

30<sup>th</sup> January 2018

## Movable Archives

### *Technology and knowledge to design the future*

The Olivetti historical heritage became the case study for designing and prototyping movable archives, which are accessible from a distance. Domus Academy, Associazione Archivio Storico Olivetti and Co.Ideas launched an educational workshop for Domus Academy Master in Interior and Living Design students and young designers from all over the world. Students were asked to design movable installations that provide access to the Olivetti historical collections of the Ivrea factory.

During the workshop held between November and December 2017, the students explored and experimented with both the educational contents and the aesthetical aspect of their proposals. They elaborated pilot projects which gave visibility to Olivetti Company's historical heritage, through research, analysis and experimentation, starting from the historical collections of the archives of *Associazione Archivio Storico Olivetti*. The students submitted seven projects with drawings, graphics and renderings in which technology and social values, humanities and design, culture and interaction, which intertwine to provide solutions for an alternative vision of the future.

The *Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci* will host the public presentation of all projects. Thanks to the contribution of a young and innovative Piedmontese company, Co. Ideas, the projects have been realized and will now be exhibited to the public.

The values of the cultural project conceived and realized by the historic brand of Ivrea were the stimulus for a proposal where knowledge and community as well as accessibility and community are the common denominators to look at the future.

The initiative has received the support of the *Museimpresa* Association to which the archives and the museums of the most important Italian companies belong.

**The projects will be presented to the public at 6.00pm on 7th February 2018 at the Sala Conte Biancamano (Via Olona 6bis entrance) of the Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci.**



### Associazione Archivio Storico Olivetti

Since 1998, the Olivetti Historical Archives Association (AASO) has been collecting, cataloguing and storing the documentary legacy, analysing, promoting, enhancing and disseminating the history of the Olivetti Group and its achievements in the industrial, urbanistic, cultural and social spheres, of the most important entrepreneurs from the Olivetti family and the experience of the Community Movement, insofar as pertinent to the life of the Group, with a view to becoming a fulcrum for encouraging and motivating initiatives and projects specifically related to the Canavese area. To achieve these objectives and to promote knowledge of the history and the values of the Olivetti family and group, the Association encourages access to the public to consult its archives and libraries, sets in place or contributes to initiatives in the field of archiving or library cataloguing, conventions, conferences, training seminars, exhibitions and publications of studies and research.  
**[www.archivistoricolivetti.it](http://www.archivistoricolivetti.it) - [archividigitaliolivetti.archivistoricolivetti.it](http://archividigitaliolivetti.archivistoricolivetti.it) - [www.storiaolivetti.it](http://www.storiaolivetti.it)**

### Co.ideas

Co.Ideas is a leading company that projects and produces displays for retail and sale points.

Co.Ideas offers its services to companies whose aim is to communicate efficiently their brand and to expose products in a way that leads to a conscious purchase.

Co.Ideas strives for quality in everything it does on a wide range of products and services. Co.Ideas has experience in working with different types of material such as metal, wood, plastic, and different types of finishes using only the best materials and choosing when possible recyclability and sustainability for the environment. Almost all of the raw materials and items we use are made in Italy. In this way, we choose to support the local economy and reduce transports minimizing carbon emissions. The department of screen-printing and digital printing allows us to complete the production process. Our team works to simplify every process from design to management of semi-finished, from assembly to shipping, ensuring our partners the best results.

**[www.coideas.it](http://www.coideas.it)**

### Domus Academy

Domus Academy was set up in Milan in 1982 as one of the first postgraduate design schools in Italy and as an open project revolving around the experience of Italian design and fashion. Over the years, it has established itself as a school in the full sense of the term: a place for postgraduate training and a research laboratory on the themes of innovation and design. The 1994 winner of the Compasso d'Oro for the quality of its academic and research approach, in 2009, for the third consecutive year, the Domus Academy was included in Business Week's guide to the world's top 60 design schools. From 2012 to 2017 it was included in Domus Magazine's guide to Europe's top 100 schools of architecture and design and from 2012 to 2014 in Frame's guide to the world's 30 leading graduate schools of design, architecture and fashion. In 2016 and 2017 Domus Academy Fashion School was selected by Business of Fashion as one of the Top Global Fashion Schools. The courses on offer at the academy include 12 Master's programs attended by students from around the world: Business Design, Product Design, Fashion Design, Interaction Design, Interior & Living Design, Urban Vision & Architectural Design, Fashion Management, Fashion Styling & Visual Merchandising, Visual Brand Design, Luxury Brand Management, Information Design, Service Design.  
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