MANAGEMENT OF THE CONSERVATION OF IVREA’S MODERN ARCHITECTURAL HERITAGE

THE ROLE OF THE GUIDELINES
1. The creation of Ivrea’s architectural Heritage
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1908-1932
Camillo Olivetti
Period of settling

1932-1960
Adriano Olivetti
Succesfull period of planning and big growing

1960-1996
after Adriano Olivetti
Age of electronic and informatics
Age of decline
avant-garde firm for typewriters and computers

Adriano Olivetti (1901-1960): importance of the value of the work and the value of workers’ life

extraordinary concentration of realisations of the best post-war architects and designers

active role and constant research of Olivetti in the fields of industrial design, advertising graphics, town-planning, promotion and development of architectural experimentation

1990’s productive and financial crisis, economical depression
ARCHITECTURAL HERITAGE

/ Constant relationship between firm and architectural culture for over 50 years (from the beginning of 1930’s until the middle of 1980’s)

/ Realisation of some of the most important examples of Italian Industrial architecture and significant realisations all over the world, all designed by important Italian and foreigner architects

/ Idea of “spread industrial town” imagined and promoted by Adriano Olivetti from 1930’s

/ Concentration in the area of Ivrea of a wide building activity: a spread system of production buildings, a strong network of social services, a great residential heritage addressed to the Olivetti workers
2. The “Olivetti vision” of industry’s role in society

INDUSTRIAL BUILDINGS

arch. Figini and Pollini, 1937-39

arch. Figini, Pollini, Fiocchi, 1948

arch. Vittoria, 1958

arch. Zanuso, Vittoria, 1962-72

Fresco by Renato Guttuso
2. The “Olivetti vision” of industry’s role in society

AROUND THE WORLD

Harrisburg USA, Louis Khan, 1970

Frankfurt, Egon Eiermann, 1972

Buenos Aires, Marco Zanuso, 1954

Yokoama, Kenzo Tange, 1970

Hanslemere UK, James Stirling, 1973

Sao Paolo, Marco Zanuso, 1959
2. The “Olivetti vision” of industry’s role in society

HOUSING

arch. Fiocchi and Nizzoli, 1940-42
arch. Gabetti and Isola, 1969-71
arch. Cappai and Mainardis, 1967-75
arch. Tarpino, 1959-61
2. The “Olivetti vision” of industry’s role in society
2. The “Olivetti vision” of industry’s role in society

IN OTHER PART OF ITALY

- Pozzuoli, Factories, by Cosenza, 1954
- Brusson, Colony, by Conte and Fiori, 1956
- Massa, Colony, by Fiocchi, 1948
- Venezia, Shop, by Scarpa, 1957
- Pozzuoli, Housing, by Cosenza, 1952-63
- Milano, Offices, by Fiocchi and Bernasconi, 1955
3. The architectural Heritage of Olivetti today

IVREA: THE TOWN OF OLIVETTI

- **Crist** (housing)
- **Canton Vesco** (housing)
- **Bellavista** (housing)
- **Historical centre** (hospital, multifunctional building, factories)
- **Via Jervis** (factories, offices, services, housing)

- **Total area = 5,640,000 mq** (8% of the town surface)
- **7 out of 10 factories and offices buildings of the town are Olivetti’s buildings**
- **20% of Ivrea’s population lives on Olivetti’s houses**
Identification of 260 buildings, in the Municipality of Ivrea, whose concept and/or building is due to the direct and indirect activity of Olivetti in industrial, civil and social buildings.

15 INDUSTRIAL BUILDINGS
5 OFFICES
5 SOCIAL SERVICES
3 SCHOOLS
3 RELIGIOUS BUILDINGS
1 RESIDENCE
1 MULTI-FUNCTIONAL BUILDING
1 CANTEEN
3 SURGERIES/HOSPITAL
1 LABORATORY
222 HOMES
3. The architectural Heritage of Olivetti today

1996-1997

Conversion Program of via Jervis concerning new roles and new functions for the main industrial buildings abandoned by Olivetti after its default.

a. Establishment of the Faculty of “Communication Sciences”

b. Aborted experience of a “Science-centre”

c. Creation of the “MAAM” - Museum of Modern Architecture of Ivrea
Mission of MUSEUM

Promote the knowledge and the conservation of the Olivetti’s Architecture Heritage and upgrade the discussion about contemporary architecture and city transformations.

