WORKSHOP #0

on art creativity, and technology for Olivetti

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Organised by **ICONA srl**

ICONA

with **Zurich University of Arts**

Z hdk

Zürcher Hochschule der Künste
Zurich University of the Arts

and **PlusValue** &
Base Engineering

EXECUTIVE SUMMARY

In July 2018, an international group of experts in the arts and technology gathered in Ivrea at the former headquarters of the Olivetti company. Their goal was to conceive concrete and actionable concepts and plans to harness the creative legacy of the Olivetti to bring a new wave of sustainable and collective economic value to Italy and the Ivrea region.

The experts were divided into four focus groups:

HERITAGE/FUTURE

CULTURE/IMPACT

TECHNOLOGY/COMMUNITY

FINANCE/POLICY

Each group employed a WHY WHAT HOW methodology to identify local, national and global challenges, and make concrete project proposals. The project partners then took these proposals from the four distinct groups and created a short, medium and long-term vision.

SHORT-RUN

- Mapping of stakeholders – identification of key local skills, activities and resources
- Exhibitions/festivals – energise and engage the community with an array of events

MEDIUM-RUN

- Innovation Hub/Living Lab - build an international innovation center, putting people and their needs at the centrecenter of the innovation process
- Training Programs and Summer Schools – offer forward looking life longlifelong learning opportunities
- Residencies/Retreats – attract renowned global innovators to collaborate in a open environment
- History of the Olivetti Company Archive/Museum – to ensure those within the building understand its history, and can learn from it

LONG-RUN

- Museum of Ivrea Innovation Hub – every innovation and project will leave a trace, to be built on by future generations
- ITS – partnering with local enterprise to provide the skilled workforce vital to vibrant local industry, – and able to adapt as industry and skill requirements evolve

BACKGROUND - HARNESSING THE OLIVETTI LEGACY

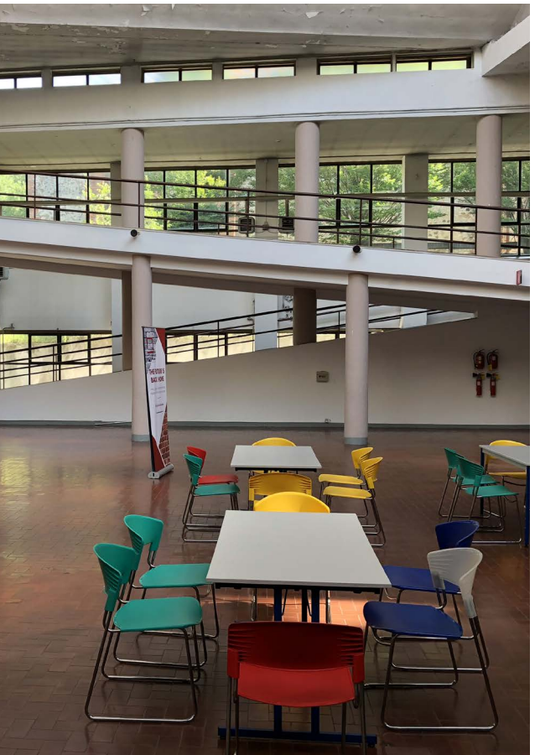
Still a brand that evokes memories of a company that challenged the stereotypes of its time. The Italian manufacturer was renowned worldwide for its type-writers and electronic calculators, bringing the beauty of elegant design into everyday products and overcoming the dichotomy between aesthetics and functionality. In New York, the Museum of Modern Art displays a full set of Olivetti typewriters as the apex of industrial design.
The Olivetti factory embodied a dream: a synthesis between capitalist productivity and socialist justice; an engine for collective progress and wellbeing. Today the company no longer exists but the
factory remains, deprived of use. However, it was the people of Ivrea - a provincial town between Turin and Milan- who made that dream a reality, they too remain. Can such a universal symbol of human ingenuity be left to decay? What can we learn from the story and history of Olivetti to address the challenges of our time? With this uncertainty comes opportunity, an opportunity for Olivetti's history and legacy to guide us on a path to the future.

Olivetti was not just any other company. It was an anomaly which now offers a route forward to a new kind of sustainable economy. Its founder, Camillo Olivetti, was a pioneer of an industrialization inspired by socialist ideals. Adriano, his son and heir, was a visionary industrialist and is still a titanic figure in the Italian society: the perfect balance between the successful entrepreneur, genial innovator, and committed community leader.

He was able to succeed where most captains of industry have failed; distilling the balanced mix of industrial success, collective prosperity and urban development. The genius of such a modern innovator and trailblazer has been recognized by many entrepreneurs afterwards. Among others, Steve Jobs was a vocal admirer of the company.

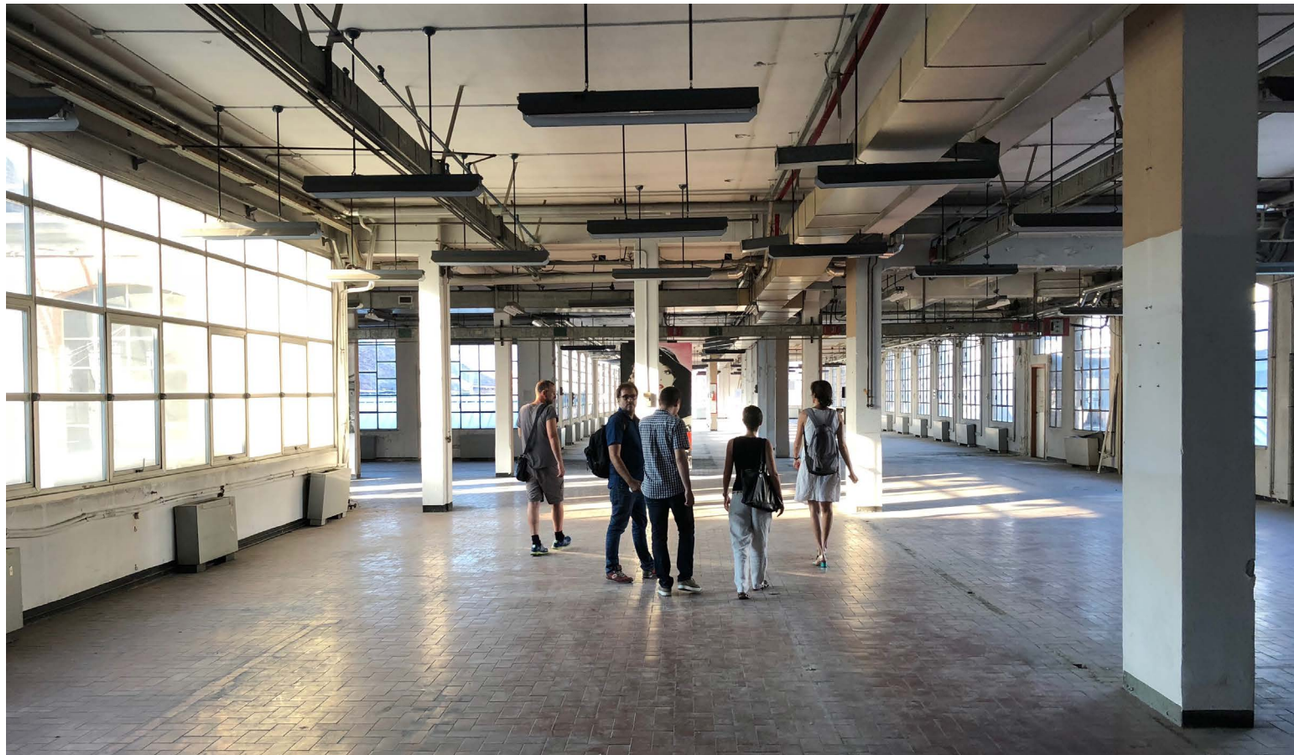
Following the same footsteps, the group of experts convened in Ivrea where they spent two days brainstorming concrete ways to apply some of the principles that made Olivetti a global success and revive the use of its legacy in Ivrea. This publication collects the main results of those lively and passionate discussions and marks the first milestone of a new journey.

The report contains records of the project proposals that were developed in the two-day workshop and will be elaborated into concrete project-proposals to be presented in a follow-up event. This is an open-ended process. New comers who want to join this endeavour are welcome.



In July 2018, an international group of experts in the arts and technology gathered in Ivrea for a workshop hosted at what were the headquarters of the Olivetti company. The purpose of the workshop was to explore the potential of the cultural heritage that the company left behind in Ivrea, with an aim to harness it to stimulate a new breath of creativity powered by technology and bring those unique monuments of industrial architecture back to life.

