



**“THE INVISIBLE HEART OF A TYRE”
A Journey in Seven Stages Through Images and Sounds**

The Place

The aisles of the Hangar Bicocca, the former factory building which is now a centre of international excellence for contemporary art.

The Theme

A representation of the production processes of a tyre, illustrating the techniques used in each stage, from raw materials to finished product.

The Art Form

A simulation of production processes as a musical score, industrial production as harmony, with a soundtrack that mixes the noises of machines with elements of sound design. An authentic soundtrack composed specially for the occasion, in which individual elements are brought together to create a complete, highly original symphonic composition.

The Media

Live macro shots, studio processing and projections on large suspended canvases, synchronised screens, and installations using semi-finished and finished products.

The Artists

Studio N!03

The Itinerary

➤ ***Musical Notes / Rubber as Raw Material***

The visitor enters the “cube” of the Hangar Bicocca, where visions of a rubber plantation are projected onto twenty 15-metre hanging screens and onto the walls, while a moving white line suggests the pouring of the raw material – rubber – down towards the collection point.

The graphic white line acts as a guiding thread through all the other installations, which represent the various production processes. As it does so, it traces out a complete musical score.

- ***Composition / The Creativity of Human Ingenuity and Research***
Scientific research and its applications, laboratories, chemical instruments, and digital equipment, and quality-control rooms. Ideas, techniques, machines, computers. The expertise of people is at the heart of the processes, paving the way for future products.
- ***Harmony / A Perfect Balance, Intermixing and Combination of Components***
It all starts with rubber compounds, synthetic rubber and a series of other chemical components, which are used to make the semi-finished products. With the addition of textile and metal structures, it is these that form the basis of a tyre.
- ***The Score / Traced Out by Laser Light***
Laser light is used to incise the lines of the tread on the smooth surface of the basic rubber form. The ray moves across the surface in a succession of flashes and dark lines as the furrows are traced out. Guided by sophisticated digital systems, the precision of the movements mimics the rhythm of a ballet.
- ***Interpretation / Sculpted by the Hand of Man***
Now it is time for manual work, with the precise, skilled movements of the “*sgorbiatore*” – the chiseller who dexterously gouges out the rubber with a sharp blade, creating the exact pattern of the tread. And here we have the new prototype tyre. Ready for the moulds, from which the mass-produced products will emerge. Industry reveals far more than might initially meet the eye: the hand of man joins forces with the most modern high-tech production systems.
- ***Performance / Reproduced by Robot Technology***
This is the final step. Robots – latest-generation Next Mirs – move in unison to create the end product. Machines and information technology. Artistry and steel joints. And digital brains. This is contemporary manufacturing, ensuring speed, precision, flexibility, productivity, and quality.
- ***The Symphony / Products from Circuit to Road***
Set in great showcases, production components are given prominence in their frames. Here we have tyres made for Formula One races and for everyday use on the roads. The technical know-how and the materials perfected on the most challenging motor-racing circuits have built up the legacy of Pirelli production. A new product has been created. The symphony has been composed and performed. The work is over. And yet right now, in an industry determined to remain ever at the forefront, work starts up again. And never stops. Creativity constantly on the move, with a long-term vision for the future.