

This Magazine of Ours

Subject areas

- ART AND IMAGE
- HISTORY
- ITALIAN
- SCIENCE
- TECHNOLOGY



When art and science come together

For over twenty years, some of the most enlightened cultural debates in Italy unfolded on the pages of **Pirelli. Rivista d'informazione e di tecnica**, a magazine published from 1948 to 1972. Topics concerning **science** and **technology** interacted with essays on **art, architecture, design, and literature**. During the visit to the Pirelli Foundation, and to its historical archive and exhibition spaces, the students will listen to the contributions of writers, journalists, poets, and scientists, and they will see the works of the photographers, illustrators and graphic designers who helped create this magazine. Working together like **a real editorial board**, with the support of digital applications, the students will draft a new issue of the magazine based on the editorial project of the historic magazine: from writing articles to selecting the illustrations, from the graphics to the layout.



Location
Pirelli Foundation

Total duration
About 2 hours and 30 minutes

BOOK

#Magazine #EditorialBoard #Narrative #Graphics #Journalism
#Photography #Periodical #Art #Science

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



Pirelli magazine



Drawings that illustrated Pirelli magazine



Alberto Pirelli, Our magazine
Pirelli magazine, 1948, no. 1

Codes for Preserving, Codes for Programming

Subject areas

- HISTORY
- MATHEMATICS
- SCIENCE
- TECHNOLOGY



The language of coding, past and present

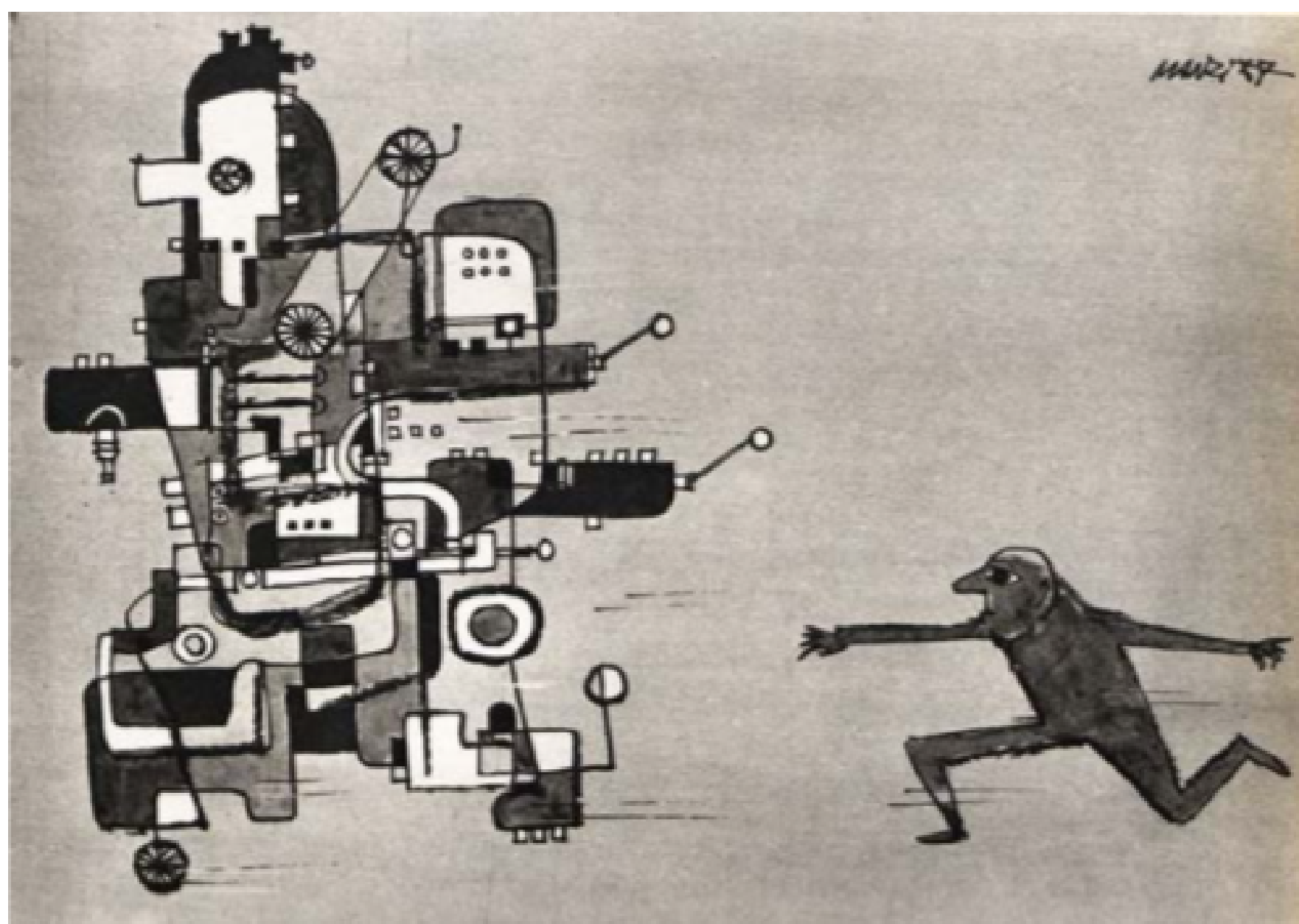
The visit to the Pirelli Foundation, with its historical archive and scientific and technical library, will introduce the students to the vast world of **research and development at Pirelli**: from the study of materials to prototype testing, through to the creation of increasingly sustainable and “customisable” tyres. **By studying technical drawings, patents and punched cards**, the kids will see how **coding** can be applied to different fields, from cataloguing with punched cards through to the manufacture of tyres. An **expert in Innovative Machinery Automation at Pirelli** will help the students understand some of the fundamental principles of robotics and the workings of Pirelli’s most advanced robotic lines, from the **Next MIRS** to Automatic Visual Inspection (**AVI**). The course will end with a collaborative experience in which the kids will work together to create simple robots and write a code that is able to make them move.