The gathering was far from being a celebration of past glories. It kicked off a new start for Olivetti. It forms part of a collective project to bring the industrial complex back to life reviving its legacy as a guiding light into the future and tackle the challenges of our time. By fate or coincidence, just a week before the workshop, the
UNESCO listed the city as world heritage acknowledging: "A model social project, Ivrea expresses a modern vision of the relationship between industrial production and architecture".



The workshop was hosted by ICONA srl, a new company established by a group of local entrepreneurs from Ivrea who joined forces to acquire the 40’000 m2 property, including ‘Mattoni Rossi’ (the first Olivetti factory) and the successive company premises built by Adriano Olivetti. Co-organisers of the event were the Zurich University of the Arts, Base Engineering and PlusValue.

BETRAYING OLIVETTI: ONE STEP BACK, TWO STEPS FORWARD

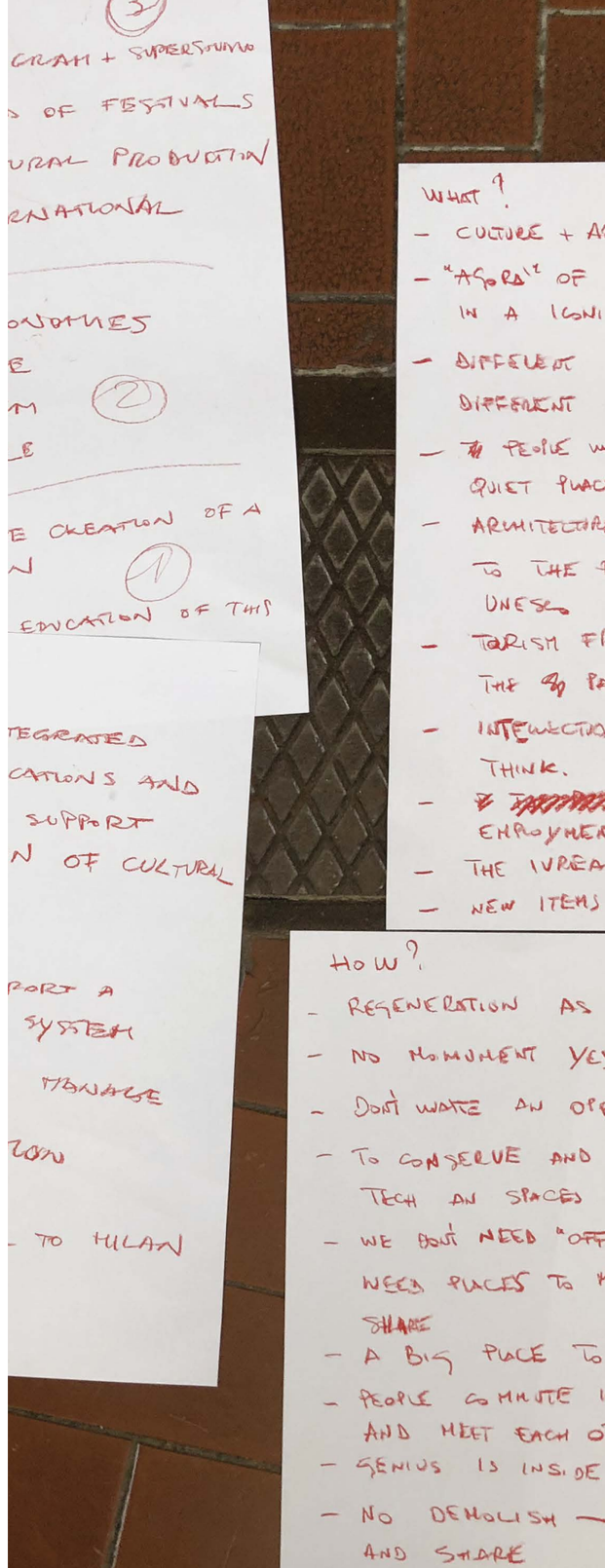
It is clear that the best way to respect the Olivetti legacy is by learning from the commitment to sustainable business models and willingness to consistently innovate both their products and their business strategy. However, with each generation comes new and distinct challenges, learning lessons from the legacy of the Olivetti company does not require direct recreation or imitation, it requires applying the concepts of sustainable business and innovation but in an entirely new and modern way. In order to build on Olivetti’s legacy to some extent we will need embrace the forces of creative destruction to ‘betray’ its model, and build something new. Only this way can we bring the Olivetti legacy into the 21st century.
Further, we should be clear that the Olivetti company is no more. The route forward cannot and should not be driven by one group, it must be done in constant collaboration with the widest possible group of stakeholders to bring about the broadest possible benefits locally, nationally and internationally. This means working towards regional and national targets surrounding economic development and environmental conservation amongst other things, and ensuring the project is able to continually recreate itself to address evolving social challenges. UNESCO will continue to be a key partner as the project moves forward and develops.

RESULTS OF THE WORKSHOP

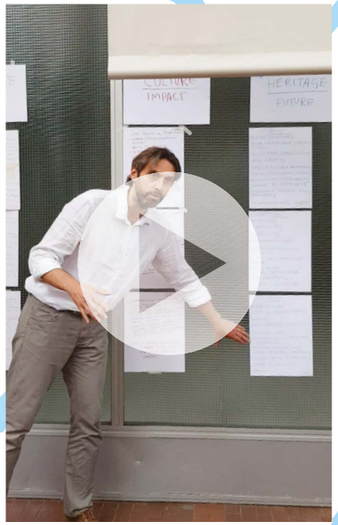
On the 8th and 9th of July 2018, a first interdisciplinary workshop curated by Antonio Scarponi (Zurich University of the Arts) in collaboration with Icona, PlusValue and Base Engineering took place as a co-production process with local, national and international stakeholders. The workshop was held to foresee and co-create proposals for the activation and future re-conception of the Olivetti factory. In respect of its legacy, the workshop was targeted towards the future of the Olivetti heritage, re-contextualizing its cultural value and re-inventing its role in the enhancement of an interdisciplinary culture-impact investing strategy.

Four thematic groups where established to propel ideas forward and engage the different experts around four dichotomic keywords, central in the Olivetti industrial development strategy, to be later aligned on a common strategic vision. The four generative dichotomies were HERITAGE / FUTURE - CULTURE / IMPACT - FINANCE / POLICIES - COMMUNITY / TECHNOLOGY. Each group was invited to brainstorm around the motivations (WHY), approach (HOW) and contents (WHAT), which might lead to the re-development of the Olivetti plant based on their experience, expertise and resources, and extent the Olivetti methodological legacy towards a new future to rejuvenate the further development of the territory trough a new partnership between industry, community, technology and culture.

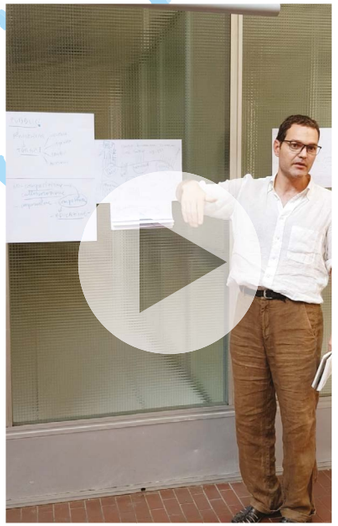
Building on this, participants then came up with concrete projects proposals to be pursued and undertaken in the coming months. The main outcomes for each thematic group are briefly summarized below, followed by a synthesis and a section pointing towards current and proposed developments.



HERITAGE / FUTURE



HERITAGE / FUTURE
Damiano Aliprandi
(Fondazione Fitzcarraldo)



HERITAGE / FUTURE
Antonio Scarponi
(Conceptual Devices & Zurich University ofthe Arts)

WHY

1 build on memory

2 youth employment / opportunities

3 values for communities

4 new identity

5 dream on new social model

6 social engagement community

7 training on sustainability

8 culture as platform

9 economic impact for territory

10 entrepreneurial spirit

In terms of the rationale and drivers for the regeneration process, the starting point is the legacy of Adriano Olivetti and the cultural impact developed in many territories, including Ivrea. This will offer new opportunities for the local community – intended as an open community - ready to engage with different groups/audiences at the local level and beyond.

The idea is to start building a new identity for the factory, keeping alive both the entrepreneurial spirit and social mission of Olivetti by developing new social models. In this process, culture plays a key driver, representing a platform, network, mindset and a set of both tangible and intangible assets whose values can be scaled over time and space.

