

olivetti

Enrico Giacomelli

MANAGEMENT OF THE CONSERVATION OF IVREA'S MODERN ARCHITECTURAL HERITAGE

THE ROLE OF THE GUIDELINES





*1. The creation of Ivrea's architectural Heritage*

Historic centre

Olivetti's Town





## 1. The creation of Ivrea's architectural Heritage

1908-1932

**Camillo Olivetti**

Period of settling



1932-1960

**Adriano Olivetti**

Successful period of planning and big growing



1960-1996

**after Adriano Olivetti**

Age of electronic and informatics  
Age of decline

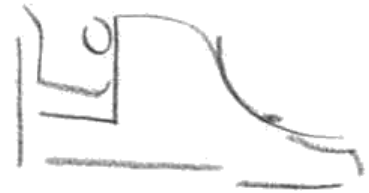


## 2. The “Olivetti vision” of industry’s role in society

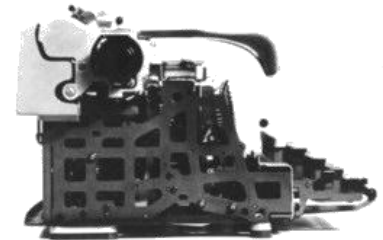


**/ avant-garde firm for typewriters and computers**

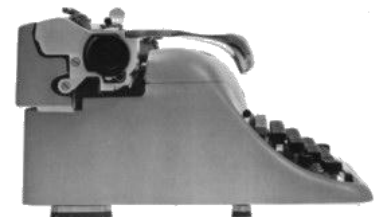
**/ Adriano Olivetti (1901-1960):  
importance of the value of the work and the value of workers’ life**



**/ 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**





## **2. The “Olivetti vision” of industry’s role in society**

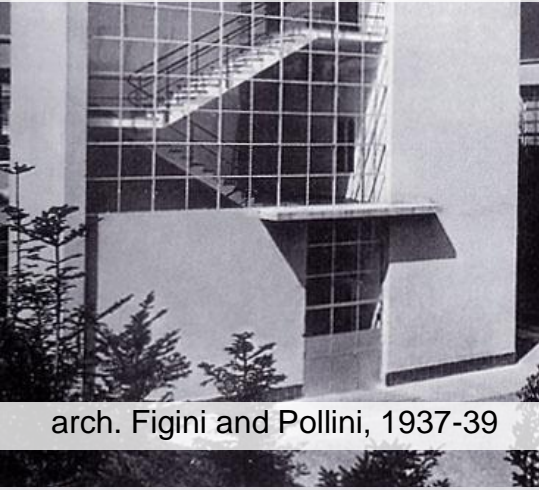
### **ARCHITECTURAL HERITAGE**

- / 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

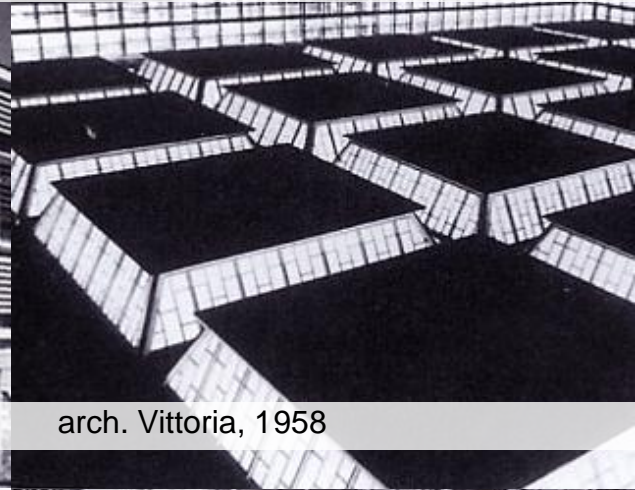
### INDUSTRIAL BUILDINGS



arch. Figini and Pollini, 1937-39



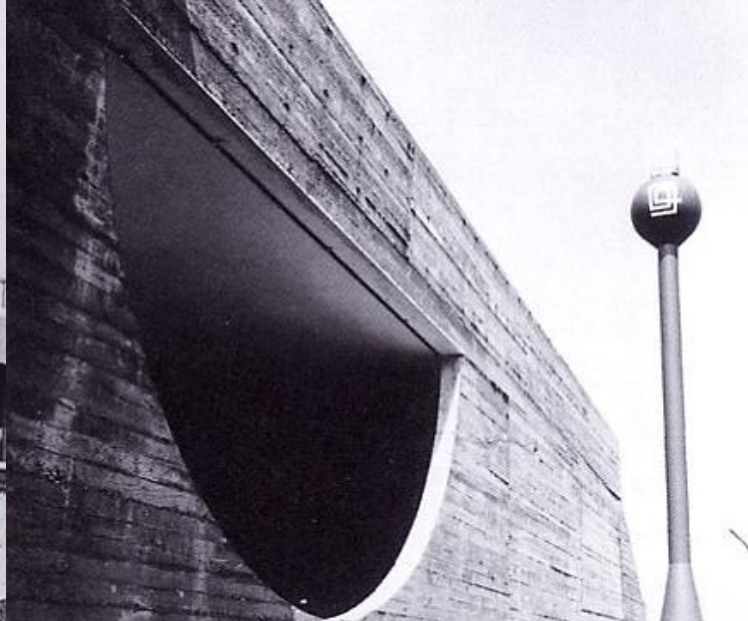
arch. Figini, Pollini, Fiocchi, 1948



arch. Vittoria, 1958



arch. Zanuso, Vittoria, 1962-72



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

Frankufurt, 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



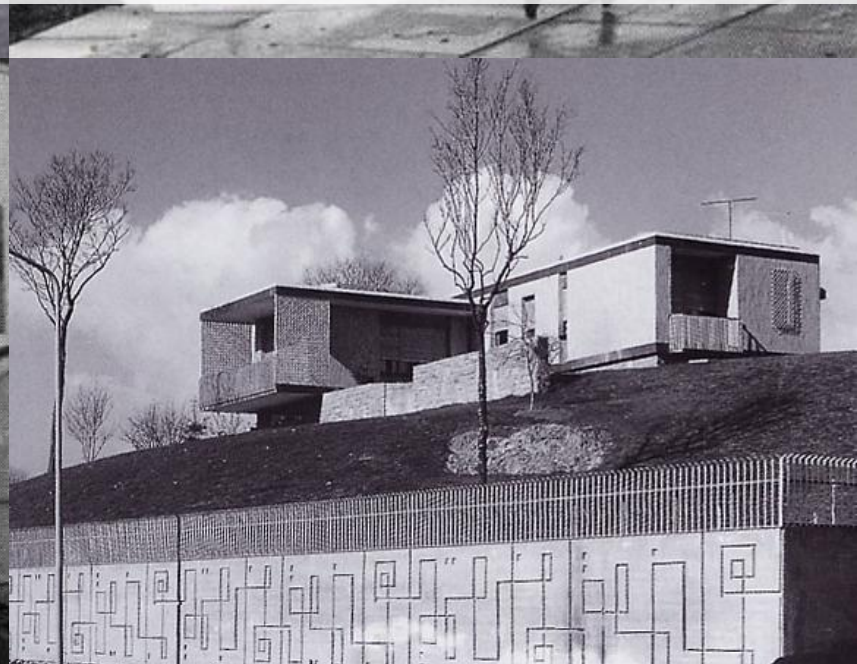
arch. Fiocchi and Nizzoli, 1940-42



arch. Gabetti and Isola, 1969-71



arch. Cappai and Mainardis, 1967-75



arch. Tarpino, 1959-61

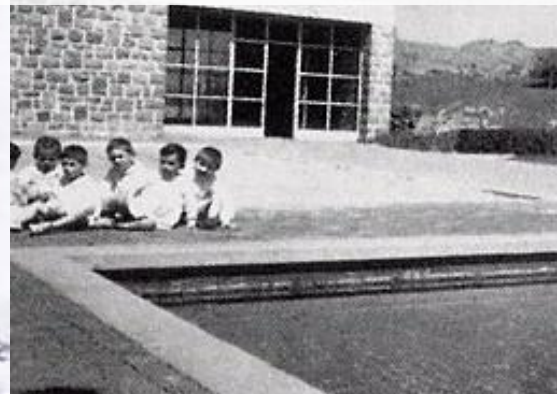


## 2. The "Olivetti vision" of industry's role in society

### SOCIAL SERVICES



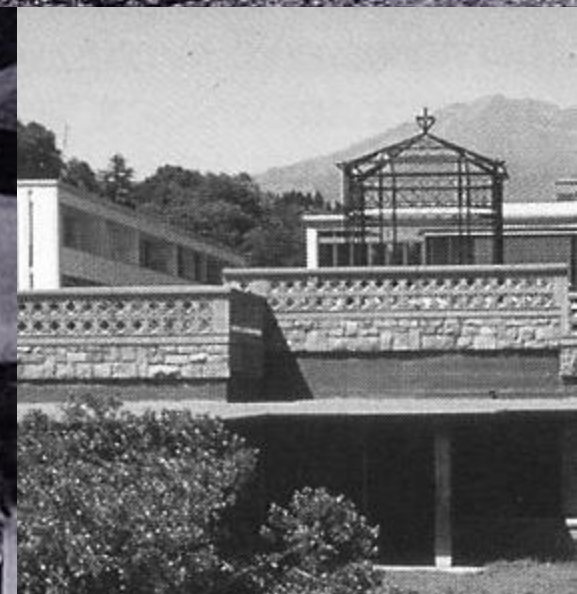
Kindergarten by Figini and Pollini, 1939-41



