

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

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"The Factory in the Cherry Orchard" concert, 2017

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Pirelli toys in the 1950s

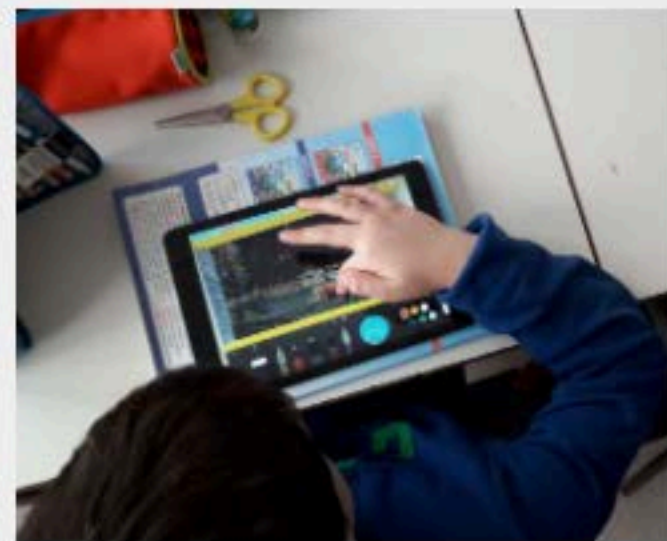
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Ring o' Roses around the World

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

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Sign for the Museo Storico delle
Industrie Pirelli

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Letter from Francesco Sormani
to Giovanni Battista Pirelli

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Cinema : What a Business!

The most wonderful family of Lombard cave-dwellers, "Mammut, Babbut, 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 **pre-cinema** (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 #Pre-cinema #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, Babbut, Figliut at the Olympics

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Wild - Television commercials, 2000

[FIND OUT MORE](#)

Level crossing - Our lives on the roads

[FIND OUT MORE](#)

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.

For the sportsman



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

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"Bicycles: to each his own", from
Pirelli magazine

[FIND OUT MORE](#)

Photo shoot of bicycles - photo
by Milani

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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**.



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

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



Sketch for Inverno Pirelli tyre
advertisement campaign by Bob
Noorda

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Sketch for Stella Bianca
Superflex Pirelli tyre
advertisement campaign by
Antonio Salemmè

[FIND OUT MORE](#)

Silver. The invisible heart of a
tyre

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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

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Sign for the Museo Storico delle Industrie Pirelli

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View of the Pirelli & C. factories at Bicocca

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