

Studying Internationalism in the Archive

Pirelli is a **multinational** tyre manufacturer with branches in 13 countries, 19 production plants and over 30,000 employees, who have a strong sense of belonging and a common goal. The **international** nature of the company makes it possible to promote teamwork, adopting a cross-cultural and intercultural approach. The activity, which involves looking through Pirelli Historical Archive documents – from photographs to catalogues, to company magazines and sketches – will take the students on a journey of discovery through the history of Pirelli. From the first **factory** built in 1872 by **Giovanni Battista Pirelli** in the centre of Milan, for the production of items in rubber, to the first factory opened abroad, in Spain, in 1902. From the company's debut on the New York Stock Exchange to the construction of the latest factories in Indonesia, Mexico and China. They will also find out what a **document** is and how it is preserved, and they will search through the **historical sources** and documents to make an authentic historical and archival study of their own, also with the assistance of digital supports.



Subject areas



- History
- Geography
- Citizenship and Constitution

Keywords



#Internationalism
#CivicEducation #Multinational
#Intercultural #Archive
#Promotion #Factory
#GiovanniBattistaPirelli
#HistoricalSources #Document
#Heritage

Places



Visit to the Pirelli Foundation,
with the Historical Archive and
the temporary exhibition
Advertising with a Capital P

A look at some of the subjects and documents selected for this course:



Sign for the Museo Storico delle
Industrie Pirelli

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Pirelli: 140 Years of History,
video, 2014

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Pirelli Historical Archive – online
section

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Artists in the Factory: “This Magazine of Ours”



The first issue of the highly successful *Pirelli. Rivista d'informazione e di tecnica* magazine was published in 1948. The main aim of the publication was to bring about a dialogue between the worlds of **humanistic** and **scientific culture** through the voices of poets, journalists, and scientists. It would talk about issues related not just to the world of manufacturing and **technology**, but also to the world of culture in general. Contributors included some of the most important names in journalism and literature, ranging from **Eugenio Montale** to **Salvatore Quasimodo**, to **Umberto Eco** and **Dino Buzzati**, and its pages were illustrated by artists and designers of the calibre of **Renato Guttuso** and **Alessandro Mendini**. Painters such as **Ernesto Treccani**, **Carlo Cazzaniga** and **Fulvio Bianconi** were called upon to give visual form to life in the **factory**.

The kids will take **inspiration** from *Pirelli* magazine and from the documents, sketches and original drawings, advertisements and photographs kept in the Pirelli Historical Archive. Together they will form a real **editorial team** to create a **new issue** of the magazine: from the graphics to the layout, to the drafting of the **articles** and the selection of the illustrations.

Subject areas



- Italian
- History
- Art and Image

Keywords



#EditorialTeam
#HumanisticCulture
#Technology #Journalism
#Factory #ArtDirector
#EugenioMontale
#SalvatoreQuasimodo
#UmbertoEco #DinoBuzzati
#RenatoGuttuso
#AlessandroMendini
#ErnestoTreccani
#CarloCazzaniga
#FulvioBianconi #Art

Places



Visit to the Pirelli Foundation,
with the Historical Archive and
the temporary exhibition
Advertising with a Capital P.

A look at some of the subjects and documents selected for this course:



Little tales of the tower. Dino
Buzzati

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The discovery of rubber. Dino
Buzzati

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Pirelli toys in the 1950s

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The Story of Bicocca: Past and Present

By the end of the nineteenth century, Pirelli had already begun to provide a series of **services** for the **wellbeing** of its **employees**. These ranged from a canteen to a nursery school and healthcare service, and scholarships for children and teenagers. Still today, all employees enjoy services offered by the company, which has established its **Headquarters** in Milano Bicocca. A journey through the **documents** of the Pirelli Historical Archive will show what corporate welfare really is and how **workers'** lives have changed. The people who live here have changed, as have their needs, and also the spaces themselves have changed. Over the years, the area to the north of Milan has been radically transformed, also in terms of its architecture, by the various activities the area has been home to: from its agricultural origins to an industrial past with many companies, including Pirelli, though to its recent **urban transformation** and to the **Bicocca Project**. After looking at the documents, interactive activities and a visit to the district, the kids will be able to reconstruct its history and personally observe the profound changes that have affected the area.



