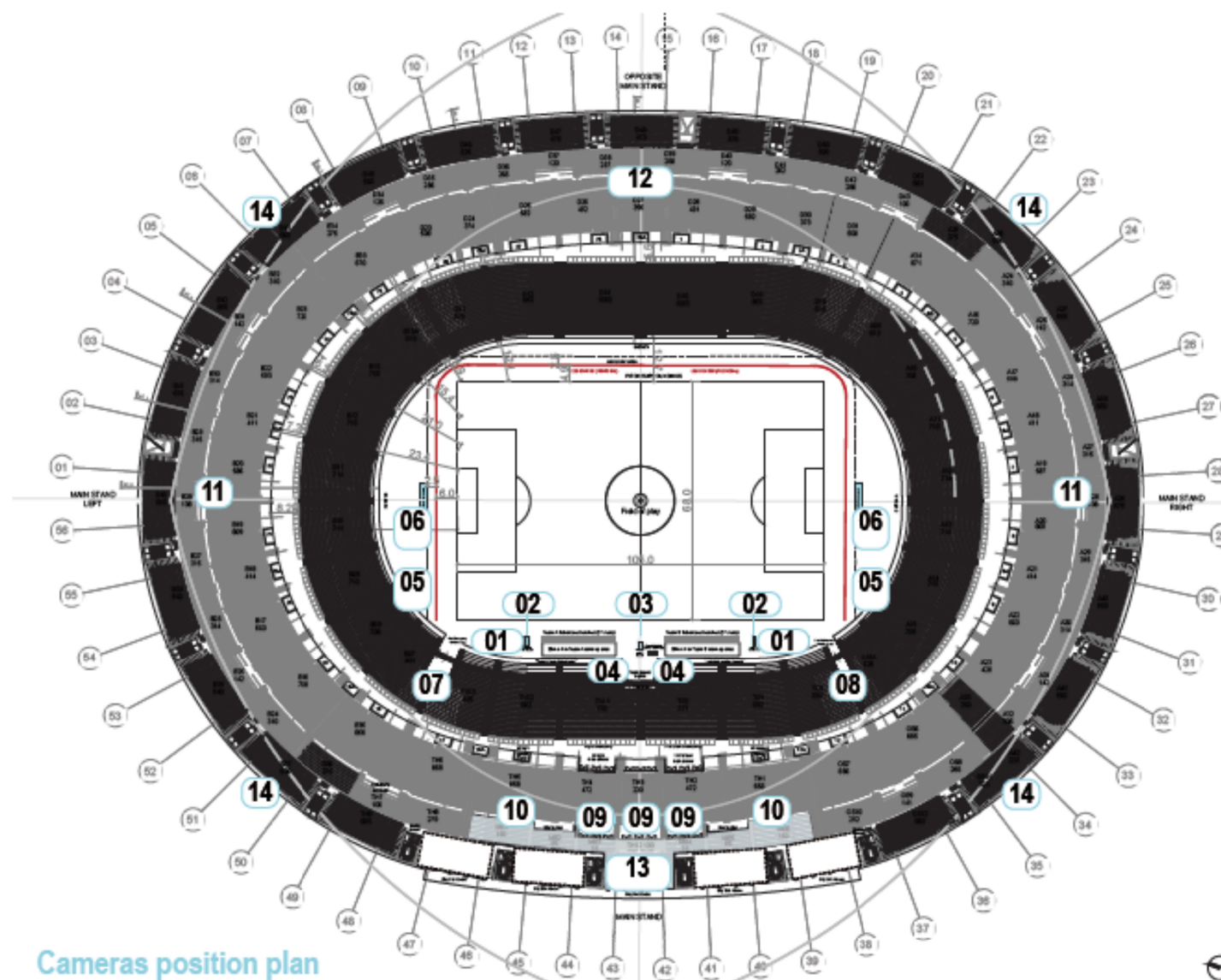
MEDIA AND BROADCASTS FACILITIES

BROADCAST

Horizontal and vertical distribution



MEDIA AND BROADCASTS FACILITIES



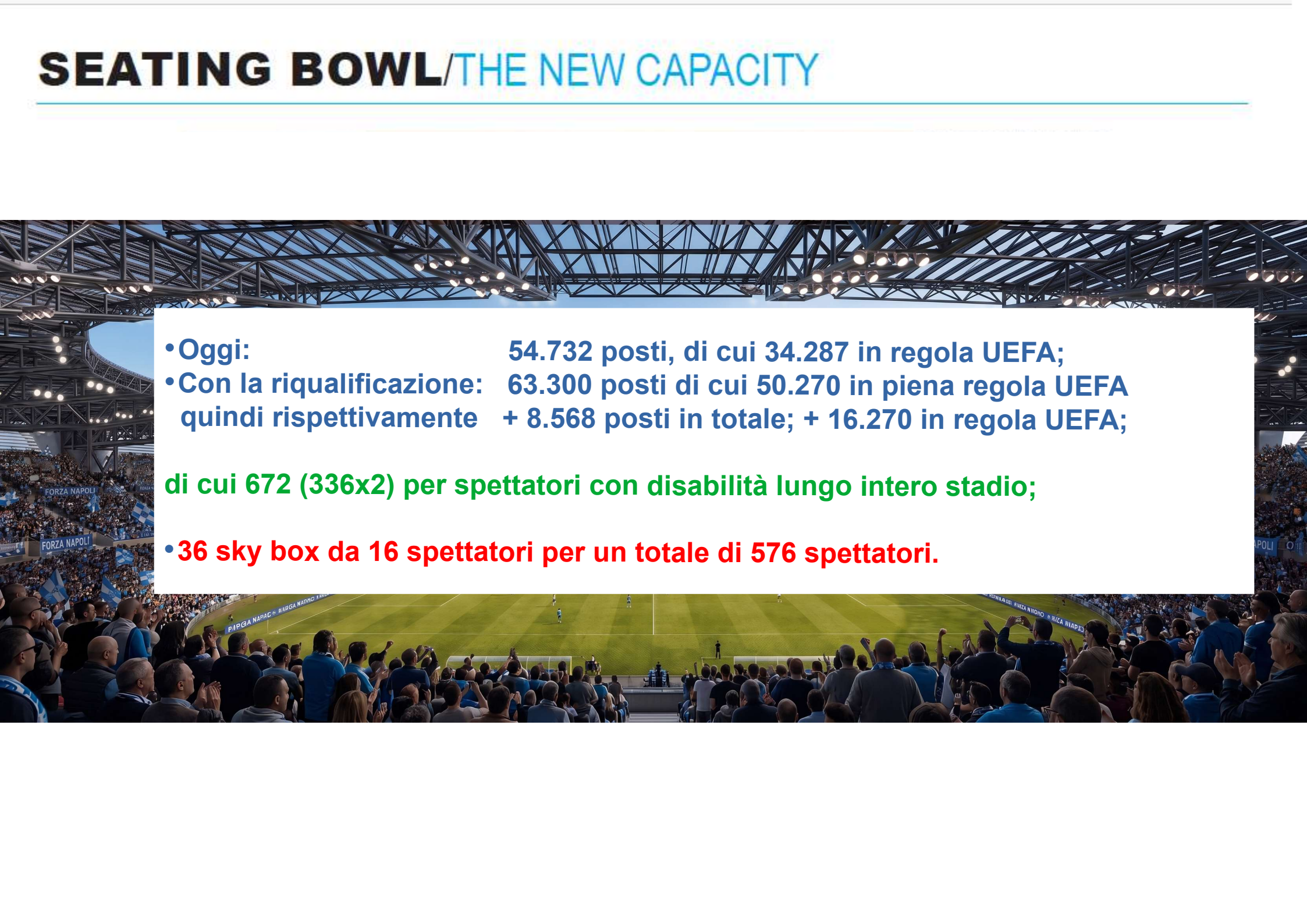
CAMERAS KEY LEGEND

- 01 Pitch side presentation position
- 02 Pitch side 20m camera
- 03 Pitch side halfway camera
- 04 Tunnel camera
- 05 10x2m Low behind-goal cameras area
- 06 Host broadcaster cameras
- 07 Announce platform
- 08 Tribune presentation platform
- 09 Main camera platform
- 10 16m Camera platform
- 11 Camera platform
- 12 Reversa camera platform
- 13 Pitch view studio
- 14 Beauty cameras