3. The architectural Heritage of Olivetti today

3. The architectural Heritage of Olivetti today


A data base of 260 buildings
/ System of administration and management of the museum:
- specialised guided tours
- didactical workshops for schools and groups of children

/ Reception and Information Centre:
- information on the museum, bookstore, consultation of technical documentation, photographic material and films
- starting point for the visits

/ Publication of a Guide to the open air museum

3. The architectural Heritage of Olivetti today
3. The architectural Heritage of Olivetti today

MAAM - Open Air Museum of Modern Architecture
ART. 1 - SCOPE
ART. 2 - OBJECTIVES OF THE RULES
ART. 3 - GENERAL PRESERVATION CRITERIA
ART. 4 - TYPES OF INTERVENTION
   4.1 BUILDINGS BELONGING TO CATEGORY A.
      4.1.1 - GENERAL INFORMATION
      4.1.2 - MODIFICATION OF CONSTRUCTION ELEMENTS
      4.1.3 - MODIFICATIONS TO FAÇADES
      4.1.4 – INCREASES IN VOLUME
      4.1.5 – SIGNS AND ADVERTISEMENTS
      4.1.6 – GENERAL REQUIREMENTS
   4.2 BUILDINGS BELONGING TO CATEGORY B
      4.21 - GENERAL INFORMATION
      4.2.2 – INCREASES IN VOLUME
      4.2.3 - MODIFICATION OF CONSTRUCTION ELEMENTS
         4.2.3.1 - FAÇADES
         4.2.3.2 – CHIMNEYS – VENTS
         4.2.3.3 – SHEET METAL
         4.2.3.4 – MASONRY - PLASTERING
         4.2.3.5 - EXPOSED CEMENT PARTS
         4.2.3.6 – EXTERNAL DOORS AND WINDOWS
         4.2.3.7 – WINDOW SILLS AND THRESHOLDS
         4.2.3.8 – STAIRWELLS
         4.2.3.9 – COMMUNAL MAIN DOORS AND FRONT DOORS TO THE APARTMENTS ON THE VARIOUS FLOORS
         4.2.3.10 – BALCONIES AND LOGGIAS
         4.2.3.11 – EXPOSING STRUCTURES
         4.2.3.12 – EXPOSED STRUCTURES
         4.2.3.13 – SIGNS AND ADVERTISING
         4.2.3.14 – GARAGES AND LOW BUILDINGS
         4.2.3.15 – FENCING
         4.2.3.16 – EXPOSED STRUCTURES
         4.2.3.17 – GREEN AREAS AND EQUIPMENT
   4.3 BUILDINGS BELONGING TO CATEGORY C.
      4.3.1- GENERAL INFORMATION
      4.3.2 – COLOUR SCHEME
      4.3.3 - DOORS AND WINDOWS
ART. 5 - AUTHORIZATION PROCEDURES
ART. 6 - EVOLUTIONARY NATURE OF THE RULES
ART. 7 - SPECIAL PROJECTS

4. Formulation of the Conservation Guidelines


RULES CONCERNING INTERVENTIONS ON BUILDINGS AND THEIR APPURTENANCES
1. ALL THE BUILDINGS ARE PRIVATELY OWNED

2. NO BUILDING WAS INCLUDED IN THE LIST OF HISTORIC HERITAGE SITES

3. PRATICALLY ALL THE BUILDINGS WERE STILL IN USE

4. BUILDINGS WERE BELONGED TO A VARIETY OF OWNER WITH DIFFERENT INTEREST IN TERMS OF CULTURE AND ECONOMIC POTENTIAL

5. THE 260 BUILDINGS MADE UP A HETEROGENEOUS HERITAGE OF BUILDINGS

6. THE SALVAGE OF HERITAGE HAS REQUIRED A LenghtLY AND UNCERTAIN TIME FRAME

7. IN THE 1996 MOST OF THE BUILDINGS OF THE HERITAGE WERE NOT YET CONSIDERED “MONUMENTS” BY THE CITIZEN OF IVREA
1. To assert the cultural and symbolic value of the buildings, including the smaller ones, that are associated with the history of Olivetti.

2. To assert the principle that with regard to any building included in the Catalogue, the conservation and restoration criteria must be strictly observed.

