

IVREA: EXPLORING THE INDUSTRIAL CITY WALKING WITH GUIDE

This narrative is inspired by the visit of the individual buildings and residences as below:

Visitor Centre Ivrea Unesco, Via Jervis 11 (meeting point).

The group will be welcomed by the staff of the Visitor Centre of Ivrea Industrial City of XX Century (Via Jervis 11) and will be introduced to the certified guide. The guide accompanies the group along the most beautiful street of the world, as Le Corbusier described it in the 50s, illustrating the life in the Factory, the projects of entrepreneurial courage and innovation which made the industrial history of Olivetti, the sanitary and cultural welfare models unique, and therefore all the elements which made the employees' community of this company a model.

Key Sites to be visited

1. Olivetti Headquarters (Palazzo Uffici)

- **Description:** The administrative heart of the Olivetti company, designed by the architect Gian Antonio Bernasconi in 1962.
- **Highlights:** The building's modernist architecture and interior design which emphasise functionality and aesthetics.

2. Officine ICO (Olivetti Factory)

- **Description:** A significant industrial complex that played a crucial role in Olivetti's manufacturing processes.
- **Highlights:** The blend of form and function, with attention to the welfare of workers, including natural light and green spaces.

3. Residential Units

- **Description:** Housing projects for Olivetti employees, designed to provide quality living conditions.
- **Notable Examples:** Talponia (a residential complex with a unique curved design) and the Borgo Olivetti (a model village for workers).

4. Social Services Buildings

- **Description:** Buildings constructed to support the social well-being of Olivetti employees.
- **Notable Sites:** The nursery school designed by Luigi Figini and Gino Pollini, and the social services building by Marco Zanuso.

5. Community and Cultural Buildings

- **Description:** Structures that highlight the community-centered approach of the Olivetti company.
- **Notable Sites:** The Olivetti Library and the Social Club, which were intended to enhance the cultural life of the workers.

6. The Historical Centre of Ivrea

- **Description:** Explore the medieval and baroque architecture, including the Ivrea Cathedral and the Castle of Ivrea.
- **Highlights:** Enjoy the charming streets, local shops, and cafes in the historic heart of the city.

Exploring Ivrea with a walking tour offers a unique glimpse into the intersection of industrial innovation and social welfare, reflecting the visionary approach of the Olivetti company and its impact on the modern industrial city.

Duration: 240 min

Mode: gentle urban trekking (please indicate any mobility issues).

The itinerary can be enriched or reduced according to necessity.

Facilities for visitors

At the Visitor Centre, where the tour begins and ends, the visitors have access to a themed bookshop with specialized publications on biographies, stories, and technical texts for architects and designers merchandising. Additionally, they find a luggage storage and restrooms services, alongside with assistance for booking accommodations and restaurants in the area