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A NEW HOME FOR PIRELLI'S "RUBBER SOUL"

Marco Tronchetti Provera: "PZERO IS A PROJECT WHICH SUPPORTS THE BUSINESS. FASHION, INDUSTRIAL DESIGN AND INDUSTRY HAVE ALWAYS BEEN A PART OF THE PIRELLI TRADITION"

"The link between Pirelli and fashion has its roots in the past. Over a century ago, the first items of clothing bearing our company's name appeared. Since then the connection between industry and fashion has remained and, in fact, was re-launched in 2002 with the launch of the PZero project; a project which supports our core business, which targets the premium and prestige segments where fashion has a special appeal, and which shares with our tyres a constant commitment to research, innovation and technology. An industrial design project, therefore, which has reached an important juncture with the opening of this home for our "rubber soul", a physical space which makes tangible the creativity, experimentation and capacity for innovation that characterizes all Pirelli products," said Marco Tronchetti Provera, chairman of Pirelli, at the opening of the first Pirelli flagship store, Pirelli Corso Venezia, in Milan.

"Our laboratories, which each day contribute to the innovation of our tyres, are also the source of the research used by PZero to develop the materials and technologies used to make our products", said Tronchetti. "Products which are born of a tradition which has allowed Pirelli to make its original and innovative mark in the definition and interpretation of contemporary life: in fashion, in industrial design, in communication, in industrial production. Becoming a part of people's lives through the creation of everyday objects means having the opportunity of understanding their tastes and catching new trends as they emerge. It is also what industry needs to do every day. And this is another reason why, at Pirelli, fashion and industry go hand in hand. The new Pirelli space aims to underline this link and renew it. Not coincidentally, it includes many references to the world of our industry: cars, motorcycles and the most advanced production technologies, like our Mirs robots".



PZERO, FROM THE SNEAKERS TO THE FLAGSHIP STORE INDUSTRIAL DESIGN STORIES

From the archetype of a jacket and of a pair of sneakers, the Pirelli PZero project, launched in 2002, has evolved into the flagship store *Pirelli corso Venezia*, designed by the architect Renato Montagner, creative director of collections. For Pirelli, who as early as 1877 had deployed its engineering in “sanitary and haberdashery articles”, extending the range of action to clothing came naturally. From the outset, however, this project marked a different creative imprint, featuring a textile and aesthetic use of rubber which had been introduced by the Lastex yarn back in the days of Marilyn Monroe in one of the actress’s costumes. Given this close intermingling of technology and image Pirelli PZero production was immediately rechristened with a neologism: “industrial design”. A revolution of materials in the fashion world which had always made appearance its substance. Where Pirelli PZero was to base its appearance on “substance”.

System of Moving

With this added value the archetype of that jacket, over the years, has been structured into a collection with numerous lines for men, women and kids. While that pair of sneakers has opened up the way to an actual system of designs: the Pirelli PZero “movement” which, in addition to the lines of sneakers and other footwear, covers skateboards, skis, bikes and dinghies. All in all an increasingly wide and constantly developing integration between tyre engineering and all those worlds of sport which are manifestations of dynamism, power and control. Values which in turn are part of the genetic make-up of the “P lunga”.

Rotating between the past and the future

This whole system is now condensed into the 1500 square metres of the flagship store. An unprecedented space which brings together and synchronises all the manifestations of the P lunga: the PZero collections and also Formula 1, yachting, design and co-branding: racing cars, vintage cars and dinghies, actually on display at the store. With naturally the legendary calendar and without forgetting past memories: the photos, artistic advertising and work with artists such as Bruno Munari. *Memorabilia* to which the Triennale recently dedicated a very successful retrospective. In a sense this exhibition continues in the store with its strong references to industrial architecture and wealth of period mementoes. An exhibition open to the public every day to project the traditions of the past into daily life and into the future, in a continuous cycle in the image of and closely resembling the movement of wheels.