3. To assist citizens in becoming active and avid supporters of the conservation of their buildings.

4. To promote "active conservation" that facilitates the salvage of the buildings' original image without obstructing the natural process of change and paying attention to the purposes for which they are used, their ownership and cultural significance.
CLASS A:
buildings of greatest monumental value,
high quality buildings realised by important architects, with recognised importance in the history of 20th cen. Italian architectural history.

CLASS B:
buildings of importance on formal, historic-documental level
minor buildings designed by important architects.

CLASS C/D:
buildings of minor formal value,
residential buildings mostly designed under project of the “Home Office for Olivetti Workers”.

DEFINE THE QUALITY AND TYPE OF OPERATIONS ALLOWED IN EACH OF THESE FAMILIES OF BUILDINGS

Total safeguard and conservation of the external image and the overall design of the buildings, also in presence of changed destinations.

Safeguard of the original design, formal and Chromatic aspects, paying attention also to the urban environment; all in the respect of real exigencies of owners and users.

Safeguard of original characterising formal elements.
1. HAVE AN EXTREMELY PRAGMATIC FORMULA AND AN OPEN STRUCTURE

2. PROMOTE INTERVENTIONS INSPIRED BY COMMON SENSE AND AWARENESS

3. ENCOURAGE ACTIONS ENSURING THE MAINTENANCE OF THE BUILDINGS IN A CONDITION AS CLOSE AS POSSIBLE TO THE ORIGINAL BUT ACCEPTING THE NATURAL EVOLUTION OF THE BUILDINGS

4. REFUSE TO CONSIDER DESTINY OF ARCHITECTURES IS TO BECOME MONUMENT OF THEMSELVES AND PROMOTE RESTORATIONS ORIENTED TO MANTAIN THEM ALIVE AND USFULL

5. DISTINGUISH THE DIFFERENTS FAMILY OF BUILDINGS

6. DEFINE UNAMBIGUOUSLY THE QUALITY AND TYPE OF OPERATIONS ALLOWED IN EACH OF THESE FAMILIES OF BUILDINGS

7. ENAIBLING THE MODIFICATIONS NEEDED TO ADAPT THE BUILDINGS TO CURRENT LEGISLATION OR CORRECT ANY ERRORS IN DESIGN AND IN COSTRUCTION

4. Formulation of the Conservation Guidelines
5. Application of the Guidelines – Three cases

5.1. 1997-2000: TRIALS WITH THE GUIDELINES IN CANTON VESCO
5. Application of the Guidelines – Three cases

5.1. 1997-2000: TRIALS WITH THE GUIDELINES IN CANTON VESCO

Fiocchi’s Masterplan, 1948 - Perspective
5. Application of the Guidelines – Three cases

5.1. 1997-2000: TRIALS WITH THE GUIDELINES IN CANTON VESCO

MAIN PROBLEM OF BUILDINGS DECAY

Obsolescence of material and fixtures

Wrong maintenance

Action of time
5. Application of the Guidelines – Three cases

5.1. CANTON VESCO: TRIALS WITH THE GUIDELINES

– MAIN PROBLEM OF BUILDINGS DECAY

Uncorrect management of the buildings and user’s indifference
5. Application of the Guidelines – Three cases

5.1. CANTON VESCO: TRIALS WITH THE GUIDELINES

Original design variations and mistakes

Incorrect transformations and addiction to "beautify" buildings
Description of special regulations for the safeguard of the architectural heritage

- Encouraging the involvement and sense of responsibility of owners, users, and the citizens of Ivrea in general by increasing their awareness of the value of the modern building they live or work in.

- Interactive role with the institutions: consultants of the technical office of the municipality

- Model-projects on the colour of residential
5. Application of the Guidelines – Three cases

5.1. 1997-2000: TRIALS WITH THE GUIDELINES IN CANTON VESCO

1. Blue colour chosen by inhabitants from the “colour palette” elaborated by the city consultant, based on original colour in use in Ivrea during the 50’s.

2. Green colour derived by original photo of the Olivetti archives.

3. Brown colour, adopted by inhabitants & consultants, capable of blending in with the colours already present on the exterior.