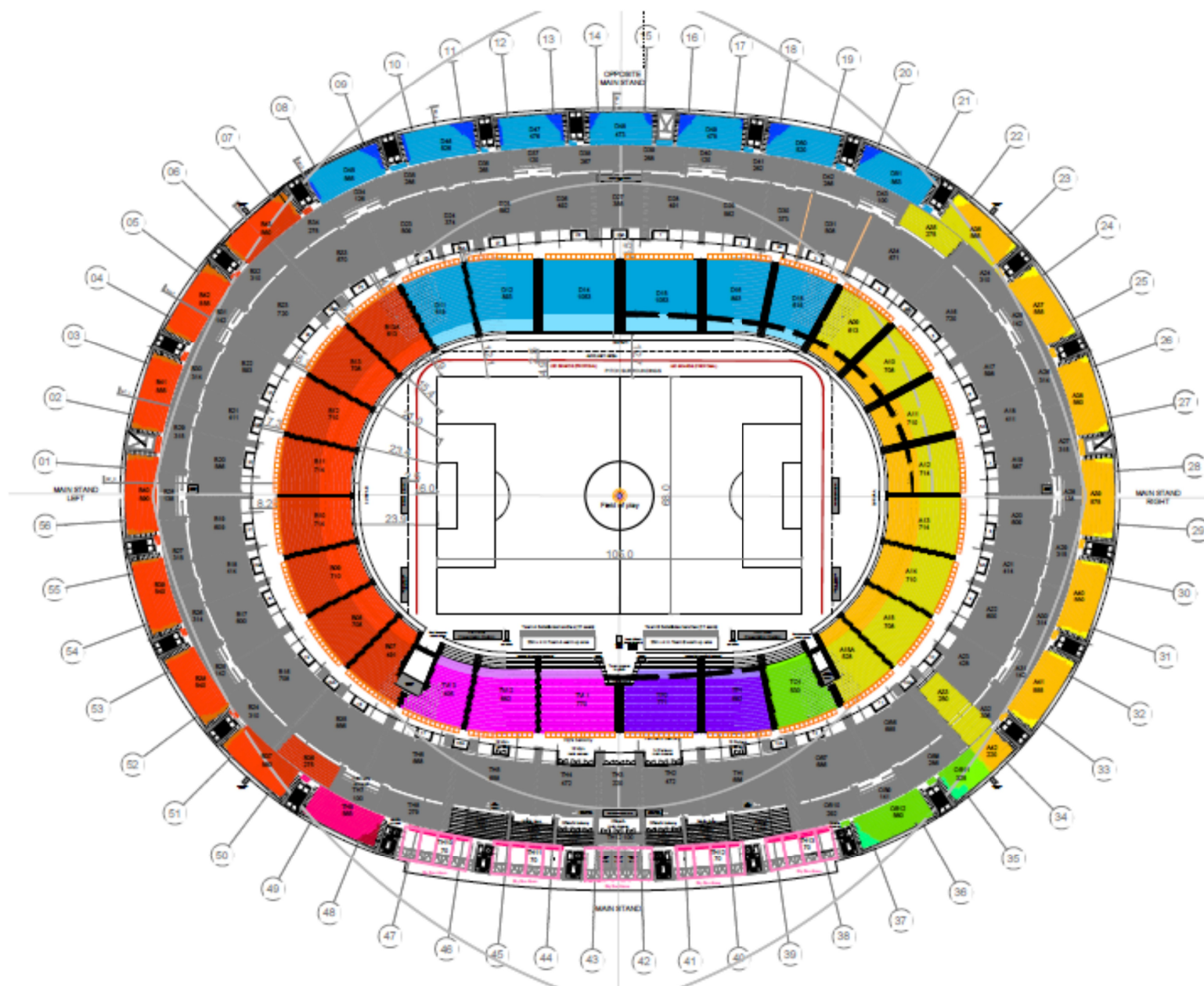
Cameras position plan

seating
bowl

SEATING BOWL/THE NEW CAPACITY

- 
- Oggi: 54.732 posti, di cui 34.287 in regola UEFA;
 - Con la riqualificazione: 63.300 posti di cui 50.270 in piena regola UEFA quindi rispettivamente + 8.568 posti in totale; + 16.270 in regola UEFA; di cui 672 (336x2) per spettatori con disabilità lungo intero stadio;
 - 36 sky box da 16 spettatori per un totale di 576 spettatori.