HOW

1 a road map

2 step by step projects

3 mapping participatory planning

4 funding mix

5 networking with other institutions

6 national policies link

7 UNESCO touristic strategy

8 Olivetti brand reframing

9 “have a good time”

10 strategy

It is important to take an incremental approach, implementing different projects at different times to engage different communities. The framework is also very important, as it needs be relevant at both local and international level, meaning that it needs to attract an international network while reframing the Olivetti brand locally.

From this point of view, both participatory planning and partnerships with relevant institutions and businesses will be important. While it will be necessary to look at both national and European policy-making, a concrete starting point could be the tourism strategy which will accompany the launch of the UNESCO site. Finally, it is important to frame such initiatives also as an opportunity to have a good time and enjoy themselves: for instance, ‘party@Olivetti’ could be a way to market activities within the plant and attract attention and collaboration from a broader audience.

WHAT

1 openness

2 creativity

3 diversity

4 contamination

5 hub for international networks

6 Olivetti SDGs competence center

7 rural hub

8 social design lab

9 civic center

10 senior living lab

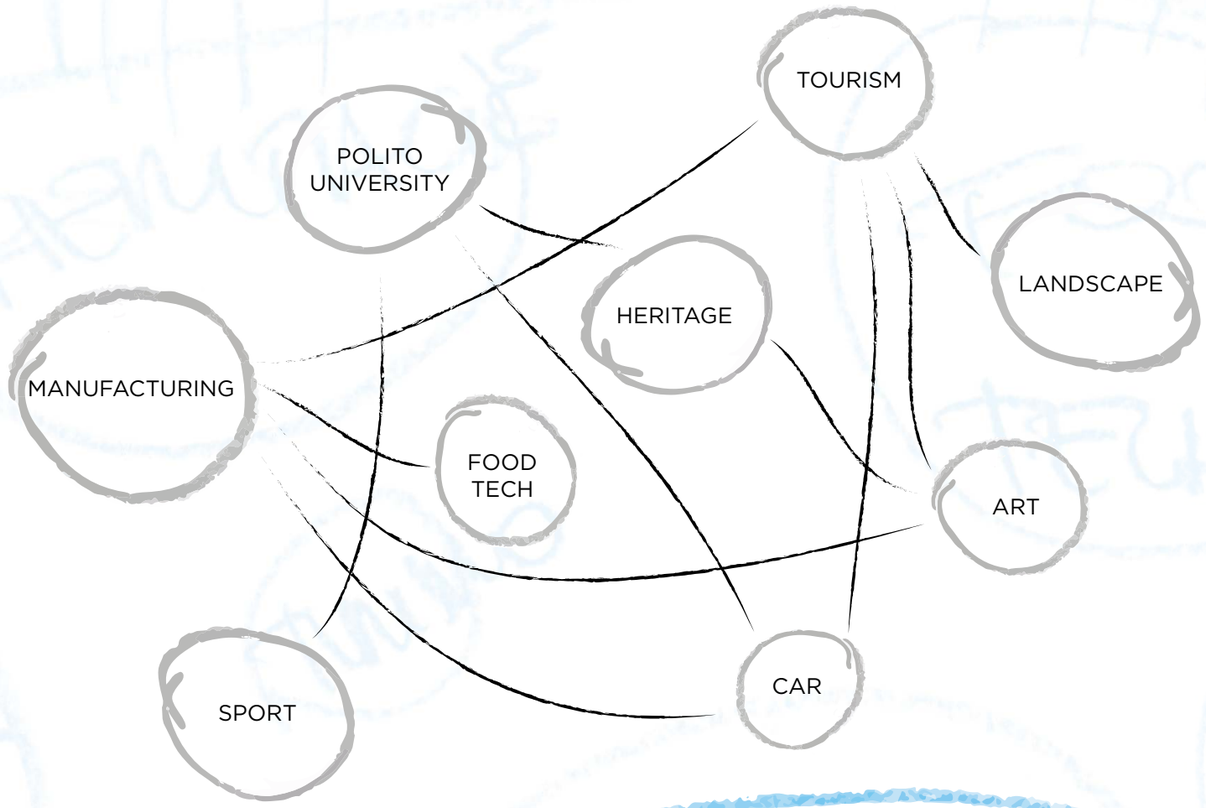
The factory should become an open-hub. It should be built in a modular and incremental way, targeting different audiences, which are willing to engage with Olivetti and turn its legacy into a new project modus operandi. Creativity, Diversity and Openess should be the main features of this Hub. This should be mirrored by the development of a diverse range of businesses, projects and programs revolving around the Plant. From a research perspective, one of the ideas put forward is establishment of a Competence Centre around the European and Global Sustainable Development Goals – the center could act as a multi-disciplinary knowledge hub delivering sustainability trainings on a range of relevant areas, from ethics to multiculturalism, environmental protection and social best practices.

The establishment of specialized living-labs tackling specific issues and adapting to ever-changing social, economic and political conditions could also project Olivetti’s legacy into the future. A Design Hub could capitalize on the site’s history and reputation, while employing new materials and techniques as well as meeting current environmental concerns. A Civic Centre and a Policy Lab could deal with the need to rethink public institutions and democracy in collaboration with citizens and the private sector, while a Rural Hub could magnify the work carried out in the Ivrea Bio cluster, while also linking to the agricultural and food sectors at the regional level. Finally, the establishment of a Senior Living Lab has been proposed as a place to analyze current demographic trends or even replicate the Alzheimer village in Strambino.

HERITAGE

FUTURE

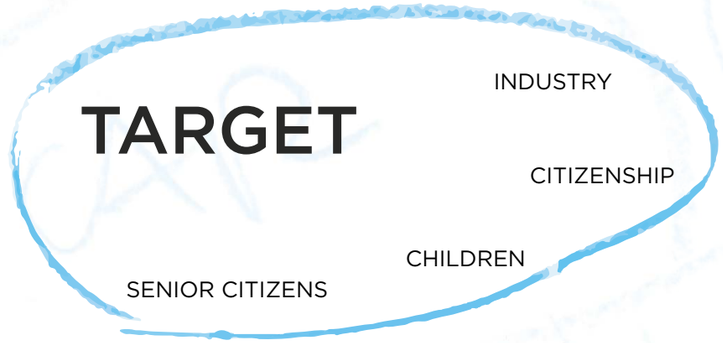
CENTRO FORMAZIONE E RICERCA
CIVIC CENTER (Mi-To)



PROPOSAL

The Olivetti plant lays at the center of the Milan-Turin bio-region (MiTo) - which mirrors what Adriano Olivetti named “comunità concreta” - and should build on this strategic positioning starting with the two polytechnic schools – the latter should be officially engaged as research and innovation partners. Beyond universities, it is important to map existing resources within the territory, from the agro-food and bio-tech sectors to deep-tech micro-enterprises. Importantly, the landscape around Ivrea is also an asset to be carefully considered, particularly to promote outdoor activities (such as sports) which attract both tourists and sport professionals.

Once the mapping process is completed, it is important to match assets with needs at the local, national and international level and engage with relevant stakeholders to combine cultural, economic and social values in a single strategy and a set of programs/businesses/projects targeting different audiences – from children and young people to the elderly, from macro-enterprises to large businesses and public institutions. Education and training is the common thread among different activities, revolving around the skills required to build a strong bio-region where competition and collaboration are conducive of socio-economic progress.



CULTURE / IMPACT

- INTERGENERATIONAL FUTURES TO INSPIRE [WHY]
  OTHERS
- A REDISCOVERY OF RESILIENT LIVING/WORKING
  AND APPLICATION OF THIS KNOWLEDGE TO
  FUTURE PRACTICES
- A WORKPLACE NEAR HOME
- BEAUTY ~~TRANSFORM~~ TRANSFORMING
  BUILD & NATURAL & ENVIRONMENT
  & SOCIAL
- MONASTERY & AIRPORT
  PLACE OF REFLECTION/INSIGHTS ⇌ INTERNAT.
  EXCHANGE
- SUSTAINABILE FOR FUTURE GENERATIONS

- SHOWCASE HOW [WHY] 2
  OLIVETTI SPIRIT COMES
  ALIVE TODAY
  → NEW SOCIAL PRACTICES
  → SUPERINSULATED BUT
  BREATHABLE WORK
  SPACES ENERGY EFFICIENCY
  → RESILIENCY ENHANCE
  AUTONOMY, TRANSPARENCY
  OF ~~DECIS~~ ~~SION~~ LONG TERM
  TEGIC DECISION MAKING
  TRANSFORM STUDY OF
  PSYCHOLOGY OF WORK,
  ERGONOMICS OF COMPUTING
  → BEHAVIORAL (ETHICAL
  TANGE APPROACHES)
  - BRING YOUNG FOREIGNERS
  BACK TO REGION -
  DIVERSIFY LEARNING &
  CULTURAL PRACTICES

CULTURE / IMPACT
Jean-Christoph Zoels
(Experientia)

CULTURE / IMPACT
Jean-Christoph Zoels
(Experientia)

WHY

1 live beyond the past

2 inspire intergenerational futures

3 coding for migrants

4 Olivetti is dead, long life to the vision, bring to the future

5 take down the unused examples of modernism

6 Olivetti as a meme

7 Olivetti as a physical Agora, not an office building

8 Airport & Monastery:
-internationality
-intimacy and privacy

9 international community

The Olivetti vision must be brought into the future, without nostalgia, leaving behind the past to inspire intergenerational futures.