Primary school by Quaroni, De Carlo, 1955- 62



Library and social services by Figini and Pollini, 1957



Kindergarten by Ridolfi and Frankl, 1963



## 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



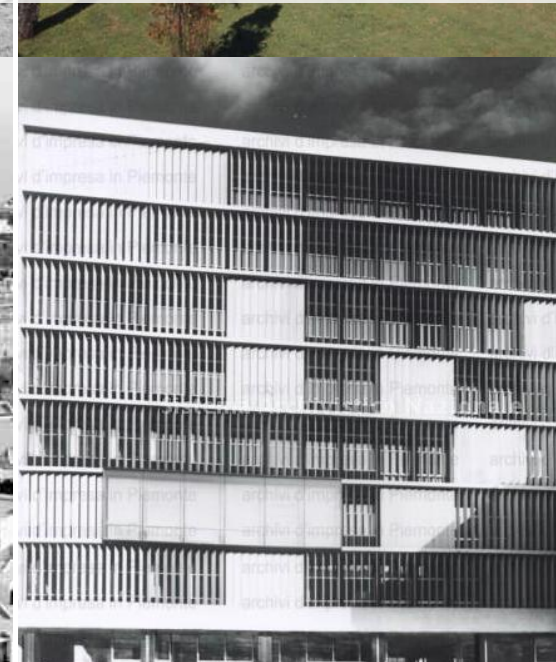
Massa, Colony, by Fiocchi, 1948



Venezia, Shop, by Scarpa, 1957



Pozzuoli, Housing, by Cosenza, 1952-63

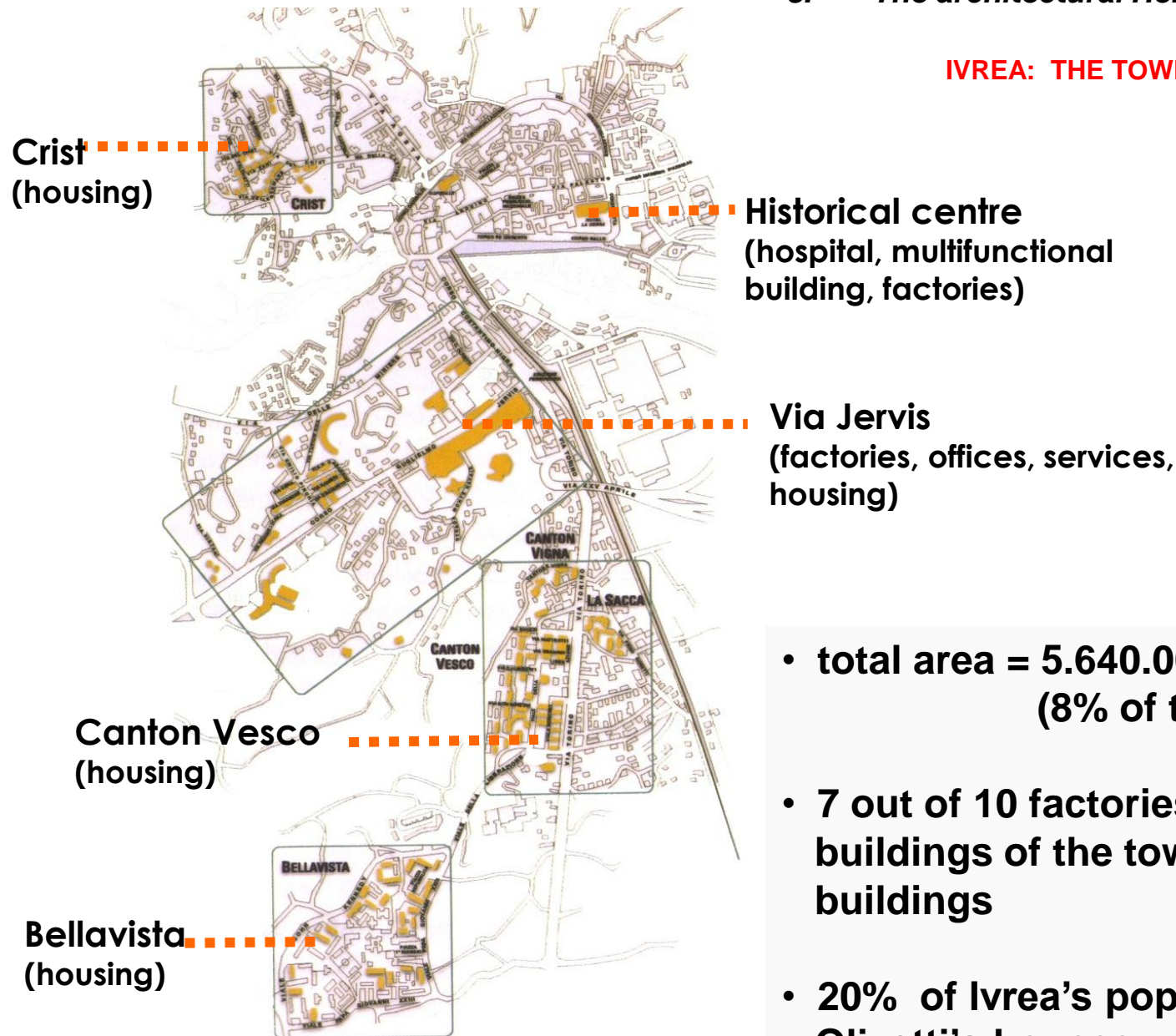


Milano, Offices, by Fiocchi and Bernasconi, 1955



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

#### IVREA: THE TOWN OF OLIVETTI



- 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



**OLIVETTI'S HERITAGE IN IVREA**

**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 – THE AGE OF DECLINE: THE ACTIONS AGAINST CRISYS



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*



### 3. The architectural Heritage of Olivetti today

1996 – THE AGE OF DECLINE: THE MAAM - Open Air Museum of Modern Architecture

#### 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**

## MAAM - The CATALOGUE of Modern Architecture of Ivrea / 1996-2001



## A data base of 260 buildings

[illegible][illegible]



### 3. The architectural Heritage of Olivetti today

MAAM - Open Air Museum of Modern Architecture / 1996-2001



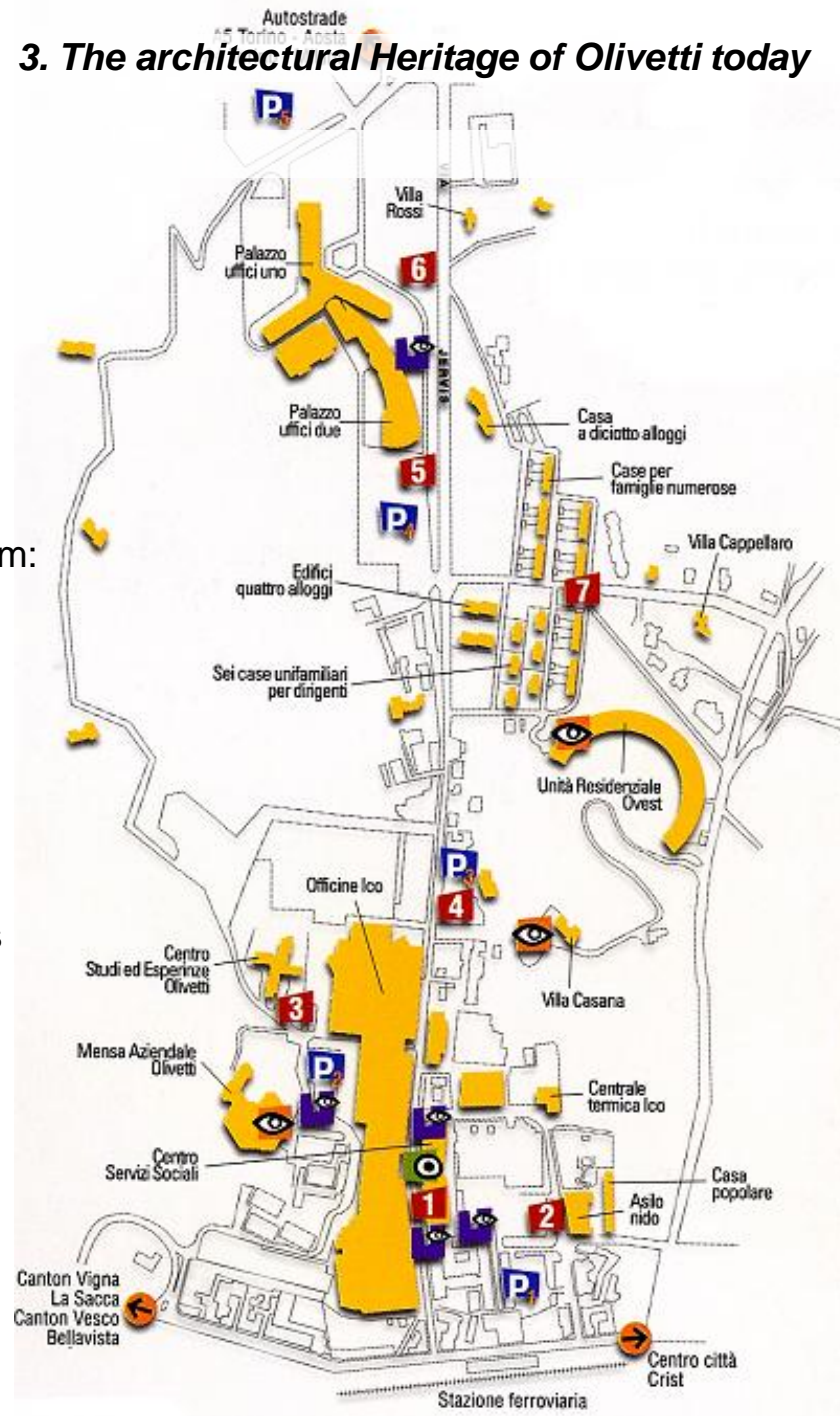
/ System of administration and management of the museum:

- 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

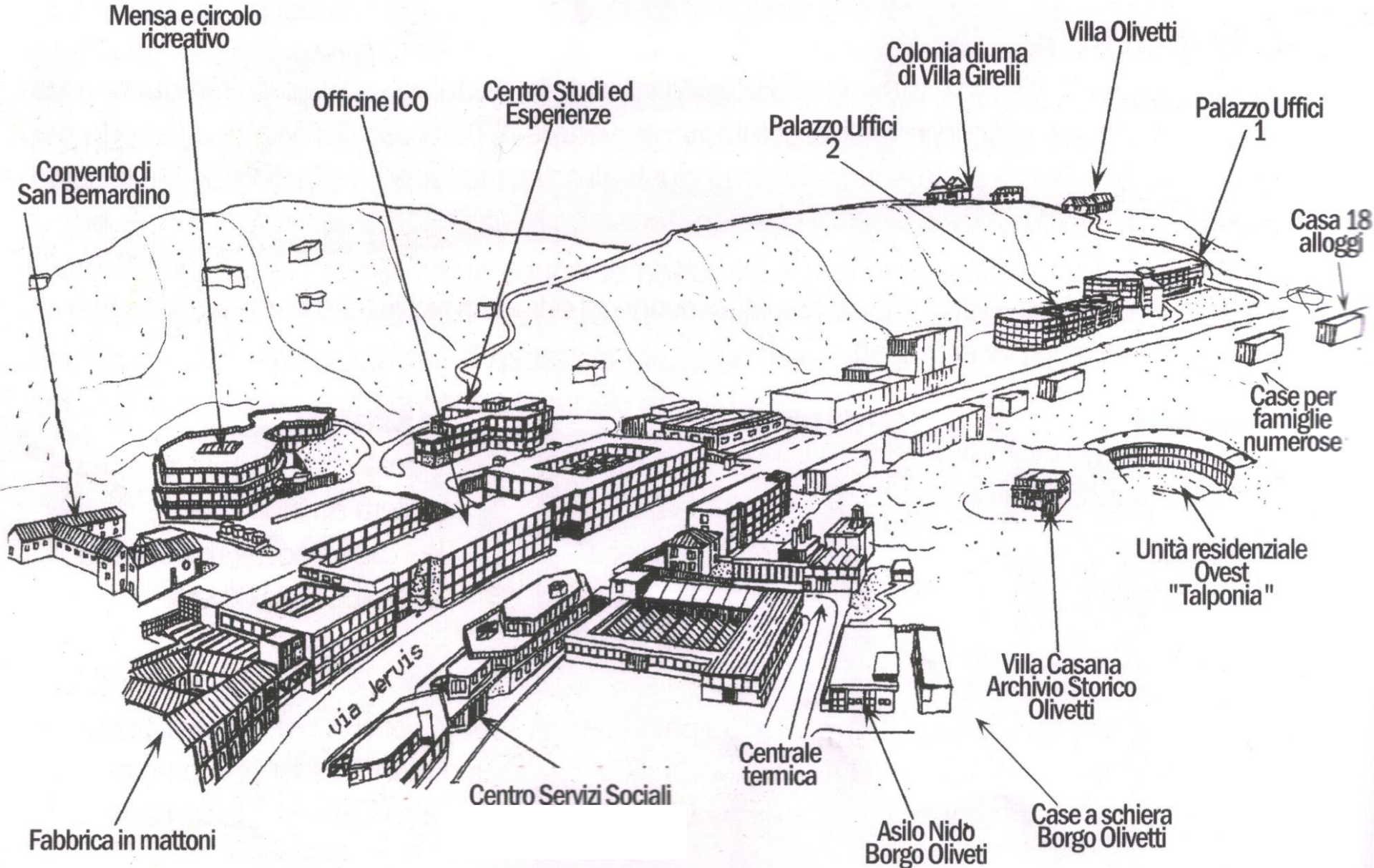
/ Publication of a Guide to the open air museum





### 3. The architectural Heritage of Olivetti today

#### MAAM - Open Air Museum of Modern Architecture





## 4. Formulation of the Conservation Guidelines

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

4.2.1 - GENERAL INFORMATION

4.2.2 – INCREASES IN VOLUME

4.2.3 - MODIFICATION OF CONSTRUCTION ELEMENTS

4.2.3.1 - FAÇADES

4.2.3.3 – CHIMNEYS – VENTS

4.2.3.4 – SHEET METAL

4.2.3.5 – MASONRY - PLASTERING

4.2.3.6 -EXPOSED CEMENT PARTS

4.2.3.7 – EXTERNAL DOORS AND WINDOWS

4.2.3.8 – WINDOW SILLS AND THRESHOLDS

4.2.3.9 – STAIRWELLS

4.2.3.10 – COMMUNAL MAIN DOORS AND FRONT DOORS TO THE APARTMENTS ON THE VARIOUS FLOORS

4.2.3.11 – BALCONIES AND LOGGIAS

4.2.3.12 – PAINTING

4.2.3.13 – EXPOSED STRUCTURES

4.2.3.14 – SIGNS AND ADVERTISING

4.2.3.15 – GARAGES AND LOW BUILDINGS

4.2.3.16 – FENCING

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 - AUTHORISATION PROCEDURES

ART. 6 - EVOLUTIONARY NATURE OF THE RULES

ART. 7 - SPECIAL PROJECTS



MUNICIPALITY OF IVREA

Survey of constructive and decorative typological heritage of the town of Ivrea.  
Catalogue of architectural heritage (Article 2.4, Italian Regional Law 35/95).

### RULES CONCERNING INTERVENTIONS ON BUILDINGS AND THEIR APPURTENANCES



**MAAM – GUIDELINES. THE REASONS OF A CHOICE**

- 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**

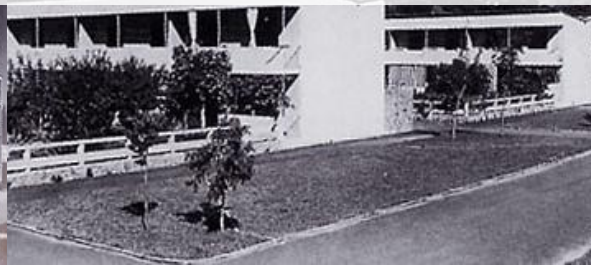
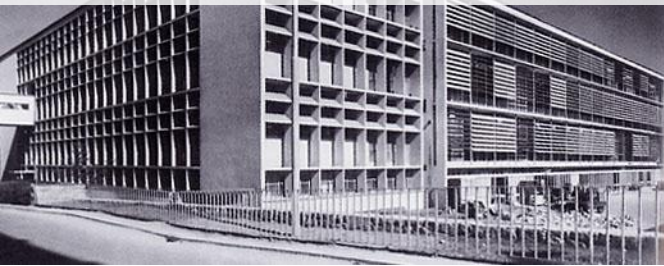


**MAAM – GUIDELINES AT THE SERVICE OF THE MAAM'S TARGETS**

- 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

#### 4. Formulation of the Conservation Guidelines

##### DISTINGUISH THE DIFFERENT FAMILY OF THE BUILDING



##### CLASS A:

buildings of greatest monumental value,  
high quality buildings realised by important architects, with recognised importance in the history of 20<sup>th</sup> 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.*

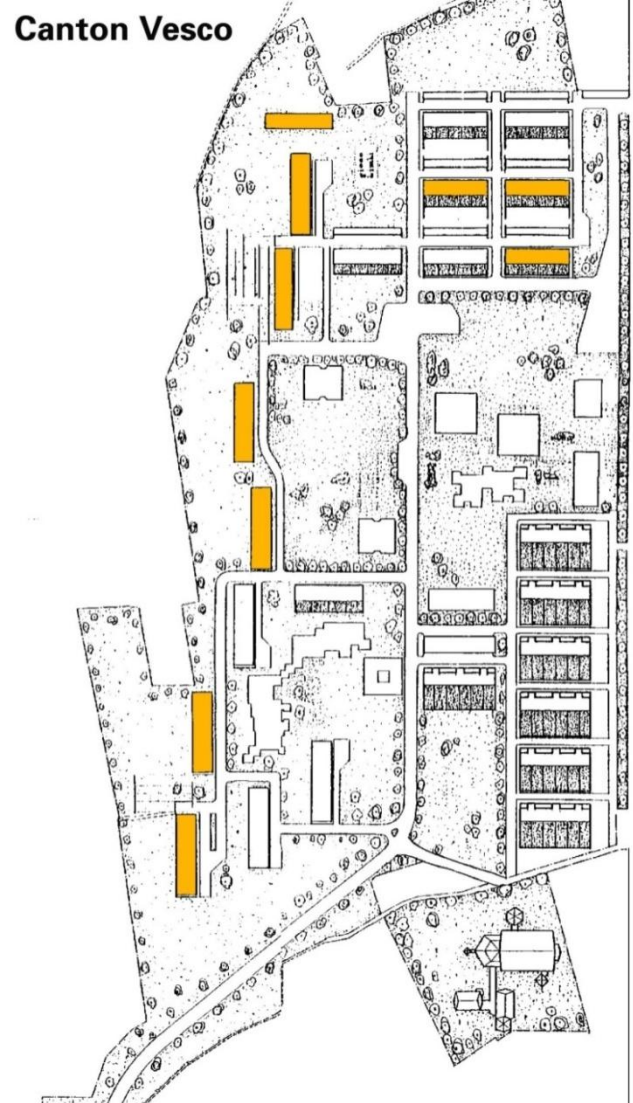


**MAAM – GUIDELINES: THE GENERAL GOALS**

- 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. ENAILING THE MODIFICATIONS NEEDED TO ADAPT THE BUILDINGS TO CURRENT LEGISLATION OR CORRECT ANY ERRORS IN DESIGN AND IN COSTRUCTION**