4. Philologically correct use of original Red colour noticed by stratigraphies.
5. Application of the Guidelines

5.1. 1997-2000: TRIALS WITH THE GUIDELINES IN CANTON VESCO

- APPLICATIONS: THE BLUE HOUSE

1953 The original house

1997 Before the guidelines enforcement

2000 After the guidelines enforcement
5. Application of the Guidelines – Three cases

VESCO

– APPLICATIONS: THE RED HOUSE

1953 The original house

2007 Before the guidelines enforcement

2000 After the guidelines enforcement

5.2. THE RESTORATION OF A MONUMENT: ICO FACTORIES, 2004-2006
5. Application of the Guidelines – Three cases

5.2. THE RESTORATION OF A MONUMENT

- MAIN PROBLEM OF BUILDINGS DECAY
5. Application of the Guidelines – The restoration of a monument

5.2. THE RESTORATION OF A MONUMENT

GUIDELINES FOR THE INTERVENTION ON FACADES
5.2. THE RESTORATION OF A MONUMENT

GUIDELINES FOR THE INTERVENTION ON FACADES
5. Application of the Guidelines – Three cases

5.2. THE RESTORATION OF A MONUMENT

GUIDELINES FOR THE INTERVENTION ON FACADES
5. Application of the Guidelines – Three cases

5.2. THE RESTORATION OF A MONUMENT

GUIDELINES FOR THE REALISATION OF THE NEW STAIRS
5. Application of the Guidelines – Three cases

5.2. THE RESTORATION OF A MONUMENT

GUIDELINES FOR THE INTERVENTION ON VOLUMES

11. ANGOLI VISIVI DI CUI TENER CONTO NELLA PREVISIONE DI ELEMENTI FUORI SAGOMA O IN PROSSIMITÀ DEI PARETI.
5. Application of the Guidelines – Three cases

5.2. THE RESTORATION OF A MONUMENT – SOUTH FACADES RESTORATION
5. Application of the Guidelines – Three cases

5.2. THE RESTORATION OF A MONUMENT – SOUTH FACADES RESTORATION
5. Application of the Guidelines – Three cases

5.2. THE RESTORATION OF A MONUMENT

September 2005

November 2006
5. Application of the Guidelines – Three cases

5.2. THE RESTORATION OF A MONUMENT

- RESTORATION OF THE INTERIOR
5.2. THE RESTORATION OF A MONUMENT

5. Application of the Guidelines – Three cases

– COURTYARD RESTORATION
5. Application of the Guidelines – Three cases

5.2. THE RESTORATION OF A MONUMENT – DETAILS OF THE RESTORATION OF SOUTH FACADE
5. Application of the Guidelines – Three cases

5.2. THE RESTORATION OF A MONUMENT – DETAILS OF THE NEW FACADE
5. Application of the Guidelines – Four cases

5.3. THE DAILY MANAGEMENT OF CONSERVATION:

2012 - THE MAAM “OBSERVATORY”
5. Application of the Guidelines – Four cases

5.3. THE DAILY MANAGEMENT OF CONSERVATION: THE MAAM OBSERVATORY: -- ENLARGEMENT OF A VILLA

A sketch of the Owner’s first proposal

B Sketch by Observatory done during the advice

C new sketch of the Owner

Villa Osella: Enlargement

Original building
5. Application of the Guidelines – Four cases

5.3. THE DAILY MANAGEMENT OF CONSERVATION:

-- CONTROL OF MICRO-TRANSFORMATIONS

New garage entrance

existing building

solution adopted

existing building

solution adopted

Flue insertion
5. Application of the Guidelines – Four cases

5.3. THE DAILY MANAGEMENT OF CONSERVATION: REMADE UNCORRECT RESTAURATION OF A MONUMENTS

The stair of the Gardella’s canteen

Uncorrect intervention: wrong kind of stone

Restoration using original materials
5. Application of the Guidelines – four cases

5.3. THE DAILY MANAGEMENT OF CONSERVATION: REMADE UNCORRECT RESTAURATION OF A MONUMENTS

The stair of the Gardella’s canteen

Uncorrect intervention: wrong kind of stone

Restoration using original materials
5. Application of the Guidelines – four cases

5.3. THE DAILY MANAGEMENT OF CONSERVATION:

DECAY OF TERRACES AND STAIRCASES
5. Application of the Guidelines – four cases

5.3. THE DAILY MANAGEMENT OF CONSERVATION:

STAIRCASES, TERRACES AND DETAIL RESTORED
THANK YOU FOR YOUR ATTENTION

Overlapping of new tile used in the restoration of Gardella’s Canteen and original tiles still well conserved