Artists in the Factory

Promoting culture and taking it into the workplace is one of Pirelli’s commitments. The company has always worked with artists, photographers, writers, journalists, poets, designers, and musicians to illustrate and represent the factory and the manufacture of tyres and rubber items. From Bruno Munari’s designs for the production of toys, to the stories told by Dino Buzzati with rubber as their subject, to Fulvio Bianconi’s illustrations of the factory and Carlo Furgeri Gilbert’s photos of workers, through to the composition of the musical piece entitled “Il canto della fabbrica” inspired by the sounds of one of the company’s most advanced plants: the Industrial Centre in Settimo Torinese.

The children will see these artists’ points of view and, through them, discover how the world of the factory has changed. They will see the workings of the Next MIRS, the line of modern robots for the automated production of tyres.

Throughout its history, Pirelli has also worked to promote reading, by opening company libraries in Settimo Torinese and Bollate, and now the latest one in Milano Bicocca, inside the headquarters of the Group. And this one will open its doors to the children, who will be able to think up and create a silent book, which, without words but with illustrations and pictures, will tell the story of a robot.

Subject areas
- Art and Image
- History
- Music
- Italian

Keywords
#Culture #Work #Artist #Tyre #Music #NextMIRS #Robot #Automation #SilentBook #Factory #Art

Places
A visit to the Pirelli Foundation, which is home to the company’s Historical Archive, and to the Company Library at the Pirelli Headquarters

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

Drawing to illustrate Pirelli magazine

“The Factory in the Cherry Orchard” concert, 2017

Pirelli toys in the 1950s
Ring o’ Roses around the World

Pirelli is an Italian multinational corporation that produces tyres, with a worldwide presence and more than 30,000 employees. A visit to the Pirelli Foundation and the use of multimedia instruments will help the children find out about the history of Pirelli: from Giovanni Battista Pirelli’s study tour around Europe in the late nineteenth century, to the rubber plantations in Asia and Brazil, through to the most recent factories that have been opened in Indonesia, Mexico, and China. A journey around the world, through the documents of the Pirelli Historical Archive, to discover that we live in an increasingly intercultural world, but also that each country maintains its own special characteristics.

The children will be invited to read and interpret some documents and pictures that reveal an international outlook, and they will give them a contemporary take using tablets, creating a little travel guide.

Subject areas
- History
- Italian
- Geography
- Citizenship and Constitution
- English

Keywords
#Tyre #Travel #Multinational #GiovanniBattistaPirelli #History #RubberPlantations #Intercultural #Internationalism #Document

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
- Letter from Francesco Sormani to Giovanni Battista Pirelli

FIND OUT MORE
FIND OUT MORE
FIND OUT MORE
Cinema: What a Business!

The most wonderful family of Lombard cave-dwellers, "Mammut, Babbit, Figliut", from Pirelli's famous Carosello TV commercials, will help the children explore the history of industrial cinema advertising.

The adventure begins with a visit to the company's Historical Archive, taking a look at Carosello television commercials and at films that advertise tyres, and it continues through to the new Pirelli Foundation exhibition Advertising with a Capital P, to introduce the children to the history of the cinema and corporate communication.

They will discover the secrets of animation, and will learn the key aspects of making a film commercial, so that they can make little movie tricks, using techniques borrowed from precinema (lower primary) or a fully fledged animated book made by assembling a number of frames (upper primary).

Subject areas
- Art and Image
- History
- Italian

Keywords
#Film advertising #Tyre #CorporateCinema, #CorporateCommunication #Carosello #Animation #Precinema #Frame #Film

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:

Sailing regattas - Mammut, Babbit, Figliut at the Olympics
Wild - Television commercials, 2000
Level crossing - Our lives on the roads
Cycling with Pirelli

In our great-great-grandparents’ day, it was the most common means of transport; whereas today it has become an ecological form of transport. The most luxurious bicycles have become like jewels, to be shown off on city streets. What a long way bicycles have come! In the late nineteenth century, Pirelli began making tyres and the very first were for velocipedes. Over the years, bicycle tyres became the focus of innovative advertising campaigns and the stars of photographic services that captured the key moments of the most famous races as well as moments of everyday life, painting a fine picture of the history of Italy.

The children will be taken on a journey through the main events in the history of cycling, reaching all the way to the present day, with vintage photos, articles from Pirelli magazine, original artworks, and encounters with great champions like Fausto Coppi and Gino Bartali.

The workshop activity will focus on learning some of the key elements of visual communication and the creation of a poster complete with a slogan, logo and picture to advertise Pirelli’s latest bicycle tyres.

Subject areas

- Art and Image
- History

Keywords

#Photo #AdvertisingCampaign #Tyre #Road #Street #History #Ecology #FaustoCoppi #GinoBartali #Bike #Slogan #Logo #Bicycle #PirelliMagazine

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:

- The racing cyclist Fausto Coppi in 1950
- “Bicycles: to each his own”, from Pirelli magazine
- Photo shoot of bicycles – photo by Milani
A Journey to Discover Green Tyres

Ever since the invention of **vulcanisation**, a process that heats and cures **rubber**, allowing it to remain solid and **elastic** over time, the material has been put to countless uses. But how does one go about inventing a new **tyre** and what are the most **innovative** and **environmentally friendly** ingredients that can be used for making **compounds**? What **tests** does the tyre need to undergo to make sure it is **safe** and **sustainable**, and what is the **tread** for? Lots of questions for which we will find answers together in a multimedia experience.

With an interactive visit to the company’s Historical Archive and to the installations in the new exhibition put on by the Pirelli Foundation, the students will explore the complex world of tyre **manufacturing**. They will then see what it’s like to be part of a team of **engineers**, using different materials to design a special **tread** for the tyre of the **future**.

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**Subject areas**
- Science
- Art and Image
- Citizenship and Constitution

**Keywords**
- #Sustainability
- #RoadSafety
- #Production
- #Vulcanisation
- #Rubber
- #Tyre
- #Innovation
- #Eco-friendly
- #Test
- #Tread
- #Production
- #Engineer Future
- #Green

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

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

- Sketch for Inverno Pirelli tyre advertisement campaign by Bob Noorda
- Sketch for Stella Bianca Superflex Pirelli tyre advertisement campaign by Antonio Salemme
- Silver. The invisible heart of a tyre
The Time Machine: Stories of Factories

What is a factory and how is it organised? Who works in it? We'll go on a journey together through the documents in the Pirelli Historical Archive and find out what has changed over the years in the life of a factory. Photographs, videos, medals, diplomas, patents, and more will allow the children to reconstruct stories of the workers and employees who have worked and who work in Pirelli using games and digital resources. They will find out how the Pirelli factory is made up of people who feel they are part of a close community, and who work with technologically advanced machines and robots.

The children will design and build a new miniature factory of their own, with all the services needed for the well-being of the workers. The activity will also be an opportunity to learn that an archive is a rich and fascinating place – not just a container of information but rather a means for reconstructing historical events, starting from documents.

Subject areas
- History
- Italian
- Citizenship and Constitution

Keywords
- #Welfare
- #Work
- #Factory
- #Well-being
- #Robot
- #People
- #Document
- #Community
- #HistoricEvent
- #Heritage

Places
- A visit to the Pirelli Foundation, which is home to the company’s Historical Archive

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

- Group of women workers at the plant
- Sign for the Museo Storico delle Industrie Pirelli
- View of the Pirelli & C. factories at Bicocca