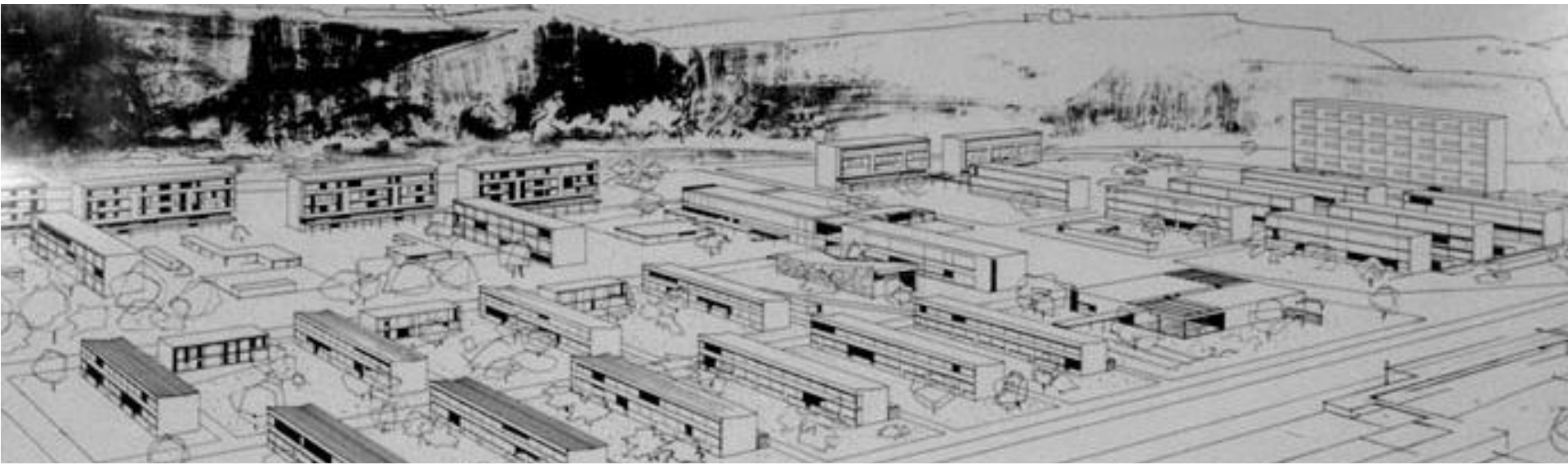
## 5. Application of the Guidelines – Three cases

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





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





### 5.1. CANTON VESCO: TRIALS WITH THE GUIDELINES



Uncorrect management of the buildings and user's indifference



### 5. Application of the Guidelines – Three cases

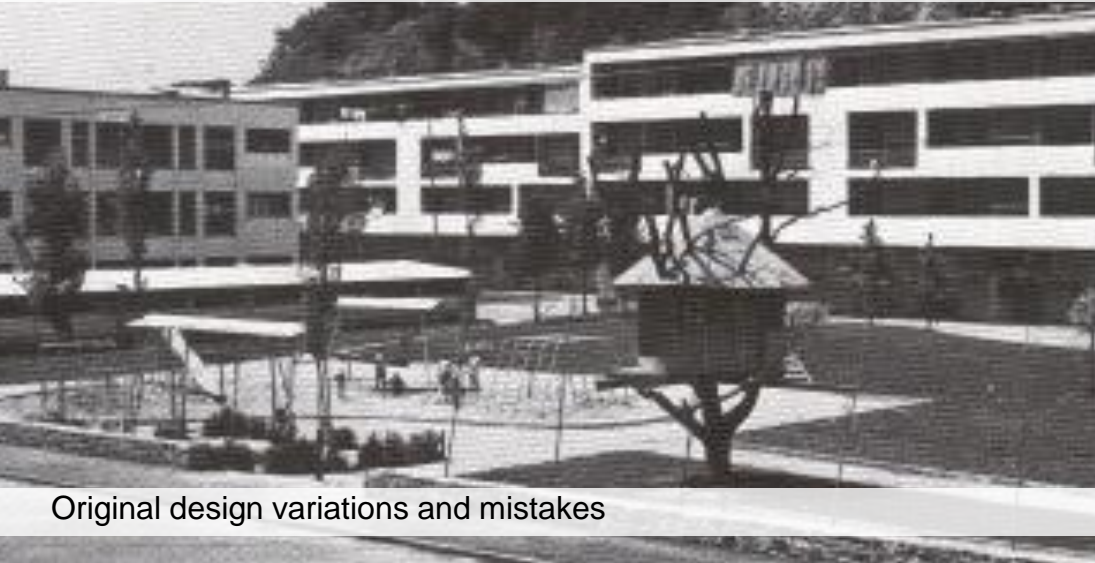
#### – MAIN PROBLEM OF BUILDINGS DECAY





## 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



- MAIN PROBLEM OF BUILDINGS DECAY





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

**– CONSULTANT STRATEGIES**

**/ Definition 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

### THE COLOUR PROBLEM

1



1997

2



1960 – historical photo

3



1997

4



1997



Blue colour chosed by hinabitants from the “*colour palette*” elaborated by the city consultant, based on original colour in use in ivrea during the 50’s



Green colour derived by original photo of the olivetti archives

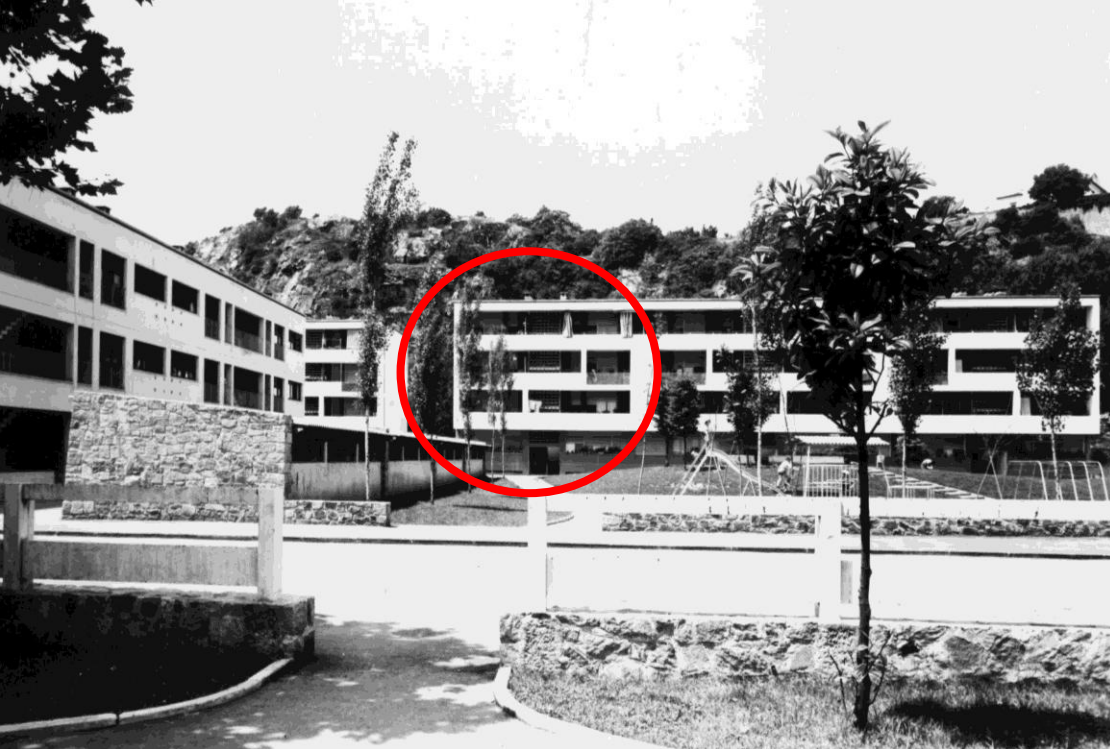


Brown colour, adopted by hinabitants & consultants, capable of blending in with the colours already present on the exterior



