Rubber through the eyes of great artists of the twentieth century

Many artists have used their art to illustrate and shape rubber, a quintessentially ductile, elastic, and resistant material. Throughout the almost 150-year history of Pirelli, the imagination of poets, designers, directors, writers, painters, photographers, and illustrators has led to the creation of literary works, objects, illustrations, photographs, and poems devoted to rubber. From the writings of Dino Buzzati to the toys created by Bruno Munari, the poems of Alfonso Gatto and the illustrations by Fulvio Bianconi and Jean Michel Folon. By listening to readings, watching films, and looking at original documents, the children will discover the inextricable bond between the world of manufacturing and the world of art.

During their visit to the Pirelli Historical Archive and the exhibition at the Foundation, they will collect these “stories of rubber” in a little book, which they themselves will complete and personalise as modern-day meistersingers of rubber, with illustrations, pictures, short texts and a cover of their own design.

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

- Dino Buzzati, "Little Stories of the Tower", illustrated by Jean Michel Folon
  - Pirelli magazine, 1970, no. 9

- Alfonso Gatto, "The Rubber Child"
  - Pirelli magazine, 1950, no. 2

#Rubber #Literature #PirelliMagazine #Story #Narrative
Cook or Scientist? Recipes for a Sustainable Tyre

From rubber tree to scientific laboratories – how to make a tyre

A scientist grappling with a new formula in the lab is a lot like a cook: he or she must be very careful to **choose the right materials**, dose them very precisely, and be aware of the **reactions** that will come about between the ingredients once they are mixed together. Starting out from this concept and from **documents from the Historical Archive**, the children will have a good idea of how complex and fascinating the process of creating a new tyre can be, from the gathering of latex from the **rubber trees** and the study of raw materials and tread design to the manufacture of a safe, sustainable product in factories around the world. With games and interactive courses, the classes will be taken on a journey through almost **150 years of Pirelli research and development**. During the final workshop, the students will play the part of scientists studying and designing the tyre of the future.

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#Science #Research #Sustainability #RoadSafety #Factory #Vulcanisation #Rubber #Tyre #Innovation #Future #Green #Environment

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

- **Formulas for the production of rubber articles**
  - 1901
- Fulvio Roiier, “Rubber Starts Here”
  - Pirelli magazine, 1963, no. 4
- Silver: The Invisible Heart of a Tyre
Dear City, I’ll Teach You to Be Smarter

Sustainable mobility for the city of the future

Everyone’s saying it: our cities will be increasingly “smart”. But what exactly is a “smart city” and how can we make it smarter? With new technologies, renewable energies, green areas, and efficient services, but above all sustainable mobility, with e-bikes, and cars with Intelligent and less polluting tyres. Through games and by looking at documents and videos, the children will learn the main features that can make our cities more liveable and they will become aware of the important impact that we all have on the environment around us. The children - “junior citizens” - will organise themselves into groups to design and develop their own projects for a city of the future, and they will then create it using various materials.

#SmartCity #Sustainability #RoadSafety #Travel #Bicycle #Future #Environment

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

Smart city
Moving around the City of Tomorrow

Pirelli: Sustainable Culture
April 2016 - September 2017

Bicycle Photo Shoot
1945 - 1955
How are memories handed down? The Pirelli Historical Archive tells us 150 years of history!

For children to take an interest in historical sources, it is essential to show how a historical archive can be an inexhaustible source of stories, pictures and new worlds waiting to be discovered. Through readings, videos, practical activities and original documents, the students will find clues that help them reconstruct the history of Pirelli, which has been closely intertwined with the development of Milan and yet also very much with an eye on the international dimension, ever since the first factory opened abroad in 1902. The children will learn to read and catalogue the various types of document and they will collect them in an archive folder to keep. This will take them on a journey through not only the physical but also the virtual historical archive, for they will also examine digitised documents and go on a virtual tour of the Pirelli Foundation.

#Document #HistoricalArchive #Memory #Heritage #History #Company