

pioneers and
prototypes



PRIMA FABBRICA ITALIANA
MACCHINE PER SCRIVERE
ING. C. OLIVETTI & C. IVREA



We add... we have something better than that... we have a lot of... for more...
State... wonder we call the P-302...
... To see the P-302 and the...
... graph... 10... call your local...
... recorded... we're in the Yellow Pages...
... or fill in the... above.
... We sell... not just machines

olivetti

1861-1908 beginnings_all'inizios



garibaldi

garibaldi's conquests lead to formation of Kingdom of Italy

PIRELLI

pirelli

found in Milan by Giovanni Battista Pirelli; specialize in rubber



polytechnic

found in Milan



ind. rev.

beginning of industrialization with unification of Italy; other parts of Europe began in 18th century



worker care

laws for protection of factory workers formed with more factories created

tosi

breda

1861

63

71

82

86

92

1902

1861-1908 beginnings_all'inizios

*"look for your competitor's
best parts and
then combine them
better than they do"*

fiat motto
the Italian automobile industry developed more rapidly but
manufacturing companies were reluctant to embrace formal
experiements, looking towards other companies outside of italy



fiat

found;
part of Italian
automobile
industry that
produced luxury
limousines or
race cars;
combined
technology with
traditional
aesthetics



Ford's Model T came out
in 1908



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PIRELLI

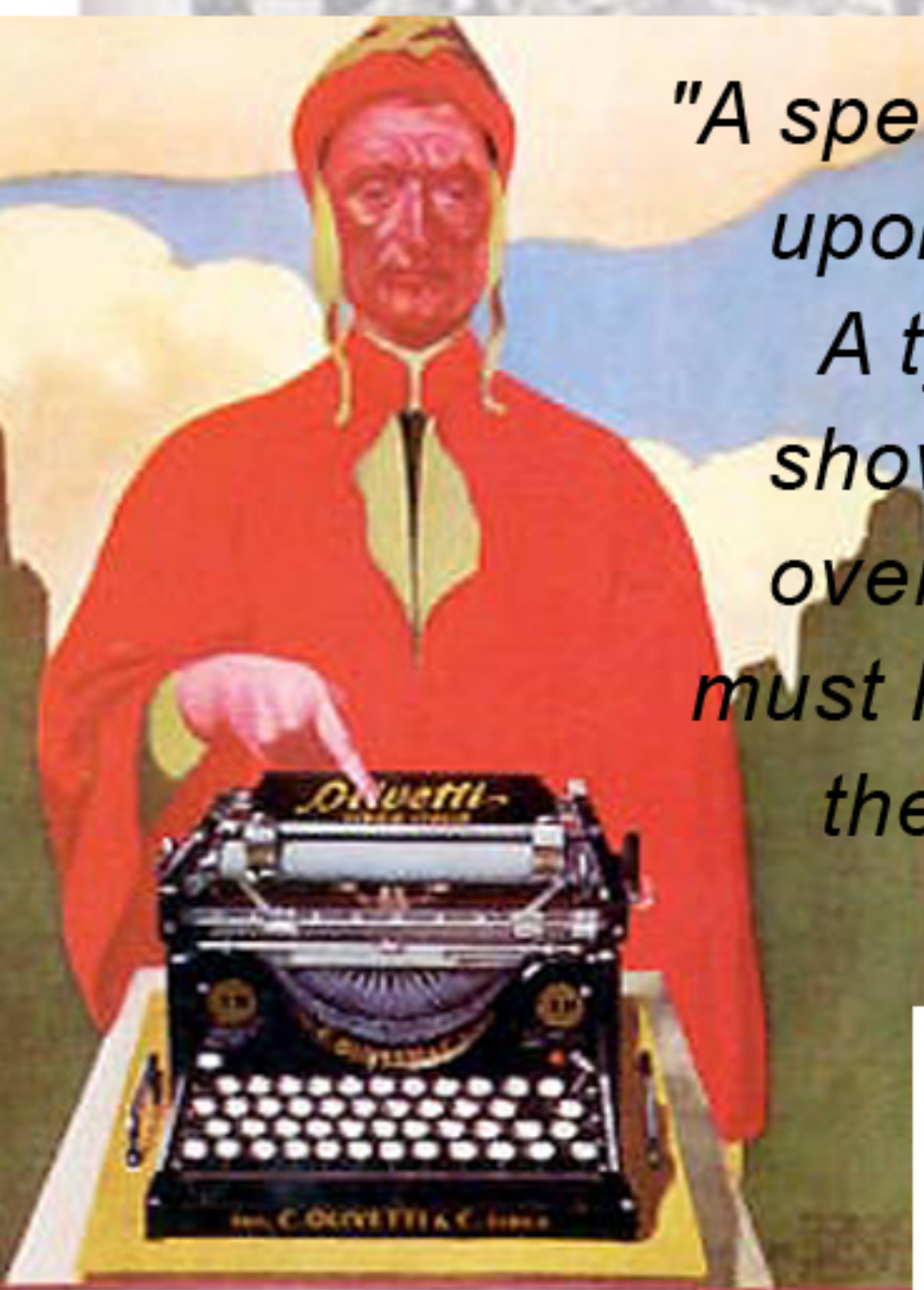
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1861-1908 beginnings_all'inizios