Philologically correct use of original Red colour noticed by stratigraphies





– APPLICATIONS: THE BLUE HOUSE



1997 Before the guidelines enforcement



2000 After the guidelines enforcement

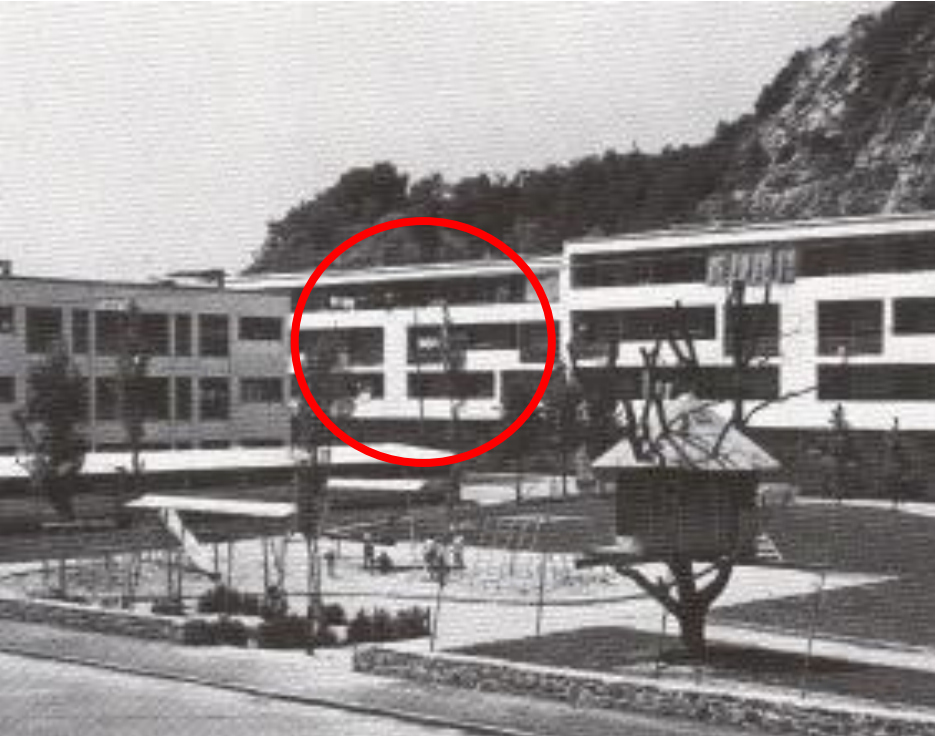




## 5. Application of the Guidelines – Three cases

ON VESCO

– APPLICATIONS: THE RED HOUSE



2007 Before the guidelines enforcement

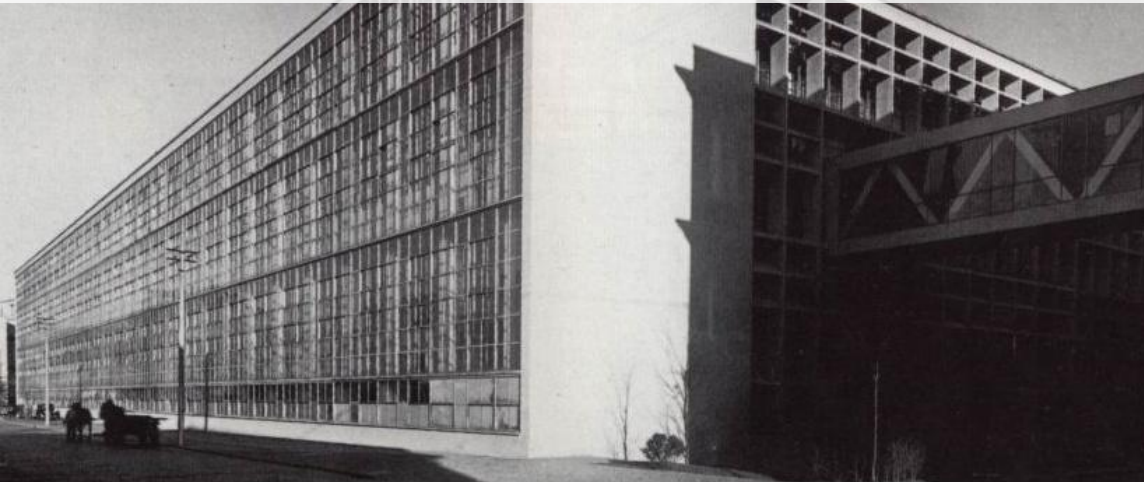


2000 After the guidelines enforcement

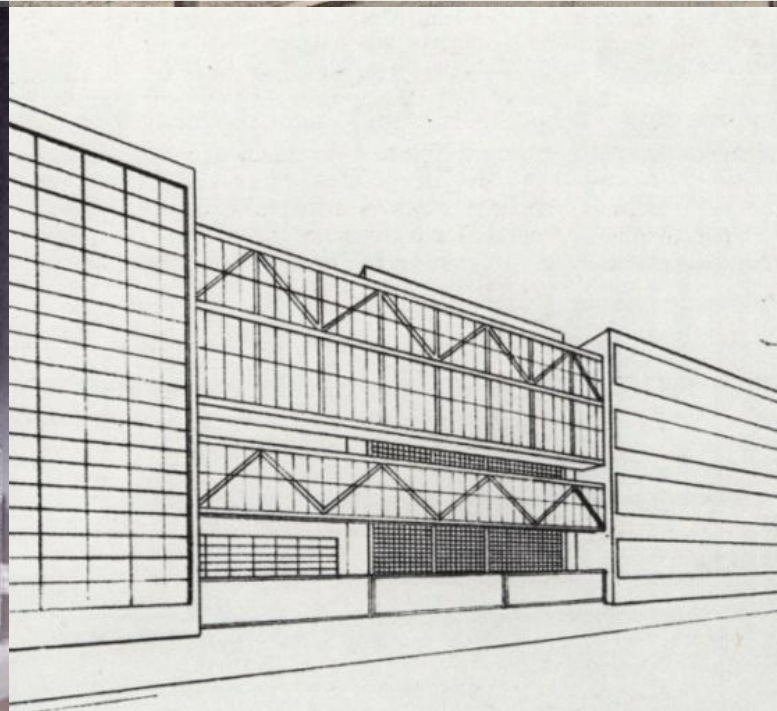
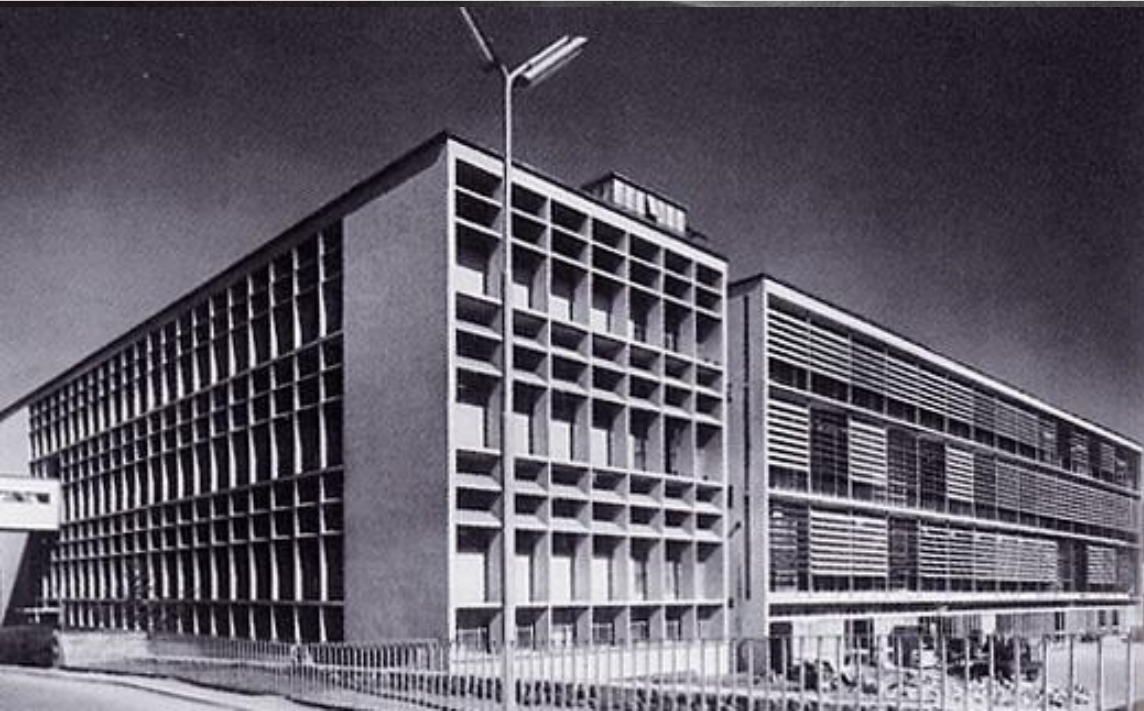




5.2. THE RESTORATION OF A MONUMENT: ICO FACTORIES, 2004-2006



The ICO factories - Historic images





## 5. Application of the Guidelines – Three cases

### 5.2. THE RESTORATION OF A MONUMENT



### - MAIN PROBLEM OF BUILDINGS DECAY

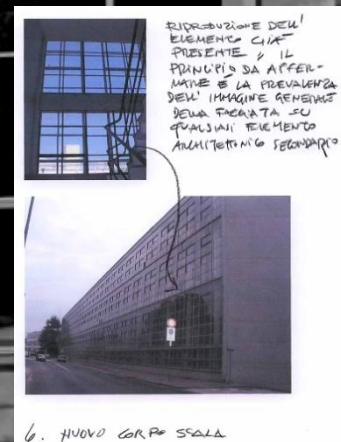
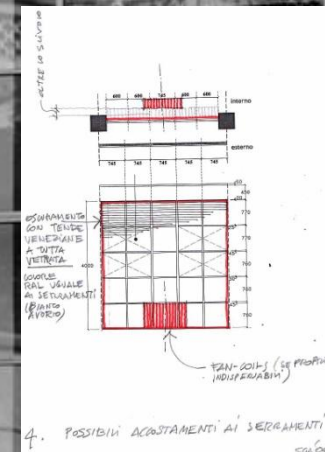
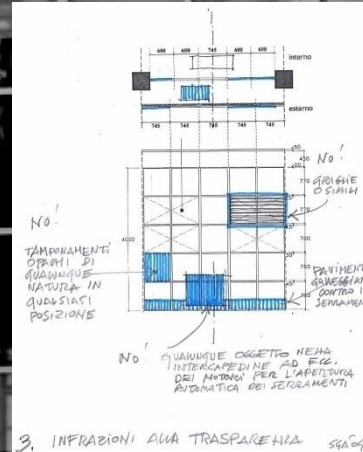
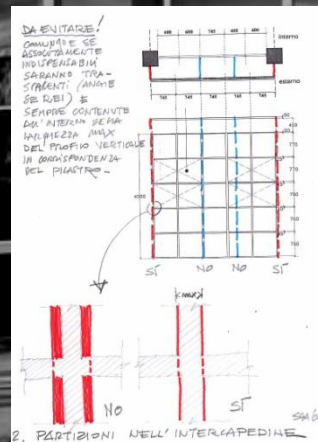
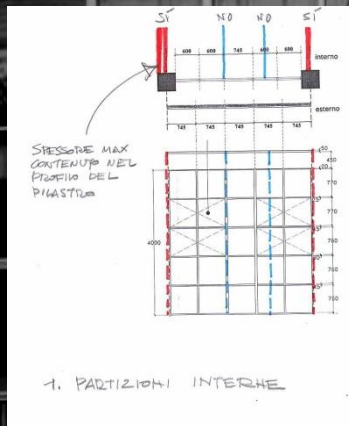




