

# UNDER THE PIRELLI BANNER



Subject areas

ART HISTORY GRAPHIC ART ITALIAN LANGUAGE AND LITERATURE

*Pirelli, a century and a half of art and visual communication*

We celebrate 150 years of style in Pirelli communication: from the advertisements for the first tyres, made in the late nineteenth century, to the sophisticated visual creations of the 1950s and 1960s. And from the campaigns invented by the great advertising agencies in the late twentieth century and early 2000s through to the new graphic works of young talents ready to come up with original advertisements.

## Meetings:

1. From the poster designers of the early twentieth century to the graphic designers of the post-war period: illustrated catalogues, original sketches, printed materials and shop-window signs are all ways of presenting oneself to the market.
2. The 1960s and the golden age of advertising in Italy: from the 'Direzione Propaganda Pirelli' and the Agenzia Centro to the partnerships with the most brilliant minds in design (Lora Lamm, Bruno Munari, Bob Noorda, Pino Tovaglia and many others).
3. The international advertising agencies, endorsers from the world of entertainment and sport, and the campaigns of the 2000s.

## Activities:

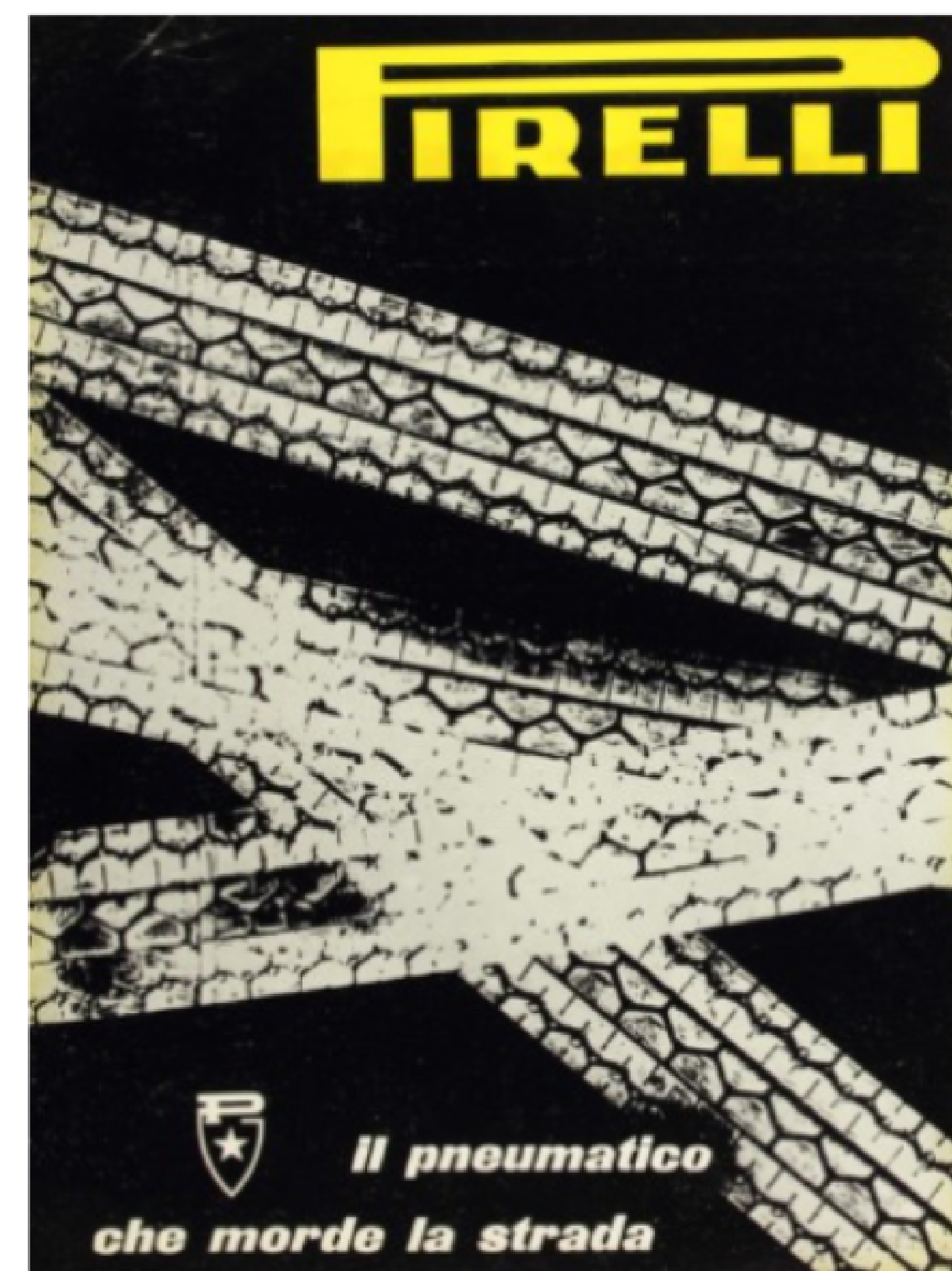
The students will be helped to create a digital invitation or a poster for an exhibition devoted to Pirelli's 150th anniversary, to be shared on the web.

