This project, coordinated by the University of Genoa in agreement with the Superintendent of Pompeii, involves the excavation and archaeological analyses of a series of shops of the Regio VII, Insula 14, overlooking Via dell'Abbondanza, is being collaboratively studied by archaeologists and archaeology students from various Italian and foreign universities.

Characterized by partially different structural plans and arrangements, the shops were identified between 1812 and 1813 during a series of investigations that examined the area between Via dell'Abbondanza and the Triangular Forum. The excavations, which also concerned a number of private homes that faced onto the same stretch of road, were conducted between 1838 and 1841, at a time when the technical and interpretive tools of archaeological research as they are characterized today, had not yet been developed. This is the reason why these shops are still to be understood in their particular functional aspects and in their chronological events.

New research involving the integral stratigraphic excavation of the fragments of the original stratification may have been left in place by the 19th Century investigations and in updated documentation, with the aim of recovering clues to clarify the destination of the various shops and to decode the building phases.

At the same time, through the gaps left in the flooring of the different shops during the ancient excavations, will be investigated in depth for any remains of the previous phases, which could contribute to the reconstruction of the early history of the city.