

A QUESTION OF STYLE



Subject areas

- ART HISTORY
- GRAPHIC ART
- ITALIAN LANGUAGE AND LITERATURE

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

How can one communicate an object that at first sight is just “round and black”? Step by step, we explore 150 years of Pirelli’s visual communication, from the late nineteenth century to the present day, with catalogues, sketches, camera-ready artwork, shop-window signs, brochures and audio-visual materials. We'll discover and examine the posters created by the first graphic designers, and the innovative creative solutions of the great masters of graphics of the 1950s and 1960s through to the most recent advertising campaigns created by major international agencies. Designers, graphic artists, illustrators, painters, photographers and directors have all helped create the inimitable “Pirelli style”.

Sections of the course

- 1. Relations between the company and the artists: cutting-edge communication.** From the first forms of communication in the late nineteenth century and the graphic compositions of the early decades of the twentieth, all the way to the modern experiments carried out by a new generation of graphic artists in the 1930s and 1940s. Suggestions will be given during the meeting on how to organise the practical activities that the children will be able to carry out on their own.
- 2. The golden age of visual communication in Italy.** After the Second World War, the Pirelli ‘Propaganda’ department and later the Agenzia Centro worked hard to build up partnerships between the company and artists such as Lora Lamm, Bruno Munari, Bob Noorda, Pino Tovaglia and many others, bringing the communication and image of Pirelli to the very highest levels of quality.
- 3. Audio-visuals in the communication of a historic multinational company.** The first Carosello TV commercials and the great changes that swept through the communication industry in the 1970s paved the way for the innovative advertising strategies of the agencies of the 1990s which saw the development of video advertising.
- 4. The students will show their works,** before final considerations and the end of the course.

Description of the practical activity

Students will be helped to think up, design and create a short animation, inspired by Pirelli's historic advertising campaigns. Their work will advertise some of the most innovative tyres that Pirelli has launched on the market in recent years.

The course will consist of three or four encounters and may be carried out entirely online or it may include a visit to the Pirelli Foundation, to be agreed upon subject to availability.

Location

online / Pirelli Foundation

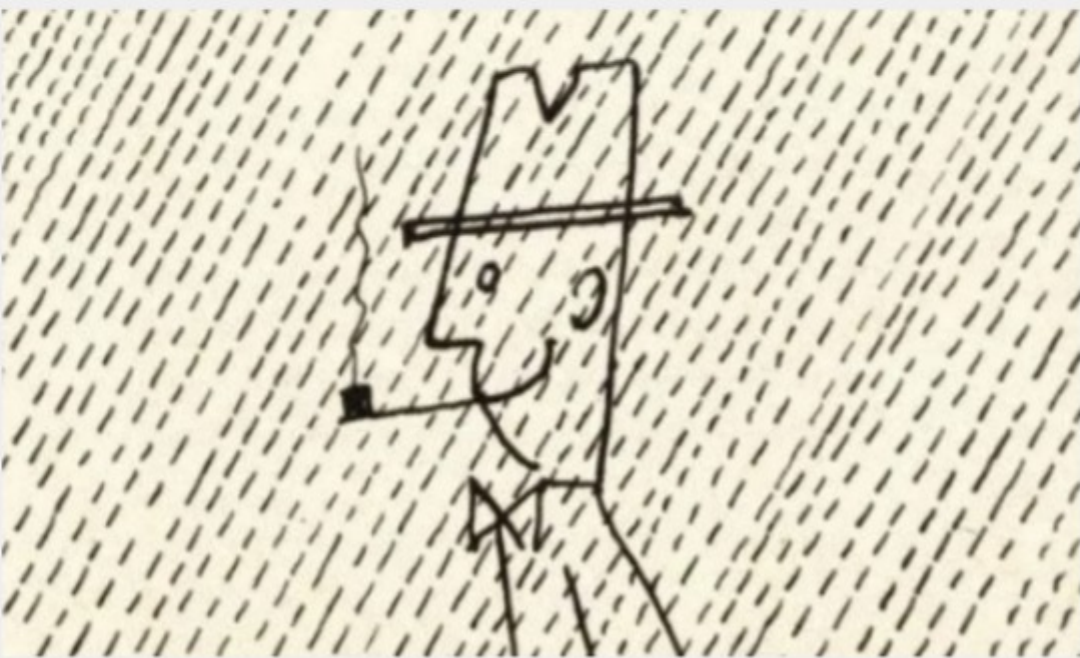
BOOK

#AdvertisingCommunication #ADV #GraphicDesign #Graphics #Art #Carosello #Video

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



Pirelli: advertising with a capital P



"Le idee pubblicitarie"