## 5. Application of the Guidelines – The restoration of a monument

### 5.2. THE RESTORATION OF A MONUMENT

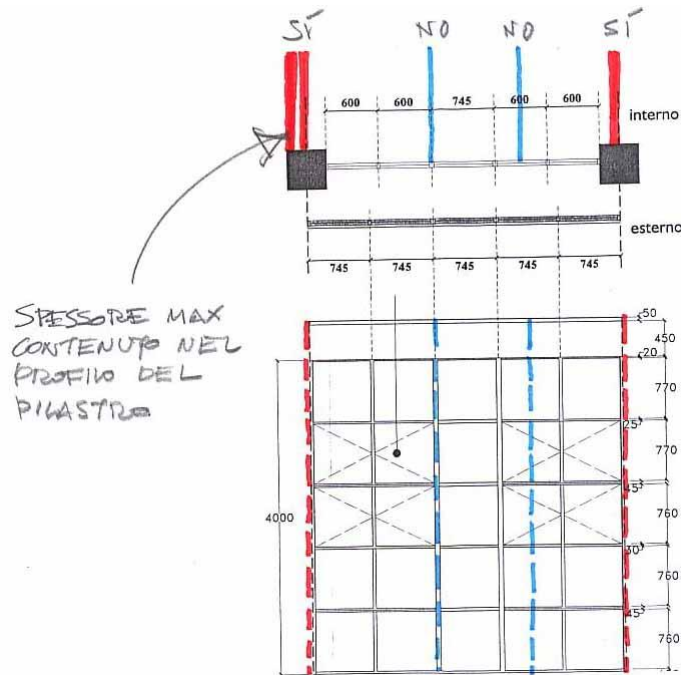
### GUIDELINES FOR THE INTERVENTION ON FACADES



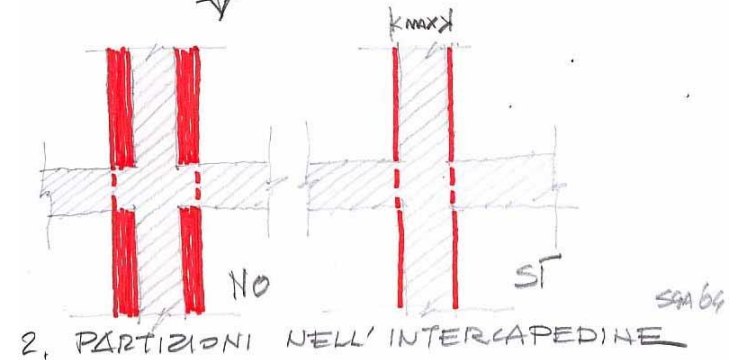
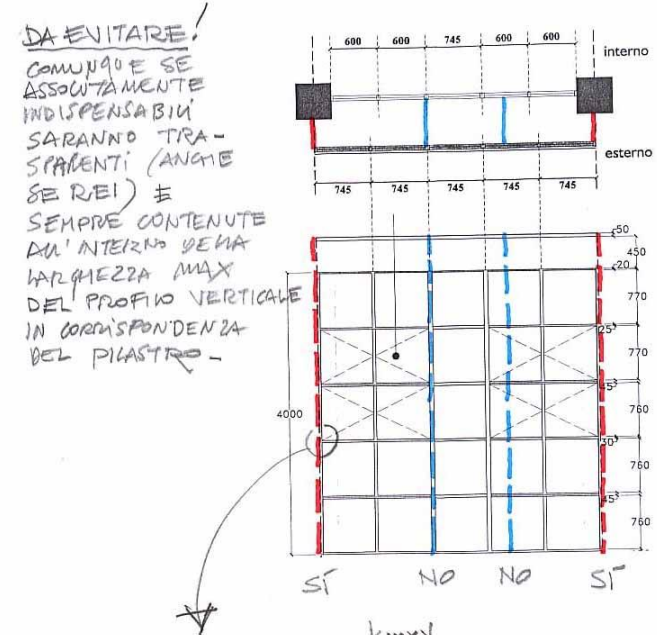
## 5. Application of the Guidelines – The restoration of a monument

### 5.2. THE RESTORATION OF A MONUMENT

### GUIDELINES FOR THE INTERVENTION ON FACADES



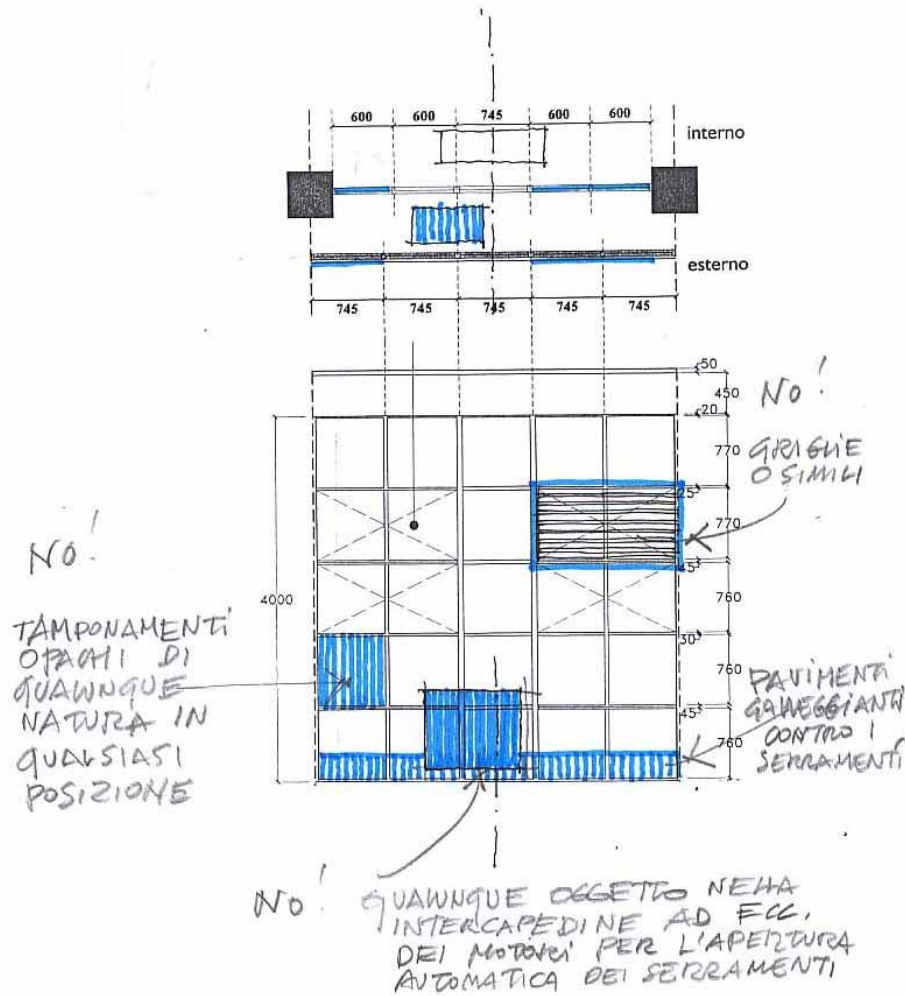
1. PARTIZIONI INTERNE



2. PARTIZIONI NELL'INTERCAPEDINE

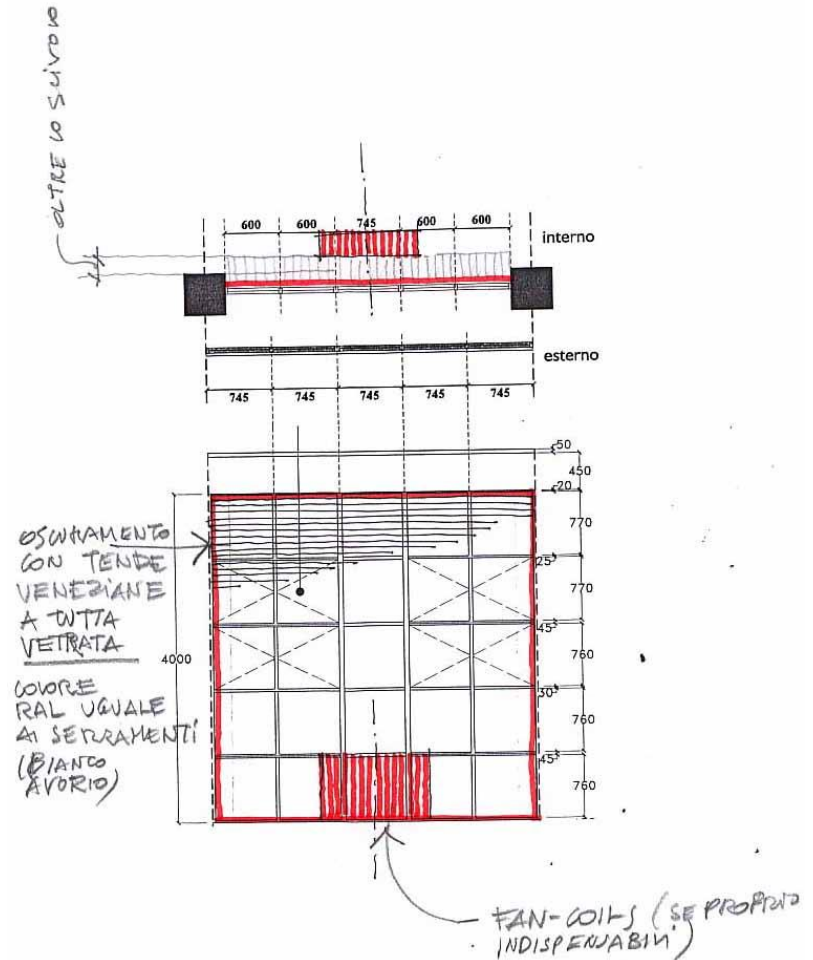


## 5.2. THE RESTORATION OF A MONUMENT



3. INFRAZIONI ALLA TRASPARENZA SGA 64

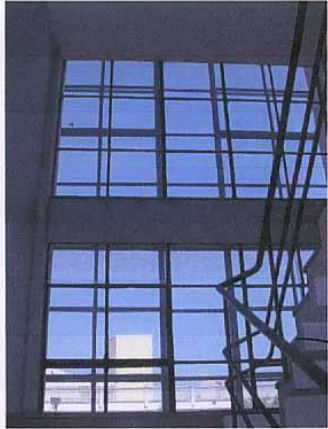
## GUIDELINES FOR THE INTERVENTION ON FACADES



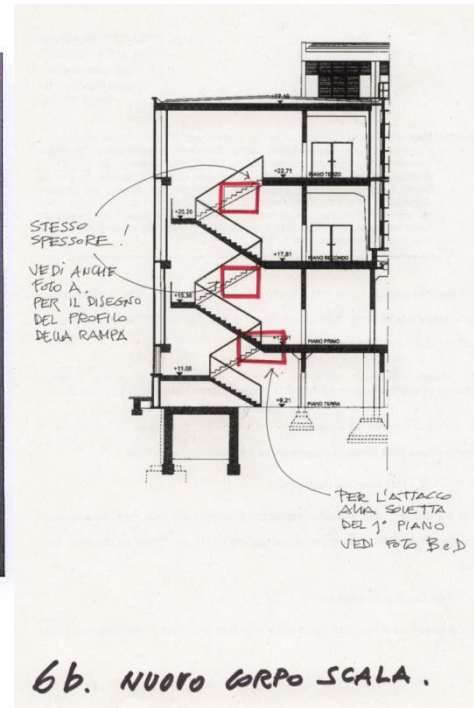
4. POSSIBILI ACCOSTAMENTI AI SERRAMENTI SGA 64