The Plant should become at the same time a ‘Monastery and an Airport’: a place to disconnect and think through the difficult questions, but also well-connected place, where people can fly in from everywhere. A space both for reflection and international exchanges.

HOW

1 dematerialize - move to Milan

2 global competition on “what to do”
- build awareness

3 create media show

4 recall museum
- brings the exhibition archive to life

5 fund mid-career award to stimulate
talian professional development
- place to rethink reposition
future of work

6 find a narrative - one/few ideas to easily identify the place and it’s content

A global competition could be launched to collect ideas on what to do/ where to start with the building. Communication is fundamental to build support and ensure collaboration, a campaign should therefore be launched using an innovative format – for instance a TV or media show.

At the outset it will be fundamental to identify 3-4 ideas with which to easily identify the place and its contents.

Mid-career education awards could also be offered to encourage long-life learning, but also to stimulate professionals to re-think the future of work.

WHAT

1 art & design residence

2 data worship - center for research

3 ethical dimension for the use of technology
- AI/machine learning + revalue/reposition

4 space to think
(religious concept of reflection)

5 accelerator for mid-career professionals
for reviewing the future of work

6 research center for sustainable and
regenerative energy & building practices

7 cultural innovation through new
manufact processes

A research institute which could revolve around ethical practices in technology and its facilitation for policy-makers, citizens and businesses. The institute could also experiment with new approaches to education and associated technology, for example approaches for the better integration and empowerment of migrants. Short retreats and residences could be organized particularly for designers, who could help to rethink relations between innovation, society and industry, as well as to innovate manufacturing processes through cultural innovation.

Mid careers professionals could also be engaged to think about the future of work (including their own) and other key themes. They would collaborate with other residents and local businesses and institutions, with a particular focus on startups. Sustainable/regenerative building practices could also be investigated. The Olivetti Archive should also be re-activated, including via thematic exhibitions.

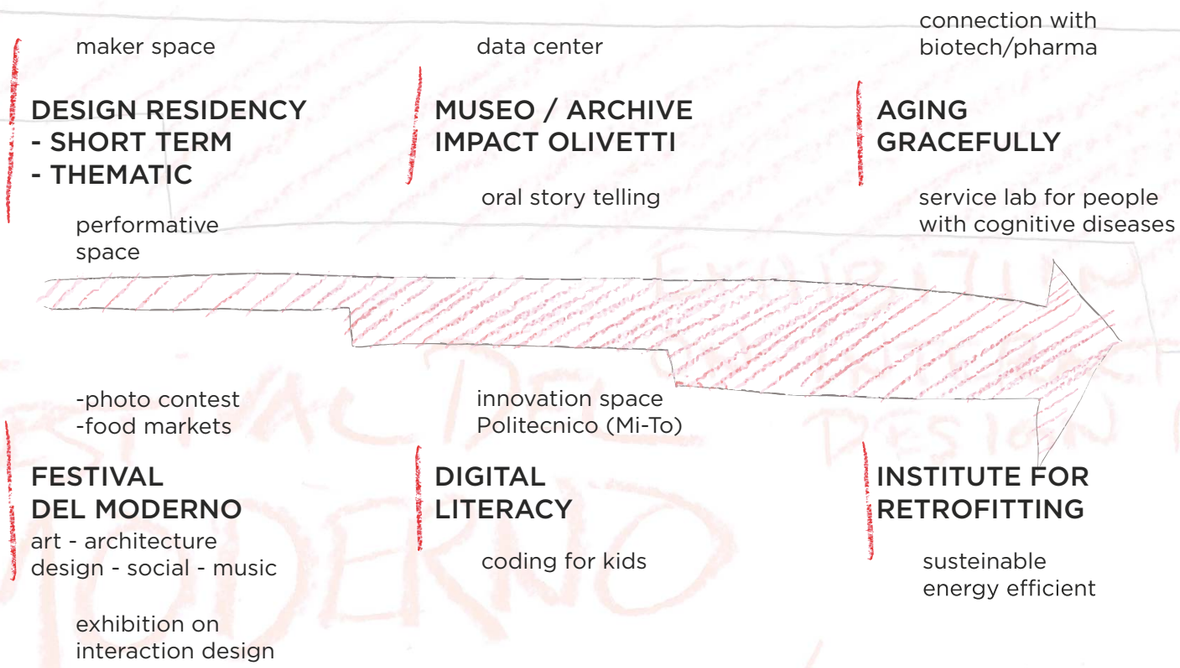
PROPOSAL

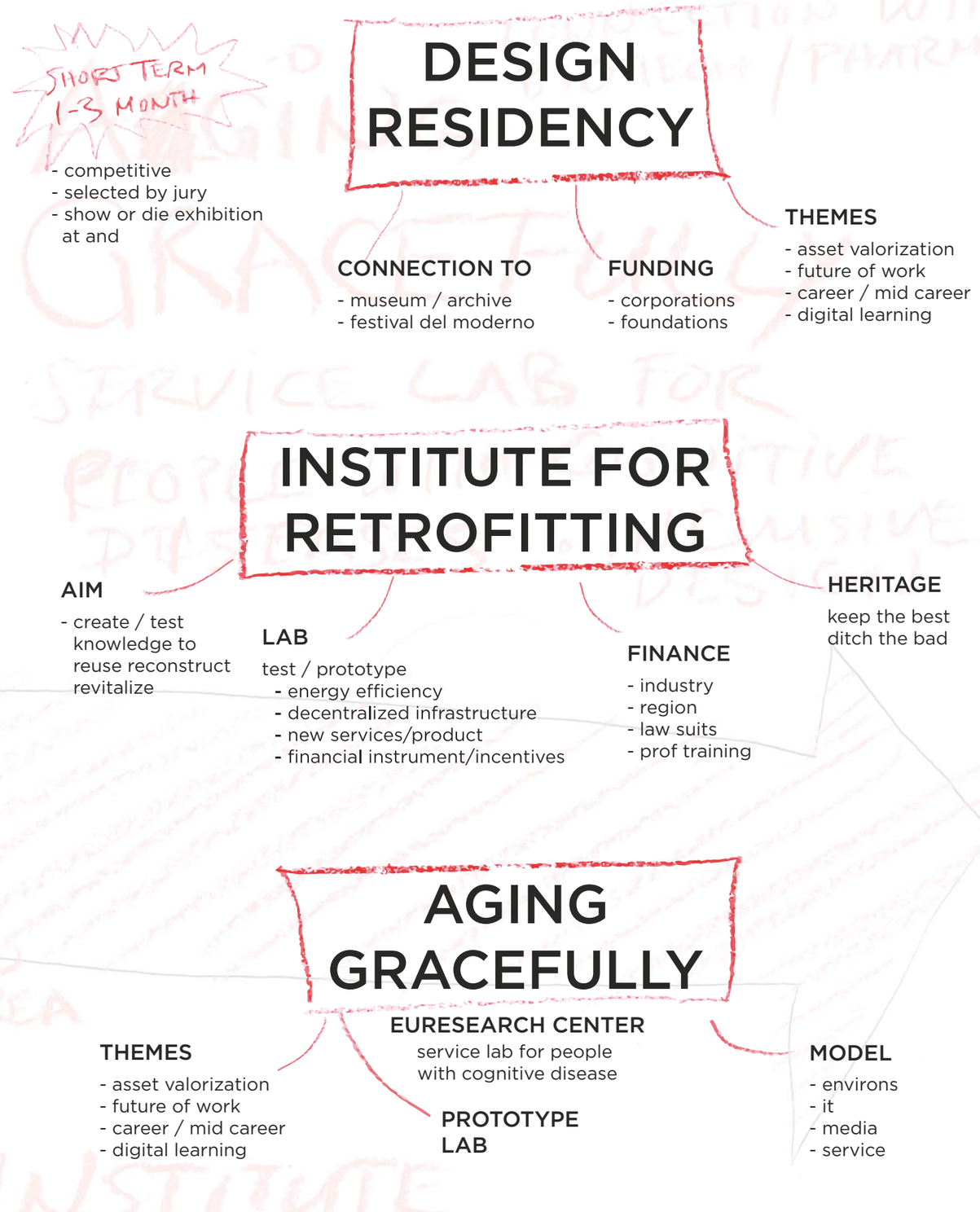
It is important to build a multifaceted, incremental approach to redeveloping the building:

- Short term strategy: could be built around the UNESCO info-point.
  A recurrent “Festival of modernity” could be launched, celebrating different approaches to design, architecture and innovation. It should be a short-term exhibition lasting 1-3 months, with a competitive process to be selected and a first-class jury. Synergies could also be created with other existing initiatives. For example, a subsidiary of Turin’s Artissima could produce exhibits.
  Some of the space could be organized as a maker space / performative space where short residencies for early and mid-career professional could be carried-out to complete thematic projects, enriching Ivrea’s tangible and intangible assets from buildings to organizations. These residencies could be linked to the activities carried out by the Festival and the broader set of activities and organizations located within the center.