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Pirelli Foundation

Total duration
About 2 hours and 30 minutes

BOOK

#Robot #Innovation #Tyre #Coding #DigitalFactory #Factory #NextMIRS #AVI



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



Giampiero Carli-Ballola, That factory is smart
Fatti e Notizie, 1988, no. 1



Alberto Cavallari, Emanuelli
Pirelli magazine, 1953, no. 2



Leonardo Sinisgalli, The Worker and the Machine
Pirelli magazine, 1949, no. 2

Moving Around the City of Tomorrow

Subject areas

- GEOGRAPHY
- HISTORY
- MATHEMATICS
- SCIENCE
- TECHNOLOGY



Designing the city: beautiful, intelligent, and sustainable

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 with **sustainable mobility**, e-bikes, and cars with **intelligent and less polluting tyres**. The children will learn about the main ways in which our cities can be made more liveable and they will become aware of the important impact we all have on the environment around us and on the society we live in. Acting as **mobility managers**, the students will organise themselves into groups and take inspiration from the innovations introduced by Pirelli in the field of sustainability, using documents from the Historical Archive to design a new system of mobility for **the city of the future**, and for the redesign and development of today’s urban areas.

Location

Pirelli Foundation

Total duration

About 2 hours and 30 minutes

BOOK



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

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



Smart city
Smart mobility



Pirelli: Sustainable Culture
April 2016 - September 2017



Bicycle Photo Shoot
1945 - 1955

Stories of Innovation

Subject areas

- HISTORY
- ITALIAN
- SCIENCE
- TECHNOLOGY



Patenting an invention: from idea to protection

Many inventions have revolutionised – and continue to revolutionise – our everyday life. From the wheel to writing, printing to electricity, cars to radio, television to the Internet. Also in the field of rubber objects and tyres, countless **innovations** have brought great changes to the ways in which we move and travel. With the assistance of an **expert from the Pirelli Industrial Property Department**, the course will show what it takes to realise a **new invention** – the outcome of a lengthy research process – and how it can be protected. By means of games and simulations, the children will learn about the salient characteristics of a **patent**, which is essential for protecting and exploiting the ideas we've kept tucked away.

