

MILD Movable Archives

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Archiphilos

Utopia is just a word

Idea

Our great inspiration was a phrase by Adriano Olivetti stating that utopia is a word for those that quit their dreams. This phrase triggered many thoughts about understanding the unique identity of Olivetti. We admired the wisdom that was forming the perfect balance between caring for humanity and designing innovative –almost utopic- products and esthetics. This why we chose as a focus the philosophy of Olivetti. A word meaning “love of wisdom” couldn’t be more appropriate to relate to Olivetti, a company that loved humanity and was so wise with its products. This is why we create Archiphilos (greek: love for the archive) in order to promote the amazing way of thinking and the modo di fare that existed in the company.

What it is

The philosophy that we want to promote was actually a mirror of Adriano Olivetti’s mind. If we relate a mind to a computer we would say that a computer is actually an artificial mind. This is why we chose to treat the Olivetti mind as an Olivetti computer. This computer could host the archive, the same way the Olivetti mind would contain all the memories, philosophy and identity of the company. This is why we treated the object we designed like an Olivetti computer product. Very clean and simple outside, containing all the complex and sophisticated knowledge inside. The volume of our object is formed by merging a cube and a sphere. These shapes are highly symbolic. The cube is an integral shape symbolizing the human and tangible side of the company, while the sphere is a perfect shape symbolizing the technological and intangible side of the company.

How it works

Inside, we wanted to give the feeling of being inside Olivetti’s mind while having a sneak peek into the archive. We created four departments, placing three of them in the cube and one in the sphere. In the first department of the cube we attempt to show the timeless nature of the company by using a kaleidoscope to replicate infinite time the divissima. In the second one we use the effect of periscope to give the visitor the

feeling of looking at the universe. We use that to emphasize the liberal nature of Olivetti. At the third one we use a stereoscope (view-master) to display the Olivetti manifestos on saving the planet, in order to highlight the company's constant love for humanity. At the fourth department, in the sphere, we wish to project the amazing videos of the archive showing the pioneering esthetics of the company.

Value and Potential

We tried to treat Archiphilos like a piece of art, exactly the same way Olivetti did while exhibiting its products. By designing a playful, yet sophisticated object we want to evoke curiosity and intrigue the visitors to visit the physical archive. Our vision is saving the archive. Our vision is saving the philosophy.