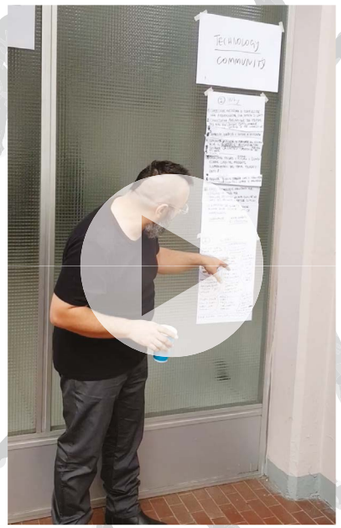
- In the medium term, a museum/archive should be set-up to host and revive the Olivetti archives. The museum should be organized as both a traditional exhibition and a story-telling center where events and workshops could be organized to engage different groups. An innovation space should also be envisaged, where educational activities – such as coding weeks for kids and students – could be organized. These educational activities could be held in collaboration with local educational institutions such as the Politecnico of Milan and Turin.

- In the long term a research institute and lab for sustainable energy retrofitting should be built. Prototypes using state of the art technologies could be assembled and tested. A lab co-designing and testing solutions for cognitive disabilities could also be established. The cognitive disabilities solutions hub could be broadened to include e-health and med-Tech applications (possibly in collaboration with Strambino).





TECHNOLOGIES / COMMUNITIES



TECHNOLOGY / COMMUNITY
Salvatore Iaconesi
(H.E.R.

TECHNOLOGY / COMMUNITY
Salvatore Iaconesi
(H.E.R.

I Why

1 body as a metaphor of non-reductionist complexity alive, endowed with limits

2 connection/relationship between people themselves, environment and buildings avoiding hyper connection

3 environment, energy and agriculture

4 community = society
return to social where the different is wealth, not danger avoid synthesis, big data opportunities

5 connect past and future
be a place of the present
regain possession of the pulverized time

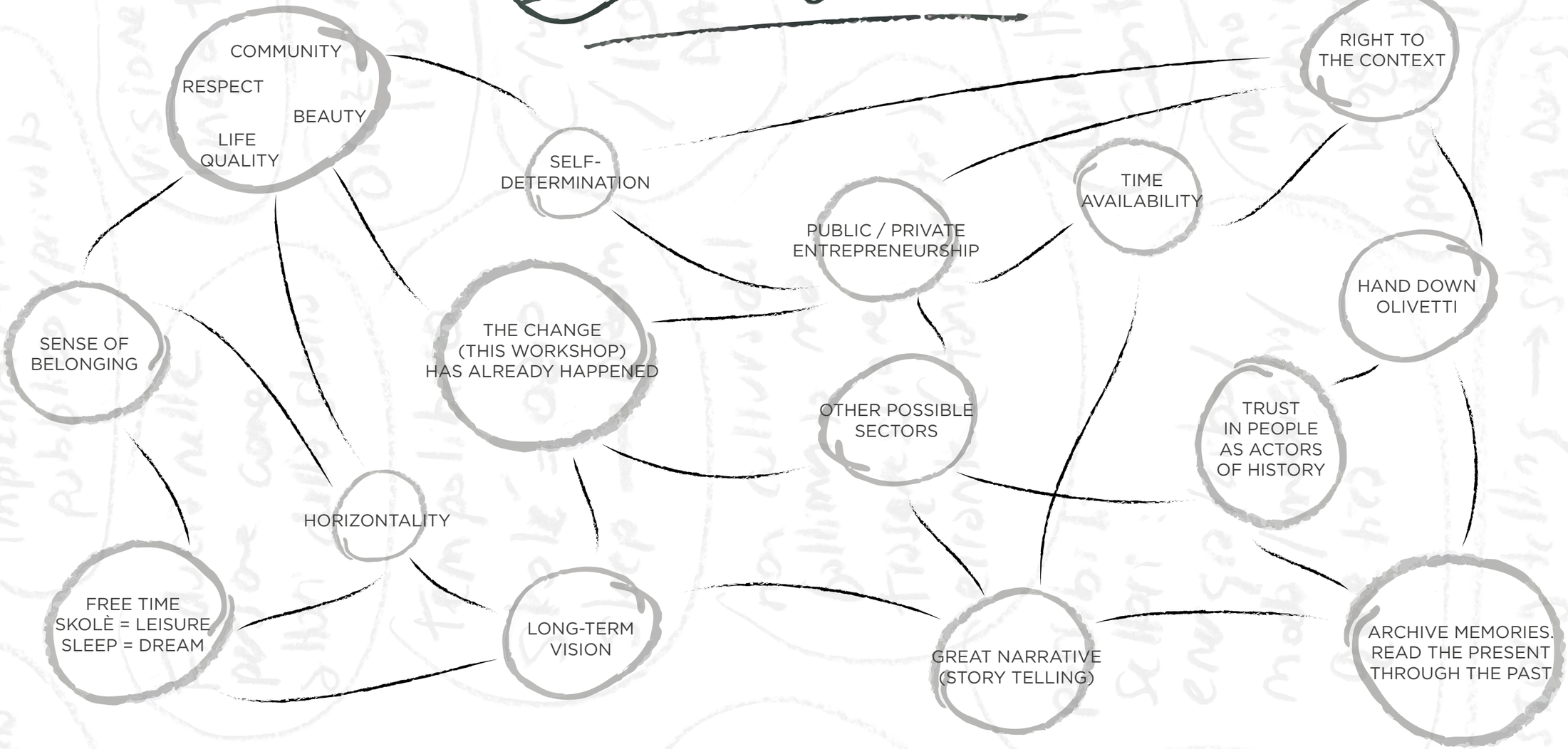
6 ubiquity with the global that manifests itself in the local and vice versa

7 enabling technologies to build a sense for:
establish high quality relationships
give of the common principles and rules

To rethink some key concepts/relationships which were at the centre of the Olivetti philosophy, starting with re-defining the relationship between technology and humanity, “betraying Olivetti to be true to his legacy”. Technology today has reached levels of pervasiveness which are unprecedented: we could start from the idea of technology as a body, something alive, with all its complexity but also with its boundaries and fragilities. Understanding technology today means to rethink the concepts of connectivity and relationships: it is not exclusively about relationships between people, but increasingly about the relationship between people, buildings and the environment (IoT, IoE) but paying attention to avoid the issues of hyper-connectivity. Another driver is the need to recall important discussions which are disappearing from the public discourse and from political agendas, such as protecting the environment, or energy efficiency: these discussions need to be re-ignited, also from a technological point of view and looking at related business and social issues, such as agriculture (let’s not forget that that’s where the Olivetti’s came from!). We also need to re-think the concept of community.

Community is not the same as society: community is for people who are the same (think eco-chambers and polarization of opinions on social media), where society is about valuing diversity and negotiation. From a technology perspective, this links to big data, to the possibility of avoiding simplistic synthesis and deal instead with complexity, or at least being transparent about it. We need to connect past and future, also by reclaiming time back, something we have lost in our hyperconnected world, where time is pulverized and ubiquity makes the global local and viceversa. Finally, we need to build sense, which can only happen if we enable a relational ecosystem where rules are agreed upon together, without trying to erase differences but trusting in people as actors, capable of building long term visions.

II WHAT



The idea is to establish a particular kind of school which goes back to the etymological meaning of the term skolé, i.e. otium, leisure, time-off. We need a space where we can take time to learn and think, but also to disconnect and rest: one of the curses of our hyper-connected era is our incapacity to sleep, and sleep deprivation means incapacity to dream. This space could be a place to reflect on the “Why”, but also a space where to experiment with products, services, but also policies and narratives aiming at making sense of technology, reviving the past by reading it in light of the present (a particular kind of archive).

