

## **THE FASCINATING WORLD OF ITALIAN DESIGN IN IVREA**

Visiting Ivrea, an Industrial City of the 20th Century, a World Heritage Site since 2018, is a unique opportunity to explore the places linked to the production of the first Italian typewriter factory. Here, a story of technological innovation is told, but also and above all, a story of social and cultural innovation that has had, and still has, no equal in the world.

Guests will be led by certified guides who await them at the Visitor Centre of the Ivrea Unesco Site, in Via Jervis 11, where the visit begins.

Upon arrival, it is possible to add a Welcome coffee with a tasting of the Torta '900 produced by the famous Balla pastry shop since 1955.

### The Route

Arrival from Turin with a private vehicle and driver.

Entrance to the Factory Council of the ICO Workshops; located in the second expansion of the factory complex.

The itinerary can continue on foot or by car, or both, to stop at some iconic places where the life of the factory, its workers and their families took place: the nursery, the former library located in the building of the social services center, an apartment of the Olivetti guesthouse, also known as Talponia, perfect integration between environment and housing construction. The last stop of the tour, the Olivetti business center, a seven-story building where you can admire the spiral staircase in the monumental atrium with its velarium made of Murano glass.

At the end of the tour, the guide can accompany visitors for other experiences, always transferring by private car:

Tasting of wines and local products in the city center

Visit to the city center

- Visit to the **Tecnologic@mente** Laboratory Museum with an exhibition of Olivetti production (duration 1 hour)

- First-hand testimonies from former managers, members of the Olivetti family, experts in Cultural Heritage.

notes:

If you want to reach Ivrea by train, there are direct transfers from the two main stations in Turin (Porta Nuova and Porta Susa) every hour.