



## ADDITIONAL INFORMATION

### Justification of the proposed Outstanding Universal Value

Ivrea is a small city situated in the north-west of Piedmont. It has a centuries-old history which saw various periods of great development, first as a Roman city from the 1st century A.D., then as the seat of bishops in 900 A.D, and then as a duchy of the Savoy dynasty from the 13th century. Occupied by Spanish and French troops between the 16th and 18th century, it became an important strategic military city until the mid 19th century. From the Roman settlement until the threshold of the 20th century, the small township has remained perched on the hill overlooking the Dora Baltea, in what still today is recognisable as the old town centre. At the end of the 1800s, the arrival of hydroelectricity and its advantageous position near Turin opened up the road to industrialisation for the little Piedmontese town. The 1911 census of companies in Ivrea (carried out for the Universal Exhibition of Industry and Labour to be held in Turin) showed 213 small companies, working in textiles, building, mining, food and metal-working.

This industrial tradition was consolidated thanks to the considerable development of Olivetti from 1908 onward, which in the 20th century occupied 70% of the whole municipal area (by municipal area we mean the area under the responsibility of Ivrea municipality, much larger than the industrial city itself) and in which the old settlement remained inside a clearly marked boundary. The transformation was in size, in shape, but above all socioeconomic; and for all Italians Ivrea became the "industrial city".

In particular, the industrial city as it is today – the nomination candidate – is permeated by the industrial and social experimentation promoted by Olivetti over a clear-cut period of time going from the 1930s to the 1960s, coinciding with Adriano Olivetti's presidency.

"Ivrea industrial city of the 20th century" was therefore generated by applying principles of scientific organisation of work and their evolution (intended also as evolution of social relations triggered by the production cycles) and by the successful encounter with modern architectural cultures which saw that Ivrea could become a vast testing ground (see the Selection of components, part of the first Additional

Informations file transmitted to ICOMOS), giving life to fulfilment of an industrial city project recognised all over the world.

A confirmation of the conversion of Ivrea into an industrial city was the new town layout given in the City of Ivrea Town Planning regulations in 1938 which, following the ongoing development of the factory, showed new industrial and residential areas serving production. The industrial city prevailed strongly over the old town. The new city was the outcome of ongoing industrial processes and the socioeconomic consequences of these processes. In particular this meant the growth of the population and the need for new housing and services for the townspeople. The industrial city of Ivrea was the result of the most modern economic and town-planning theories, with examples inspired by more advanced models, both as regards the production facilities and the social services (from canteens to employee housing), designed by the most famous Italian architects. The buildings, which have been exhaustively described, were therefore significant because they displayed the plurality of architectural languages that concurred to give the industrial city an innovative form and because – up to the mid 1950s – they played, even if in their linguistic autonomy (and in the history of Italy), an instrumental role in supporting town planning. The latter was becoming a separate discipline, a decision-making tool governing the transformations of the area, with political and social values.

The sequence of maps attached shows an overview of the industrial city (Tables No. t.1/a – t.1/b – t.2) and the various steps of its evolution (Tables No. t.3/a – t.3/b – t.3/c – t.3/d – t.3/e up to the final phase in which the buildings in the nominated property were erected).

As far as the relationship between the Community Movement and the nomination is concerned, it directly involved both urban areas and architecture and was evident in all that Olivetti offered in Ivrea to implement the principles and values put forward by the Movement, both in the cultural and social field (intangible dimension). With respect to the cultural sector, we are talking about creating libraries in the factory, arranging refresher courses, as well as promoting cultural events that gave a new quality to recreational activities and use of free time; to social activities and providing welfare services. In this respect the vast range of services offered to the workers, mainly from the social services department situated in Corso Jervis, was noteworthy (Table No. t.5)

Throughout the area, the Community Movement had an impact at different levels, with the aim of promoting a process of social modernization able to create a new model of territorial organization. To this end, with the awareness of the need to improve the standard of living, the Movement organised meeting areas offering cultural and social services in the community centres that were opened in many of the small villages in the Canavese. It set up small workshops and manufacturing activities which, with the financial support of Olivetti and a programme led by the I-RUR (Institute for urban and rural renewal), allowed the diversification and decentralisation of production activities, so that it was focused not only on mechanical production, and finally, through bodies such as the Canavese Town Planning Coordination Office and the Councils Association, it favoured the reorganization of the area and installation of infrastructures, both physical and social, encouraging the construction of aqueducts, roads and schools, etc. (Table No. t.6)

The buildings that hosted community activities were not distinctive as regards their architectural quality, but only in their providing space to dedicate to these activities.