Location

Pirelli Foundation

Total duration

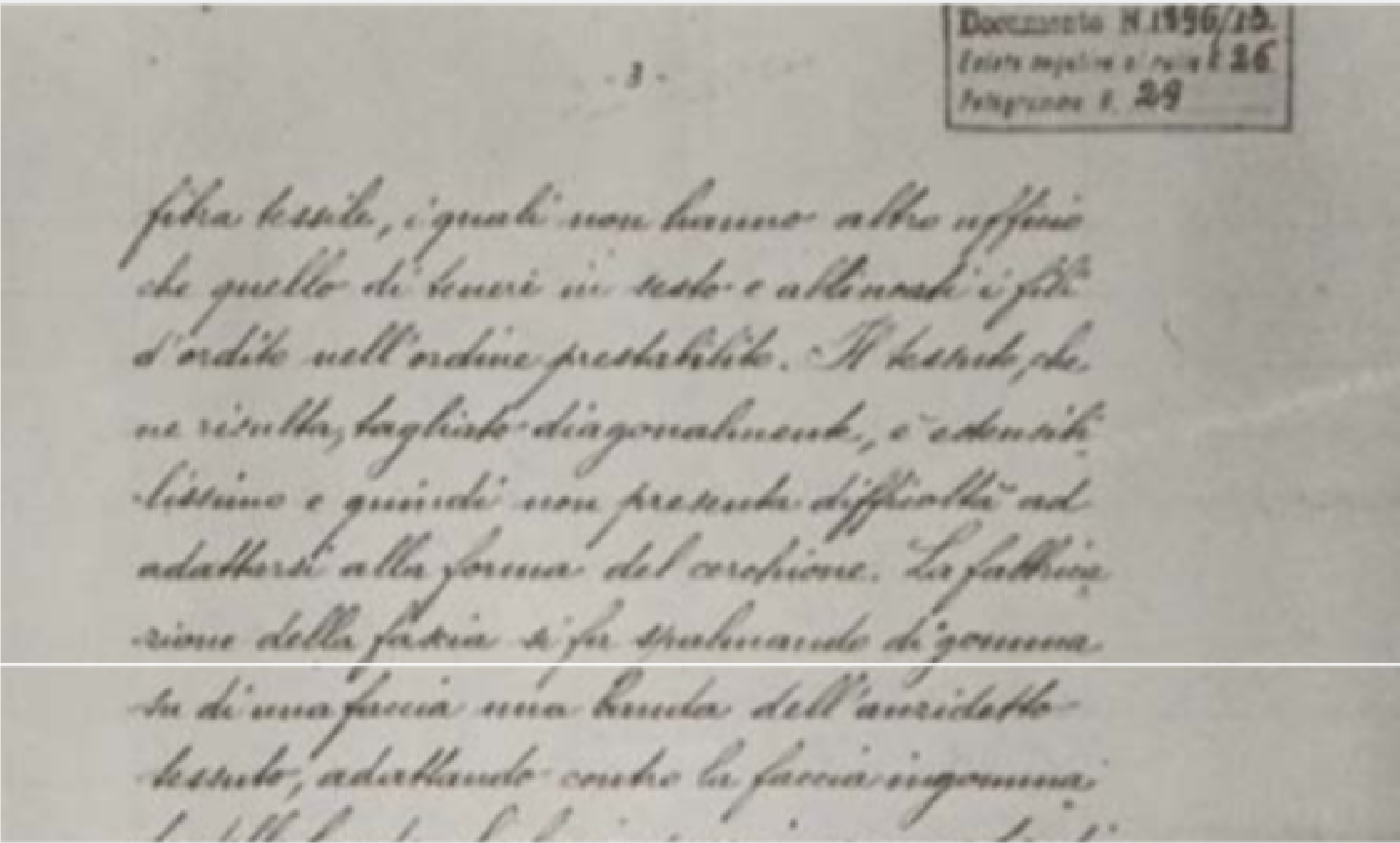
About 2 hours and 30 minutes

BOOK



#Innovation #Invention #Patent #Research #Protection #Technology

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



"Ercole" patent



Patent for a tyre for velocipedes



Vittorio Bonicelli, A Novel about an Invention that had the World Racing
Pirelli magazine, 1949, no. 3