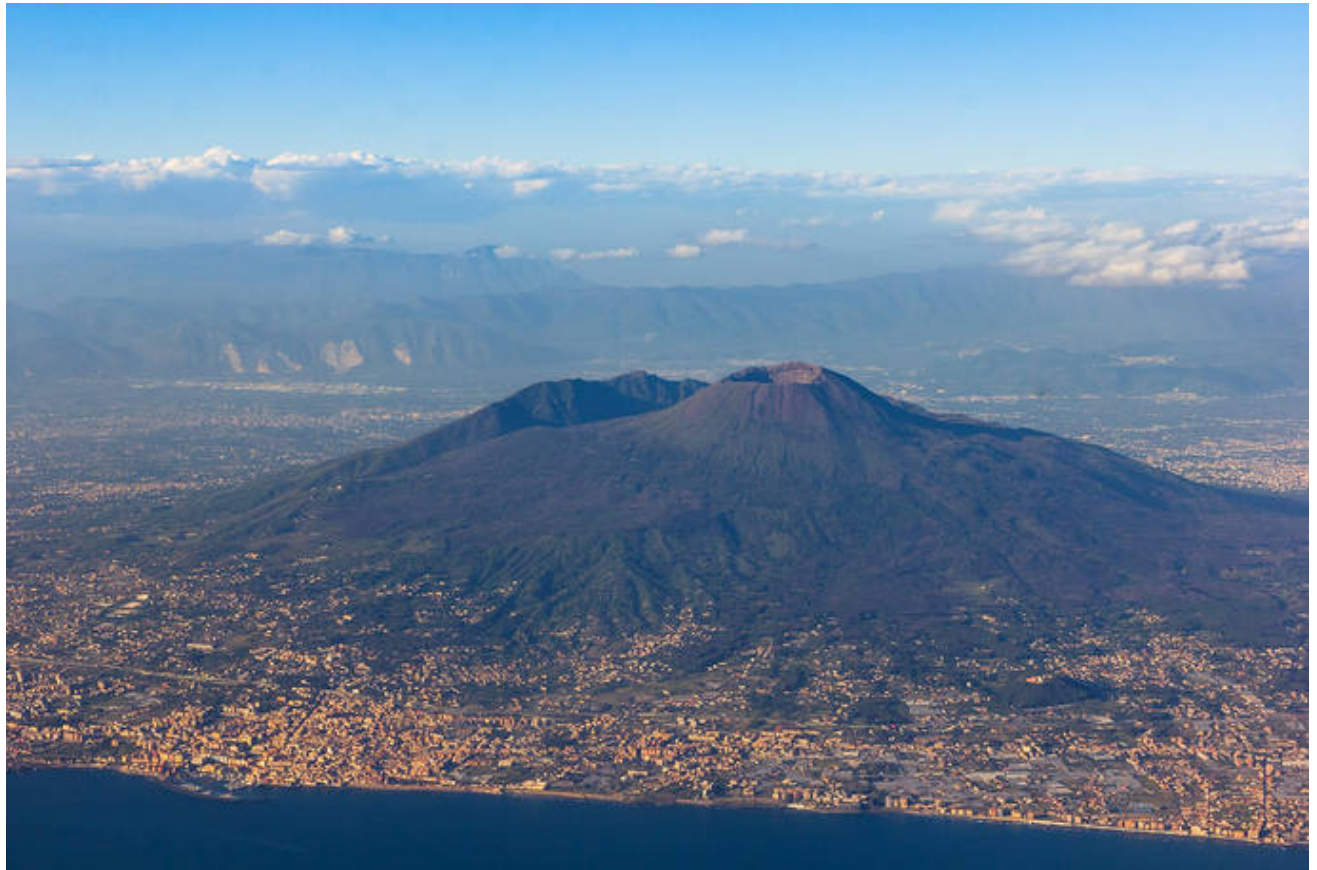


Mount Vesuvius Told Through Digital Art

Roberta Cutillo (July 16, 2019)



A new exhibition of works by multimedia artist Gennaro Regina at Ercolano's MAV museum tells the story of the volcano's historic eruption in 79 CE in a new and engaging way.

The [MAV](#) [2], the Virtual Archeological Museum located in the Campanian town of [Ercolano](#) [3] built on the ruins of Herculaneum, which was destroyed by the infamous 79 CE eruption of Mount Vesuvius, (the same one that obliterated Pompeii) inaugurated a new multimedia art exhibition.

Titled "Vesuvio in the Box" and curated by Luca Beatrice, the show features 22 works, a video series and a 60 square meter LED wall by Neapolitan artist Gennaro Regina.



In line with the MAV's mission to give a multimedial approach to the history, lifestyle and habits of ancient Herculaneum, it tells the story of the volcano's devastating eruption in an interactive way: visitors are led into the cube, an architectural structure onto which the videos are projected.

The president of the CIVES Foundation, which manages MAV, Luigi Vicinanza, noted that "Gennaro Regina is an extraordinary artist whose beautiful works combine very well with our Virtual Archaeological Museum's activities. He melds tradition with digital narration, the present and future together."

Regina, who is represented by the Neapolitan gallery Voyage Pittoresque Factory, wanted to allow viewers to admire the Vesuvius in all its forms. He titled the installation "Rebirth" to express his view that "destruction by people, facts, and culture is the rebirth of a territory."

He adds that this kind of rebirth, "due not as much to what happens in politics but to what people manage to do" is currently taking place in the region.

"Investing in culture means transmitting the beauty of our history and our places to young people," commented **Ciro Buonajuto**, the mayor of Ercolano, "and Gennaro Regina, with his artworks, helps us to move in this direction."

Vesuvio in a Box will be on view Monday through Sunday, 10 a.m. to 6:30 p.m until September 30, 2019. The exhibition is free and open to all.

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Links

[1] <http://test.iitaly.org/files/vesuviusjpg-0>

[2] <https://www.museomav.it/?lang=en>

[3] <https://en.wikipedia.org/wiki/Ercolano>