The MIRS philosophy

To use an acronym invented for Pirelli tyres, this store is an MIRS, a modular integrated robotized system. The process whereby the compounds of the tyre treads are mixed perfectly, balancing them to perfection to ensure maximum speed.

As in clothing, industrial technologies never previously applied to retailing have been introduced and experimented in the store structures. In architecture too Pirelli has always made a new mark, as demonstrated by the skyscraper designed by Giò Ponti. Among rubber-covered structures and industrial features reconverted into items of furniture, a warehouse robot is to be brought into operation for shopping. While for the first time a store is to have an anechoic wall, the same used in Pirelli plants for soundproofing during tests on tyre treads. Also emblematic is the detail of the rubber carpet, the first tyre tread carpet which combines the technology of tyres with the glamour of the Oscars, as an expression, starting at the entrance, of the perfect balance between the industrial culture and the image of the P lunga.

It took many years to develop this project. To make that first jacket and that pair of sneakers it also took twenty-four months of research. So that the philosophy continues to be the “maximum concentration of content in perpetual motion”.



PIRELLI CORSO VENEZIA: OPENS IN MILAN: THE FIRST FLAGSHIP STORE FOR THE "P LUNGA" BRAND

On 20 September, the store, which covers two floors for a total of 1500m², will open in Milan: **Pirelli Corso Venezia**, the brand's first flagship store (located at Corso Venezia, 1). The design by architect Renato Montagner, creative director of collections, emerges as an archetype, destined to open a new chapter in shop-design, commerce and services.

The street, and above all, every movement along it (cars, motorbikes and pedestrians) enters physically into the store: the first **street in the shop**. All the collections and the Pirelli PZero special projects are on display, among iconic two and four-wheeled vehicles and Formula 1 video walls. In this way, the outside blends into the interiors, which in turn point to the history of Pirelli and its industrial genes, in an endless trail of tracks and references.

INNOVATIONS

Among the structural innovations, the **Workshop, the soundproof wall, the rubber carpet, Robostock** (the first robot stockroom keeper), Bruno Munari's **Meo Romeo** cat, the **airbed fitting rooms** and the sailing **deck**.

A number of services and special projects will be making their debut at this inauguration. Starting with **P. spoke**: the tailor's shop for made-to-measure sneakers; the first with leather soles, and completely reversible, like socks.

The gum design area will feature a succession of projects in which the know-how PZero will add to other brands. First up will be **the Borsalino tyre hat**, and a **cinturato Pirelli Valextra luggage set**. (See attached information sheet)

Gum design's guest of honour will be artist Scott Campell's **Holy Trinity project**. **This tattoo artist to the stars, with clients including Sting and Orlando Bloom, has created the first tattooed Diablo Rosso II tyre** for a Ducati Diavel, and a jacket co-produced with Dainese. (See attached sheet)

SOCIAL SHOPPING. Pictures from the legendary Pirelli calendars, as well as Formula 1 races, garage backstage shots and regattas will be projected on the video wall in the **PZero lounge**. This will enable fans of the various disciplines to arrange to meet up and form interest groups, like in a social network: with the new aggregative logic of social shopping

THE DETAILS.

Name: PIRELLI CORSO VENEZIA.

An address that evokes a sense of things Milanese: a sign that pays homage to the hard-working city and its wholesome industrial traditions, where the "P. Lunga" has strong roots that reach back for over a century.



The outside/ RUBBER CARPET.

Above the entrance, a cantilever of studded tyre tread with low-energy LEDs (see lighting sheet) offers an ideal mix of China theatre lights with Pirelli engineering, introducing the public to the excitement of the tyre.

The first “pictures” are the store windows, designed and lit like stage machinery. While the rubber carpet enters into the heart of the workshop.

I primi “quadri” sono le vetrine concepite e illuminate come macchine teatrali. Mentre, il rubber carpet, entra nel vivo dell’officina.

THE FIRST FLOOR

Inside/THE WORKSHOP.