SEATING BOWL/CAPACITY AND DISTRIBUTION



Curva A Inferiore	4.567		
Diversamente abili Curva A	56		
Curva A superiore	7.484		
Curva A ESISTENTE	12.107		
Curva A PROGETTO	16.854	+	4.747
Curva B inferiore	4.959		
Diversamente abili Curva B	56		
Curva B superiore	8.044		
Curva B ESISTENTE	13.059		
Curva B PROGETTO	18.097	+	5.038
Distinti inferiore	6.384		
Distinti superiore	9.575		
Distinti ESISTENTE	15.959		
Distinti PROGETTO	15.097	+	862

**field of
play**







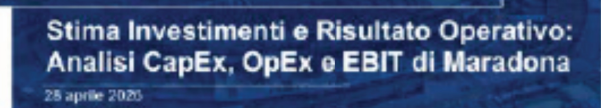


Maradona Experience

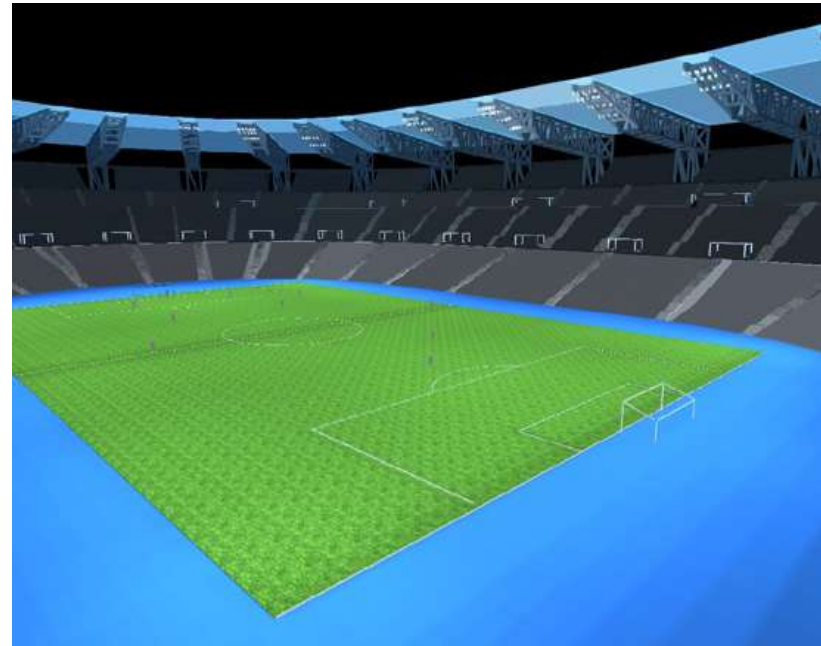
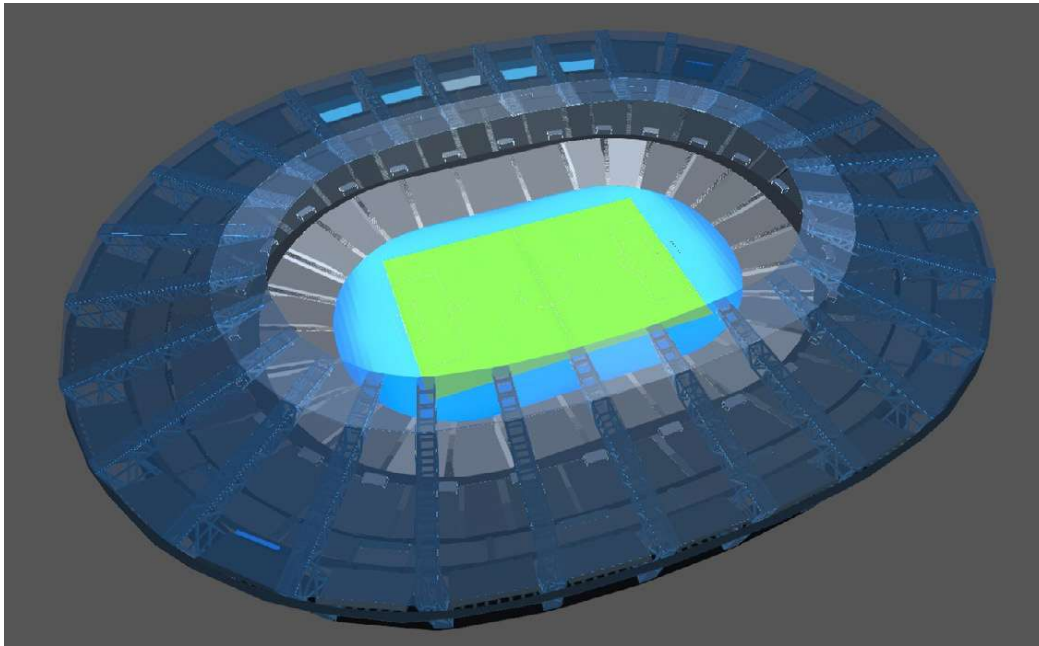
City Council Resolution