"Freddo semifreddo caldo"



A STORY OF RESEARCH AND INNOVATION



Subject areas

- CHEMISTRY
- HISTORY
- SCIENCE
- TECHNOLOGY

Pirelli, a century and a half of digital experimentation and development

Throughout its 150-year history, Pirelli has constantly researched materials and technologies that are on the cutting edge in terms of safety and sustainability. It has always aimed to anticipate the future. Here we will find out about the main product innovations introduced by the company during its long history.

Sections of the course

1. Natural rubber, recycled **materials** and renewable sources used for the production of increasingly sustainable compounds for car, motorcycle and bicycle tyres. Suggestions will be given at the end of the meeting on how to organise the practical activities that the students will be able to carry out on their own, in groups.
2. The development of processes for the **experimentation** and virtualisation of tyres: a look at the simulator and technologies currently used in Pirelli's Research and Development laboratories.
3. Innovations in the **production** of cutting-edge tyres, from the first cars to electric cars, and the challenges of today and tomorrow: road safety and sustainable mobility.
4. **The students will show their works**, before final considerations and the end of the course.

Description of the practical activity

The students will be divided into groups and assisted as they create podcasts that describe the innovative technologies introduced by Pirelli in the field of experimentation for the production of increasingly safe and sustainable tyres.

The course will consist of three or four encounters and may be carried out entirely online or it may include a visit to the Pirelli Foundation, to be agreed upon subject to availability.

Location
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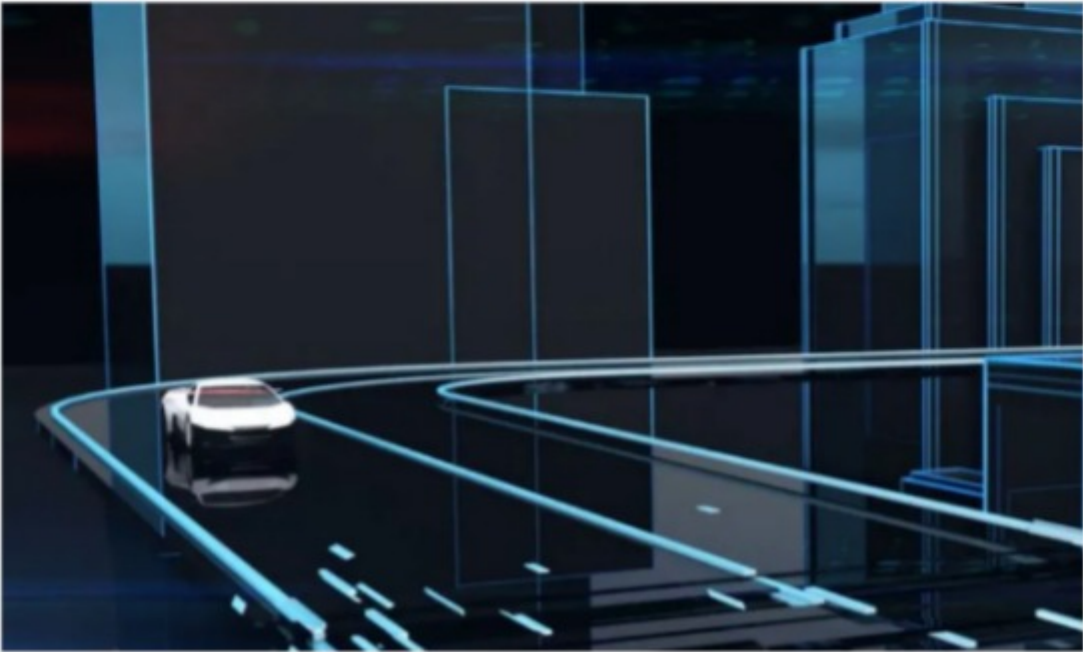
BOOK

