

# FROM TRACK TO ROAD



Subject areas

- HISTORY
- SCIENCE
- TECHNOLOGY

*Pirelli, a century and a half of racing*

At Pirelli, experimentation to improve tyre production has always been closely linked to the world of sport, from cycling and motorcycle racing to rallying and Formula 1. The use of racetracks to push tyres to the most extreme limits and to innovate the company’s technology has always been globally recognised in the field of road safety and sustainability. Let’s find out about it together.

### Meeting

The students will visit the Pirelli Foundation, where the company’s Historical Archive is kept and where they will see the new exhibition **Pirelli, When History Builds the Future**. Here they will learn about the evolution of a multinational company that is about to be over 150 years old, with its eye firmly on the future.

They will be assisted as they examine photographs, audio-visuals and stories from the historic **Pirelli magazine**, finding out about the champions of the most famous road races. A look at the work currently being carried out by engineers in the digital factories of Industry 4.0 will show how a tyre is designed, tested in the laboratories and on the tracks, and finally produced in Pirelli’s most advanced technological centres.

### Description of the practical activity

The children will be divided into groups and asked to work together to build a robot that can compete with those made by the other teams in the class. This assisted activity aims to create a team spirit and introduce the children to the world of robotics.

Location  
**Pirelli Foundation**

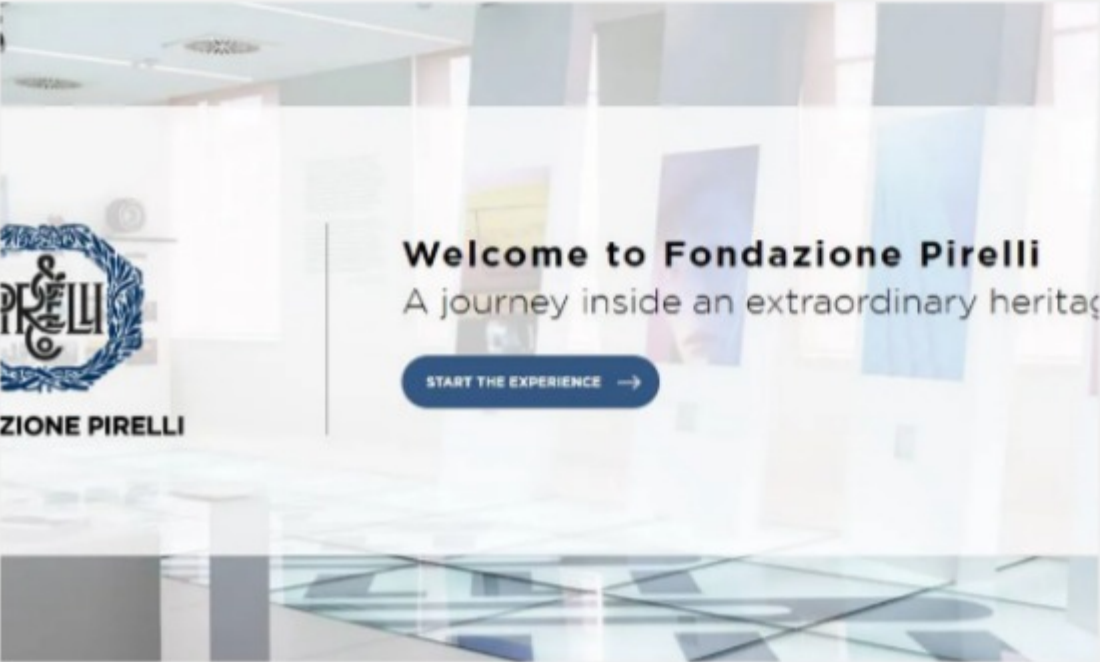
Total duration  
**about 120 minutes**

BOOK

#Racing #R&D #Formula1 #Champion #Robot #Innovation



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



Virtual Tour Pirelli Foundation



Podcast - Women Drivers: Racing with Pirelli



Pirelli, stories of races



# LET'S WRITE A FILM SCRIPT!



Subject areas

ART AND IMAGE HISTORY ITALIAN ITALIAN LANGUAGE AND LITERATURE

*Stories of the company on film*

The Pirelli Foundation was set up with the aim of preserving the company's historical archive, which includes documents, photographs, drawings and posters, films, and a library. The institution promotes Pirelli's corporate culture through activities that also include promoting a love of reading, at the workplace and among the young. With this goal in mind, a partnership was set up with the Fondazione Il Campiello to launch the **Premio Campiello Junior**, now in its second edition.

## Meeting

We will read together some excerpts concerning the world of cinema taken from **Pirelli magazine**, written by some of the most important writers of the twentieth century. And we will relive the adventures of Marcel, the gardener and assistant to the Lumière brothers in the book *La scatola dei sogni* by the authors Quarzo and Vivarelli, who were one of the three finalists in the first edition of the Premio Campiello Junior. To put their passion for reading to the test, the children will take part in team quizzes.

## Description of the practical activity

The students will be invited to write a short scene for a film starring the young Marcel of *La scatola dei sogni*, in an event they themselves will make up.

*The course will consist of two online meetings.*



Location  
online

BOOK

#Reading #CompanyCinema #PirelliMagazine #LaScatolaDeiSogni  
#CampielloJunior

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



Premio Campiello Junior 2022



Visit by King Victor Emmanuel III to Bicocca



The future of cinema, according to Steven Spielberg



# GOING FAST TAKES TIME



Subject areas

CITIZENSHIP AND CONSTITUTION HISTORY SCIENCE

*Pirelli, a century and a half of research into innovative materials*

“Even what seems the same to the eyes and heart is now profoundly different inside”: this is how one of the installations at the new Pirelli Foundation exhibition projects us into the world of tyres. A “round black object” that may look simple, but that actually reveals a very long process of research and development in terms of sustainability.

## Sections of the course

1. We will find out about Pirelli’s overriding commitment to **sustainability**, and its constant effort to protect the environment: from the creation of virtual prototypes, to the study of the best raw materials, recycled or from renewable sources, through to the factory production in 2021 of the world’s first tyre to be awarded FSC (Forest Stewardship Council) certification. 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 students will show their works**, before final considerations and the end of the course.

## Description of the practical activity

The students will be assisted as they work on a photographic project that helps them reflect on the fundamental role that we all play in protecting our planet. They will be asked to take pictures of everyday life that, in their view, show responsible actions that aim to achieve the sustainable development goals set out in the United Nations 2030 agenda, which is supported by Pirelli.

*The course will consist of two meetings and will be carried out online.*



Location  
online

BOOK

#NaturalRubber #SyntheticRubber #Tyre #HeveaBrasiliensis  
#Innovation #Sustainability #RawMaterials



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



"La gomma nella casa" by Federico Patellani



Pirelli, When History Builds the Future



Shapes, patterns, movements and colours