

### Query: Selection of components

**Could State party kindly provide information on the rationale, methodology and criteria (here not referring to the nomination criteria), which guided the selection of the component sites presented in this nomination?**

#### Rationale

The intention of the Nomination is to portray the “20th century industrial city”, the most common and most important 20th century example of a city, and to demonstrate that Ivrea is one of the most meaningful models, thanks to the experiment conducted by Olivetti over a thirty-year period during the 20th century.

#### Methodology

The 20th century industrial city can be defined taking into account many different aspects. According to a consolidated literature search, the 20th century industrial city can be defined as a place that saw the application of production rationalization (Taylorism and Fordism) and their impacts on its social and spatial morphology.

These are associated with other processes concerning (in brief):

- work as a form of knowledge and socialisation
- the transition of conflicts from individuals to collectives
- the identification of needs, which from individual became collective
- the use of land from being a resource to becoming an object of abstract exchange
- the development of town policies accompanying or trying to provide answers to these processes
- the value of political representation (State and trade unions).

The “20th century industrial city” is not a company town (we are not talking about Crespi d’Adda) and it cannot be illustrated by simply describing its industrial buildings and buildings serving industry (whether supporting manufacturing or destined to social services), but must also bear in mind the processes that were ongoing at that time and are listed above.

#### Methodology for Ivrea

As far as Ivrea is concerned, these processes in particular took off with:

- the application of scientific production organization systems in the company by Adriano Olivetti, who led the company from 1934 onward, and the consequent company reorganisation. Notably, in addition to the firsthand knowledge of the American industrial world Olivetti gained during a study trip to the United States in 1925, a fundamental role, breaking away from the traditional factory strategies, was played by direct knowledge of the standpoints of social Taylorists in the 1929 crisis, who proposed extending the scope of scientific management from the factory to the territory and from the single company’s economic planning to the field of social economics. This proposal set off reverberations in many political and cultural positions in the 1930s and interpolate the modern cutting edge architecture collected in the ICMA International congress on modern architecture
- the active, direct participation of Olivetti in economic, social and territorial policies of Italy’s Fascist Corporative Government.

- Adriano Olivetti's meeting with Italian architects and town-planners who promoted the principles of modern architecture and who were able to use the construction of Ivrea as a testing ground for their designs, and at the same time glean stimuli and pointers for their poetry and design work from their contact with the singular factory culture coming into being in Ivrea.
- the opening of a library inside the factory to house manuals, magazines and documents giving the factory managers access to technical updating and providing national and international architectural and town-planning programmes, a true reservoir of ideas for commencing the construction of the industrial city of Ivrea.

After the Second World War, Olivetti extended its production prompting a period of intense building work on premises for production, and employee housing and services (especially from 1952-1958). At the same time there continued to be town planning proposals and studies and plans for the industrial city of Ivrea.

1948 saw the foundation of the Community Movement inspired by the proposal to reorganise the State, put forward in Adriano Olivetti's book "The political order of communities" (1945).

Olivetti's community proposal invaded factory organisation, with an articulate policy on social services, and thanks to its organisation encouraged the building of (physical and cultural) infrastructure in the area. Ivrea became the manifesto for community policies.

### Criteria

The nominated property intends:

- to represent the most significant phases of the chronological evolution of the company, starting from its foundation and paying particular attention to the period in which the industrial city was built (1930-1960). Specifically, the buildings inside the nominated property document: the various development stages of the company due to its managers (Camillo Olivetti and Adriano Olivetti); production organisation development; organisation within the company; social assistance programmes set up before the war; social service programmes set up by the company from the 1950s; economic and building programmes set up by the company as part of national programmes supported by the Italian Government.
- to represent the various plans for the city and its development. In particular, the nominated property testifies to the transition from the functional 1930s city to the city serving industry in the 1960s; and from the idea of region put forward by the 1930s Aosta Valley Land Use Plan (which presented the plan for a factory-workers' quarter in Ivrea) to plans for industrial decentralisation in the Canavese (from 1961) involving the Via Jervis hub.
- to represent the chronology of the rise of the Community Movement and its impact on Ivrea: Ivrea: action in the field of social services for the company and for the city (from 1949); actions promoted in organising the city of Ivrea (Ivrea city Town Plan, 1952-1954) and by Adriano Olivetti as Mayor of Ivrea in building the industrial city.
- to represent the development of the industrial city over the period taken into account, as an integrated vision of its variety of town-planning programmes and types of buildings designed by eminent Italian architects in fruitful collaboration with factory technicians, spreading the factory strategies toward the city and the territory.

- to represent the relationship between the industrial city and the backcloth of the landscape which still today distinguishes “Ivrea, the industrial city of the 20th century”, formed by the continuous dialogue with mountains and the morainic hill, the fundamental feature in the design of spaces in the industrial city (see Attachments 1 and 2).

The nominated property contains the most meaningful buildings for insight into development of the industrial city and of company strategies.

The nominated property therefore consists of:

- 1- Production buildings (red brick building, early 1900s; ICO and subsequent extensions, 1934-1958)
- 2- Buildings serving production (study and experiment centre, 1951-54; ex carpentry, 1955; central heating plant, 1951-54; Palazzo Uffici, 1952-55; 1960-64; New Palazzo Uffici, 1985-88); Data processing centre, 1962; ex-Sertec, 1968)
- 3- Company social service buildings (Olivetti nursery, 1939-41; canteen and recreation centre, 1953-61);
- 4- Social service buildings serving also the city as part of the cultural policies of the Community Movement (Social services centre, 1955-59)
- 5- Residential buildings:
  - a. housing built by Olivetti for employees (factory workers’ houses in Borgo Olivetti (1926); houses for large families, 1939-41; detached houses for executives, 1948-52; house with four apartments, 1951; house with 18 apartments 1954; west residential unit, 1968-71).
  - b. housing built by Olivetti in cooperation with national programmes (social housing in Borgo Olivetti, 1939-1941)
  - c. houses built through the distinctive Olivetti programmes (villa Rossi, 1959-61; villa Capellaro, 1953-55; condominium Fiò Bellot, 1951; Villa Prella, 1951; Casa Stratta, 1951; Casa Morucci, 1958; Casa Perotti, 1958; Villa Gassino, 1955-56; Villa Enriques, 1944).

After a long, complicated analysis of the whole repertory of buildings and plans concerning the building of the Ivrea industrial city, heritage that involves the whole city of Ivrea and the surrounding areas and – thinking also of the company expansion strategies throughout the 20th century and the institutional roles held by Adriano Olivetti as President of the INU (National Town-planning Institute, from 1950) and Member of the Steering Committee of the UNRRA-Casas (United Nations Relief and Rehabilitation Administration\_Centro Autonomo Soccorso ai Senzatetto, Autonomous Centre for Assistance to the Homeless, from 1950) – the national and international scope, it was decided to choose the area along Via Jervis and its surroundings as the area that bests interprets its entirety and complexity.