## 5.2. THE RESTORATION OF A MONUMENT

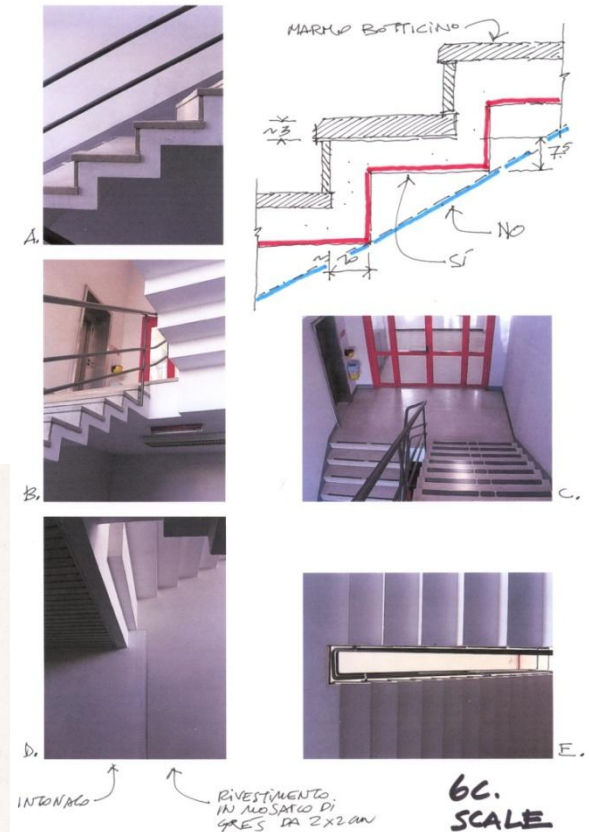
## GUIDELINES FOR THE REALISATION OF THE NEW STAIRS



RIPRODUZIONE DELL' ELEMENTO CHIAVE PRESENTE IL PRINCIPIO DA AFFERMARE È LA PREVALENZA DELL' IMMAGINE GENERALE DELLA FACCIATA SU QUALSIASI ELEMENTO ARCHITETTONICO SECONDARIO



6b. NUOVO CORPO SCALA.



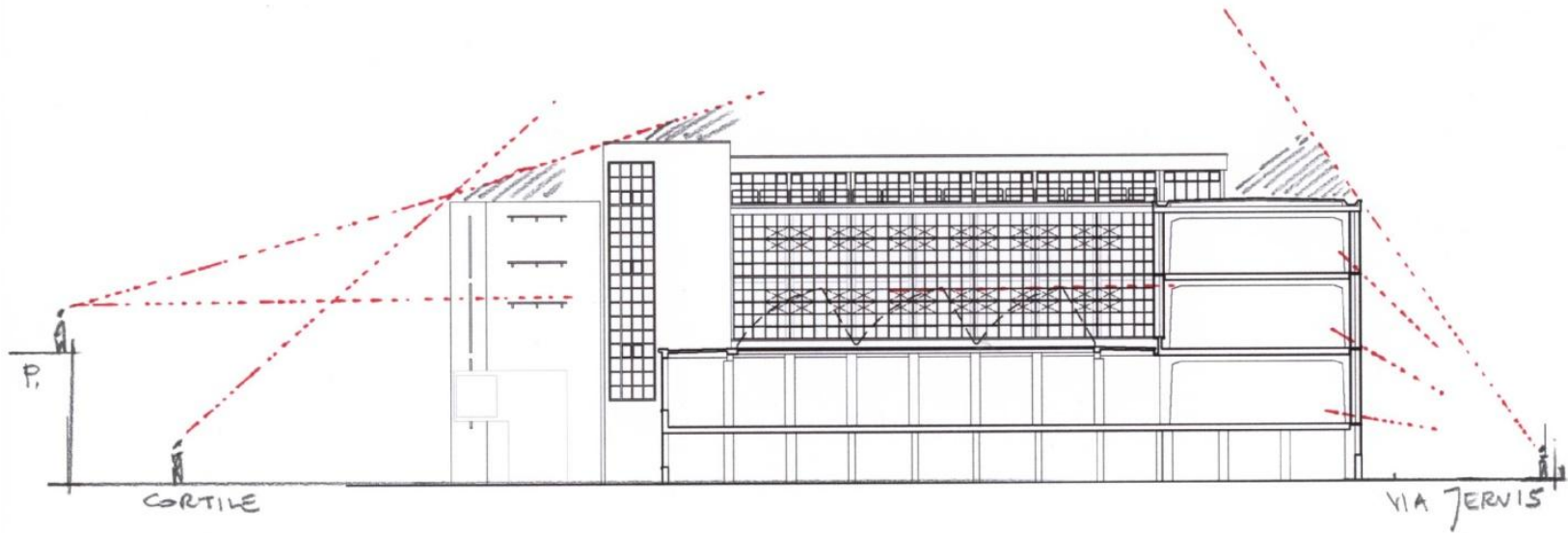
6. NUOVO CORPO SCALA





5.2. THE RESTORATION OF A MONUMENT

GUIDELINES FOR THE INTERVENTION ON VOLUMES



17. ANGOLI VISIVI DI CUI TENER CONTO NELLA PREVISIONE DI  
ELEMENTI FUORI SAGOMA O IN PROSSIMITA' DELLE FACCIATE

SGA'05

**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**



**5.2. THE RESTORATION OF A MONUMENT**

**RESTORATION AND RE-USE**



September 2005



November 2006



## 5.2. THE RESTORATION OF A MONUMENT



## 5. Application of the Guidelines – Three cases

### - RESTORATION OF THE INTERIOR





## 5.2. THE RESTORATION OF A MONUMENT



## 5. Application of the Guidelines – Three cases

### – COURTYARD RESTORATION





**5.2. THE RESTORATION OF A MONUMENT**

**– DETAILS OF THE RESTORATION OF SOUTH FACADE**



## 5.2. THE RESTORATION OF A MONUMENT



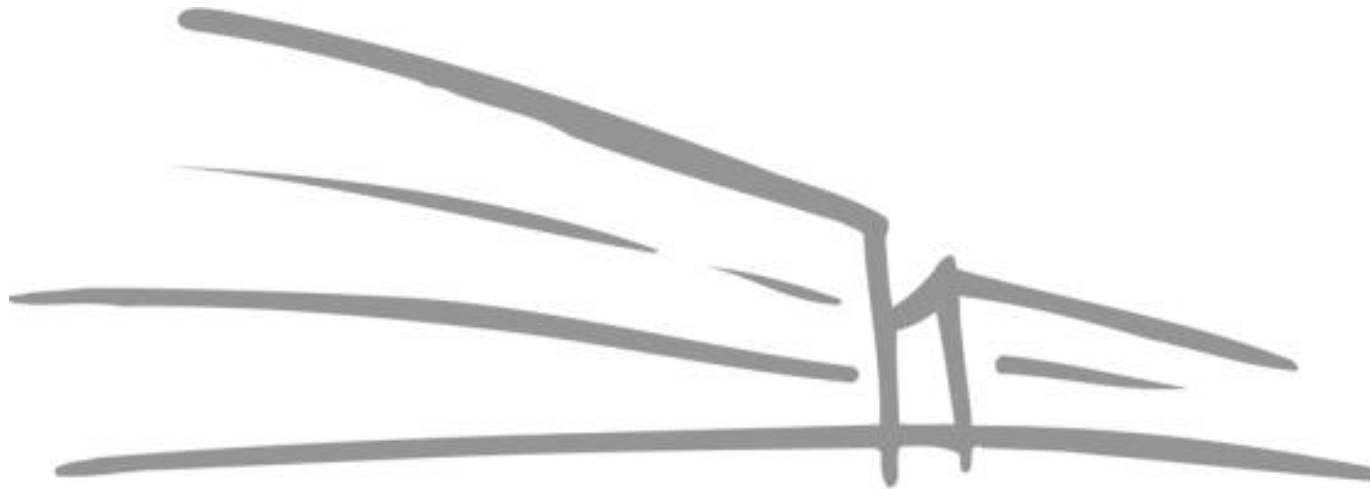
## 5. Application of the Guidelines – Three cases