#Sustainability #Materials #R&D #Production #Experimentation
#Virtualisation #Tyres #Safety #SustainableMobility #Innovation

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



Sustainable materials in Pirelli laboratories



For sustainable mobility



Advertisement for the Pirelli Cinturato tyre



“ARCHITECTURE MAKES GLOBAL CHANGES VISIBLE”



Subject areas

- ARCHITECTURE
- GEOGRAPHY
- HISTORY
- SOCIOLOGY

Pirelli, a century and a half of industrial architecture

Learn about the partnerships between Pirelli and the great names in international architecture, discover the places where the company took shape over the course of its 150-year history, and find out how the design of workplaces has changed over the past hundred years.

Sections of the course

- 1. The Pirelli Tower:** the still extraordinarily modern masterpiece of the architect Gio Ponti opened a new chapter in the history of architecture, in Italy and around the world. 62 years and still going strong. Suggestions will be given at the end of the meeting on how to organise the practical activities that the students will be able to carry out on their own, in groups.
- 2. Pirelli and the city of Milan:** the company headquarters in the Bicocca district, with the fifteenth-century residence of the Arcimboldi family, the Pirelli Foundation building and the cooling tower at the centre of the transformation of the area to a design by the architect Vittorio Gregotti. And the new factory in Bollate, an advanced centre just outside Milan for the production of top-of-the-range bicycle tyres.
- 3. The Industrial and Technological Centre in Settimo Torinese:** the involvement of the architect Renzo Piano in the design of the “Spina” section for services and offices makes this factory one of the company’s most technologically advanced, and a perfect expression of the concept of the “beautiful factory”.
- 4. The students will show their works,** before final considerations and the end of the course.

Description of the practical activity

The students will be divided into groups and asked to design a new headquarters for Pirelli, bearing in mind both the needs of the workers and modern sustainability criteria, thus creating an ideal workplace for the future.

The course will consist of three or four encounters and may be carried out entirely online or it may include a visit to the Pirelli Foundation, to be agreed upon subject to availability.

Location
online/Pirelli Foundation

BOOK



#Pirellone #Grattacielo #GioPonti #Bicocca #VittorioGregotti
#SettimoTorinese #Bollate #RenzoPiano

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



Virtual Tour - "Skyscraper stories" exhibition



Pirelli: The Architecture of Industry



Il canto della fabbrica

A HERITAGE TO BE DISCOVERED, WITH AN EYE TO THE FUTURE



Subject areas

CITIZENSHIP AND CONSTITUTION

HISTORY

SCIENCE

Pirelli, a century and a half of company stories

How can a company like Pirelli, with a history going back over 150 years, continue to innovate and consolidate its identity? First of all, by fully understanding its own cultural heritage, which combines science and humanism in almost 4 kilometres of documents protected by the Archival Superintendency of the Lombardy Region, and by promoting its heritage through research, publications, digital projects, exhibitions, events and a whole range of other activities. This is the mission of the Pirelli Foundation.

Meeting

A guided tour of the rooms of the Pirelli Foundation, where the exhibition **Pirelli, When History Builds the Future** is currently on display, and of the Historical Archive, will introduce the students to the company's corporate culture, which owes its origins to the intuition of the young engineer Giovanni Battista Pirelli. With video installations and digital displays, we will find out how Pirelli's research started out in the world of racing and then moved onto roads the world over, with products designed for mass mobility.



Total duration
90 minutes

BOOK

#HeritageMarketing #HistoricalArchive #MuseImpresa
#GiovanniBattistaPirelli

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



Levante Fair 1960



Pirelli Collezione: tyres through time



"Back to Bicocca. Pirelli e i luoghi dell'industria"