Rail tracks, the marks of old machinery on the wooden floors, posters, period photos and billboards bearing Pirelli signature advertising; cement, tiles and steel. Decor and displays immediately delineate an industrial dimension. On one side, metal pigeonholes displaying footwear: the Pirelli PZero walk from the street to the store and back.

On the other, the clothing collections.

All furniture is on wheels, like mobile pallets. Meanwhile, the route continues, like an assembly line.

The soundproof wall/ GUM DESIGN.

An anechoic wall - the same soundproofing used in the factories where the tyres are tested - distinguishes the gum design space. This space will present an alternating series of co-branding projects where rubber enters design, and design enters rubber. For the inaugural evening, the area will host a yellow Lamborghini Miura on Pirelli tyres.

Made-to-measure/P. SPOKE: the first reversible sneaker with rubber soles.

The PZero bespoke footwear corner: sneakers cut and constructed like made-to-measure suits; customisable in the colour of the laces, leather and insoles (like the six different F1 tread compounds used in Grand Prix racing). All the materials can be selected from the special wooden drawer units. This niche product is the first sneaker to have leather soles. Constructed using the revers technique, the shoe is sewn inside-out, like a bag, then turned out and reshaped: this means the shoe can turn completely inside-out, like a sock.

For fittings, vintage car seats are placed along a wall of workshop-style rectangular tiles.

The man on the move/GENTLEMAN DRIVER: the carbon jacket. A display dedicated to the man who appreciates elegance in motion. The ultimate expression of this world must surely be the carbon blouson jacket. Its female counterpart is **LADY DRIVER:** a corner for the woman who loves the open road; who drives and will not be driven.



***Memorabilia/* THE MOTOR OF MEMORY.**

The Maserati 250F that raced in Formula 1 from 1954 until 1960, notching up a number of victories with legendary drivers including Juan Manuel Fangio, starts the **Motor of Memory**: a gallery of historic Pirelli pictures and documents, restored, re-elaborated and applied to the *memorabilia* clothing collection.

Fitting rooms/AIRBEDS. Fitting rooms lined with the waterproof canvas of the beach airbeds produced by Pirelli in the 1960s.

THE ESCALATOR. This element accentuates its mechanical and rubber components, in a mechanism that seems to be taken from Metropolis.

THE WEATHER STAIRS. The marble staircase forms the support for projections of rain, snow, sand and sea: a weather forecast; a succession of climatic conditions, each corresponding to a specific Pirelli surface.

THE SECOND FLOOR.

The kids' area/MEO ROMEO THE CAT.

A mirrored wall with 1950s-style heroic comic strips, introduces us into the atmosphere of the kids' section. Clothes and shoes are displayed on mobile cubes of toy constructions. Keeping watch over the area is a gigantic Bruno Munari Meo-Romeo: the Pirelli foam rubber cat designed by the artist in 1949.

The stockroom/ ROBOSTOCK. The first meant-to-be-seen stockroom, with a robot that selects the shoes to be tried on, and places them on a conveyor belt that brings them straight to the customer.

Motion areas/ HOSPITALITY

Mobile structures with ropes and pulleys call to mind sailing boats, but also the mobile hospitality suites of Grand Prix racing. These are the motion areas: the bicycle grid and the maxi-screen with videos of Formula 1. The spectacular motor races sponsored by Pirelli are turning into a source of inspiration for a line with subtle references to the world of racing circuits.

Sailing/THE DECK. With teak floors, like the deck of a boat. High up on the wall, a section of a dinghy. Below it, Pirelli PZero sailing apparel and accessories.

Fitting rooms/PACK ROOM. Fitting rooms made from packing cases.

Sounds/SOUND IDENTITY. Each area features different sounds from industry, put together by DJ Stefano Fontana, in tune with the products on display, to accentuate their identity on a subliminal level.



SCOTT CAMPBELL FOR PIRELLI PZERO: THE FIRST TATTOOED TYRE.