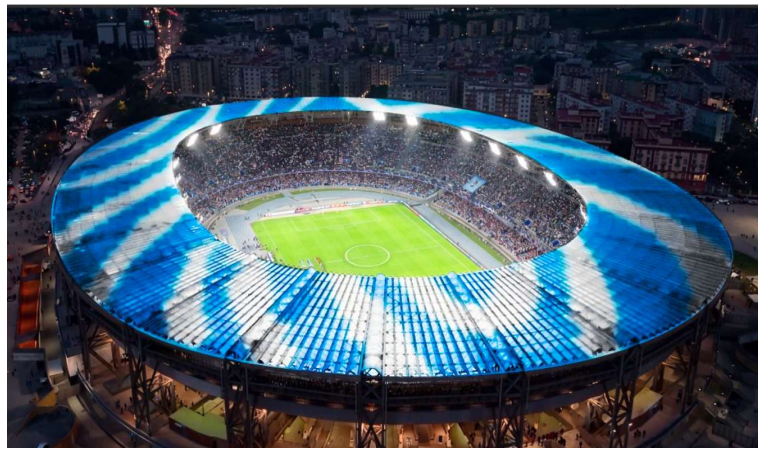
No. 513 of October 21, 2025

Operational guidelines for preparing the DIP

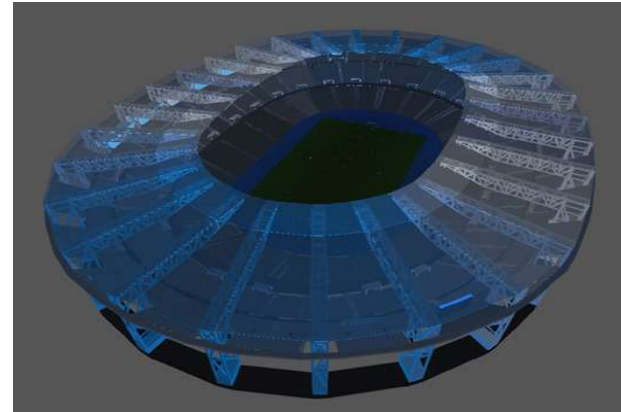
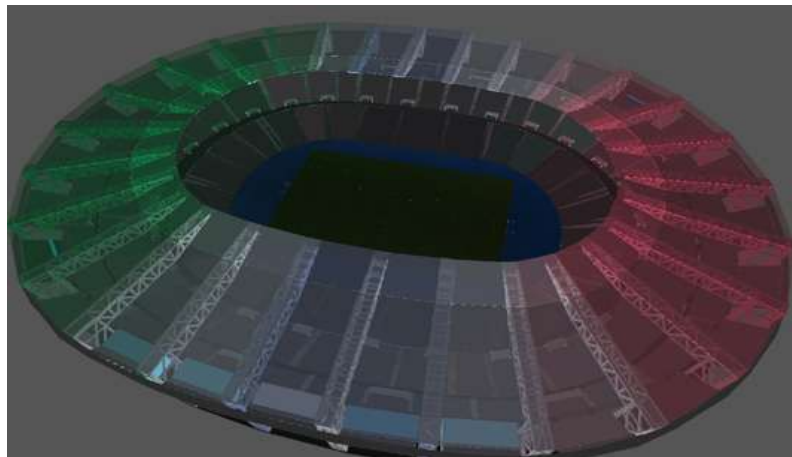
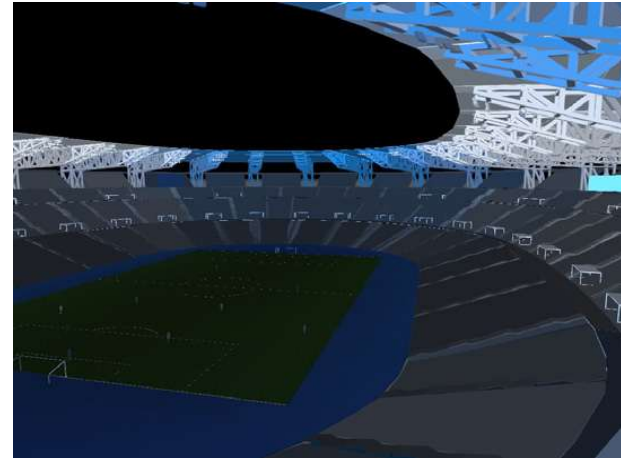
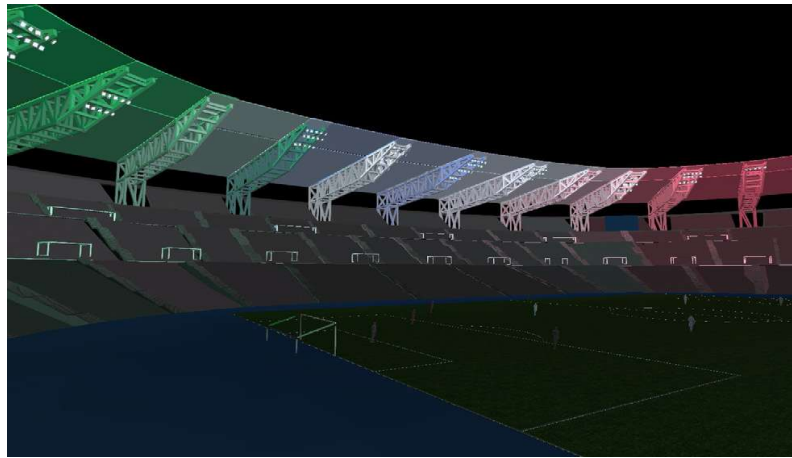