HOW

In a co-creative and inclusive way, without avoiding debate and clashes of opinions/perspectives.

FINANZA

TECHNOLOGY

COMMUNITY

CULTURA

HERITAGE

TOGETHER

PROPOSAL

Each year a new theme could be selected as an idea which is worth of deep reflection and action. This would be followed by the launch a large-scale call for collaboration and action on-line, collecting contributions on the chosen theme and availability to work on it.

We could start with a Tech and Art theme, inviting artists to spend some time in Ivrea to assemble an art-piece, or to work with local stakeholders on innovative processes/services/products, which in turn could ignite further collaborations/events and spinoffs. An archive of themes – the Observatory - should be created as a result of this annual process, which would allow to keep working on each theme by collecting data, expressions and meanings. The Observatory should also be used to fundraise and drive the next cycle of residencies/actions. This process should progressively create an environment which is suitable for spin-offs and other initiatives to happen.

/ POLICIES & FINANCE /

FINANCE / POLICIES
Fiorenza Lipparini
(PlusValue)

FINANCE / POLICIES
Markus Schafer
(Hosoya Schaefer Architects & Harvard University)

WHY

1 to revive the Olivetti model to overcome on age of institutional, political, economic instability

2 to find trust again (political, economic)

3 to build spaces for the extraordinary to happen Ivrea as a place where to go to think about unusual/different/alternative interesting stuff, ideas and people

4 to experiment (Ivrea as a lab)

5 to project/co-create alternative models to our hyper urbanised, hyper technological societies

6 to demonstrate on a large scale the social and financial returns generated by the conditions

A successful financial system is based on trust, trust in both institutions and counterparties. The connection between the electorate and elected representatives is also fundamentally built upon trust.

The Olivetti model of shared prosperity too was built on trusting relationships between the company and its workers. This is an important lesson to be revived at a time of erosion of trust in our societies and political institutions.

Today we are experiencing a period of hyper urbanization, with local value chains – money, talent, opportunity – gravitating towards cities like Milan/ Turin from provinces like Ivrea. The Olivetti serves as a reminder that there is value in relationships, including relationships between people, well made product and nature.

The Olivetti legacy is a legacy of unusual encounters, combinations and backgrounds being shaped for shared value for local and global communities. The regeneration of Olivetti is a case in point which could help us to demonstrate that financial and social returns can be aligned. It hopes in the future to show that interesting people who would have never met looking within their circles can convene and innovate together.

HOW

1 experimentation – social lab

2 programming – building a complex business plan with different projects / ideas coming together at different times

3 communicating – building a narrative allowing to attract talent
1) Architectural level
2) Olivetti legacy level
3) Social / innovation level

4 define the stakeholders – target audience

5 define a first project – share it

6 co-design it with
- the ideal ecosystem

7 building an innovative governance system to bridge a very diverse world

8 start thinking about a complex impact finance model

The hub will build upon the existing networks of its core architects to attract talent from across the globe and in a wide variety of fields. Talent will be targeted at all levels: at architectural level (building on physical assets), at sociological and policy level (building on the technological, social and institutional legacy of Olivetti) and at technological/business level (building both on the Olivetti legacy, starting from the archives, and on the current industrial tissue).

Starting with a concrete project while building a more complex medium to long term strategy in a collaborative fashion with a growing number of stakeholders.

Building an innovative governance and financial models, allowing different stakeholders to interact in the most efficient way.

WHAT

1 residential Education / residencies:
- including executive management
Short amount of time – from a few days to a few months
– to break silos – away – temporary

2 network: Mission driven network of institutions and people – starting from the Olivetti diaspora

3 moon-shot ideas generator, particularly the second welfare domain

4 a hub where to think differently and where you can experiment on the ground

5 financial and policy experimentation

6 high visibility: events / communication

7 One concrete project where to start

A Hub for the co-creation of alternative models for the hyper urbanized, hyper transactional and hyper connected 21st century societies/economies.

While it might be difficult to attract talent in Ivrea on a permanent basis, it is certainly possible to build on the UNESCO candidacy and Olivetti legacy to attract it for short periods of time. In this regard, creative residencies could be an option. A program designed to facilitate the coming-together of talents from very different walks of life and who wouldn't meet otherwise to build a better future and experiment with ideas, together with the whole city. A laboratory for moonshot ideas, with a particular focus on digital social innovation.

The Hub will aim to make available different types of finance, from small grants to impact equity to commercial capital, designed to accelerate the projects located within it. The Hub will be designed to support trial and error processes: a place where entrepreneurs and innovators can come to experiment, working on a broad range of projects to attract a broad range of audiences. At the same time, more "commercial" courses/ summer schools could be offered, for instance on digital skills or executive education.

FINANCE

POLICIES

OLIVETTI DIASPORA

"CITIZENS"

ALUMNI NETWORK

"RAPID PROTOTYPING" IN THE SOCIAL REALM

"FINANCIAL INNOVATION" SOCIAL INFRASTRUCTURE FINANCE

OLIVETTI MUSEUM

- gastro / visitor centre

OLIVETTI OPEN ARCHIVE

- research & education
- dialogue with public

FACTORY OF THE FUTURE

TECHNICAL SCHOOL (ITS)
- technical skills
- social context

THE OLIVETTI INSTITUTE

- summer school
  (David Graber, Rufus Pollok, Kivi Rubinhm)
- publishing / broadcasting
- consulting
- executive education
- enterprise clinic

INTEGRATION

- immigration

RECOMBINATION

- co-working
- shared infrastructure

FACTORY OF THE FUTURE

PROPOSAL

Olivetti could still be "The factory of the future": a productive place but also a research and experimenting Hub for reflection on the factory of the future and the future of work and skills. The approach should be modular, with some elements referring in an explicit and easy-to-spot way to the Olivetti legacy, and others being totally free of the legacy.

In the short term, a series of activities could be envisaged building on the UNESCO candidature and the info-point located within the plant, including temporary exhibitions, events, and activities targeting local stakeholders and aiming at mapping their strengths and needs both from an industrial and social point of view.

In the medium term, the Olivetti Open Archive should be created. It will function for research, education and for entrepreneurial activities, both as part of the UNESCO site tourism program and independently. In this regard, an Olivetti Institute could be established to organize summer schools, publishing activities, research, and to offer consultancy services, working as an "enterprise clinic" for SMEs willing to innovate both technologically and socially.

In the medium-long term, a ITS could be set-up, building on the mapping and Olivetti Institute activities, where tertiary level technical skills could be taught to young people and professionals in need of reskilling/upskilling, while also working on soft skills and serving the local community, with a view to generate a new socially aware entrepreneurial class for Italy and beyond.
The school program should be designed in agreement with local industrialists – and based on their needs – and in collaboration with the Biotech ITS and cluster and with the Politecnico of Milan and Turin.

The mix of infrastructure intervention and education/innovation activities necessary to revitalize the site could be leveraged via financial innovation: for instance, the European Fund for Strategic Investment could be used to fund the conversion of the Mattoni Rossi into a school, and the savings stemming from the discount on the price of capital could be used to fund the Archive and Institute, as well as entrepreneurship and social activities within the school.

UNIFYING THE 4 STREAMS

A PROPOSAL

WHY

While the workshop sessions birthed a wide variety of specific programmatic ideas surrounding the use of space in Ivrea, they are all united around a common concept. All the ideas that emerged during the workshop point out that the space should be used to draw upon the history and legacy of the Olivetti company in order to create a brighter future for Ivrea and the region.

This legacy can broadly be split into two main areas, a commitment to constant iterative innovation, and a commitment to a shared economy which performs not only for business owners but also employees, the community and the broadest possible array of stakeholders. Education and life-long learning will form a fundamental part of this shared prosperity strategy.

HOW

The projects outlined above will be run in an iterative and modular way, with each project drawing upon those that came before and multiple projects running at any one time alongside each other. Further, it will be vital that projects existing at the same time collectively engage the broadest possible range of local, regional, national and international stakeholders to ensure the Ivrea project remains relevant and grows in reputation and impact over time. The creation of long lasting partnerships with local and non-local institutions from the public and private sectors will be key to this challenge.

International competitions on a variety topics related to key focus areas of the innovation hub can be run periodically to bring in the best international talent within the hub.