### – DETAILS OF THE NEW FACADE





## 2012 - THE MAAM “OBSERVATORY”



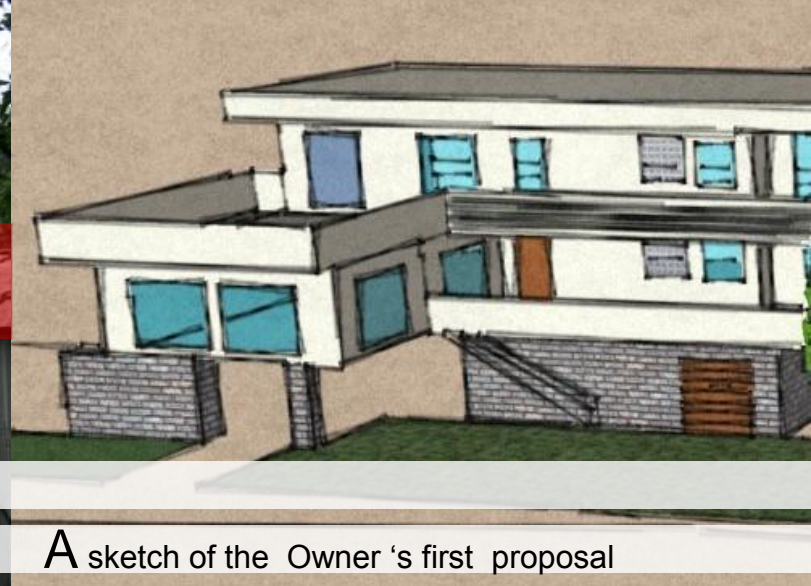
**mam** **ivrea**

museo a cielo aperto dell'architettura moderna

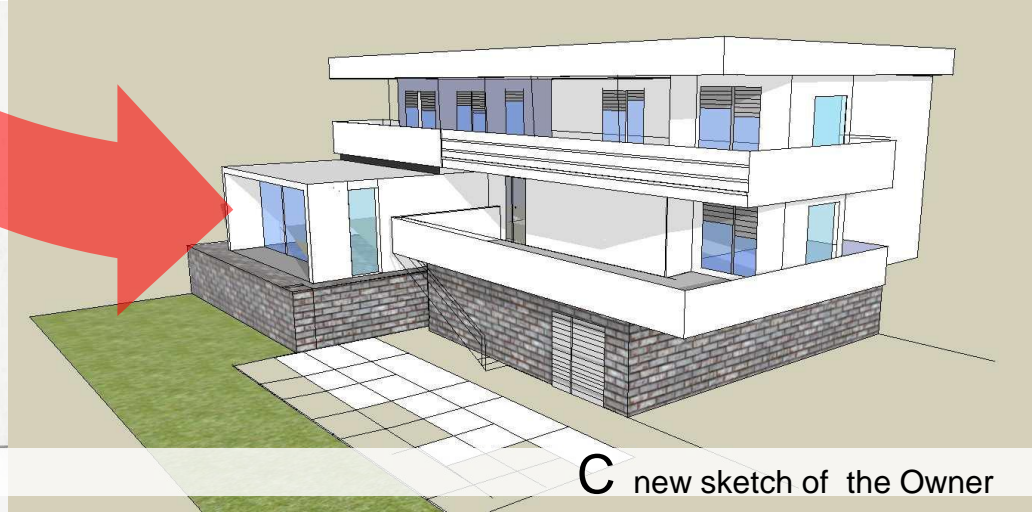
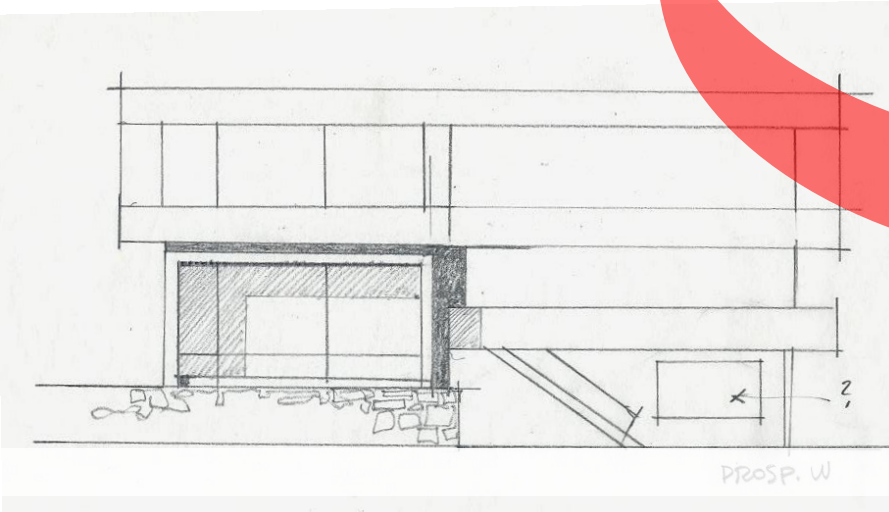
## 5. Application of the Guidelines – Four cases

### 5.3. THE DAILY MANGEMENT OF CONSERVATION: THE MAAM OBSERVATORY:

### -- ENLARGEMENT OF A VILLA



### B Sketch by Observatory done during the advice





**5.3. THE DAILY MANGEMENT OF CONSERVATION :**

**-- CONTROL OF MICRO-TRANSFORMATIONS**

**New garage entrance**



existing building



solution adopted



existing building



solution adopted

**Flue insertion**

**5.3. THE DAILY MANGEMENT 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

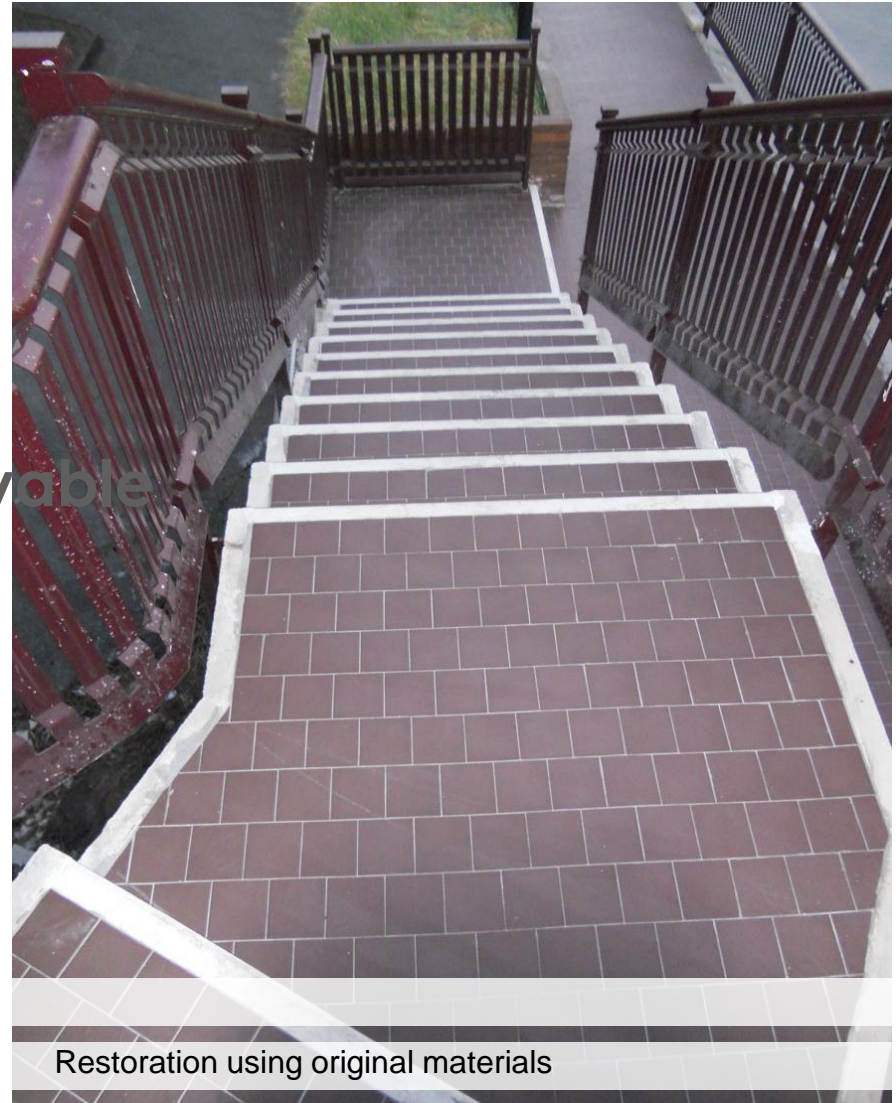


**5.3. THE DAILY MANGEMENT OF CONSERVATION :      REMADE UNCORRECT RESTAURATION OF A MONUMENTS**



The stair of the Gardella's canteen

Uncorrect intervention: wrong kind of stone

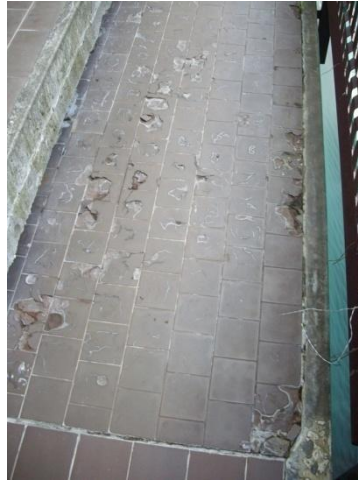
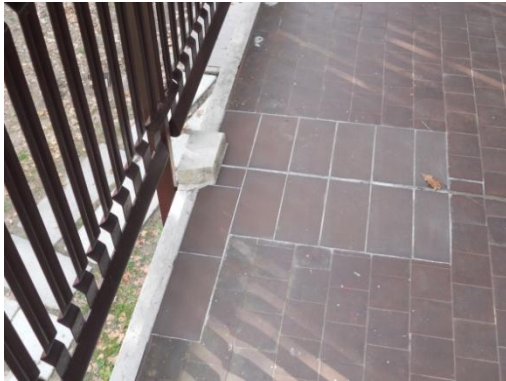


Restoration using original materials



## 5. Application of the Guidelines – four cases

### 5.3. THE DAILY MANGEMENT OF CONSERVATION :

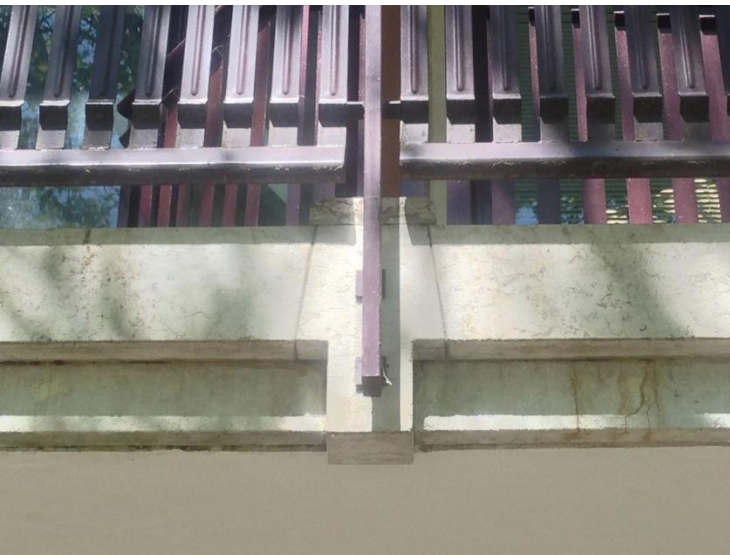


### DECAY OF TERRACES AND STAIRCASES





### 5.3. THE DAILY MANGEMENT OF CONSERVATION :



### 5. Application of the Guidelines – four cases

### 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