"A special value is laid upon the form of the machine. A typewriter must not be a showpiece for the salon, overloaded with tastelessness. It must look sober, and at the same time work elegantly."

vamillo olivetti

the beginning of the prizewinning Olivetti design program; early ind. design



olivetti

olivetti
found by
engineer Camillo
Olivetti after
studying in
America;
a typewriter
maker

designed by Teodoro Wolf Ferrari
in 1912, the M1 and its simple
design was well-accepted

MA FABBRI ITALIANA
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1909-1930s movements_muovere

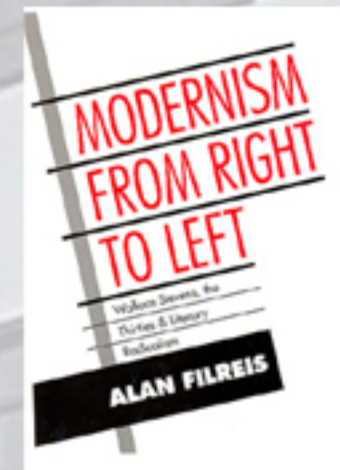
model t vs. zero



* 1912: Fiat looked to the American way of mass production and lowering costs; produces the Fiat Zero

modernism

deliberate departure
from tradition;
express feelings and ideas;
acceptance of line, form,
color as valid subject
matter by themselves;
began later in Italy as
razionalismo



futurism

modernist movement
celebrating the
technological, future
era; technological
triumph of people over
nature: car, plane,
industrialism



*embracing the
young, new,
the burning with
life.*

art and social movements are closely
intertwined; the influence of
modernism and futurism can be slowly
seen with the adaptation of the
industrial method



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1909-1930s movements_muovere

fascism

Benito Mussolini promises a return to glory production days of WWI; wins election in 1924 and fascist rule from 1926; subsidizes domestic industries in the 1930s



novecento
"900"
from
razionalismo
but integrates
Italian
traditions with
modernism;
accepted
fascist style

*history of industrial
development and
history of industrial design
tightly intertwined*

with more focus on industrial development, industrial design follows

WWI

after the war,
social unrest
and a massive
economic crisis



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futurism
modernism

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1945

1930s-1945 real innovations_nuovo with more focus on industrial development, industrial design follows

the word "design"
was not yet part of
the Italian vocabulary;
"industrial design"
was a mission,
not a job description

most products were prototypes only as technology to make them is not available

*



car designers adopted the streamlined look; in 1936, Fiat introduced for the first time a car designed for social reasons, not spectacular looks; the Fiat 500 was the world's smallest car and became ubiquitous on Italy's roads

olivetti



1932-1935: Adriano Olivetti considered a pioneer of functional design through his MP 1 and Studio 42 typewriters

bakelite



1940: Luigi Caccia Dominioni and Livio and Pier Giacomo Castiglioni caused a sensation with the introduction at the Milan Triennale of their Bakelite raio for Phonola, **designed** with the functional aesthetics of the telephone... a symbol of progress



olivetti

novecento
fascism

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*

1945

1946--> bel design

*"demand that everything in the human environment -
'from spoons to cities,' from
from the monumental to the utilitarian - be
treated as objects worthy of design prize"*
architect Ernesto N. Rogers



the next era should boggle your mind. if it doesn't, it will have failed.



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