Università degli Studi
della Campania
Luigi Vanvitelli

UNIVERSITÀ DEGLI STUDI DELLA CAMPANIA LUIGI VANVITELLI

INTERNATIONAL CONTEST FOR VISUAL IDENTITY
REBRANDING AND CORPORATE IDENTITY DESIGN

Annex C - The University: History and Description

aiap
associazione italiana design
della comunicazione visiva

From SUN to Università degli Studi della Campania Luigi Vanvitelli

Twenty-five years after its establishment, SUN changes its name, and becomes Università degli Studi della Campania Luigi Vanvitelli. The new Articles of Association, in force since 23rd November 2016, have been approved by the Ministry of Education, University and Research and published in the Official Bulletin of 8th November.
"The University needed a new identity", says the Rector Giuseppe Paolisso. "In the past ten years we have strengthened our presence stronger on the territory, and this is the reason why since I came into office I have started, together with the University's governing bodies, this process of change – which is apparently formal, but in fact very substantial."
The international call for ideas for the new logo, announced in collaboration with Aiap – the Italian Association of Visual Communication Design, aims at triggering a major rebranding strategy, thanks to which the University will find its new image, evocative of its values and its history.
"The University's name change will happen gradually", explains Paolisso. The name Seconda Università will co-exist side by side with Università degli Studi della Campania Luigi Vanvitelli for some time. We hope this process of change will mark a new beginning, leading, for the future generations, to highly recognisable qualifications both in Italy and abroad."

FROM THE UNIVERSITY'S ARTICLES OF ASSOCIATION PUBLISHED IN THE OFFICIAL BULLETIN NO. 261 OF 8TH NOV. 2016



Università degli Studi della Campania Luigi Vanvitelli (formerly Seconda Università di Napoli – SUN) was established in 1991 (Decree MURST, 25th March 1991 and Decree of the President of the Republic 27th April 1992) with the aim of relieving the overcrowded conditions of the major Neapolitan university "Federico II". On the official date of November 1st 1992, the Second University began to function autonomously with 19,000 students and eight faculties located in five different territorial areas.

Currently, there are 30,000 students attending courses at the University's 18 departments.

University locations

The university has put a great deal of effort and energy into the choice of its locations. A policy of territorial development has been constantly pursued through ad hoc actions carried out in the buildings to improve the quality of urban textures, by restoring old, disused historical buildings made available by local authorities and the State, which have been turned into splendid, prestigious locations that welcome thousands of students. This experience has been described in the book Le dimore della conoscenza, which represents a part of the twenty-year-old history of the University, highlighting the historical, architectural, artistic and archaeological wealth of the monumental complexes that house most of the Departments in a variety of places including Naples, Caserta (San Leucio), Aversa, Capua, Santa Maria Capua Vetere, and Marcianise. For example, the old workshops of Sant'Andrea delle Dame, Santa Patrizia, San Gaudioso and of Palazzo Spinelli di Fuscaldo in Naples, which are home to a part of the School of Medicine, the monumental complexes of San Lorenzo ad Septimum and Annunziata in Aversa, formerly religious buildings, where architects, designers and engineers receive their education today.

Architecture and Industrial Design
It is based in the monumental complex of San Lorenzo ad Septimum, in Aversa, originally built in a historically important area, that is the ancient Via Consolare Campana ad septimum, i.e. seven miles from Capua. The complex includes a church, and is built around the spectacular cloister.

Economics
The Department of Economics was established and based in Capua in 1991, in what had been the Convent of Dame Monache, later to be known as Caserma Ettore Fieramosca. Following thorough restoration work, in 2005 it finally came to house the present Department of Economics.

Law
It is based in the historical centre of Santa Maria Capua Vetere, in Palazzo Melzi, built by the archbishop Camillo Melzi in the 17th century. From 1808 to the establishment of the Faculty (presently Department) of Law, it housed the Court of Justice. A separate modern building houses the department's lecture rooms.

Engineering
The Polytechnic School of Basic Sciences, with its three Departments, is partly based in the historical complex of Annunziata, in Aversa, whose foundation is likely to date back to the 14th century. The Annunziata was one

of those religious institutions with charitable purposes that the Anjou court supported in order to increase control of the territory.

Humanities and the Cultural Heritage
The Department is based in the lecture room building of via Perla in Santa Maria Capua Vetere.

Department of Medical Sciences
The School of Medicine offers two Master's Degree courses in Medical Sciences, one in Caserta and the other in Naples (at the Polyclinic, which is also its administrative office).
The teaching of clinical practice takes place at Caserta's hospital (and partly at some of Naples hospitals) for the students enrolled at Caserta; at the two Polyclinics of Naples for the students enrolled in Naples. Locations in Naples include the Complex of Sant'Andrea delle Dame and the Cloister of Santa Patrizia. The Master's Degree course in Dentistry is available in Naples. The Naples locations are those that before the establishment of SUN used to belong to the 1st Faculty of Medicine of the University of Naples. Naples also houses the Museum of Human Anatomy. Work is currently in progress to build a Polyclinic in Caserta.

Psychology
The Department is based on the new premises of Viale Ellittico, in the former Palazzo delle Poste.

Environmental, Biological and Pharmaceutical Sciences and Technologies
The Department, established in 2009, derives from the Faculty of Environmental Sciences and from the inter-faculties of Pharmacy and Biotechnology, where many of its teachers and researchers come from. It is based in Caserta, at the Scientific Centre.

Mathematics and Physics
It is part of the Polytechnic School of Basic Sciences and is based in Caserta, in the building in via Antonio Vivaldi.

Political Science "Jean Monnet"
The Department of Political Science "Jean Monnet" is based in the former Palazzo delle Poste of Viale Ellittico, in Caserta.