



*Città di Ivrea*



Proposal for a Minor Modification to the  
Boundary of the World Heritage Property  
“Ivrea, Industrial City of the 20<sup>th</sup> Century”

Ivrea, Italy  
January 20, 2020

Municipality of Ivrea  
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1. Area of the property (in hectares)
  - a. Basic data of the property (as inscribed in 2018)

State Party

Italy

State, Province or Region

Piedmont Region

Name of the Property

Ivrea, industrial city of the 20th Century

Geographical Coordinates to the nearest second

Latitude 45° 27' 27''

Longitude 7° 52' 9''

Extension Property (ha)

The World Heritage Property lays on the municipalities of Ivrea and Banchette.

Core zone (ha): 63,27

Buffer zone (ha): 267,42

Total (ha): 330,69

Extension Property (ha) after Minor Modification proposed

Core Zone (ha): 52,37

Buffer Zone (ha): 278,32

Total (ha): 330,69

- b. Brief description of the Property

The nominated property covered a vast area that included industrial areas dedicated to services for the industry and society, and the residential units that absolutely represented its universal value. Its borders were defined following the layout of the roads in the city territories and the topographic features of some green areas in the nominated property. Given that at some points the border line was not evidenced, the perimeters were verified on the cadastral map of the city of Ivrea. The focal point of the nominated property was Corso Jervis. The nominated property thus ran northward along Via delle Miniere; eastward along Via Nigra and Via Torino, skirting the plain of

the Aosta-Torino railway; southward, following the topography of the area and the existing road structure; and lastly, westward along the borderlines of the cadastral land parcels.

The size of the buffer zone takes into account the physical structure of the area, its historic representative value, the perception of the place including its economic and ecological characteristics.

The inhabitants perception of the nomination values. The protection systems in the area. The area included in a perimeter to the north on the bank of the Dora Baltea, follows the railway track to the south and the administrative boundaries of Ivrea to the east.

## 2. Description of the modification

The proposed minor modification of the boundary of the World Heritage Property “Ivrea, Industrial City of the 20th Century” consists in the revision of the property boundary to exclude the site of the recent housing project facing the “Red Brick Building” (Fabbrica dei Mattoni Rossi) and include it in the Buffer zone.

The boundary of the World Heritage Property passes by Corso Jervis and, excluding the recent housing project, goes northwest on the right side of the staircase that runs along the Social Services Centre (Centro Servizi Sociali) to connect it with the original boundary that include the wooded parking area in Via Di Vittorio in front of the Olivetti Nursery Building.

### 3. Justification of the modification

The modification of the boundary of the World Heritage Property “Ivrea, Industrial City of the 20th Century” have been done according with the Request 4.c): “*Revise the property boundary to exclude the site of the recent housing project facing the ‘Red Brick building’ (Fabbrica dei Mattoni Rossi), and include it in the buffer zone*” of the Decision 42 COM 8B.30 inscribing “Ivrea, Industrial City of the 20th Century” on the World Heritage List on the basis of criterion (iv).

The content of the **Criterion (iv)** quoted in the Decision 42 COM 8B.30 is the following:

*“The industrial city of Ivrea is an ensemble of outstanding architectural quality that represents the work of Italian modernist designers and architects and demonstrates an exceptional example of 20th century developments in the design of production, taking into account changing industrial and social needs. Ivrea represents one of the first and highest expressions of a modern vision in relation to production, architectural design and social aspects at a global scale in relation to the history of industrial construction, and the transition from mechanical to digitalised industrial technologies”.*

#### 4. Contribution to the maintenance of the Outstanding Universal Value

The requested Minor Modification of the boundary of the World Heritage Property can reinforce and maintain the **Outstanding Universal Value** statement proposed:

*“The industrial city of Ivrea was built between 1930 and 1960 by Adriano Olivetti, based on an alternative design to the national and international experiences of the 20th century, which tended to develop according to two different models: on the one hand, the company town model and on the other hand that of the industrial systems which developed in the large urban agglomerations and had a strong impact on social and productive processes. The city of Ivrea is therefore an exceptional example compared with the widespread model of the industrial city of the 20th century, both in terms of the quality of the solutions proposed and of their methods of application. The nomination consists in all the creations associated with Adriano Olivetti’s industrial and socio-cultural project and is made up of a series of buildings designed by the most prestigious Italian architects who stood out on the urban fabric of the city, and of plans by the best-known Italian town-planners of the 20th century. These plans have left legible traces in the urban fabric. The industrial city of Ivrea is principally identifiable along the axis of Corso Jervis. The site hosts buildings for production, social buildings of service to industry and the citizens, and dwelling units. The plurality of forms of language and of architectural and town-planning culture, which are represented in the nominated property, show how Ivrea’s architectural heritage represents a fundamental stage in identifying the repertoire of solutions developed by the designing culture of the 1900s, to respond to the crucial questions posed by the growth of the city and the countryside involved in the processes of industrialisation and which are permeated, in Ivrea, by the proposal of the Movimento Comunità (Community Movement)”.*

The maintenance of Outstanding Universal Value is justified for the following reason:

- the exclusion of the site of the recent housing project facing the “Red Brick Building” (Fabbrica dei Mattoni Rossi) can define more precisely the World Heritage Property according with the **Integrity statement** quoted in the Decision 42 COM 8B.30:

*“The integrity of this urban area is based on the inclusion of the buildings, spaces and urban form required to convey the significance of Ivrea’s 20th century development. The state of conservation of the city’s components is variable. Many of the residential buildings exhibits a good/adequate state of conservation. However, the integrity of the property is considered to be vulnerable due many factors and pressures including the encroachment of new urban developments, the deteriorating condition of some key industrial buildings and building interiors, the existence of some visually intrusive new constructions inside the property boundary and its buffer zone, and loss of the original activities and purposes due to the decline in manufacturing. The high number of vacant buildings and the need to find new uses also contribute to Ivrea’s vulnerable integrity”*



## 5. Implications for legal protection

The modification of the boundary of the World Heritage Property “Ivrea, Industrial City of the 20th Century” don’t change the protection level and rules because the site of the recent housing project facing the “Red Brick Building” (Fabbrica dei Mattoni Rossi) is excluded from the Core zone and transferred in Buffer zone boundary.

State constraints:

- Legislative Decree of 22 January 2004 nr 42, as amended and supplemented, the “Code of Cultural Heritage and Landscape”

Regional constraints:

- *Regional Landscape Plan approved by Regional Council Decree nr 233-35836 October 3, 2017*

Local constraints:

- Municipality of Ivrea, Land Use Plan PRG2000 approved with Regional Council Resolution nr 27-4850 of 11 December 2006, as amended and supplemented: Quality Charter consisting of drawings Pr.5.1 and Pr.5.2 of the plan approved with Regional Council Resolution nr 27-4850, of 11 December 2006, nr 27-4850
- Municipality of Ivrea, Land Use Plan PRG2000, Supplement to the building regulations - rules for minor building works and regulations for work on MaAM buildings and their appurtenances, Resolution nr 15 of the Municipal Council, of 25 March 2013 and relative texts of ‘Rules for the fulfilment of minor building works’ and ‘Regulations for work on buildings and in their attached areas’

## 6. Implications for the management arrangements

The implications of the proposed modification, according with Request 4.c) *“Revise the property boundary to exclude the site of the recent housing project facing the ‘Red Brick building’ (Fabbrica di Mattoni Rossi), and include it in the buffer zone”* of the Decision 42 COM 8B.30, for the management arrangements of the World Heritage Property will correct the management measures of the site. The minor modification of the boundary will reinforce the declared commitments of the Management Plan - Action Plan B *“Protection, Conservation and Documentation”*.

## 7. Maps

In the attachments:

- Map of the original inscribed property showing both delimitations of the property (original and proposed revision)
- Map 1 showing only the proposed revision