Subject areas



- Geography
- History
- Citizenship and Constitution

Keywords



#Services #CorporateWelfare
#Work #SocialSustainability
#Health #Headquarters
#Document #BicoccaProject
#BicoccaDistrict
#UrbanTransformation

Places



Visit to the Pirelli Foundation, which is home to the Pirelli Historical Archive, and to the Pirelli Headquarters (the former cooling tower) and the surrounding areas

A look at some of the subjects and documents selected for this course:



Agreement between the company and its workers, May 1902

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The factory is open to cultural phenomena

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View of the Pirelli factory in Milano-Bicocca

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Power is nothing without control

Pirelli has always led the way in **creativity** and **advertising**. The kids will visit the Pirelli Historical Archive at the Pirelli Foundation, as well as the new exhibition that focuses in particular on **communication**. Here they will see original **sketches** and plates created by great artists and designers, house organs and magazines, as well as the **photographic archive** and the collection of **audio-visual** materials, reinterpreted in a multimedia format in site-specific installations. In particular, the journey to discover the techniques of corporate advertising will take them into an area of advertising devoted to one of the aspects that Pirelli has always considered to be fundamental for its activity: **road safety**. And tyres, the only point of contact between the vehicle and the road, do indeed play a fundamental role in safe driving. The kids will attempt to create an advertising campaign on road safety based on an analysis of their **target**, and they will come up with a **logo** and a **slogan**.



Subject areas



- History
- Italian
- Citizenship and Constitution

Keywords



#RoadSafety #Audio-visuals
#BusinessCommunication
#Sketch #Photograph
#Creativity #Logo #Slogan #Art
#Target #PhotoArchive
#Advertising

Places



Visit to the Pirelli Foundation,
with the Historical Archive and
the temporary exhibition
Advertising with a Capital P.

A look at some of the subjects and documents selected for this course:



Advertising with a Capital P

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Advertising sketches, Bob
Noorda

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Carosello - Our life on the roads

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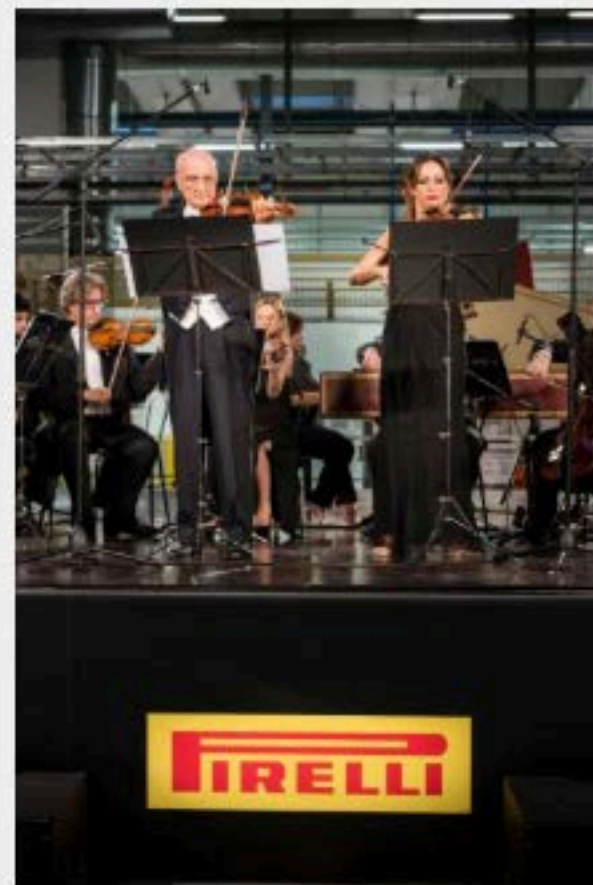
Mechanical Eyes, Digital Robots and Music for the Factory of the Future

In 2017 Maestro Salvatore Accardo and his orchestra performed "Il Canto della Fabbrica" at the Industrial Centre in Settimo Torinese, one of Pirelli's most technologically advanced plants. The work was composed by Maestro Francesco Fiore, taking inspiration from the sounds of the digital factory where machines, people and **robots** work side by side.

The contemporary **factory** is so bright, sustainable and beautiful that it turns into string **music**, with violins, violas and cellos, but where does it come from?