WHAT

SHORT-RUN

Mapping of stakeholders

Research will be conducted to identify existing skill clusters and activities in the territory to capitalize on local resources - from the agri-food and bio-tech sectors to deep-tech micro-enterprises. Potential partners will be then identified and located accordingly. Building on the mapping activity, relevant local stakeholders should be engaged, as well as national and international actors that can complement and enrich local skills.

Exhibitions / festivals

A series of events and temporary exhibitions could be organized to stimulate local cultural vitality, attract attention, pilot potential new products/services and increase accessibility to innovation/cultural activities. Pilot workshops could test the viability of longer-term programs/activities before they are launched and fully established. Summer schools could also be organized with relevant research institutions. The UNESCO framework and info-point located within the plant could represent the starting point for the organization of temporary exhibitions. Such short-run activities will further feed the mapping of local audiences, by collecting the interests of participants and stakeholders.

MEDIUM-RUN

Innovation Hub/Living Lab

Ivrea should be known as a regional and international centre for innovation, conjugating a hyper-local and a hyper-global dimension. Possible sectors for innovation include art and technology, human centered technology, policy and politics, finance, architecture, design bio-sciences, agriculture, environmental science, and social innovation. The common thread is a focus on putting individuals and their communities at the centre of any innovation process, wondering about positive and negative externalities and trying to magnify positive socio-economic impacts.

Training Programs and Summer Schools

Ivrea should become a center for life-long learning, offering short course education programs in its key areas of expertise to a range of participants from school age through to adult education. Educational programs will be forward looking and technology focused, but also well embedded into local development challenges.

Residencies/Retreats

Space will be given to innovators in a full range of areas from art to technology and any field in-between to temporarily relocate to Ivrea to take time in a relaxing and collaborative environment to further their projects and meet with interesting people from totally different backgrounds. Services will also be offered to visiting innovators in the form of space, business clinics and organized networking events with other innovators.

History of the Olivetti Company Archive/Museum

A collection will be created to enshrine the innovations created by the Olivetti company, not only in terms of their product design and creation but also their business model championing shared prosperity. This collection will act to inspire new generations of innovators passing through Ivrea in the art of the possible

LONG-RUN

Museum of Ivrea

Innovation Hub

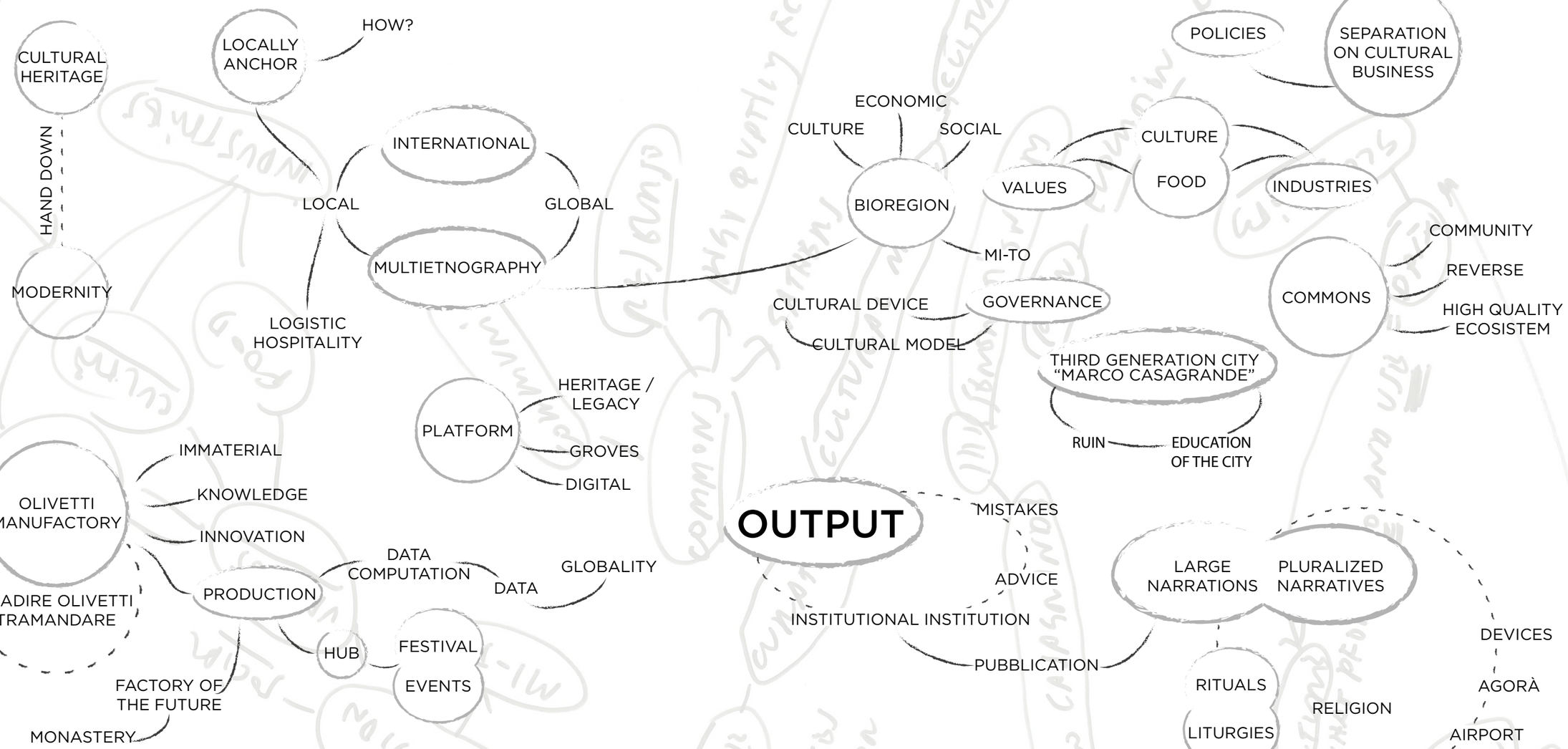
The Olivetti archive should become a reference point not only for researchers, but also for innovators from across the world. While materials will offer the basis for a wide set of activities – exhibitions, thematic touristic activities, workshops and so on – the archive should also be understood as something alive, constantly changing as diverse communities relate to it. As each project or innovator passes through Ivrea they should each leave some trace of their work, over time this will create a collection of innovative ideas. This will both act as a timeline for cutting edge technology over time, an act as inspiration for innovators and entrepreneurs who will revive the Olivetti legacy by starting new products, services and processes, which could at least partly become part of the Hub sustainability strategy.

ITS

A locally focused ITS is envisaged, with partnerships with both local and international enterprises, both those within the innovation hub and more broadly in the Ivrea area and the Milan-Turin bio cluster. By partnering with local enterprises, the ITS can focus courses on the skills required by industry, and as such act as an engine for regional growth. At the same time, community activities should be foreseen to grow the relationship with the territory while also adding transversal soft skills to the training experience. The broader international network will ensure internationalization pathways and a global outlook

PERFORMANCE / PARTECIPATION

CAMILLO / ADRIANO

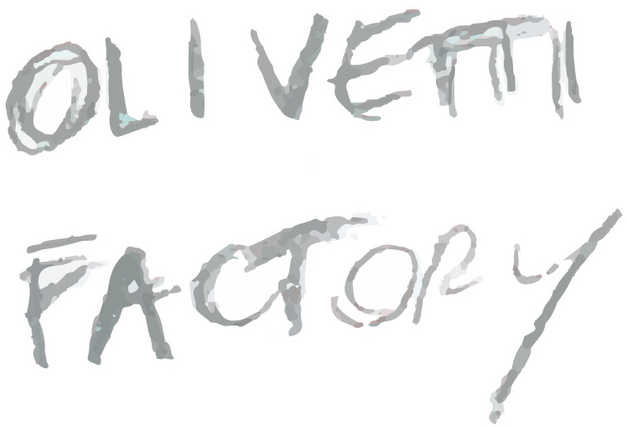


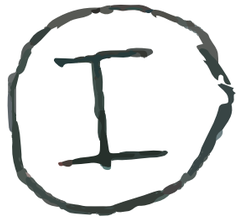
ONGOING AND FUTURE PROJECTS

Three projects have already been submitted in 2018 by experts involved in the workshop to start bringing the Olivetti plant back to life for a total of 280,000 EUR in public grants and around 100,000 EUR in co-financing: one infrastructural intervention to restore the “Salone dei 2000” and two “soft” interventions aimed at funding community engagement and productive activities within the plant.

The three projects are summarized below, results are expected by the end of the year. A third call for proposals has been identified under the EU Commission’s Horizon 2020 program, with a 3 to 4 mil budget, the call is summarized below and the University of Zurich and PlusValue will lead on the bid-writing.