Scott Campbell is behind *Holy Trinity*, a project based on the first tattooed tyre. The American artist has made an art out of *tattoos*, ultimately gaining recognition as a “tattoo artist”. He is to present his tyre work on 20 September at the event for the opening of Pirelli Corso Venezia.

By engraving the tyre with a gouge, Campbell has drawn on a Pirelli Diablo Rosso II tread the distinctive marks of his art, principally the eye, heart and skull, symbols of a passionate and dynamic approach to life.

The same elements are played out on a special edition carbon jacket. The prototype, made in collaboration with Dainese, is also tattooed on the inside with sacred and profane icons. They include St Christopher, the patron saint of motorcyclists.

The triune project also includes the Ducati bike, fitted with the tattooed tyres.

“The birth of this operation took place last December in Moscow, at the launch of the Pirelli calendar. Renato Montagner, creative director of Pirelli PZero, suggested that I tattoo a tyre, a bike and a jacket. I agreed straightaway and with enthusiasm as these three elements are my world which revolves around drawing and fast pace. I stayed up a whole night to study how and what to engrave on the rubber, one of the few materials I’ve never worked with before. To make the prototype I worked as a craftsman, like a tailor cutting and stitching. Unfortunately the spread of computers and the mouse is wiping out the art of manual work”.

“In Campbell’s romantic engineering”, Montagner claimed, “we found many affinities with the Pirelli culture. The result of the Holy Trinity project iconises to perfection the combination of technique and passion of the P Lunga, with the mark of a new typography”.

Scott Campbell, from eggs to tyres via Afghanistan.

Born in Louisiana in 1977, Campbell started out as an illustrator, an experience which taught him to see tattoos as stories via highly symbolic signs and images. He soon won the consensus and friendship of stars such as Orlando Bloom for whom he personalised a bike, and Sting, whom he has tattooed several times. Campbell however has gone further and extended the most tribal of practices of decoration of the human skin to the sphere of objects, using an electric needle and inks like a painter’s brush and, at the same time, a sculptor’s chisel. Thus epochal works have been created, such as the sheaves of real dollars stacked up and carved into 3D sculptures or the famous ostrich eggs tattooed on the inside in a message of rebirth.

Campbell recently went to Afghanistan to tattoo US soldiers, exhibiting the result of this experiment at Art Basel in Miami.

He currently lives in New York and works in his studio, Saved Tattoo, in Williamsburg in the hip borough of Brooklyn.



PIRELLI PZERO + VALEXTRA AND BORSALINO

Valextra cinturato PZero

Valextra, the historic Milanese leather goods brand established in 1937, is an iconic brand among the best-loved and coolest on the international luxury accessories scene. Now, PZero and Valextra bring their know-how together in a set of limited edition wheeled travel bags, accompanied by a line of exclusive accessories.

All the items are produced by Valextra using a new "Tecno Leather" in black, especially created for PZero, with finishes in "Deep Black" leather.

The wheeled bags, a medium suitcase and a weekender case, are all fitted with wheels made by Pirelli in vulcanised rubber, using "nanofiller" technology.

Exclusively for Valextra, Pirelli has also come up with a compound using special additives to make the wheels non-marking.

The set of travel bags is completed with a laptop case and a line of small leather accessories, again in "Tecno Leather", ranging from key fobs to wallets to business card holders, also available in Valextra green and blue versions.

Borsalino: the tyre hat

Borsalino and Pirelli PZero have together perfected a special project for two hats: one for women, the other for men. The ladies' hat is in rubberised linen with profiling in grosgrain, and comes in three colours: ice, navy and cornflower. The inner lining features the Pirelli brand label. The gents' hat is in rubberised technical fabric, in two colour options: deep green and black.



"MADE TO MEASURE" LIGHTING, TO REDUCE ENVIRONMENTAL IMPACT AND ENERGY CONSUMPTION

In line with Pirelli's attention to issues of sustainability, right from the start the plan by architect Renato Montagner provided for the use of innovative systems and materials in order to minimise environmental impact and energy consumption.