Led by colleagues from Pirelli, the kids will find out about the main technical and scientific innovations introduced by the company during the course of its 150 years of history. They will also learn about the workings of the Modular Integrated Robotized System (**Next MIRS**), for example, which is used for the production of customisable tyres, and about Automatic Visual Inspection (**AVI**), an automatic tyre analysis system which won the Oscar Masi Award for industrial innovation in 2016.

Lastly, they will experiment in groups with the construction of a small robot.



Subject areas



- Science
- Technology
- History

Keywords



#Orchestra #Factory #NextMIRS
#CVA #AVI #Robot #Innovation
#Music #Tyre
#SalvatoreAccardo #Innovation
#DigitalFactory

Places



Visit to the Pirelli Foundation,
with the Historical Archive, the
Scientific and Technical Library,
and the temporary exhibition
Advertising with a Capital P

A look at some of the subjects and documents selected for this course:



Il Canto della Fabbrica

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Workers and machines

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Automation without fear

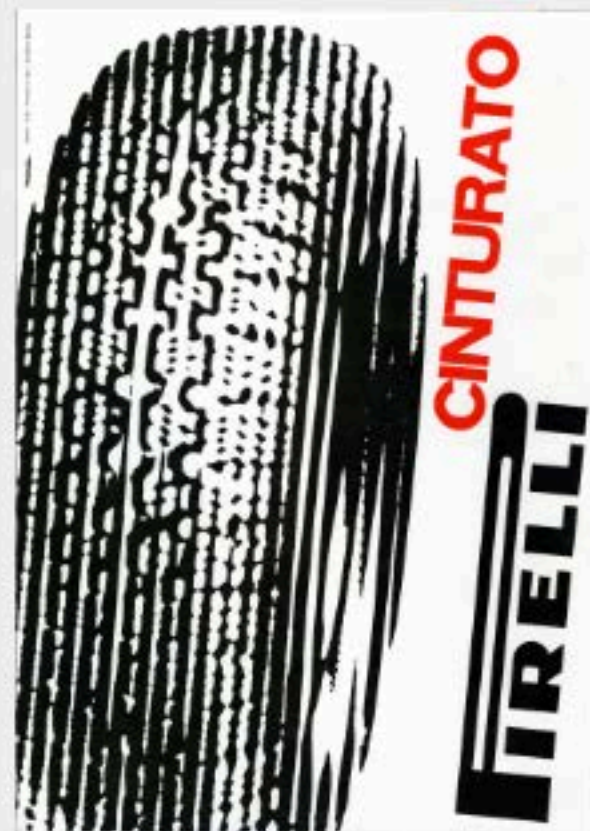
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A Journey to Discover Tyres

The design and **production** of a tyre is a multiple-stage process that involves a number of experts: from the choice of increasingly **eco-sustainable** materials to experiments to study levels of resistance and noise, through to manufacture in high-tech factories. All of this creates a product that is **innovative** and **safe** for those behind the wheel, thanks to the latest smart **tyres**, from **Pirelli Connesso** to the **Cyber Car**.

The tyre plays the lead role in an interactive tour that uses digital tools and documents from the company's historical archive to introduce the students to this product, which is so fundamental for all those who travel by road. The kids will follow the entire process all the way from the design stage to the creation of a **prototype**, and on to the finished tyre, ready to be put onto the market.

In particular, the visit to the Pirelli **Research and Development** laboratories will show the students how a prototype is made, combining innovative technologies and expert manual skills. They will see how measurements are made of the contact area and of the rolling noise, as well as other tests used in the development of a modern tyre.



Subject areas



- History
- Technology
- Science

Keywords



#Sustainability #Innovation
#ResearchAndDevelopment
#Prototype #Production
#Innovation #Tread #Technology
#Test #Gouge #Safety #Design
#Smart tyres #PirelliConnesso
#CyberCar #Experimentation

Places



Visit to the Pirelli Foundation, with the Historical Archive and the temporary exhibition Advertising with a Capital P, and to the Research and Development laboratories for indoor testing

A look at some of the subjects and documents selected for this course:



A novel about an invention that put the world on the move

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Silver. The invisible heart of a tyre - Video

[FIND OUT MORE](#)

A project for a new industry in the mind of a romantic student

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