Regional funds (ESF) are available to set-up a ITS I case the Municipality would agree.





RENOVATION OF SALONE DEI 2000

Bid: “Restauri Cantieri diffusi”

Consortium: Base Engineering, Fondazione Centro per la Conservazione e il Restauro dei Beni Culturali “La Venaria Reale”, Sarin SRL.

Project:
In June of this year, Fondazione CRT launched the public call “Cantieri diffusi” (Widespread construction sites), allocating €2.500.000 for the recovery of the historical, artistic and architectural heritage of Piedmont and Valle d’Aosta. With the allocation of these funds, Fondazione CRT aimed to:

- Participate in the recovery of local physical assets and properties of significant historical and cultural value, subject to protection under the legislation 22/01/2004 n. 42 “Codice dei Beni Culturali e del Paesaggio” (Code of Cultural Heritage and Landscape);
- Promote the effective use of the assets to attract new segments of the public and include the restored sites into specific tourism-promotion programs in the area.

For each renovation project, the call places a limit of € 40,000, even when proposed in co-financing with private funders. Among the requirements listed in the public call, already in the proposal phase, participants had to submit a prior authorization from the Superintendence for the financing of the renovation project.

We presented a final project with an intervention proposal for the restoration of the “Salone dei 2000” at the Olivetti ICO. The Salone dei 2000 is a large space inside the ICO (Terzo Ampliamento, literally ‘the third extension’), which carries significant symbolic value in the history of the factory. With a square floor plan, the space was designed in 1939 to solve the unevenness between the different floors of the first and third enlargement – this was resolved with a double ramp that characterizes the entire space. This space is covered by sheds, supported by pillars with a square capital with a characteristic iron harness.

We have identified four main themes for the intervention: the wooden statue of Camillo Olivetti; the bulletin boards; walls and ceilings; the flooring. Each theme has been developed through a specific analysis of the state of conservation of the materials and the single operations envisaged for the restoration, together with a general intervention proposal and a detailed maintenance plan. The project has been defined through the drafting of a general report, a series of detailed graphic drawings, a chronogram of the work plan, an economic framework and a metric calculation. The project received a favourable review from the Superintendence for Architectural Heritage. In our spending framework, the total estimated amount of these operations is approximately € 80,000, plus technical costs and charges.

The project was drafted in collaboration with the architect Alberto Redolfi (Sarin SRL) and with the technical-scientific support of the "Centro Conservazione Restauro di Venaria Reale," which has a remarkable track-record working in the restoration sector through research, training and diagnostics. "La Venaria Reale" was founded in 2005 as an institute for higher education and research in the field of restoration and conservation of cultural heritage. The Founding Members are the Ministry for Cultural Assets and Activities, the Piedmont Region, the Province of Turin, the Municipality of Turin, the Municipality of Venaria, the University of Turin, the Polytechnic of Turin, the Foundation for the Arts (today 'Fondazione 1563 per l'Arte e la Cultura') of the Compagnia di San Paolo and the Cassa di Risparmio di Torino Foundation.

Bid outcome: n/a

Budget: €2.500.000 in total, up to € 40.000 for each project

Keywords: restoration, cultural heritage, architecture, Olivetti, asset recovery.

"DATAPOIESIS" DATA-POETIC FURNITURE AND INTERIOR DESIGN OBJECTS

Bid: "ORA! Produzioni di cultura contemporanea" (Compagnia di Sanpaolo)

Consortium: Sineglossa (lead), HER, PlusValue, ICONA srl (sponsor)

Project:
The objective of the project is to combine art and science, data and social innovation in order to contribute to the revamping of the city of Ivrea and in particular of the Olivetti headquarters carried out by ICONA srl in synergy with the recent nomination of the city as UNESCO World Heritage Site. Such objective will be pursued starting from the conceptualization and realization of pieces of furniture and interior design objects that employ data and artificial intelligence in order to explain their role in altering the material world and social relationships throughout education activities, exhibitions, and the realization of a business model that will guarantee the economic sustainability of the project's spinoff.

The project will include:

- The realization of the first prototype of a "data-poetic furniture object": for instance, a table lamp which will turn on only after the end of world poverty;
- A study and other education activities (a series of workshops and a summer school) in order to engage artists, designers, engineers, innovators, policy makers, citizens and students and come up with ideas for the prototype and for the future start-up;
- The realization of data-poetic (and more generally data-driven) furniture concepts for the home, office spaces and public institutions;
- A networking and audience engagement action with universities, companies, institutions, art, design and communication professionals, in order to explore the core idea from multiple perspectives, making the role of data appear more systematic in people's lives;
- The realization of business models required to launch a self-sustainable spinoff/start-up to produce the first line of data-driven furniture, which will be located in Ivrea's Olivetti plant, the heart of the UNESCO Heritage site.

With the support of dr. Renato Lavarini, the project will also be brought to the attention of the UNESCO World Heritage Site coordination roundtable and proposed as an action linked to its Management Plan in order to exploit the synergies with UNESCO-related cultural activities.

Bid outcome: 30th November 2018

Budget: €115,000 (80,000 from the "ORA" bid and 35,000 in co-financing)

Keywords: data, art, design, UNESCO, Olivetti, education, Ivrea

"CITTADINI ILLUMINA(N)TI" ILLUMINATE(D) CITIZENS

Bid: "Open COMMUNITY" (Compagnia di Sanpaolo)

Consortium: Pubblico-08 (lead), ICONA srl ,HER, Artribune srl, Associazione Quinto Ampliamento, Confindustria Canavese, Comune di Ivrea, Fondazione Natale Capellaro, Archivio Nazionale Cinema d'Impresa, ZAC! Zone Attive di Cittadinanza, Message srl.

Project:
Starting from the need to revitalize a socio-cultural environment that was previously active and flourishing, the project aims at re-activating the Ivrea community as a fundamental, capable and participating audience. All of this will be conceived as an activity that is necessary to support a new start for the Mattoni Rossi factory, and to contribute to make it a cultural, social and economic innovation hub. “Cittadini illumina(n)ti” aspire at contributing to the creation of an engaged community that welcomes and supports the revitalisation of the Mattoni Rossi factory, and at offering such community the resources and capabilities needed to participate to the improvement of the factory’s cultural offer.

The specific objectives are:

- Mapping and classification of Ivrea’s cultural audience throughout a 3 to 5 years monitoring;
- Stimulating the cultural vitality of Ivrea’s community (especially the youngest generations), starting from the creation of opportunities of spontaneous, apolitical, and free re-appropriation of the Mattoni Rossi building;
- Engaging the audience (both the potential, and already existing ones) throughout a spontaneous participatory and co-generative exercise that may help to activate virtuous phenomena of identity awareness and shared ambition;
- Engage specific segments of the community traditionally deemed weaker or absent, and offer experimental initiatives developed in a shared and bottom-up manner;

The main outputs of the project will be:

- Mapping of the public/community
- Ongoing collection of community data (age, geographical origin, profession)
- Data analysis
- Creation of a community, first of all virtual and then physical
- Organisation of 3 thematic workshops
- Organisation of 2 performative events

Bid outcome: 31th December 2018

Budget: €125,000 (100,000 from the “Open COMMUNITY” bid and 25,000 in co-financing)

Keywords: engagement, regeneration, community, Ivrea, Olivetti

COLLABORATIVE APPROACHES TO CULTURAL HERITAGE FOR SOCIAL COHESION (H2020 – Research Innovation Action)

Deadline: 14 March

Budget: €3-4 MIL

Scope:
While a key mission of the cultural heritage sector is to provide inclusive access, some socio-cultural groups are still not sufficiently integrated in cultural heritage experiences. The challenge is to improve the design of cultural experiences by enhancing participatory and collaborative approaches and by fostering mutual cultural understanding and resilient strategies.

Proposals should develop strategies for fostering collaborative and participative approaches to cultural encounters via communication channels such as social media platforms, participatory approaches, art and co-designed activities. Proposals should consider both tangible and intangible heritage, researching new applications and tools that allow for a more inclusive approach such as digital tagging of objects or co-authoring of societal and place-based memories. The active involvement and engagement with, different groups or communities such as migrants and other communities at risk of exclusion should be promoted. Proposals should design options for these social groups to review or shape both contemporary and historical content, contribute new material or customize and personalize cultural heritage and digital humanities content in a meaningful and effective way. Collaborative tools and applications should help the cultural tourism sectors and cultural heritage institutions, NGOs, community organizations etc. in Europe and beyond to enhance the analysis and understanding of cultures and communities.

Link:

https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/dt-transformations-11-2019.html

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