Lighting the two floors of the store are 380 light projectors, with a total consumption of 9.73 kW. A traditional lighting system, using halogen and metal iodide lamps, would have required a massive 22.5 kW. Thus the energy saving works out at 57%.

Equally significant is the reduction in CO₂ released into the atmosphere: as much as 34.5 tons less.

In terms of energy efficiency, considering 300 opening days a year, for 12 hours a day, the technology adopted will offer annual savings of 7,000 euro.

The lighting is considered essential in enhancing and completing the architecture of the store; it was expressly designed by an Italian firm specialising in researching energy-saving light sources. The lamps used are not available in the shops, as they were specially designed using new latest-generation LED-based sources.

For the ceiling lighting, a high-efficiency source was assembled using 18 warm-light LEDs (3000°K and Ra>93) complete with optical unit. The light source is mounted on an aluminium frame featuring a concertina mechanism, giving absolute flexibility when positioning and aiming the lights. The rail attachment system also means the equipment can be moved around. The body of the lamp is powered by a 24Vdc rail, with remotely positioned power converter.

RENATO MONTAGNER_ PROFILE

Renato Montagner's creative path is made of unusual routes, different places and many milestones. It all began in Venice, where Renato graduates as an Architect having mastered all the principles of Art History. He then decides to try another Venice. This time it's Venice, California where he begins to use new materials such as carbon and kevlar during his collaboration with an architecture studio designing and making plastic models. During his time in Los Angeles, he is introduced to the world of surfing. He uses the various technical materials found in items used in this unique sport. From mosaics to Venetian bas-reliefs, to neoprene and clark foam found on the traditional surfboards.

He returns to Italy in 2002 and creates ChangeDesign, a multi faceted studio with offices in Venice and Milan. At ChangeDesign, he recruits a group of young, fresh designers from all parts of the world to work on interior design, furniture design, trade and retail design as well as graphic and fashion design. Some of the many successful projects ChangeDesign has worked on, include a customized Fiat Panda, the Cassina catalog, Fabbian lamps, Segis Group chairs and backpacks for Invicta.

Alongside his work at ChangeDesign, Renato is the dean of the Master of Design program at the Domus Academy in Milan. His work there has allowed him to train and groom young new talents and work as a project leader with world known brands such as Louis Vuitton, Mitsubishi and Nokia.

Since 2004 Renato has been the creative director at Dainese, the world leading company for motorcycle safety gear. Through his study of materials and human observation, Renato has been able to extend the concept of protection taken from dynamic sports, extreme sports into space missions. In the past year, Dainese has collaborated with Yoji Yamamoto, The Turin Olympic Games, NASA and MIT (Massachusetts Institute of Technology). All these experiences lead him to the Politecnico de Milano, where he currently teaches Fashion Design.

In 2006 he attends the 6th Volvo Sports Design Forum in Munich with Robbie Nash, Steve Wozniac and Jack Bruton and wins the "Volvo Sports Design Award" for safety with an innovative safety jacket "Dainese Core Jacket Out".

In 2009 as Pirelli's Creative Director he works on a spectrum of items that ranges from shoes to watches. All these items are available at the brand new Pirelli Corso Venezia store in Corso Venezia, 1 in Milan designed by ChangeDesign.



Through out his fulfilling career, Renato Montagner has also had the opportunity to work with the art world. His collaboration as an architect in retail spaces with 55DSL, allowed him to work with some of the top street artists around the world. His passion for innovation, his vast experience in different fields has given him the chance to travel all over the world, from Japan to Australia and all over Europe.

In the field of fashion, he has worked with Valextra, where he designed a co-branded limited edition suitcase, mixing innovative materials and elements.

Craftsmanship and contaminated 'Made in Italy', sport and fashion, teaching, researching and pop taste are some of the words best used to describe Renato Montagner's unique creative process in both design and architecture.