*The course will take place entirely online and will be in the form of three live meetings.*



Location  
online

BOOK



#advertising #adv #graphicdesign #art

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



The story of a poster



Advertising gets serious



Advertisement for the Pirelli scooter tyre

# PLANNING AND DESIGNING WORKPLACES



Subject areas

- ARCHITECTURE
- GEOGRAPHY
- HISTORY
- SOCIOLOGY
- URBAN GEOGRAPHY

*Pirelli, a century and a half of industrial architecture*

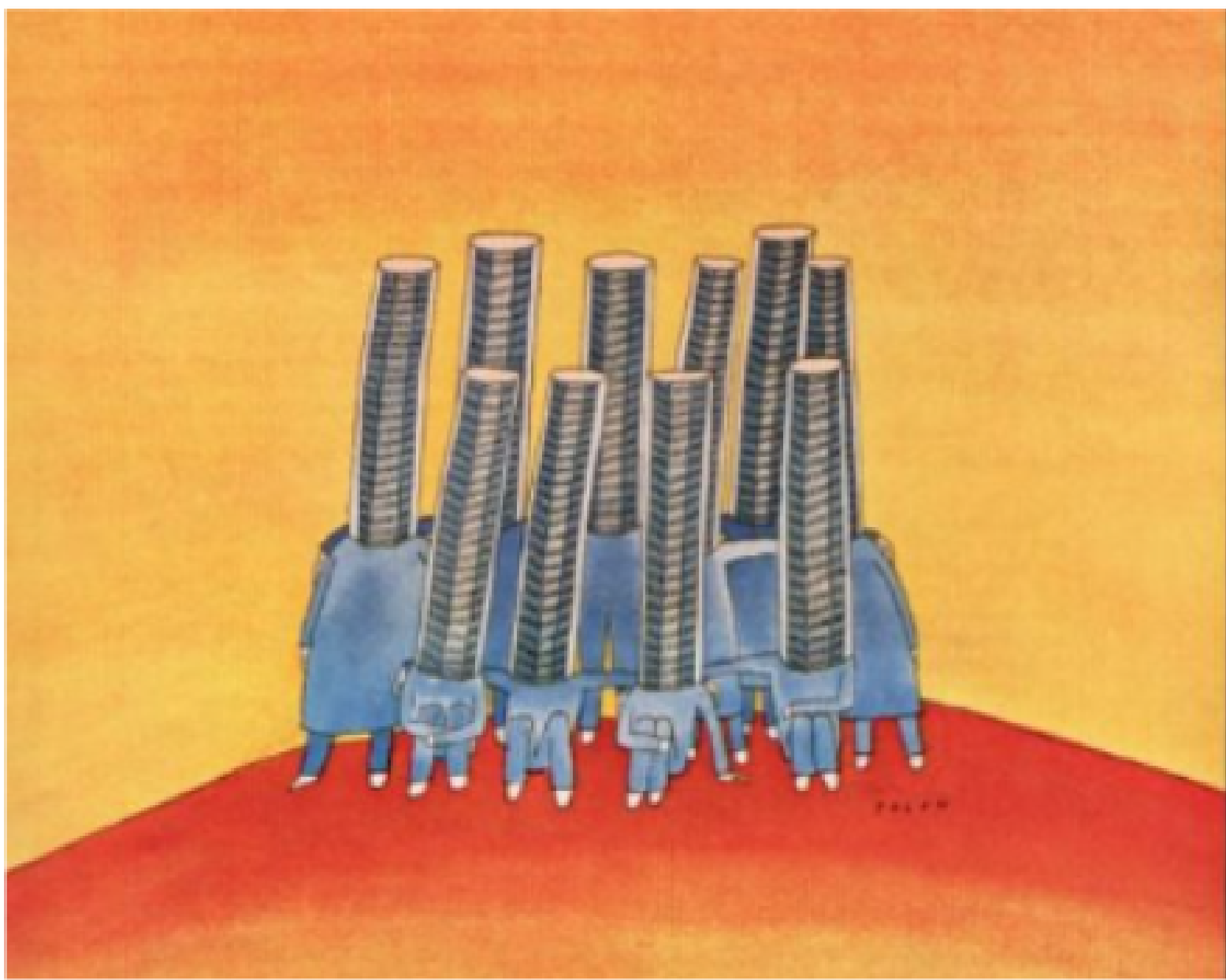
Find out about some of the partnerships between Pirelli and the great names that have made the history of architecture, and see how the conception of workplaces has changed over the past hundred years.

