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.

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

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

- Umanesimo industriale
- Gli argentati del mondo
- Pirelli magazine
- Drawings that illustrated Pirelli magazine
- Alberto Pirelli, Our magazine
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.

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

#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

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