studi di illuminazione del campo





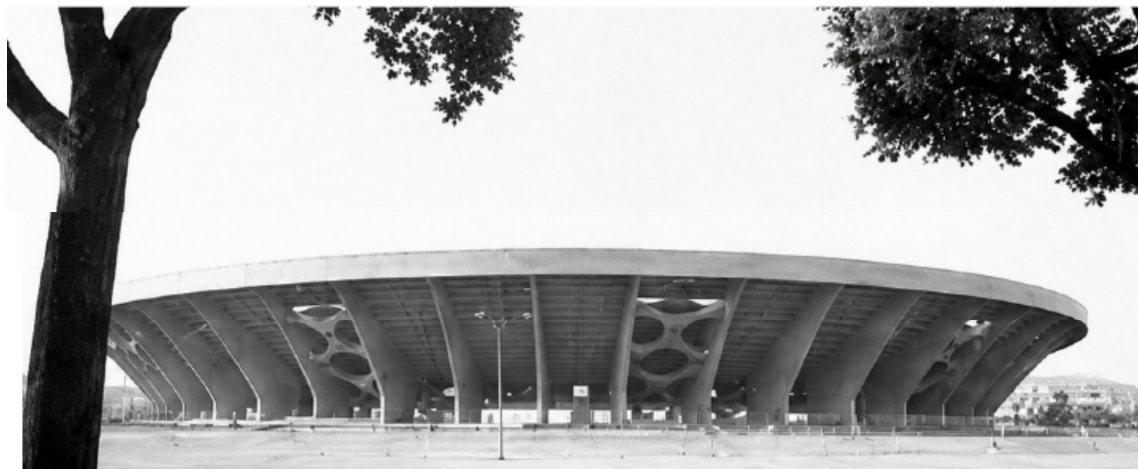
*vestire
di luce la
copertura*



1960
STADIO DEL SOLE

Radial by Design

The Stadio del Sole framed the stair clusters, echoed Naples' external stairways expressing a clear architectural identity.



DESIGN
THE FACADE CONCEPT

1990
STADIO SAN PAOLO

Overwhelmed the Balance

Italia '90 altered the stadium's original balance, adding weight and reducing the clarity of its architectural identity.



2026
DA MARADONA
STADIUM

Reinterpreting History

A new façade that preserves the original spirit, frames the existing stair clusters and gives the stadium a new crown.



DESIGN/THE FACADE



Unique Like the City.
Iconic Like Maradona.

Unique place, deeply rooted in Naples,
its history and identity.

a recognisable and inimitable landmark:
preserving memory while generating the
future.

DESIGN/THE FACADE







The project reflects the spirit of Maradona himself: unique, visionary, popular, emotional and belonging to everyone.