**Meetings:**

1. The Pirelli Tower: the masterpiece of the architect Gio Ponti paves the way for a new vision of architecture in Italy. 61 years and still going strong.
2. The Bicocca area: the great transformations of this district throughout the twentieth century, through to the architect Vittorio Gregotti's Bicocca Project which looks to the future.
3. Pirelli Industrial Centre in Settimo Torinese: a factory with a wealth of history and now one of the company's most advanced plants. As part of this technological complex, the architect Renzo Piano designed the so-called Spina building, which houses the factory services (canteen, offices and a library) flanked by 400 cherry trees.

**Activities:** For all school curricula: the students will be divided into groups and helped to create a blog with tourism and cultural itineraries on the theme of architecture, showing the most interesting aspects of the places examined during the meetings. For architecture-oriented institutes: the students will be asked to plan and design an ideal new headquarters for a company: a place that is pleasant to live in and that respects the criteria of sustainability and safety.

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BOOK

#pirellone #tower #gioponti #renzopiano #vittoriogregotti #archistar  
#beautifulfactory #bicocca

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



Skyscraper Stories



The suspended factory



Interview with Renzo Piano



# ON THE ROAD TO INNOVATION



Subject areas

- CHEMISTRY
- HISTORY
- SCIENCE
- TECHNOLOGY

*Pirelli, a century and a half of research and sustainability*

Throughout its history, innovation has always been a distinctive feature of Pirelli. It means making a positive change that can produce well-being both inside and outside the company, optimising processes, improving products, and making them increasingly sustainable and safe. Let’s discover the innovations introduced by Pirelli in this field over the past 150 years.

**Meetings:**

1. Rubber and increasingly sustainable materials used in compounds for car, motorcycle and bicycle tyres: from the Nobel laureate Giulio Natta to today’s Research and Development laboratories at Pirelli.
2. Innovation in the design and manufacture of tyres: from the first Cinturato to the puncture-resistant tyre with Seal Inside technology.
3. Road safety and sustainable mobility are at the heart of the development objectives for a smart, digital or electric-car tyre.

**Activities:** The students will be divided into groups and helped to create podcasts that show how important it is to be innovative and, in particular, that explore new technologies introduced by Pirelli and aspects of its sustainability strategy.

*The course will take place entirely online and will be in the form of three live meetings.*

**The course can also be followed by a thematic guided tour in the *Lavazza Museum* in Turin**



Location  
online

BOOK



#innovation #R&D #sustainability #tyre #production  
#sustainablemobility

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



Pirelli in a World on the Move



Innovation, Sustainability and Promotion of the Territory



Do the Italians know how to drive?